CREATIVE PORTFOLIO
Dimension Data, a global leader in the provision and management of IT infrastructure solutions and services, sought to grow its brand as a leader in next-generation data center and cloud infrastructures. GlobalFluency and its Business Performance Innovation Network developed a global campaign, called *Transform to Better Perform*, designed to engage an audience of global business and IT executives on the subject of IT transformation. The program included the design and development on a new portal site, integrating campaign surveys, thought leadership reports, video content, interviews, infographics, Dimension Data content, and more. The 9-month program generated more than 6,000 registered downloads, 20,000 unique web site visitors and over 160 news articles worldwide.
Join BBP Network’s Transform to Better Perform Community and become part of a global knowledge transfer initiative. Through whitepapers, reports, and research, we provide insights and perspectives from industry leaders, members can learn from and contribute to new thinking that examines the seismic shift in today’s enterprises towards a new model for IT. Are you on the road to IT transformation? Join and grow with us by registering here.

**ADVOCACY**

**Featured Report**

*Bringing DevOps to IT: Consequence: What’s Helping, or Hindering IT Tech Professionals*

This report represents the perspectives of frontline IT professionals across the globe. Concrete business expectations, IT is experiencing major changes in planning, resource allocation, staffing, and collaboration.

**Related Infographic**

*Percentage of Business Processes Staying or Being Accelerated*

- 62%
- 82%

**VIDEO CHANNEL**

TransformsTV is your channel for interviews and other video content on technology transformation in the data center and beyond. Tune into TransformsTV.

**Transforms CTO Roundtable**

*Singapore*

**EVENT SCHEDULE**

*March 22, 2016, TransformsTV*

**ROUND TABLES**

Developing a New Scorecard for IT

Check out our global CIO Roundtables, each of which highlights best practices from industry leaders in London, Singapore, and San Francisco around an emerging new scorecard for IT.

**POINTS OF VIEW**

*Mark Gogolin*

*President*

Tahoe
**The Cloudy Road to Transformation**

**Growth in Data**

- 90% of all the data on Earth was created in the last two years.
- 80% of it is unstructured.
- 7.7 zettabytes in 2012.
- 2.6 zettabytes in 2017.

Global data center traffic will triple from 2012-2017.

The average household generates enough data each year to fill:
- 65 32GB iPhones in 2015.
- In 2020, it is expected that this will grow to 318 32GB iPhones.

**The Cloud Landscape**

- 2.4 billion people now use cloud-based services in some form.

**Cloud vs On-Premises Data Centers**

- Data Center Current Assessment:
  - Worldwide data centers cover 35.7 million square meters.

- 17% Carbon Footprint:
  - Data centers account for a significant portion of the global ICT sector.

**How Much is Being Invested Globally?**

<table>
<thead>
<tr>
<th>Type</th>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>140.1</td>
<td>165.2</td>
</tr>
<tr>
<td>COLOCATION &amp; OUTSOURCING</td>
<td>32.3</td>
<td>51.2</td>
</tr>
<tr>
<td>IN-HOUSE IT</td>
<td>47.4</td>
<td>58.2</td>
</tr>
<tr>
<td>IN-HOUSE FACILITY EQUIPMENT</td>
<td>60.4</td>
<td>75.8</td>
</tr>
</tbody>
</table>

**How Much Will Traffic Grow?**

- Global Cloud Traffic: 4.5x
- Global Data Center Traffic: 3x
- Cloud Workloads: 3.7x
- Data Center Workloads: 2.3x

**The Cloudy Road to Transformation**

**By 2017**

- 73% of data will be in the cloud.
- More than 60% of businesses utilize cloud for performing IT-related operations.

**What is Driving the Shift to Cloud?**

- Business Agility
- Scalability
- Cost
- Mobility
- Innovation

**Where is Cloud Investment Going?**

- Software as a Service (SaaS): 52%
- Platform as a Service (PaaS): 26%
- Infrastructure as a Service (IaaS): 25%
- Data as a Service (DaaS): 23%

**Who is Making Cloud Decisions?**

- CIO or top IT executive: 70%
- IT / Network MGMT: 55%
- IT / Network Staff: 45%

GlobalFluency™
SAP has an over five-year relationship with GlobalFluency and our affinity network, the Chief Marketing Officer Council. Our efforts have helped build the SAP brand and business pipeline with global marketing organizations and further position SAP’s Big Data analytics platform, Hybris. The CMO Council and GlobalFluency are in the midst of a major campaign focused on the value of Big Data and customer insights in driving customer engagement and revenue. The program includes global and regional research reports and other content, executive roundtable discussions, and the launch of a campaign web site for the Customer Experience Board. The CMO Council recently staged an Elite Retreat that drew 90 CMOs and senior marketing executives at the SAP Sapphire conference and proved to be a great opportunity for SAP executives to engage and interact with many of their strategic target customers.
Mastersing The Customer Experience

New research from The CMO Council and SAP shows just how important customer experience is to business and how challenged organizations are to master these engagements.

73% say customer centricity is critical to success for the business and for their own role.

The Top 3 Attributes of Customer Centricity

1. Senior management centered on needs of customer
2. Functional alignment around a holistic customer experience strategy
3. Corporate culture that puts customer first

So...Why So Low?

