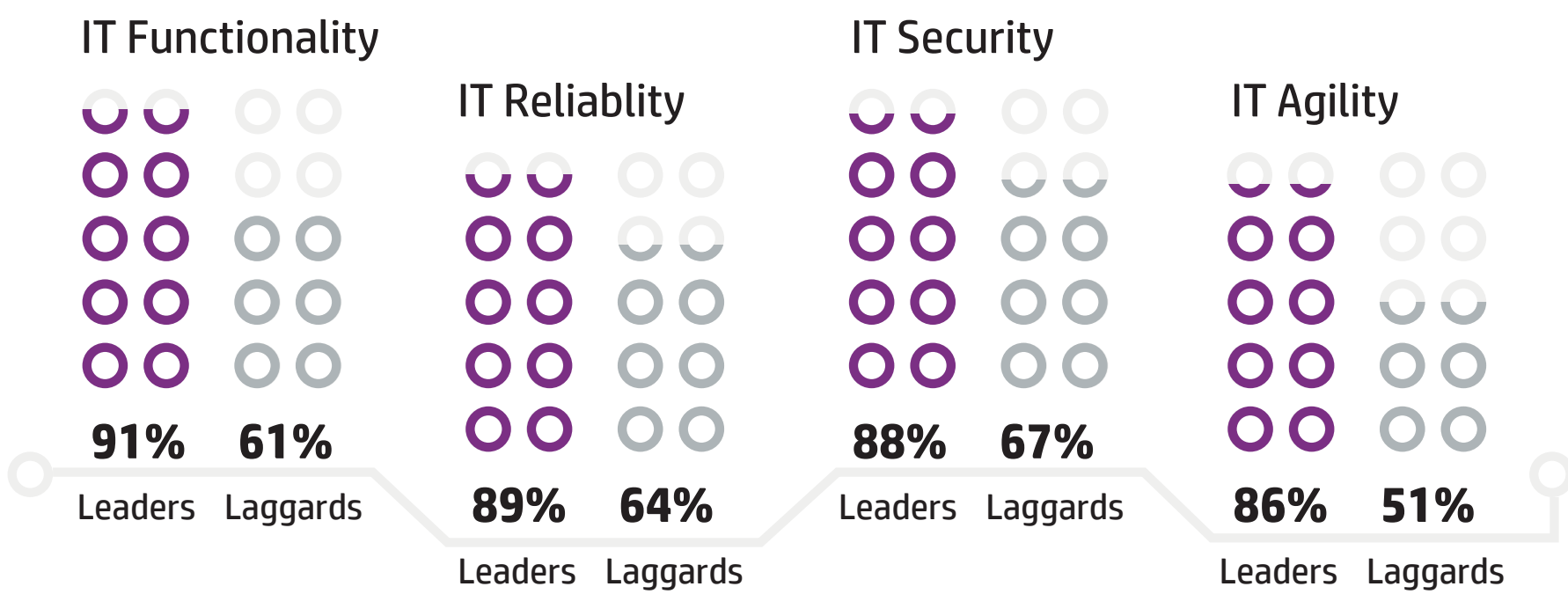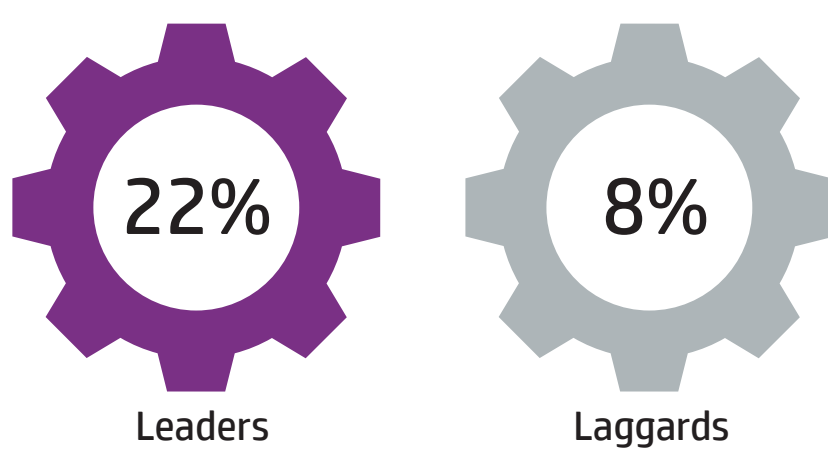# Top use cases for infrastructure transformation

Did you know?

