CLOUD REALITIES

CX0074

Season 3 reflections with Dave, Rob and some special guests

Capgemini

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[00:00:00] In the Netherlands, we call Bacardi Cola, it's fighting oil. People who drink Bacardi Coke, they're always end fighting.

Welcome to Cloud Realties, an original podcast from Capgemini. A conversation show exploring the practical and exciting alternative realities unleashed through cloud-driven transformation. I'm Dave Chapman, I'm Rob Kernahan, and it's the season three finale. We're going to take a look back over the course of the season, pick out what we think are interesting themes that have emerged naturally.

And have a conversation about what's bubbled up and maybe provide some reflections on those things. But before we get to that, one of the interesting background conversations we've had over the course of the season, would you believe between the [00:01:00] entire production team, I include Marcel, the producer, and Ben, our sound and editing wizard in this. And of course, Rob and I, and Sjoukje here is. What is the best way to make a cream scone, which is an English tea sort of cake?

What would you call it? A cake? What would you call it, Rob? Uh, a savory pastry, maybe. Savory pastry, let's call it that. Now, the ingredients of this thing are the scone itself, Clotted cream and let's say strawberry jam or the jams are available But I think strawberry jam is probably the preferred in a strawberry or raspberry something like that There are two ways you can build one of these things and we have a divide that is centuries long is visible in the team Half of the team think that should be built Scone cream jam and the other half of the team think scone jam cream now Rob What's your preferred [00:02:00] build of an English scone?

It's the only way to do it, which is the scone, the cream, and a blob of jam on top. And that is the right way, and any other way is just a disaster, so I don't know why we have this debate, but I keep trying to, you know. So basically you're using the cream as, as butter. Yeah, yeah, it's at the base. Because I like a lot of cream, so you smear it all on, nom, nom, nom.

Jam adds a bit of flavor on top, happy days. But then how do you, Spread the jam on top of the cream because cream's got quite a loose consistency. You blob it on, it's fine. Just drops off the spoon onto the center of the scone. And now the other way one can do this to create a much more appropriate coverage is to go Sconge would appropriate to try and make this sound official An appropriate level of coverage Is you know put it straight onto the scone jam straight onto the scone get a nice even even cover Blob of cream move that [00:03:00] about a bit it doesn't get like the jam and cream all mixed together.

So it looks unsightly, beautiful looking thing, right? So all the way through the, like, and Rob is, as you've just heard, Rob is vociferous about his point of view. And a couple of weeks ago, Rob went out for the day, had a few jars, I think, Rob, in the sun, a couple of jars. It was a lovely day. And sent to the rest of the team.

A bragging photograph of a scone built up in a certain way, with like, I can't remember your exact comment underneath, it was like, but you're like, this is how you do it, you know, that kind of thing. Now, what construction was in that photo, Rob? There was a moment of confusion in my life. And I may have done it the alternative way, David, which is the wrong way and without realizing, and then proceeded to broadcast this to the entire team

and make a huge mistake. It was literally one of the best WhatsApp messages I think I've ever gotten. [00:04:00] And then proceeded to make a thoroughly entertaining afternoons chat in that WhatsApp group was one of the best ever. So I thought that was a perfect culmination to An entire season long exploration of Rob's confusion.

Ultimate confusion. That is how bad it is. Yeah, ultimate confusion. I still, I still, I don't know, something failed in my, the captain of my brain ship must have been asleep at the helm when I did that. I don't know what was happening, but it was, it started. Well, I've got it recorded and I've taken screenshots of it.

Confused by a simple thing, eh? Not even technical. Very simple things, yeah. Not even technical, no. Cream, I can't even get cream tea right. Or I can, Mm hmm. But I get it wrong at times, but we've explored a lot of Rob's confusions and I will leave it at this point to the listener to discern which ones of those were fanciful explorations made up on the spot and which ones actually might've been based on truth.

Thank you, David. I appreciate all your support in this podcast. Okay, well, let's get on with the main subject of the show today. And [00:05:00] joining us to unpick the season is a colleague and sometimes listener of the show, Esmee van der Heessen. Esmee, do you want to say hello and introduce yourself? Yeah. So hello, very excited to be here.

Thanks for having me. I'm a strategic partner manager at the moment for two of our core partners in technology. And I actually grew up as a CRM consultant, then moved into different roles in sales and in delivery, building up to enterprise agile coaching. So, uh, as you can imagine, there's quite some stuff that still needs to become a little bit more agile.

So that's what I tried to bring in, into our relationships with our partners. Brilliant. You're very welcome. It's good to see you today. And we have a surprise guest coming later in the show. So we'll leave that for a reveal later. So the beginning of this season, we initially had Erwin Visser from Microsoft on, and Irvin told a really interesting story and we thought was a good Season opener, which is about him climbing Everest and summiting Everest.

And obviously that came along [00:06:00] with some pretty great stories of adventure and moments of wonder. But what also came through in that conversation were Erwin's five lessons for change leadership, which he has both sort of built up as a result of. Leading change and working on change, but also like through the experiences that he found conquering a massive challenge and his five lessons, which we think are resonant throughout the season are focusing on getting through each day.

And that's driven by the fact that there's an awful lot going on. Sometimes that can feel very pressured and very difficult. Staying calm under pressure, which I think sort of speaks for itself, but it's sometimes easier to say than it is to do. But actually that's the way you're going to lead yourself to success.

The importance of breaking big challenges down into bite sized chunks, so obviously in terms of his big journey that was going from base camp to the camps as it went up the hill, and through a [00:07:00] project, particularly projects that can feel very long or can feel iterative, it's important to see successes as you go along, as well as being able to kind of reflect on what's gone right, what's gone wrong, and then move forward.

How to assist with mental health and resilience. So we've touched on this a couple of times, which is there is a great deal going on for leaders and practitioners at the moment. And it's important to look after yourself as you go. And then finally, the importance of teamwork, playing on a team, being in position and understanding your position and having aligned purpose.

So Rob, as, as we went through the. Season and maybe even the day job over the course of the last work year. What were your reflections on those? The one, did the, do they hold true for you still? And did they inform anything that you heard for the rest of the season? Yeah, I

think they're axioms of change and it's a great list to deal with change.

And what we discussed on this season was all this wonderful new [00:08:00] technology arriving at our door and the specter of AI and what that's going to bring and organizations need to know. How to get it implemented and scaled. And we've discussed that a lot as we've, we've gone through, but that's a good list to remember.

So as you're trying to deliver change, think about those things to be able to, you know, make it happen. There's so much going on and we're at another epoch of computing starting with generative AI arriving at the front door. There's going to be a lot of change and a lot of difficulty in tackling that change.

So yeah, use that list. It's a good list. To create resilience. As I mean, what do you think that's, I think that's maybe the, I mean, you may have listened to the episode, but what's your, what's your reflection on those five, well, let's use Rob's word axioms. I think especially, you know, thinking in, in transformation and organizational systems, it's really complex and it's also always helpful to have it like in, in some sort of buckets.

