



The Insider

February 3, 2016



“Innovation is everybody’s job. Without innovation, any existing business will perish.”

Shawn Rosemarin, Chief-of-Staff, Americas Systems Engineering for VMware

Inside the data: IT’s role in supporting innovation

January 29, 2016 by Michael O’Neil

We conducted a survey of 402 Canadian businesses and InsightaaS principal analyst Michael O’Neil breaks down the most relevant findings...

A gap between IT management and innovation:

For example, 56% to 64% of the respondents said that innovation has fallen behind when it comes to IT management.

VMware sheds light on this issue...

“It’s no surprise why innovation is taking a back burner. It is a priority, but...it’s not necessarily the priority that is the focus of reporting every day.” Shawn Rosemarin, Chief-of-Staff, Americas Systems Engineering for VMware. [Read More](#)



Yitamin Y: How open is open, and when is open too open?

January 21, 2016 by Mary Allen

Yes, Dell is a strong proponent of open source.

A different customer experience:

Dell's enterprise hardware strategy is based on "open," an approach designed to provide customer choice, and to speed innovation. The company provides OS and management tools, but allows customers to also deploy

preferred, third-party software as a means of riding the wave of interest in 'software defined' infrastructure.

The 'why' behind this strategy:

This strategy has helped to position Dell as a vendor of choice, driving hardware sales in new areas, such as networking. However, a key opportunity and source of value going forward will be software-based management. According to recent InsightaaS/Techaisle research, Canadian companies are currently using more than two different hybrid IT platforms and the future promised to become complex, as enterprises will be using four different platforms. [Read more](#)



HP grows Pro Sprout

February 2, 2016 by Lynn Greiner

A pro computer that builds collaboration onto 3D

HP has integrated new technologies to create a device that scans 2D and 3D; and integrates with next gen collaboration applications to power new levels of image and physical sharing.

And there is more...

The HP Magnifier has the power of a microscope, the HP turntable captures 3D images automatically, and the device features the latest hardware technology. Lynn Greiner's tech review includes new use cases for creative, educational and even manufacturing markets...[Read more](#)

TCBC releases Cloud Go-to-Market Best Practices whitepaper

January 21, 2016 by Michael O'Neil

This time TCBC has tackled best practices in cloud go-to-market strategy.

The goal is...

Defining the scope, the needs of cloud channel members from their vendors and principal cloud marketing tactics and objectives are some of the best practices this TCBC working group identified.

Three key perspectives...

"The working group ... divided both the 'business objectives' and 'best practices' sections of its analysis into major business areas: marketing, sales and channel development." explains Michael O'Neil, InsightaaS principal analyst. [Read More](#)



The TCBC Cloud Go-to-Market Working Group. Top row from left: Sylvia Bauer (CenturyLink), Anne De Aragon (GoDaddy), Craig McLellan (ThinkOn), Adi Morun (Microsoft). Second row from left: Matt Ambrose (PwC), Brian Ochab (Unity Connected Solutions), Norman Sung (Red Hat)



“When you can show customers you have done it yourself, it’s meaningful to them. They trust in using you for their own infrastructure.”

Craig McLellan, founder and CEO, ThinkOn

ThinkOn: bringing IaaS to the mid-sized enterprise

January 26, 2016 by Denise Deveau

Cloud wholesaler ThinkOn helps customers derive benefit from their data through cloud providers who can more easily deploy cloud infrastructure ‘recipes’.

Leading by example:

The company has built its own service on advanced cloud technologies, providing case in point for customers to follow their lead, and enabling ThinkOn to deliver 99.997% availability in its SLAs.

What does that mean?

Craig McLellan, founder and CEO, ThinkOn, explained: “That tells me we are delivering exactly what customers care about – that is, getting their business to run without having to call us.” [Read more](#)

About InsightaaS

The Insider is a bi-weekly e-newsletter that, like its parent website InsightaaS, it is dedicated to exploring "the 'why' in enterprise technology."

Our e-news offers unique and depth perspective on Analytics, Cloud, Data Centre, IT Management (including security), The Internet of Things, and Vitamin Y, a concise view of industry trends and events. If you are interested in staying current with our research, featured content and editorial coverage in these areas, click on any of the articles in this e-newsletter. If you are interested in a steady stream of thought leadership, click on the link below and we'll subscribe you!

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