

# Tackling Enterprise Constraints

Managing Agility, Timeliness and Distance in a Private Cloud



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Demand for products and services in Bangladesh has never shown so much opportunity. Businesses now have to engage in a rapidly globalizing competitive environment to win customer loyalty. However, the Services Industry in Bangladesh is still in its infancy. Although a few incumbent firms are providing for some niche corporate markets, many are failing or simply merged out of existence due to, amongst other things, impediment in resource and information sharing. Others progress by continuously rethinking the way they do business, looking for innovative ways to serve customers better, and taking advantage of new developments in technology.

In today's emerging highly competitive, global business environment, executives are wrestling with what project managers call the triple constraints: agility, timeliness, and distance:

- *Agility*—The ability to change without disruption to the business
- *Timeliness*—The time lag between business need and deployed solutions
- *Distance*—The impact of geographic distance in a global market

Agility enables an organization to respond to change by adding new functionality or capabilities, such as processing a new type of transaction, without disrupting the established processing. Timeliness addresses the need to deliver functionality or capabilities fast to pursue quickly emerging or short-lived opportunities. Shrinking distances, typically through communications, allows businesses to work closely with distant partners and collaborate to better satisfy customer needs or to capture opportunities.

These three constraints create a multiplier effect; decentralized structure with little or no internal communication, inability to adapt to changing market conditions, delivering poor services, eroding existing capabilities and losing market share. As a result, major opportunities and markets are missed simply due to inadequate operational capabilities and efficiency.

Now the focus must shift to optimizing the indirect costs, communications and the flexibility of organizations to synchronize IT to the ever-changing business environment. The increasing pace of change in markets and the broader economy demands it. To address these issues, enterprises have focused on the triple constraints by implementing *secure, high-speed, high-bandwidth VPNs* to facilitate outsourcing and offshoring; collaboration tools; and remote management in a Private Cloud that is accessible from anywhere in the world.

The key value of cloud computing is to bring alignment between IT and the business as it changes over time—day to day, hour to hour, month to month. In the process, cloud computing may substantially slow the growth in technology spending while improving the organization's speed and agility. In the end, it is speed and agility, supported by an equally capable IT department that will enable the business to achieve and sustain competitive advantage.