In a world where a company must disrupt its industry or be disrupted, IT leaders are embracing change and producing results.[1]
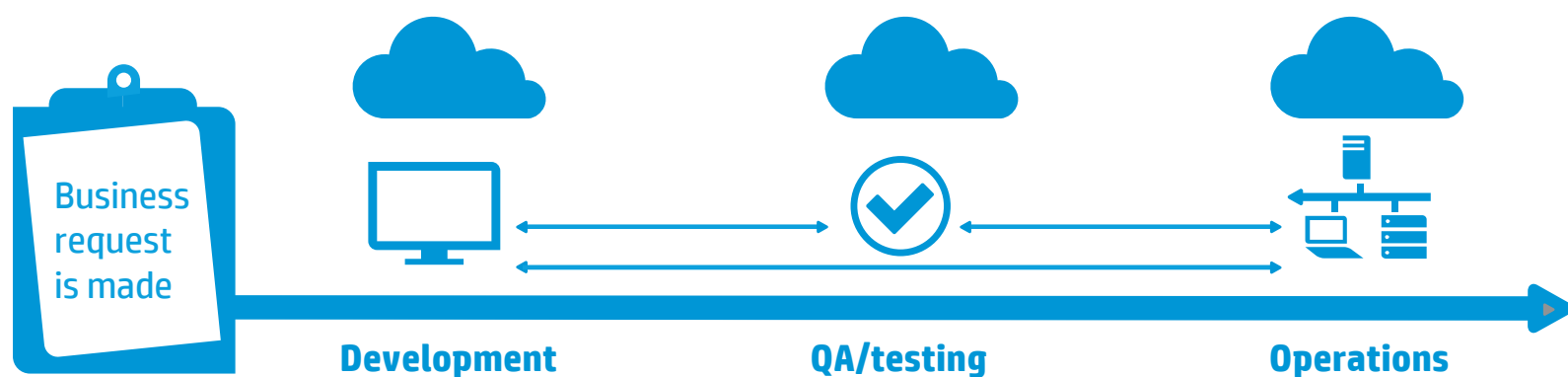
IT Functionality
91% Leaders **61%** Laggards

IT Reliablity
89% Leaders **64%** Laggards

IT Security
88% Leaders **67%** Laggards

IT Agility
86% Leaders **51%** Laggards

Leading firms understand that for business success, their IT function needs to be completely different in five years.[2]

22% Leaders   **8%** Laggards

Top use cases that are making a difference

1. Supporting internally facing DevOps
By using cloud-enabled DevOps to streamline app testing and lifecycle management, a major U.S. firm generates higher-quality production apps that perform better.

