



How Social, Mobile, Analytics, and Cloud are Transforming the Workplace

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The very nature of the workplace is changing fast. Businesses are facing intensifying pressure by competitors who have been able to achieve parity in terms of service, technology, and price. Meanwhile, innovative new business models are causing disruption across even the largest and most firmly established organizations.



To stay ahead, executives are now pushing the need for transformation to become more innovative, to increase velocity, and ultimately to become more competitive—and they're relying on IT as a collaborative partner in the process. Technology innovation is changing not only the way people work, but how the business is run.

The right architecture to enable change

Embracing this cultural change is a critical step in driving transformation, but that's a larger conversation for another day. The other key component is having the right technology in place to support transformation across the business.

There is growing consensus that SMAC—social, mobile, analytics, and cloud—is emerging as the new IT architecture model that’s enabling change at light speed. Although it goes by a variety of names in the industry, the foundational cornerstones remain the same:



- Social
- Mobile
- Analytics
- Cloud

PepsiCo transforms sales with mobile technology

Seeing the SMAC architecture in action is probably the best way to showcase its potential. PepsiCo is a powerful representation of how this new architecture model has enabled transformation. By deploying versatile 2 in 1 mobile devices, as an aggregator for the SMAC capabilities, PepsiCo was able to empower its sales team to positively change both how and where they worked.

The device itself makes it easier for the sales team to collaborate with both customers and colleagues. For instance, they can now stay connected via instant messaging, e-mail, voice, and even video, regardless of location. With always-on, constantly connected data, they have real-time access to business information such as product inventory and pricing at their fingertips. And the touch-enabled design makes for a more natural and intuitive way to share information when meeting with customers.

To see this in action, you can watch the [PepsiCo video](#), and read the [case study, Refreshing PepsiCo's French Sales Force with Intel-Based 2 in 1 Devices](#). I'll be exploring the SMAC model and workplace transformation further in upcoming blogs, and I look forward to starting a conversation about the future and nature of work in the enterprise. Meanwhile, you can click over to the [Intel® IT Center](#) to get the latest on enterprise mobility.

Until the next time,

Jim Henrys, Principle Strategist