Uh, but in the end it's about, I think that [00:09:00] interrelationship between all those aspects. And I really liked his reflection, Aaron's reflection, and there's also one thing that I would like to add to the conversation and that's being the, the person that is leading to change or being the enthusiastic person that really, you know, believes in what could happen to not really take in those emotions that, that you come across.

Right. There are so many people that you would like to keep the status quo as it is, um, because it's really helpful to them or they do not know it any other way. Right. Uh, but I think one of the most important things, at least for me is also about, it's not my transformation itself. I'm not responsible for the outcome, even though it feels that way.

Uh, and I think that's the most difficult part. I think you said something very important there, which is if you are a change leader or an agent of change, it is an incredibly energetic role, which requires huge amounts of energy. [00:10:00] And I think what. Oh, his list says is a way of tackling that. So you don't lose momentum and energy as you're going through it all.

Cause you know, as, as it says, you have to climb the mountain, break it down, like he says. Okay. So let's take those five or six pieces of advice and sort of launch forward into what we think is a, a pretty decent summary of some of the big themes that have come out of the, over the course of the conversations that we've had with multiple different people across the season, we've had on influences we've had on.

C level leaders from large scale organizations and small scale organizations. We've had entrepreneurs, we've had hyperscalers, we have had authors and industry spectators. So we've had, we think a pretty good sort of diversity of perspective across the industry over the course of the last season. Uh, and the season ran from September last year, sort of through to now.

In reflecting on them, we've come out with six [00:11:00] core themes of what we think has kind of resonated with us and bubbled up over the course of the season. Now, some of these are probably more obvious than others, and some of them maybe are a little bit about what resonated with us as the, as the production team.

Where we went with different episodes and things like that. So if you have different themes that have popped up for you during the course of the season, then please let us know. We'd love to hear it. But let's start with the first one. And if I remember rightly, going back to last year's, uh, summary and Reflections episode, this may well have all also been the first one

because it's sort of unavoidable at the moment, and it's our friend.

Artificial intelligence, very much the elephant in the room for any conversation that you have at the moment. And it's popped up both in headline episodes for us this year, as well as kind of almost a subtext in 90 percent of the other episodes, I suspect. I think we've looked at multiple different areas of it.

From the sort of [00:12:00] ethics of it through to the, uh, implementation of it through to proof of concepts and how different organizations are taking it in. But Rob, in terms of what stuck out for you in terms of the AI conversations that we've had, what, what are the one or two things that are really sticking with you?

Uh, the one that's very stark for me, I was actually reading again on this was I check out what the lay view is. of AI. So, you know, those who probably aren't in technology, what, what they think about it, there's two camps. There's those with huge imagination who can see the potential and you know, 10 years in technology is a very long time.

What's that going to bring? And then there's this other camp, uh, more of the Luddite perspective, which thinks it's a flash in the pan. It can't do anything. It's useless. It's not what, you know, what's done for us from the classic, uh, film scene. It's like the, um, the, uh, the, Not understanding what this actually means now the generative side of AI the creationist side is now [00:13:00] starting to come to the forefront and you know we're seeing it starting in the mexico AI arena but there's this distinct lack of imagination in some quarters that just think it's gonna go away in six months it's like i think you're missing the quiet size of a point where it's actually probably going to be the next industrialization cycle that hits humanity.

I'm surprised by people constantly who seem to think it's the, maybe not go away, but seem to think it's sort of the next generation of robots and factories as if it's just some sort of mechanization or making more efficient what we're doing at the moment. I think its impacts to me are considerably more profound than that in so many different ways.

And that's before you even get to whether it will develop into like a super intelligence or anything like that. But even, even just as it exists today. It's potential at scale to disrupt both positively and probably negatively is so [00:14:00] huge that even like I said, even, even as it is today with, and we're, uh, you know, chat GPT four at the moment, even at that point, to me, it feels.

Very significant. And the thing that strikes me at the moment with it is, is the issue of scaling and whether organizations are starting to think about scaling and the implications of scaling yet, because quite a lot of people seem to be wrapped around the axle of technical proof of concepts, which I'm not necessarily sure is the right way.

And is it? It's like anything when you introduce a new tool, um, And this is a, a, a tool currently it takes you just call me a tool . I, I not on, uh, not on recording Dave, but maybe after the show with Marcel over a beer occasionally. Yeah. Yeah. Uh, but the, uh, it takes about a decade for it to work its way through the system to become, you know, ubiquitous.

Uh, and I think we're like, what, 18 months in? Maybe 12 months in. So we've got a long old road yet before it becomes, [00:15:00] you know. or its potential properly reveals itself. Yeah, I saw a video today and it was a guy who is very well reasoned and very rational talking about Things like the development of superintelligence and what controls we should put around it and how you create benevolent AI and also what within AI is, it may well create the problem and it's the, it's the notion of AI creating subtasks to do one.

Major task of your major task is that I'm going to fly to Spain your subtask is going to be

I'm going to go to the airport. I'm going to get on an airplane and once you once artificial intelligence is being asked to create subtasks, then it's creating things that are going to kind of further its ability to do the main task.

And he was calling that I was one of one of the most significant kind of underlying pieces. But to your point about time frames. His point was anybody who is the sort of person that you were describing at the beginning [00:16:00] that doesn't necessarily see it as a very significant thing for the next 10 years, he would ask them to go back 10 years and say, do you think 10 years ago you could ask a computer in completely natural language, any question and quote unquote, get back the opinion of a not very good expert.

And like, so within 10 years, AI has got to the point where it can act as, you know, kind of a stand in for a not very good expert. Now it's not going to be long before that's a good expert and then a very good expert. And then the question that we're asking themselves is, does it then supersede human intelligence?

And it's fascinating. One of the most fascinating things I think that's, that's troubled us right this far. Is it from the outside of you where are you on this and you know what have you been thinking. I think she makes you think about this phrase which is called if you change the way you look at something the way you look at actually changes.

So I think it really is about perspective if you look at you know [00:17:00] what AI or gen AI is is it's gonna bring us from an industrial mindset. From a perspective that we know what's going to happen if we change part B for part C and we can absolutely predict what's coming next, then AI is more of a machinery upload or upgrade.

But if you look at it from like the rain forest, like the volatile world that we actually live in, it has huge potential that we cannot even. Rest our head around. So I think it's that, and it's the same with renovating a house, right? If you have a partner that is absolutely not able to imagine how the color might look like, or if we remove this type of wall or, and it's completely different.

And we have somebody that completely is open to, uh, visioning how something can look like. So I think that's the same with AI. Maybe also if you have more of a dystopian mindset or a utopian mindset, I'm more of the latter. Uh, so I really am enthusiastic about what it can bring me as a human being. [00:18:00] Uh, maybe, you know, work is going to be completely different than we can even imagine right now.

