The Napkin Guys: Top 3 IT Trends: Business Intelligence, Business Apps, Risk Management & Security

Tim Hanson: Wow, what an event.

Bryan Bechtoldt: Yeah, it's a fantastic day for it too.

Tim: It's just nice to get executives together and in a forum like this at Monona Terrace. I always like the venue here as well.

Bryan: Yeah, it's fantastic, and there's a lot of great thought. I mean I learned a lot today; that's always nice.

Tim: Yeah. So what do you think? I mean there's, you know, I've been doing a lot of research and reading on these top IT trends as well, and the three keep consistently coming up. You know, business intelligence. This kind of renewed revitalized business app spend.

Bryan: And then security.

Tim: And risk management security.

Bryan: Absolutely. I see those as the spaces where people are most interested as well and our business is kind of built that way.

Tim: Yeah, that's what excites me is we've really aligned around those three as well.

Bryan: Yeah. So you've been in the biz app space forever. So what are you seeing that's really changing and kind of a revitalization, but what are the driving forces behind them?

Tim: I think two things. One, applications really have reached an end of life in some cases. A lot of people haven't changed their business apps.

Tim: Really since Y2K. So you start to see some apps hitting the end of life. But then probably more prevalent would be the evolution of technology and what's changed in technology. So a mobile framework as an example. Browser-based applications, the ability to access these applications from anywhere. And I think that's really driving business app adoption. What do you see going on in the business intelligence side?

Bryan: Oh, it's interesting. I think people have gotten accustomed to having information-based decision-making. And I think executives believe that's a way to empower people in their organization to sort of execute and operate with excellence, and so I think they're investing in that. I do think there's some natural forces in the technology sector that are creating it. We see more disparate systems.

Tim: Right.

Bryan: Systems in the cloud, systems on premise. So there's a need to sort of put those things together in some way that you can see them. I think people understand, or are starting to understand, the value of data itself and the fact that it's information, sort of, about the history of their organization. They want to own it rather than having it in an application.

Tim: So that's the trend. We traditionally have seen manufacturers present their business intelligence solutions as part of their software offerings. Now we see this proliferation of EDW, right? And the enterprise data warehouse where that starts to allow us to really make that information our corporate asset.

Bryan: Correct.

Tim: Own that information.

Bryan: Yeah, and I think people understand they need to invest in it. And I think if they don't, I think they know their competitors are going to blow by them. So, I think, then security is a stalwart on the spend.

Tim: Well the interesting thing on that is all the research we've been doing on security shows that most people are significantly concerned that their organization is not secure enough, their data's not secure enough. Yet the spend trend isn't yet as high as the concern.

Bryan: Yeah, so I've been in the security business a very long time and that's what you see. Every year there's so much of the budgets allocated towards it and every year goes by and it isn't really allocated. Personally, I think it's because I don't think the security industry has a sort of straight line message of how to create a true defense plan. And so I think, if in fact people will, you know the chief information security officers, the CIOs or COOs, CFOs, if they really had sort of a good vision and clarity, "okay if I spend this, this doesn't happen." I think that's what will help people create that investment. To be able to communicate it to their boards and to their CEOs, and so we're trying to do some work around that. But it's a difficult space to be in because it changes literally

daily with new types of attacks and new viruses and new challenges and you just never know when it's gonna come, where it's gonna come from next.

Tim: In some future time, when you and I are having another glass of wine, I need to spend a little more time talking about the risk management practice area.

Bryan: Absolutely.

Tim: I mean these three, and I'm gonna write these down because these are just great, I mean they're consistent talking points that I think these trends that we're seeing with our client base, they are consistent trends within the industry. And so it's BI or business intelligence. And this, kind of what I call the revitalization of spend on business apps, right?

Bryan: Yeah, and I think that's exciting with that mobility angle to it as well. There's something for the end user, power user community coming with it.

Tim: Yep. And then, let's just call it risk management.

Bryan: Yep, and security.

Tim: And security.

Bryan: And how do we really do that? And how do you, you know, if we're gonna spend this dollar today, it's gonna still be valuable to me tomorrow.

Tim: Yeah, and what I like, again, what I like about this is the three pillars of SVA - business intelligence, business applications, and risk management. I mean, it just aligns so well with the needs of our clients today.

Bryan: Correct, feels good.

Tim: Yeah, it does.

Bryan: Cheers.

Tim: Let's enjoy a glass of wine at Monona Terrace.