



Cloud innovation and transformation

Business enterprises are facing an accelerated rate of change in the market as technology ushers in new forms of competition, rising customer expectations, and increasing sources of data and insights.

While legacy systems made change both risky and expensive, cloud technologies enable organizations to **rapidly innovate to drive new business outcomes**. As a result, organizations can accelerate speed-to market and quickly adjust course to capitalize on industry shifts and emerging technologies.

PwC brings our breadth of experience, industry knowledge and global network of resources to guide our clients through cloud transformations that help drive agility and strategic impact. We take an **iterative, test-and-learn approach** to transform technology, teams, and processes into modular units that enhance responsiveness and enable a faster, automated enterprise. This approach helps reduce the human and financial resources needed to manage technology—while empowering organizations to shift those resources toward value-generating activities.

On the journey to cloud, find your north star

When embarking on cloud initiatives, PwC helps our clients first identify their north star. This is the overarching objective that will guide the transformation journey both short- and long-term.

Choosing the right north star enables our clients to assemble the best combination of skills, technology and approach to drive sustainable value through cloud.



North Star

Transformation Objectives

Increased
value

"I want to change the way my business works"	Deliver services in new ways, adapt quickly to changes in the market, rapidly bring new ideas to customers.
"I want to change the way business and IT work together"	Become a broker of services, quickly assemble technology capabilities internally and externally to provide the optimal feature and function.
"I want to change the way infrastructure works with application development"	Automate everything, enable rapid release cycles, bring down "the wall" to enable collaboration between IT groups.
"I want to get out of the data center business"	Streamline operations, avoid large capital costs, move to an on-demand model.

PwC accelerates cloud transformation by helping our clients to drive toward a common vision, align stakeholders across the organization, and facilitate the cultural change necessary to drive business value through cloud.

How PwC can help



Enable business Innovation

Implement flexible technology that serves as a foundation for innovation, speed, and change.



Create an Agile IT Foundation

Accelerate time to market and scale up and down based on demand.



Increase end user Productivity

Improve communication and collaboration to connect people anytime, anywhere.



Gain commercial insight

Leverage Big Data to gather key insights into the business, the value chain and the market.



Secure and protect assets

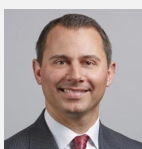
Implement security, risk management, and compliance to guard the business.

For more information contact us or visit www.pwc.com/cloud



Mike Pearl

Global Cloud Leader
michael.pearl@pwc.com



Christian Iantoni

PwC Partner
christian.iantoni@pwc.com