Do we even work, you know, if we have technology doing all kinds of stuff for us, what, what does it mean? Maybe we can just be on holiday all the time, or is there even a holiday then? You know? Well, what's a holiday when you're not working? Yeah. Maybe, maybe you'll take a couple of weeks, a couple of weeks a year and do some work.

The, um, it's that, that's very much, uh, that I like your vision of the, it's almost like the Star Trek view of the future where technology has only aided humanity in becoming much more successful and altruistic. Unfortunately, I'm a bit more Terminator 2 where humanity will screw it up yet again and make a right mess of it.

So, uh, it's a good yin and yang to the old conversation. Remember, Rob is speaking deep from the heart of the matrix here. He's convinced himself over the course of season three, that we are indeed living in a. Simulation. Yeah. The Anders insert episode. Still. I was thinking about that yet again the other day.

And it's just like, yes, I think I'm edging slowly closer to [00:19:00] we are, but there we go. That's for another episode. So for the record, Esmee, do you think we're living in a simulation

or do you think this is all real? No. No. And I think real is, has so many, many layers. Uh, so, you know, and all realness can be true.

Well, I welcome your optimism. We need a bit of that on the show. Don't we? It's just me in the corner going, we're going to mess it up again, aren't we? Yeah. Yeah. I also just wanted to call out, of course, we had the, the great gene Kim on the show this year. It's always a treat to have gene come in and give a view on things.

He's an Oracle at this stuff, but he's in his new book, wiring your organization for success. I thought he talked about three very interesting concepts when it comes to trying to embed new ways of working and digital practices into your organization. And he referred to them as sloification, simplification, and amplification.

Esmee, how did that resonate [00:20:00] with you? And what was your takeaway of that, of that framework? And maybe just give us a little view on, on what that, how that framework works. Yeah, I think that's amazing. I absolutely love his work. Also how he talks about the devil 10 book and the phoenix project. I think we all know that if you talk about tech or dev ops or agile coaching or whatever.

I think we all know the work of him. It's cortex. The cortex. Yeah, it is. It is. It's the same with the agile manifesto, right? I think that's the next best thing that you should read or that people talk about are those books. And, you know, being in the midst of quite some transformations myself, I think we can all relate to, to slow vacation is, you know, to the speed in the way we work together is highly, everything needs to be done yesterday.

I think being able to slow down and really see what's going on and trying to make it as simple as possible. I think that resonates, uh, a lot. For at least a lot of people that would like to work that way, [00:21:00] or that's something that they would love to have. So we should make room for that. And it also resonates with, you know, being highly connected but loosely coupled.

And to have autonomous teams that are able to do the work end to end to really connect all the parts that should be able to do the work on their own autonomously. But at the same time, you really want teams to be able to learn from each other. And I think that's some of the things that we see in a lot of organizations that's still missing, that you have some high performance teams, as we all want to have, right?

We all need high performance teams. But you do if you have one single high performance team, but the other teams are lacking or falling behind, you should really look into that high performing team to help the others. So I think that in the end is really the essence of also what what is in all the books that been presented by Kim as well.

Yeah. And I think, Rob, we constantly return to diversity on the show and the importance of diverse workforces in all different dimensions and whatever that means to [00:22:00] you. It's relevant and we think it's fundamentally important for how organizations should function, whether they're digital or not, but sort of, especially when they're digital as you're going through that transformation, having diverse teams executing on the transformation and then running things afterwards, we think builds better products and we think allows for successful outcomes that appeal more to society.

But what in diversity for you is critical when it comes to digital transformation? I mean there's lots of science that shows that diverse teams create better outcomes and that's been around for a while. So we know the science says we should. I think when you're thinking about all the change, we started with Irwin's point.

Change is a difficult thing. Diverse teams can often tackle that much more easily as well. The issue we have in technology. And becoming digital is the difficulty in the throughput of say something like gender diversity. We discussed the women in data point, which I think was our most downloaded episode.

In the end, it wasn't. I think the how [00:23:00] it's almost like a societal construct that's causing barriers right from when school starts and how those norms are set, which is preventing an easy balance to be struck. With technology organizations. And I think it's a continuing fight that we must have to balance, but it's not actually materially moving in the right direction at the moment.

And the concern is what are we going to do to change that? Because it's important that we do. I find it sometimes difficult to talk about this gender diversity because I am a woman and sometimes you feel like, oh, I've been, you know, put into this room to uplift the numbers. So it's, I think it's difficult from both sides.

As soon as you talk about diversity, we're talking about you're different than me. So I'd rather talk about inclusiveness, you know, um, someone said in the, in the Netherlands, it's not about being invited to the party. It's about being allowed to start dancing with everyone else. Um, so I'd rather, you know, [00:24:00] emphasize that nonetheless, it is definitely necessary to, on all sides of an organization, you really need to deep dive in your biases and make sure that everyone feels welcome, um, No matter what gender you are, let's move on to another thread that we've talked about on this season, and we've looked at digital transformation in the micro and the macro.

And what we mean by that is what, when you scale out to a large scale organization, does digital transformation look like? And we were lucky enough to have Unilever and Fresenius in particular, as well as a number of other smaller case studies and more specific case studies and other organizations talking about their macro changes.

And then we also zoomed in in a couple of occasions and most recently looking at a biotech. Case study where a specific end to end process had been underpinned by a data platform and transformed in terms of how fast it was running, but also in [00:25:00] terms of the kind of outcomes it was giving. And we wanted to do that because we wanted to try and draw a parallel between what good digital transformation really looks like in the small scale and in the very large scale.

And why that's different from me digitalizing something. So Rob, when you, when you look at the summary takeaways from that exploration, what's with you? For me, the big one is when you actually take the core of what you do and you change it and what I mean by that is like an organization that goes to market in one direction and might choose to move into a different industry or completely change the way they interact with the end user, et cetera, that, and then you using technology and the power of technology to deliver that, that is Is being digital and leading digital where technology and business are one and the same thing.

They are integrated and they are conjoined. The, the, the sad side of it is, or as you'd call it, the digitalization is where I take what I do today and I get a [00:26:00] computer to do it faster. Well, great, brilliant, well done round of applause, but it's not what it's about. And those organizations that have dug deep and reinvented themselves at the core and use technology to make it reality are the ones that most sadly, and they succeed and they grow faster.

The book, I think it was 2014. Being digital basically said digital organizations grow 30 percent faster because they reinvent themselves and they use technology to do it. So for

me, those stories just exemplify that think different and change the core. Mason. Have you drawn a distinction before between digitalization and digitization?

And what do those two things mean to you? I think I can relate to what Rob is actually saying. That's the first for somebody. I'm sorry. Can we just stop recording our down? Somebody understood a hundred episodes to get to this. Mark it down. So no, I think it really is about changing something or transforming something.

