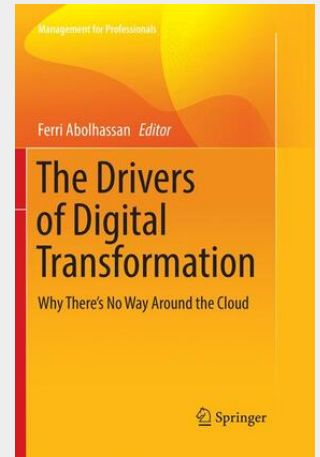


The Drivers of Digital Transformation

Why There's No Way Around the Cloud

In this book, leading CEOs, CIOs and experts from international corporations explore the role of digitalization and cloud-based processes as the main business drivers of the 21st century. Focusing on how to get started with digitalization and how to handle the technologies involved, they employ analyses and practical case studies to demonstrate how to unleash the potential offered by the cloud, and how to achieve the most critical success factors – quality and security – through the right partnerships. Readers will discover why the cloud will soon take over the driver's seat in cars, and why Heineken CIO Anne Teague claims that innovation is impossible without high-quality IT. The book reveals what IT managers can learn from Silicon Valley and China today, and why Deutsche Telekom CEO Tim Hoettges believes Europe's future depends on successful digitalization. In a closing strategic assessment, the editor Ferri Abolhassan presents the cloud as the essential backbone of digitalization. In short, the book provides readers the first comprehensive, high-level assessment of cloud-based digital transformation in the era of Industry 4.0.

Exciting articles, analyses and practical examples describe how to get started with digitalization and handle the technologies involved, the potential offered by the cloud, the importance of the right partnerships and which factors are most critical to success, particularly as regards quality and security. Why will the cloud soon take the driver's seat in our cars, and why does Heineken's long-term CIO Anne Teague say that innovation is impossible without high-quality IT? What can German IT managers learn from Silicon Valley or China, how much does Telekom CEO Tim Höttges think Europe is dependent on successful digitalization, and why does T-Systems director Dr. Ferri Abolhassan view the cloud as the essential backbone of digital transformation? This book is the first to bring together a variety of perspectives and present a 360° view of digitalization. Renowned authors illustrate how industry representatives view the digital transformation of our economy. Its most important component is the cloud! And digitalization and cloud-based processes are the main business drivers of the 21st century. Contents - How Germany and Europe can benefit from digitalization - The cloud as the growth driver of digitalization - Field reports from China and Silicon Valley - Practical examples The Editor Dr. Ferri Abolhassan is a member of the T-Systems Board of Management, responsible for the IT Division and Telekom Security.



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