Business request is made

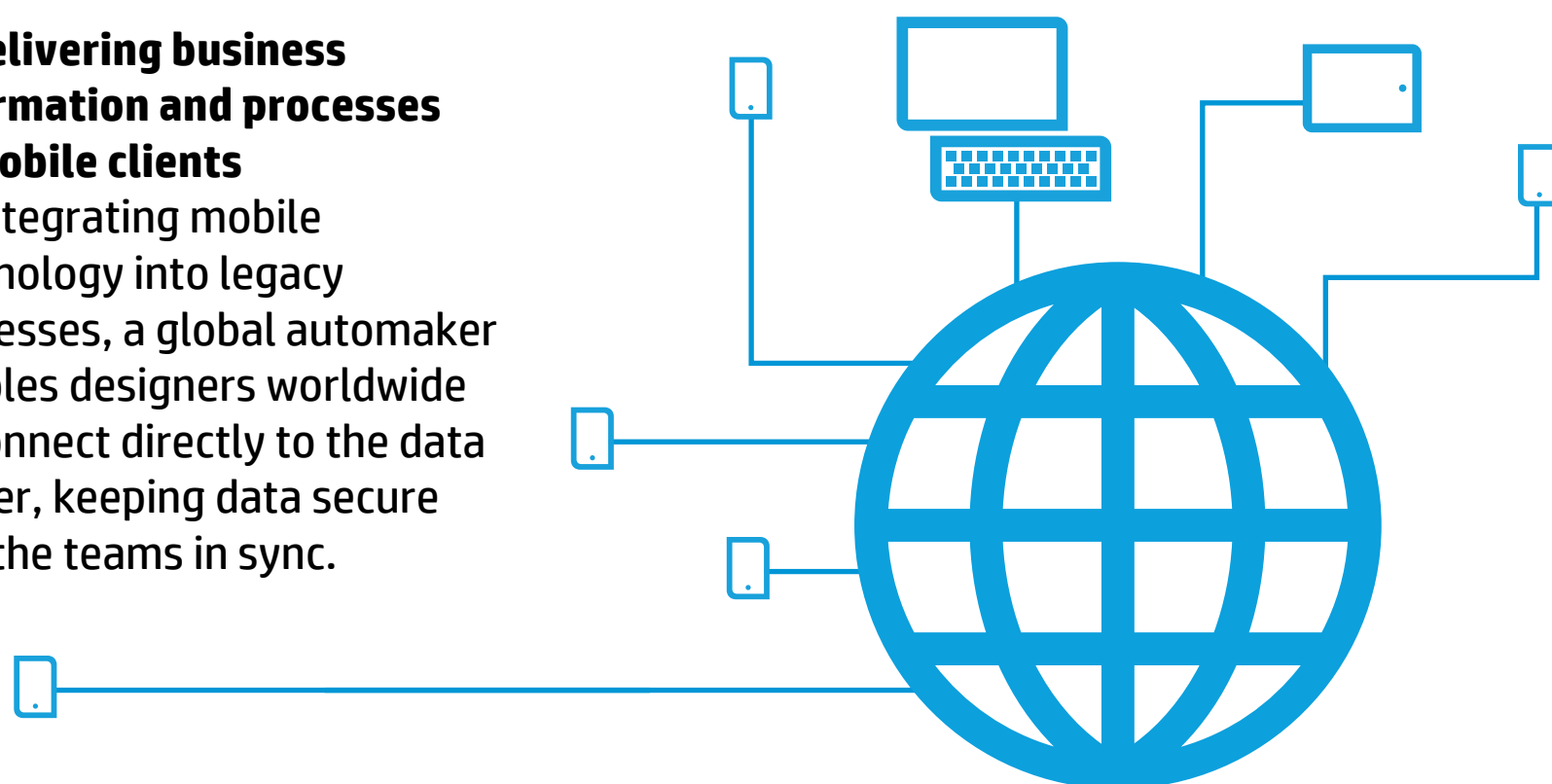**Development** → **QA/testing** → **Operations**

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2. Enabling data-driven customer intelligence and tailored marketing campaigns
A U.S. sports franchise designs tailored marketing campaigns by using Big Data analytics to track real-time fan sentiment on social media, resulting in higher fan engagement.

"I love it!"
2,065 responses

"I like it"
962 responses

"That wasn't a clean race!"
35 responses

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3. Delivering business information and processes to mobile clients
By integrating mobile technology into legacy processes, a global automaker enables designers worldwide to connect directly to the data center, keeping data secure and the teams in sync.

"Ask yourself, 'Where can I keep IT from being an impediment to reacting quickly, but at the same time, enable the business to move swiftly?'"

—Jim Haar, HP VP Global Accounts

For more information, read *Best Practices: IT megatrends' impact on infrastructure,* or visit us online at www.hp.com/go/InfrastructureInsights

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