And for me, the digital part is about transforming something. But it doesn't mean that [00:27:00] everything needs to be digital anyway, although also because if it's better in human to human contact, then it shouldn't be digitized at all, right? So it is about the core what you're trying to do and how can technology either help or maybe it cannot.

I think we should also have that question on the table more than, than we usually do in a technology centered world. You know, it's about the human connection, right? We do not need the digital part at all. So this was a really interesting Rory Sutherland who's a marketing exec talks about sort of This angle and he has a great use case, which is the doorman at hotels And the very purest job Consultant comes in and basically says we can remove the dorm and save you this money and we'll replace it with a computer or a process or something and that's what they do what they're not encapsulating is what exactly you said is what the doorman does is set the expectation and the reputation of that establishment as you come in gives you a friendly welcome makes you feel good about [00:28:00] this hotel and actually by removing them you've removed some human warmth and actually it changes people's perceptions of.

The establishment and therefore they might go elsewhere so you might save a salary or two but actually the wider business impact is so much greater what i like about him he really thinks about that human interaction side and how the humans actually respond to that type of stuff and sometimes i think in the purest transactional well that we can occasionally slip into we forget that.

Also from the employee side, right? Because we, I worked at a bank and we were completely transforming their end to end customer journeys. And there were like 40 people handing in copying documents and then, you know, putting it in another drawer. And we were like, what, what, what, this is the easiest way to really make cost efficiency.

And then the CEO actually said, no, no, no, we're, they are here now for 20 year plus. They are going to continue doing that because that's the way they actually feel connected to our company and we're not All [00:29:00] focused on cost efficiency. So I really love that not only from a customer point of view the human connection But also from an employee point of view.

Yeah, that's a good point internally as well We don't want complete and total automation because we do actually have to connect with you. Sorry during covet I went broadly stir crazy not being around big crowds and it's that thing and that energy you get from being around other people So yeah, it's a good point not to forget the human touch And then moving on, it wouldn't have been, I think, representative of what's going on in the world today.

If we didn't look at the economic headwinds that a lot of the world is, is facing and how transformation gets done in those difficult times. And that sometimes means difficult priority calls. That sometimes means the use of technology and different methodologies. And this year we did quite a few deep dives into the world of FinOps.

I'm trying to understand this dilemma between, do you go to the cloud and if I go to the

cloud, does my business case work? And when I get [00:30:00] there, is it like, is it going to be really expensive? And, you know, how does the cloud help me with my financial challenges? So I guess before we get onto that, like as made in terms of just Your experience of the economy this year, what's your observations and have you seen any different kind of behaviors from clients and the people that you're working with as a result of economic, you know, challenges?

Yeah, definitely. Especially in retail, uh, at least in the Netherlands, uh, you see them, you know, being cautious, uh, and really focusing on, on cost reduction. And, uh, so yes, definitely. And, and obviously also in the public sector, we're all in the political environment we're in right now. So not only economical, but also political, right.

It absolutely touches. Each and every one of our customers. Um, so yeah, the influence is big. And I think we, we, maybe that's also not knowing to plan ahead for three to five years. It doesn't absolutely doesn't make any sense because we never know what's going to happen next. So yeah, there's a huge, uh, [00:31:00] dynamical change going on and we can only know what we do right now.

I think. Yeah, I think there's something behaviors that I've definitely seen very understandable in the circumstances of, of decision making. Sort of being, being pushed back, I think, until people get a greater sense of certainty, particularly around investments. And then you come to, you know, different types of conversations around transformation and post cloud migration, like I said, in the world of FinOps.

So Rob, summarize up the world of FinOps as it pertains to how you might use it in this situation. There's an analogy I often think about with FinOps and the weirdness is when people forget to do it. If you had your personal bank account and every day some, something was taken out 50 pounds a day and you didn't use the service that was taken out, you'd very quickly move to stop that coming out of your bank account.

And what is bizarre to me is organizations that don't do Finops having money taken away from them that they could be using for [00:32:00] important things and it's like i don't i still don't get the why they don't act on it because a pound save today is a pound profit or a pound to pay for transformation tomorrow and so what is finops.

It's an ingrained thing that sits at the core of your operating model that goes as far left as you can. And it starts with the when the architects and the developers devise something that they do that in the most efficient way possible. You've still got to have the efficacy there, but the efficiency has to be baked in.

And then this constant looped learning where you're looking at what's going on. I think back, I think it was season two. We had the conversation about the flywheel effect book where the, um, Liberty Mutual had completely changed their core to serverless architecture and taken 70 percent out of their bill.

And they're thinking right at the core about how they create deep efficiency and actually improve efficacy on the way. And I, and that is what to me, FinOps is. However, I still am alarmed by the amount of organizations that. Don't engage with it properly, but you're, [00:33:00] you're, you're not literally throwing money away, but it's basically the same thing, but I think it's the fact that a lot of organizations and to a certain extent, this aspect of it's understandable.

I think don't recognize a couple of things when they go into. A large scale transformation of this nature. The first is like how profound that transformation is. So it's not just moving your

stuff into a different style of data center. It's going to reset your financial frameworks. It's going to reset your cadences.

It's going to reset everything. But yeah, changes literally everything that's going on. So that's the first aspect. I think that gets underestimated. Even even now, like people take for granted the cloud. And so we've been, it's been 10 years now. But actually, if you haven't done it, It's still a very difficult thing to grapple with at scale.

The second aspect of it is the fact that FinOps itself is a whole discipline that didn't exist before. It's a, it's a different interface between, you know, the finance team and it, and that [00:34:00] often can be a transactional fractious relationship. And that needs to turn into something like really profoundly different.

And even the FinOps community themselves. Who we found out interestingly have a festival every year. The Finops festival. Something that I'd like to go to one and I think our idea of Taking a game share so you could make that festival of proper parties. I think it's fair, but the development of that Discipline that they're still working out for themselves on there as well.

They're not even clear themselves But I think it's also about who usually gets, you know, the most conversations when there's a large bill regarding it, it's the CIO, right? He needs to, uh, uh, make amends and, and try to explain why, uh, costs are getting higher and higher. And it really is something that should be discussed in the, uh, on C level board as well.

So each and everyone should feel responsible about all the costs that we're putting into it. Not only the CIO, who is usually the one that gets the tough [00:35:00] conversations. There's an analyst at Gartner. He's very, very good. Adam Runthall. And he talks about very advanced concepts in, What AI and FinOps will become.

And he basically says there's two types of product owners, those who have been hauled over the coals by their CFO, and those are about to be hauled over the coals of the CFO because they've wasted money. And it's this point about the, it's an inevitability that it's going to arrive, but that relationship between finance and rebooting that as part of your operating model changes, this is, this exemplifies the, the need to do it.

Absolutely critical. And the other thing we've examined. In this space, like moving away from the financial aspect of technology and moving on to the power and energy implications of technology is, is Green Ops and how Green Ops can be used to help with understanding how to make your processing consumption more sustainable.

