

MOVE THE BiG M – MANIFESTO

Move the BiG M is the emergent force that aims to break through the traditional operational, commercial and ‘cultural’ boundaries among partners and stakeholders in the ICT industry.

Move The BiG M takes up the great challenge of bringing together enterprise computing, cloud services and managed mobility, three technological segments which are operating with different business models and with different development and delivery cycles.

Move the BiG M acknowledges that the complexity of delivering integrated solutions is increasing, which is not just a concern for the industry but also for the corporate customer, who has a hard time making the right ICT investment decisions.

Consequently, Move the BiG M aims to improve the dynamics of the industry ecosystem by supporting a common industry mindset and language that will shift the perspective from pure technological and financial benefits to end user business value.

Move the BiG M will evaluate the progress of their initiatives on the basis of the three distinct dimensions:

- Acceleration** - What is the appropriate rate of change?
- Integration** - What is a productive level of integration?
- Innovation** - How will innovation create business value?

Move the BiG M is an open Movement, initiated and propelled by ambitious people, who have the courage and passion to break away from the conventional, and embrace progress by sharing knowledge and experience.

