HOW TO DEVELOP CLOUD COMPUTING STRATEGIES IN WHOLESALE TECHNOLOGY

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HOW TO CREATE A CLOUD STRATEGY
PROBLEM OF TECHNICAL WHOLESALE TRADE

- Cloud usage is proving attractive for wholesale tech companies, who always struggle with scarce time, financial and human resources

- Substantial reservations on the one hand and a lack of expertise coupled with a lack of capacity to develop appropriate competences

- Cloud computing proves to be a critical factor for business success

- Business competitiveness depends on cloud strategy

HOW TO CREATE A CLOUD STRATEGY
STEP 0: CREATING THE CONDITIONS

- Creating the right conditions in the company

- Fixation of the corporate strategy

- Involvement of employees

- Inclusion of suggestions for improvement

HOW TO CREATE A CLOUD STRATEGY
STEP 1: ANALYSIS OF THE STRATEGIC ENVIRONMENT

- Setting the company's goals

- Identification of influencing factors

- Standards

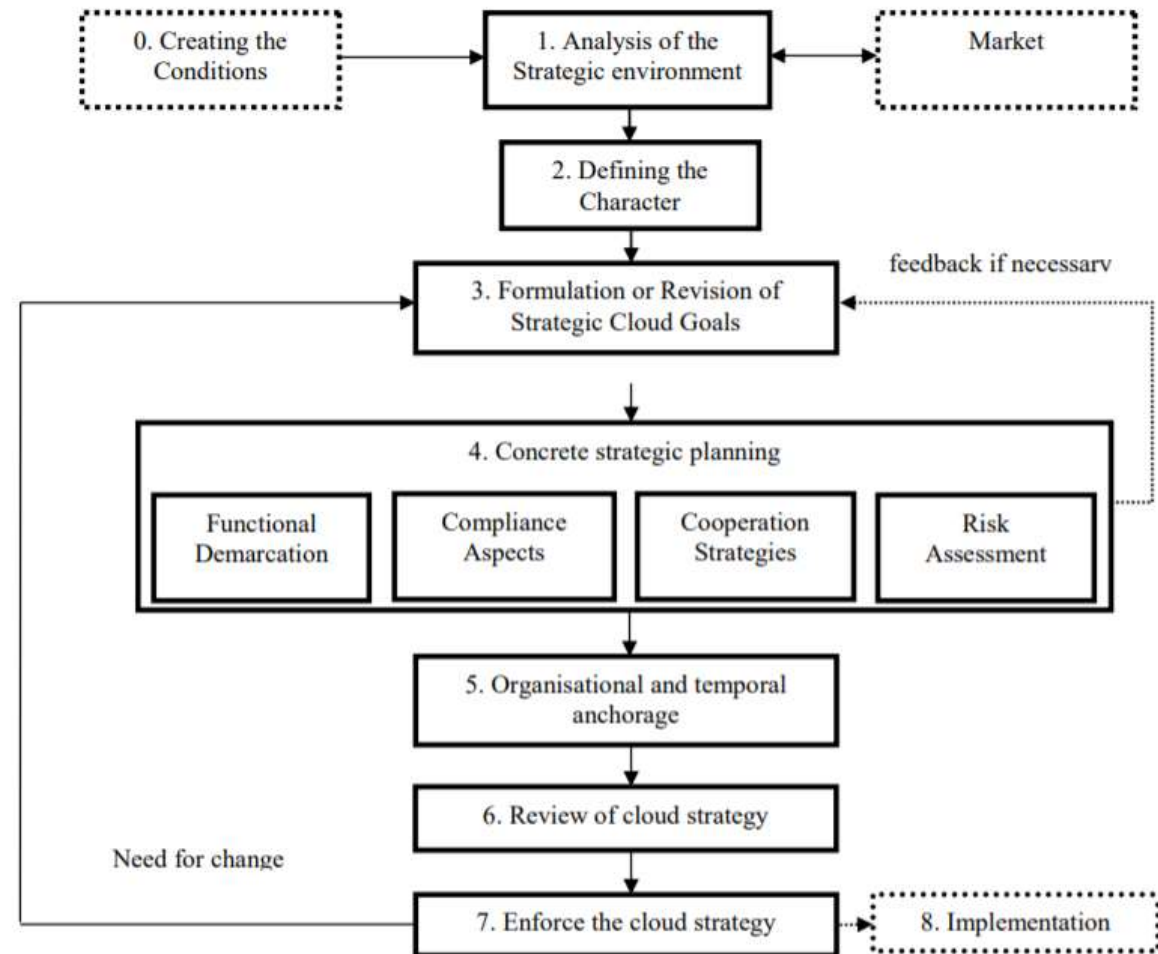- Constraints

- Impact on value added

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NEXT STEPS

- Step 2: Defining a Character for the Strategy

- Step 3: Formulate Strategic Cloud Goals

- Step 4: Concrete Strategic Planning

- Step 5: Organizational and temporal Anchoring

- Step 6: Review the Cloud-Strategy

- Step 7: Publish and energise the Cloud-Strategy

STRATEGY MODEL

Steps to develop and implement the strategy in the company

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FINAL CONSIDERATION

- A structured approach has been proposed to develop a strategy.

- On the basis of this, it has become clear that an exact evaluation can be carried out even without considerable methodological competence.

- An approach based on the proposed development steps seems to provide a reasonable balance between complexity and accuracy, since it is more important to select and collect the relevant cost and benefit effects than to look at the business in detail.

THANK YOU VERY MUCH

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