So, Rob, is Green Ops the same as Fin Ops? [00:36:00] No, but they're linked. So certain they're aligned. There's a confusion that says if I'm financially efficient in my cloud, then I'm doing Green Ops. It's not true because Green Ops is a wider view about well, when you buy your service or consume your service, where did it come from?

What type of power did it use? Etcetera. So you can buy services in the cloud that may not be sourced from green energy. And so Green Ops takes that wider about electing. You might actually elect it. to pay more for a service, but it has better co2 credentials associated with it. So green ops is about things like reducing impact on the planet as you might expect, but that doesn't always equate to financial benefits.

Now, generally, if you reduce your financial charge, you will probably be reducing your consumption, but it doesn't mean that that consumption is from a great source. So that, and that's the line that you really need to think about. Think about is they can be compatible, but sometimes they're not. And in fact, you [00:37:00] might pay more to reduce CO2 because it's a better way to source your service.

The other thing that resonated with me, one of those conversations. beyond beyond the tooling of it, which has quite a bit of commonality is how motivational it can be for the humans in the system to respond more to green ops style targets and reductions than that it might be for them to be responding to sort of financial ones, frankly.

Yeah. Yeah. No, I mean, I mean, if you think about motivating your staff, the worst thing you can do is turn up and say, we're going to increase shareholder Value, what we need to talk about is proper purpose, which is we're doing this to create a product that people love, or we're doing this to help, uh, improve our environment, or we're doing this to make lives generally better.

And that's what people respond to. So shareholder value, well, obviously in our capitalist society, it's important, but nobody really cares [00:38:00] when you're on the ground trying to do stuff day to day. Yeah, yeah, it rings hollow. I mean, sometimes people go after those targets because, you know, you need to and you need to create financial health, but it can ring hollow.

But I think, Esmee, the pursuit of more sustainable consumption of processing power is much more motivational, isn't it? And to be honest, we should really, I think, challenge our partners on it as well, because as you can imagine, we have technology partners that are being motivated to get their KPIs and increase the usage of cloud consumption, which I can understand, but on the other hand, we also want to go for green.

And I don't know if all our partners in our ecosystem are being challenged. Um, you know that it's a combination of those two KPIs or that it's solely the usage of cloud. So that's something that I really want to bring into all the conversations that we have with our partners as well. And some vendors aren't under the spotlight yet.

If you remember the conversation we had, [00:39:00] especially those who create code or have very large platforms that are deployed, haven't quite Got there yet with the green credentials and they've kind of escaped, um, the discussion, but it's coming and it's coming soon because evermore conversation is about how efficient is the computer of your platform.

So thinking about better algorithm efficiency thinking about better utilization of storage and resources like that makes a big. Difference in the waves coming because AI is driving huge consumption which is driving cost and the next wave will be about algorithm efficiency so i think software will come into sharp focus fast in this area.

I need to stop it close to our heart for our listeners if you look at for example and listen to the episodes should cloud cost the earth from mark butcher. Just listen to that episode and it was really an eye opener for not only me, but also for a lot of listeners and it's in the top six [00:40:00] of a podcast last season.

So yeah, you can, you can definitely see that the subjects that were popular over the course of the last year when you look at the download numbers and yeah, since I was sustainability episodes are definitely the ones that rank highly across the top 15 or 20 episodes in the season. Just going back to your point, though, for a sec, Rob, I think the other aspect to the sort of the increasing power hungriness of some of the systems that are being developed, the other thing that sits in there as well as making those as efficient as possible from a code perspective is the underlying processor sets, right?

Like the reinvent a couple of years ago, there was a lot of Announcements around twice the processing power for half the consumption that's got to continue as a trend. Doesn't it?

Yeah. Yeah. Semiconductor. I mean, there's a massive issue with this area. So they're talking racks taking 100 kilowatts to work for AI, right?

And they're being built and [00:41:00] that's too much. So we must get efficiency into the underlying platform. And that comes from the processor. And I mean, you've seen the share price of Nvidia, uh, and such like, um, huge investment is going into that, but it's also incumbent. On those to take that and use it and flip their systems onto these new processes and it can be done quite easily at times.

And I think this is what cloud allows you to do dead easily and again, going back to the fin ups point, reducing consumption via changing processor set will also save you. Money and it's an easy thing to do and actually often when you flip your processor set and you do it properly, you get more performance out of it as well.

The or two for half type point and still in action in many organizations to embrace that. And it's as simple as shutting down your server, rewriting the config file and start it back up. Obviously you do your testing and all that associated with it, but it is a codifiable change and I still am surprised that people are leaving that on the [00:42:00] shelf as potential untapped.

Yeah, it's, it's odd that config changes and dev changes and code changes, some of which are harder than others, some of which are easier than others do at the moment seem to be edge conditions for some organizations and not, and they're not, they're not a mainstay of the, of the conversation. And if it's the old.

Crap data center where you've written off the investment over three, five years, whatever. And you've got old servers then. Okay. Fair enough. You're, you're stuck in that mechanism, but if you're on cloud and you're not doing this, what's you just like, ah, don't understand it is deeply frustrating at times.

So you just go, do you know how simple it actually is to make that change? Yeah. So as me, I don't know whether you've noticed of also over the course of this season, but Rob has become increasingly. Obsessed is that is that the right word? If you go with obsessed, yeah, go on, go for that. With the notion of how technology and society are resetting a little bit and a series of [00:43:00] observations over the course of this season, some of which in the confusion bit at the beginning of the Of each episode, but some also borne out in the, in the wider conversation.

So Rob, in your mind, what have you been getting that so technology, right? It's come along. It's changed our lives. Are you social media? Because it's the worst one, right? Social media has been responsible for ripping our society apart. It's caused binary conversation, the whole tweet and get your entire argument into 100 ish characters for nuanced concepts.

And then just the ability to be almost it's. semi anonymous and shout at everyone, right? It's this thing that is, people are now waking up to, to say social media is bad for us, unless used responsibly, and we all need to remember our manners when we go online. And I'm seeing a rise in people saying, People disconnecting from social media.

I'm seeing a rise in people becoming wary of social media. They're starting to understand [00:44:00] that it's peddling fake news. And then you add on deep fakes and things like this that isn't perceived as it once was. And I, I am thinking there is a reset. Coming via society and things like bad terms and conditions and, uh, data breaches and all this sort of stuff is also making people wake up to what technology providers are doing.

The monetization of you for a free service, I think is coming into sharp contrast and through that, I'm hoping over the next few years. People become more responsible with technology.

However, again, I go back to the human capacity to mess it all up every time. So maybe it won't happen and people will be too obsessed with their tick tocks.

Sorry, I'll get me soapbox now. I think to, to look at this from a utopian point of view again, right? Uh, so I absolutely understand that you're saying there are like waves of personalization, especially also in the marketing space, hyper personalization, right? I also heard you being a bit confused about your, your [00:45:00] smartwatch.

