

INDUSTRY CLOUD

Q & A with Eric Newmark

Q: Which industry cloud markets are seeing the most accelerated amount of growth, and why?

Industry collaborative cloud adoption continues to grow in many industries, with healthcare, life sciences, and manufacturing currently leading the way. These verticals all have more cooperative cultures and industry dynamics that are well suited to benefit from these types of collaborative platforms.

Q: What are the biggest challenges that organizations are facing as they begin to set up their industry cloud initiatives?

Most companies have plans to consume digital services through industry clouds in the next two years, and many have already begun. However, while many companies are also now contemplating creating/offering their own industry cloud service, the biggest two challenges that companies currently face is deciding which technology vendor(s) and/or professional services firm(s) they should partner with in their new venture, and how to design the pricing and monetization aspects of the new service.

Q: What unique opportunities exist for organizational leaders to make the case for investment in industry cloud strategy?

The most common benefits that companies gain by consuming services through an industry collaborative cloud are improved analytical insight, enhanced operational efficiencies and process effectiveness, as well as reductions. Increased organizational agility and freeing up resources is also commonly cited as a benefit.

Q: What advice would you give to organizations who want to maximize the potential for their industry cloud investment(s)?

Creating a successful industry cloud offering requires a strong combination of both technical know-how (to build and run the industry cloud) and industry expertise (to optimize its design for industry-specific adoption and utilization). Companies that plan to build industry clouds need to reflect on their own strengths and weaknesses and seek out help and/or partners that possess the right complimentary skillset to complete their industry cloud vision.



Eric Newmark

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Related Documents

- [Industry Clouds: Expansion of the Market and Its Definition](#)
- [IDC MaturityScope Benchmark: Cloud Worldwide, 2017](#)
- [IDC MaturityScope: Cloud 2.0](#)
- [IDC FutureScope: Worldwide Cloud 2017 Predictions](#)
- [Worldwide and Regional Public IT Cloud Services Forecast, 2016-2020](#)