Only 14% of marketers say customer centricity is high

Only 11% of marketers say their customers would say customer centricity is high

Top Forces Shaping Customer Experience in Asia

1. Rapidly Changing Customer Behaviors
2. Digital Channel Growth
3. Expansion Into New Markets With New Customers
4. Market Pressures From Competition
5. New CEO or Management Team

How are APAC Marketers Optimizing Customer Experience?

What Makes a Great Customer Experience?

- Quick Response Times: 67%
- Products That Reflect Customer Needs: 49%
- Fast Response To Issues: 47%
- Consistency of Experience Across All Touchpoints: 47%

How Would Customers Rate This Experience?

- High: 43%
- Needs Improvement: 16%
- Needs Improvement: 12%
- Moderate: 27%
- Good: 37%

49% of marketers in Asia believe they are being held back in advancing customer experience strategies because of gaps in 3 critical areas:
NTT turned to GlobalFluency when the technology corporation was launching a new Silicon Valley applied research and development center, called the NTT Innovation Institute, or NTT i³. GlobalFluency worked with the founding executive team to develop compelling messaging and content to reach and engage Silicon Valley’s technology ecosystem and NTT customer audiences globally. GlobalFluency developed a wide range of content to help position and launch the Innovation Institute’s new Customer Experience Center, including infographic signage, tour guide scripts and collateral. It developed a wide variety of thought leadership content and product messaging and materials for new technology introductions, placed feature and news stories in major technology and business media, and designed and implemented an interactive, web-based newsletter called Inside i³.
Revenue Recognition Management software startup, RevStream, was looking to elevate its brand and more effectively communicate its value proposition, technology leadership and customer successes through its corporate web site. GlobalFluency worked with the company to more effectively message its technology and market story. We built a new, content-rich corporate web site from the ground up on the WordPress content management platform, integrating customer videos, how-it-works animations, case studies, corporate, product and technology descriptions, and more.
**Revstream Logo**

The Revstream logo is a vital component of the company identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the identity of Revstream.

In order to preserve consistency with our identity, never attempt to recreate the logo. The proportions and position of the symbol to the logotype should never be altered. The logo should be treated as an image and should not be recreated in any way.

The following guidelines should be followed whenever creating original printed or on-screen pieces for Revstream.

**Logo Usage**

**Symbol**

The symbol consists of four dots of the same size. The dots should always remain in this configuration. The top left and bottom right dots should be orange.

**Logotype**

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. Please do not try to recreate the logo.
Twerly, an off-grid street lighting solution based in South Africa, sought a full-service, global market penetration strategy and brand execution. Twerly streetlights offer a sustainable lighting solution with ancillary features including WiFi access, home appliance battery charging, video surveillance, and remote monitoring capabilities. GlobalFluency developed both a South Africa-specific and a global market penetration strategy, including competitive analysis, highlights of top differentiators, identification of key market access points, and go-to-market channel and partner targets. GlobalFluency made multiple partner introductions, some of which led to new market solutions and ventures. GlobalFluency also designed and developed a full brand identity and customer-facing website including key content, market applications and product breakdown. This scalable website allows for future purchasing and for customers to monitor their Twerlys directly from the website portal.
It's time for the world to be more self-sufficient, sustainable, and sensible in meeting micro energy needs on and off the grid.

**OPERATIONAL ECONOMICS**

TOWER power to remote monitoring and management in one package. The proven technology and cost effective.

**WHAT IS TWERLY?**

Lithium technology from South Africa, the TWERLY harnesses renewable energy sources to provide secure, oil-fed across to efficient, remotely managed green lighting solutions. Their "lithium of light" verifies both safety and cost efficiency.

![TWERLY Logo](image-url)
A world leader in data-driven, performance-based marketing solutions and digital media for the Consumer Packaged Goods and Retail industries, Catalina has worked with GlobalFluency for the past eight years. The agency was originally hired to help Catalina reposition its brand from an in-store coupon company to a leader in purchase-based targeted advertising. During the ensuing years we have developed corporate and campaign web sites, numerous marketing collateral, print and digital advertising, thought leadership content, infographics, video and more. The agency has written and promoted more than a dozen major reports based on insights from Catalina’s data and successfully positioned its executives as industry thought leaders, speaking at virtually every major industry conference and appearing in the nation’s top business, ad/marketing and industry publications on a regular basis.
Catalina can help manufacturer and retail brands deliver unprecedented performance and healthier outcomes. Only Catalina sees the evolving purchase histories of 76 percent of US shoppers and 130 million health consumers, with an in-store network of 50,000 food, drug, and mass merchant locations worldwide.
Say Hello
TO YOUR MOST VALUABLE CONSUMER

1 OUT OF 40
Shoppers Buys
80% of the Average
Brand’s Volume

Knowing and reaching your most valuable consumer is more important than ever. Only Catalina finds your most important consumers so you can grow your brand for less. That’s because we see the precise purchasing patterns of more than 75 percent of US shoppers, and engage just the right ones to meet your brand objectives. Even third party studies confirm we outperform other vehicles in driving profitable brand growth.

Want to connect more efficiently with your consumers? Just call us at 877-210-1977.

Global Fluency™

CATALINA
Precision Marketing