I actually have the same, you know, do I want to use it still? Why do I need all those notifications, turning them off? You know, it's like a dumb watch right now. So I absolutely understand that. And it actually makes me enthusiastic because what I see, and that's also what you see in research is that what, what they aim to see is the new wave is about authenticity, again, the human connection.

So I think this is part of us trying to make sense of what do we want technology to do and what do we want for ourselves to really connect in the end. So I think this is just. Part of a larger, I don't know, wave that we're in the midst of, uh, and it, it really makes me hopeful because I hope we end up, you know, not sitting on a yoga mat and, and, and kumbaya my Lord every day, but, but really about connecting and, and making the difference as humans.

So, um, yes, I understand your confusion and also social media. And, but I think this is just part of us trying to make sense of. real communication and connection. So I think the thing for me, maybe, [00:46:00] I think I'm broadly in, in your space, Esmee, though, I do have days when I think about it, the darker side of it, but I think broadly, I'm in your place.

And the, the thing that's a little missing for me, I think in, in society's use of this stuff, and it's even more important when you think about AI is governance and control. Now I used to be a person, I don't know whether this comes just along with getting a little bit older. And a little bit more jaded, but it used to be a person who used to think, well, you know, like complete freedom of all of this stuff would be a brilliant thing, wouldn't it?

And actually, I think we've seen some issues with a complete freedom approach, which I think is going to be specifically challenging when it comes to AI. And we had a couple of Really meaningful episodes, I think, where we had Father Paolo Benanti on at the Christmas episode, and he was talking about the Rome call for AI ethics, which is a big bit of work is being done out of the Vatican with the United Nations to try and create an ethical framework [00:47:00] for usage around AI.

And we've also had recently a member of the European parliament on who was talking about governance and governance of these sorts of technologies. So it seems to me that is the right way through this a governed. Deployment of these things this thing about society right we run to rules and we all live by that rule set because it's a common understanding of how we all get along right and that's worked for hundreds of years thousands of years and you elect your government and they set those rules or they change those rules with the internet and social media it does feel a little bit like those rules were removed and people forgot you know you sort of read what people would write on social media said if you're actually stood in front of that human being.

And the social contract was in play. You wouldn't have said that. And it's that which is, we need to think differently about how those rules are applied because, you know, code of laws has been around for a long time for a very good reason. And there are some very important ones that we, you know, we [00:48:00] find we must obey.

And so it's, it's getting those embedded. But it's also importantly remembering that

technology transgresses or goes across nation state boundaries where rule sets have to be agreed globally. And I still think that globally we're struggling to work out how to do that. But it's lovely that the, you know, like the UN and the Vatican are embracing what ethics and can morally say to people, this is probably a good way to think about it.

But it's, it's something that we've not tackled before. And technology and social media has given us a new problem to deal with. And, um, we haven't quite covered ourselves in glory with sorting out yet. Yeah, I think the other aspect of that when it comes to social media is the fact that social media has largely replaced print media for news and where print media, which may have had certain biases and certain leanings in certain political directions, at least that was bound by in, in almost all countries, some, some sort of framework and was held accountable in [00:49:00] certain ways.

And I think the sort of an unintended consequence of social media is the impact that it's had on that. And of course, it's launched forward with being quite ungoverned from what people are saying on that platform. Yeah. And, uh, you know, on a newspaper, there's an editor and an editor is responsible for making sound decisions.

And in the new world, the editor's role has been removed and they say it's the platform's problem. And then the platform says, well, you know, you can't do that because how can we control all of this craziness above us? And the individual devolves responsibility away. You know, say it's on the internet, so I don't care.

And we haven't quite worked out what the structure is. I'm sure we will, and it will balance and Esmee, to your point, you've got to believe in the good in the human at times. So, um, hopefully we'll find, we'll find the right answer, but I feel there's a reset going on and it'll change. It makes me think actually about how many times do we have seen acceptance criteria in the release of a product that actually relates to norms and values [00:50:00] and that is a good point about the, you know, these very large online platforms which are coming under regulation in a good way as.

You know, things like the, you start to tackle them. I think that the norms and the values are creeping in to say there is certain behavior intrinsic to how our society wants to operate and you have a responsibility and to date, they've got away with not having to manage that. So maybe just to bring our conversation to a bit of a close today, I think it wouldn't be a review of the year without talking about, and God help me.

As I say this. Go on, Dave, do it. Convergence and the role that convergence is playing at the moment with multiple different types of technology comes again. Now, this isn't a new thing. Of course, it's it. Joking aside has been going on for quite some time now, but Rob, it's something I know that you bring up quite often, especially after you learn how to use the Uber app when we were in, [00:51:00] um, when we were at Google next and you finally got your head around like a light bulb moment, you saw the light on converging technology.

So walk us through it, Rob. I maybe had the view a bit before the Uber app, but it's, uh, it's your usage of it wouldn't suggest that it is bringing together the virtual and the physical, uh, to provide new ways of services to humans through that convergence. So as an example, the Uber app is a great one.

You have a phone. That exists that used to go ring ring and then somebody said, let's give it an internet connection and then somebody went, well, let's put a GPS sensor in it. Somebody put satellites in space. So the GPS chip can can work. And then somebody brought together the idea of an app and then they integrated that.

With a person owning a car and then the driver can register the other end. So we connect two humans together who one wants to serve as the other ones to provide it. And all that technology works to allow [00:52:00] you to say, I'm here and I want to go there. And it's a, a really. low friction way of transport. And you can see it everywhere.

I mean, AR and VR is a great example as well, where we're merging the physical with the virtual. We've talked about the clunkiness of that, but it's being refined. I thought Angelo from Zakeke point on, we want to try and get digital experiences as close to the physical, but actually there's also the physical.

Physical experiences need the functionality and experience of the digital, I felt was a, was a, was a really interesting way to frame that. Yeah. And it's, it's bringing it closer together. So we blur the boundaries. I mean, we had that one with Ganymede where they'd connected the IT and the OT together to improve the scientific process.

It's another good example of convergence occurring and it's getting more and more, but what it does is it widens the potential for what technology can do for the human. And I'll go back to the. it's accelerating and it's getting faster and miniaturization of technology is also helping meaning that if you take your [00:53:00] smartwatch now it can measure your blood do your hearts it can tell you you're healthy it can start to inform you more about the physical use of the digital informing the human about how they can improve their life i mean it's just you know another use case and talking about kind of examples of Convergence around the auto industry and the car industry.

Of course, we had the bit of a privilege of being one of the launch media for the AFEELA in Sony's big launch at CES earlier this year. How did that strike you, Rob, as a new experience being created as a result of convergence in a really different sort of way? Yeah, it's completely changing the experience of the car, integrating a 3D gaming engine into it, sort of changing the way the human operates with the technology, making what could be a mundane journey more exciting.

So yeah, just improving the human's experience again and making long car journeys more fun. Ismael have you had any particularly notable examples over the course of the last [00:54:00] year or so where you've had an experience that has brought together multiple strands of technology and you've been it's just giving you a moment of pause.

One of my team members actually suffers. He has the highest rank, so he needs to be careful with it all the time. And he actually, now you can see that technology is really helping him throughout the day. And I think it has so much impact on him and we all know we hear his phone beep all the time, but we're so used to it.

So in the beginning it was like, gosh, where does that, you know, annoying beep comes from? And now we actually understand and know what it's. You know what it's saying and we can actually help him out as soon as we know. Oh, he needs some diet coke Who's gonna get it? Uh, and that for me makes it really personal and also it binds us as a team to understand how the technology is really helping Him, uh be healthy so we can actually say up front.

Okay, we're gonna go get some dinner or a beer afterwards We know we need to tell him up front so that he can actually, you know Make sure that he's okay and he can he can make it there as well [00:55:00] So that's just one of the things On the hindsight, or at least I know from a technology point of view, it's not that easy to get that technology and that data connected.

He's a real techie. He's a software engineer, uh, in background, so he knows how to do it, but

it's not that easy to do it at the moment. And I think that those are things that I hope we can all learn from and that society and all organizations are willing and open to integrate that in the ecosystem to really help our, our humans.

You know, be better in health. That's a cracking example, because the advantage of being able to continually monitor your blood sugar, have that reported. Without having to get blood all the time, right? Yeah, and then you're planning your day, so it's reducing the burden on the individual to be able to manage.

the situation. It's, it's, it's actually better than the two I came up with. Not competing. Quite a good note to finish the show on in the sense of one, a better example [00:56:00] than Rob came up with and two, a very human example. So a lot of the things that we've talked about, about all of the. Aspects of today's show, like all of that backend processing, that's got challenges, all of the new layers of intelligence that have been built into things that have got challenges, the things that's challenging to build into your organizations.

But actually at the end of the day, these things can come together to create quite amazing solutions that help humans. So welcome back now to our special guest. And I'm glad to say that our special guest is Sjoukje Zaal. Sjoukje, how are you? Very good. Thank you for having me. It's good to see you. Yeah. What have you been up to? Yeah, a lot, an awful lot. A very busy day job focusing on Gen AI at the moment. So I'm fully, my schedule is fully booked.

[00:57:00] Extremely busy. Well, sad to say, and you may have guessed it given that Sjoukje has not been on a few of the last episodes towards the end of the season, but Sjoukje is leaving the show. And I think Sjoukje, that's so you can focus quite hard on an ever expanding day job. Isn't it? Yeah, yeah, yeah. It is. Yeah.

Yeah. It's quite, it's getting more and more difficult to combine the both. Publishing or producing a weekly show and also focus on, on Gen AI in my day job, which is extremely busy. So, uh, it's getting more and more difficult. And I think it would be, you know, a missed opportunity not to take a moment of reflection and look back on the journey that we've been on.

So we started this show, I think nearly two years ago. I think we've done something like 30 live episodes and 70 studio episodes, whole host of different people. What are your reflections on that as a journey? Cause you hadn't done a pod before this one, right? No, no, this was the first time I did a lot of live events and presentations and video recordings, but a podcast [00:58:00] is really different.

You have a much more in depth conversation and the way that we set it up. It's all around the guests, right? So you learn an awful lot from them. And that's also what I actually did. Well, right. We had. Extremely good guests, interesting guests, good conversations. And we got a great overview of what is happening in the industry at the moment around cloud, around other innovative technologies, but also, and maybe on the people side of it and how important.

That part is in each and every technology, uh, project solution or company. Right. Yeah. And that, and that was, and I really learned a lot from that. It gave me also a lot of new, valuable insights in how I am positioning my day job, right? Right. Right. And the conversations that I have with clients and, uh, yeah, very valuable.

Brilliant here. Yeah. I feel the same, actually. You know, the, just the experience of having one really, [00:59:00] really good conversation a week makes, actually makes such a big difference to how much information you're absorbing and how much expertise you can, you know, kind

of take on and, and, and pick up almost by osmosis from these things.

Yeah. It's a, it's a real privilege to talk to guests like this. Do you have any favorite episodes or episodes that stand out for you? I like the diversity and inclusion episodes that we had, and of course the Gen AI ones. Right. Of which there were many. There were many. Yeah. Yeah. I mean, I think during, I think unexpectedly in setting this show up, when we first set it up, Gen AI hadn't released.

And I think it came out, I think OpenAI released ChatGPT, I'm going to say two, it might be, I can't remember which one it was, but it was, it was the one that then caused, you know, subsequently large furore and almost from the outset, AI started to dominate the conversation, I thought. Yeah, to be honest, it [01:00:00] was quite difficult to find a different trend than one about AI.

Yeah, it did. It did come up often. Yeah. It did come up often. Yeah, and have you come to a personal conclusion about whether we're living in a simulation or not? I think we are there and I and I hope we are yes, you hope we are. Yes. I hope we are Yeah, God, I I'd like to think that if they did it it would be better than this Maybe you're right.

So what got you to the conclusion that we are? How did you get there? Cause Rob is slipping into the abyss with this, this whole thing. Like every, every day he gets darker on the subject. Really? Oh, I think it's the most positive way to, uh, to approach it. Right. Yeah. It's a bit more fun if it is. A simulation that we are living in, you know what you should do if you, if you are convinced of that, you should try and break through the programming like Neo and, uh, maybe become like a superhero.

Oh, wow. Yeah. I think about that. I think the [01:01:00] opportunity is sitting right there for you now, especially now you're not doing this. All of that spare time. Just imagine. You're telling you're totally right. I will give that some thought. Well, look, thank you for popping back in to say hello. It wouldn't have been an end of season show without you.

And obviously I'm sure I speak on behalf of the listeners and certainly on behalf of the presenters and the production team. We're going to miss you on the show hugely. I will miss you all. Very much as well. Yeah, well, certainly we hope you keep in touch and maybe drop in from time to time to say hello and keep us track of what you've been up to.

Or if you come up with, you know, obviously, if you find any research or anything you've been looking at and you want to come back and drop it on us, then there's always a place. Okay. I will keep that in mind and I will definitely do that. Yeah. Now, of course, we end every episode of this podcast by asking our guest and ex presenters what they're excited about doing next.

And that of course could be, you've got an excellent restaurant booked at the weekend, [01:02:00] or it could be something exciting in your professional life, or it could be both. Sjoukje, what are you excited about doing next? I'm very excited about the summer period coming up. I bought a Kamado barbecue with all sorts of add ons on top of it.

What's the specifics of that type of barbecue? Yeah, it's like a green egg, right? You have a, uh, yeah. So I'm looking forward to, uh, prepare huge pieces of meat on there. I noticed the way you paused before you said that. Yeah. And hopefully with some good weather. As well, because up to up until now, we didn't really have any summer being great.

Has it? Although I did notice the day when I was getting ready for this and just doing sort of general work, I was wearing a jumper as normal. I was actually too warm. I think that's the first time that's happened this year. I noticed you're also wearing a t shirt. Yeah, that's also a

unique thing this year.

So, so you never know the summer could well be here. [01:03:00] So I will be barbecuing all summer. Well, enjoy it. Enjoy it, and we wish you luck in what you're doing next, and hope to see you soon. Thank you. Esmee, what are you excited about doing over the summer? Oh, we're gonna travel to Iceland and it's been on the top three of our lists, uh, from a long time ago.

So, um, yeah, loop. Really looking forward to, to dive into the culture and look at those beautiful, uh, serene environments while we go through the entire country. Yes, absolutely spectacular place. Now the big question is. Are you going to be eating rotten whale meat? Who knows, you know? Because that is a delicacy, isn't it?

Yeah, it is. If the chef is able to, you know, maybe in hindsight he's gonna say, do you know what you've eaten? Um, yeah, I'm open to everything, so. It's daunting to me that, I have to say, like, I'm, I'm, I'm a relatively adventurous eater, but that one does sound like a challenge. Have you ever [01:04:00] eaten kangaroo?

Uh, I've eaten kangaroo. I've had springbok and things like that, but I'm not sure I've had kangaroo. Tastes like chicken. I don't think rotten whale meat tastes like chicken. Just going to put that out there. I'm going to tell you afterwards. At this point, the human has evolved. Over thousands of years to avoid such things as we would smell it and go.

Oh My senses tell me to avoid this because it might make me ill and then suddenly somehow we managed to make this a delicacy What I don't know that take it up with the Icelandics, but what a beautiful country generally Amazing stuff. And have you got things like the, uh, blue lagoon books and stuff like that?

Yes. Yes, certainly. We're going to go all in. So, uh, yes, yep. Just go to all the, uh, all the highlights that people talk about and have amazing pictures afterwards. Well, have a wonderful time. Rob, what I'm going to ask you is a little different. Really? Oh, what's happening [01:05:00] now? I don't handle change. Well, Dave, you know, this I recognize that, but we're all about to go on our holidays.

No, no, no. We, I see you've already got your shorts and flip flops on trying them out. I've been down shopping really loud garish shirts. This is the time sitting there shirtless. So I think, uh, I think a loud garish shirt would look better. Wouldn't it, Milestone?

Anyway, Robert, what are you excited about doing over the summer? So sort of the boys are growing up, so it's maybe only got one or two big holidays left where we're all a single family before university kicks in and stuff. So we're taking the boys out east to Thailand. We're going to do a tour around and a bit of a safari and, um, get a bit of beach in there as well.

So they've not been out East before. So see a different culture and experience a different lifestyle. So I thought that would be a good one to do. So we got that planned. Thailand is a wonderful place. Now, where do you stand [01:06:00] on Thai whiskey buckets? Rob, have you, have you, have you come across such things?

I don't, what is, educate me. What? So these are like when you, when you're in beach bars. All right. It might be any bar, but I saw them in beach bars in the, in the islands bit. And they're like, you know, like little buckets and spades, right? Yes. They're like a cocktail that entirely fills one of those buckets.

And it's predominantly made with Mekong whiskey. What's me, is it sweet or what's the, what's the style of it? It's more like a, it's like a blended thing I would suggest. And then it's got like the ones we were having were Mekong whiskey, this like local Red Bull, which looks

like it comes in a medicine bottle.

Cool. And then, and then Coke, basically. Like a giant whiskey and Coke with Red Bull in it. Yeah, that's uh, That'll be an evening. You know what though, just for the purposes of scientific experiment, I think I should try that. I think you should, I think you should, and I think you should report back. In, in season four, what do you think?

The car crash that was, that became, uh You'll probably roll back into season four somewhere around mid [01:07:00] October when we've already done like eight or nine records. Finally made it home after, uh No, Rob, we forgot about you! Yeah, yeah, yeah, sorry, yeah. No, I'm still here, still here, hey, me! Yeah. Yeah. So that should be fun.

And I suppose Dave, then the same question to you, obviously being a long old season, what are you going to be getting up to in, uh, in the old summer months? Well, I've got to say it's similar, a similar thing in terms of it's holiday related. Yeah. I've had quite a long run. I completely miscalculated my holiday allowances last year, which means the last holiday I had.

Was the um, end of July last year. It's not like you to get admin wrong, Dave. It's normally my strong point. Yeah. Yeah. You're renowned for getting all the paperwork bang on first time. Exactly. That's what I'm known for. But, uh, yeah, anyway, so it's been a long old time and we are planning a big family holiday to Japan.

Oh, cool. Always wants to go to Japan. It's a country that is definitely on my list of places to see. Same, same. It has been on my list [01:08:00] for a good few years now. And is it I always watched our man in Japan with James, but are you doing what is there a big island tour going on South North? Any particular highlights you're looking forward to?

Yeah, we're doing like, to be honest, it's the, it's the trip that most people tend to do where you do a couple of days in a few cities. So we're doing that Osaka. Kyoto and Tokyo. Yeah, cool. With a night in an onsen somewhere near Fuji, I think, if I'm remembering that rightly. And then obviously a stopover also in Hiroshima.

So yeah, I absolutely can't wait. That will be one to remember as well. So, uh, yeah, enjoy. I gotta say. Intimidating to plan like there is so much new to try and get your head around and they don't speak English particular Well, they do obviously speak English, but it's not you know, they're not like what we're used to so when you go over You sometimes need to think on your feet.

Well, a lot of what you get accustomed to is with international travel these days where You know, broadly, you can just [01:09:00] as, as you know, with some of our work trips, you can, bro, you can, bro, I can broadly rock up with just my mobile phone and an overnight bag and you can broadly get around. It is not the same like, you know, phone phones do work, but they're on very high tars.

Yeah. Yeah. Not necessarily all credit cards work and actually still quite a big cash based culture. So weirdly, I've kind of almost, I almost don't use cash anymore. I just use my phone for everything. That's not gonna work. So there's a few little things that actually genuinely feel like different to the way that I've been orientating myself for a good while.

So that's challenging, like a lot of places out east, a very welcoming, Culture. You know, sort of, you know, you're going to be in a nice environment and it'll be very, um, you know, well, uh, maintained and happy. So there you go. Oh, I can't wait. I can't wait. So Sjoukje, for the final time, why don't you take it away?

A huge thanks to our listeners and our guests this season. We really appreciate the time you spent with us. Thanks also to our Sound and Editing wizards Ben & Louis, our beeping

producer Marcel and of course to all our listeners.

We are on LinkedIn and X, Dave Chapman Sjoukje Zaal and Rob Kernahan. Feel free to follow or connect with us and please get in touch if you have comments or ideas for the show please contact us via: cloudrealities@capgemini.com.

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