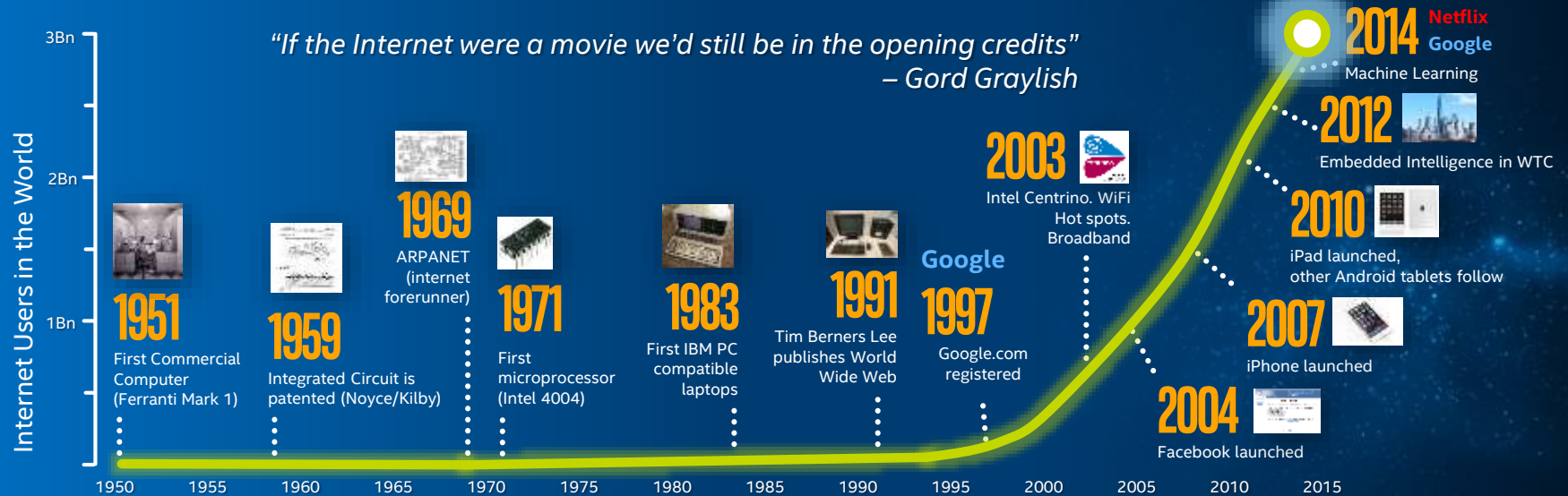




THE VORTEX OF CHANGE

Frederico Carvalho
META Regional Business Director

Every 100-150 Years We Hit an Accelerated Innovation Wave



**RISE OF THE CONNECTED, "AS A SERVICE" WORLD DISRUPTS ENTIRE INDUSTRIES
 ...YET, 60% OF THE WORLDS POPULATION ARE STILL UNCONNECTED**

Source: Internetlivestats.com; Intel 4004 photo: Hellisp / Wikipedia; Compaq portable photo: Geni / Wikipedia; iPad photo: mama_mia / Shutterstock.com; iPhone photo: Zeynep Demir / Shutterstock.com

Caught in the Vortex...?

**DIGITAL
DISRUPTION**

**BUSINESS EFFICIENCY
& AGILITY**

**DATA: TRUST, PRIVACY,
SOVEREIGNTY**

**INNOVATION: NEW
ECONOMY BIZ MODELS**

**MACRO ECONOMIC
EFFECT**

**GROWTH
ENABLERS/INHIBITORS**



Business Efficiency and Agility



Industrial age
Static, slow, immovable



Transform the way we work
Agile information technology

CHALLENGE: RESPOND WITH VELOCITY, FROM CONCEPT TO PRODUCTION

Data: Security, Privacy, Sovereignty

78%¹

organizations take weeks to months to discover a breach

79%¹

organizations take days to months to containment

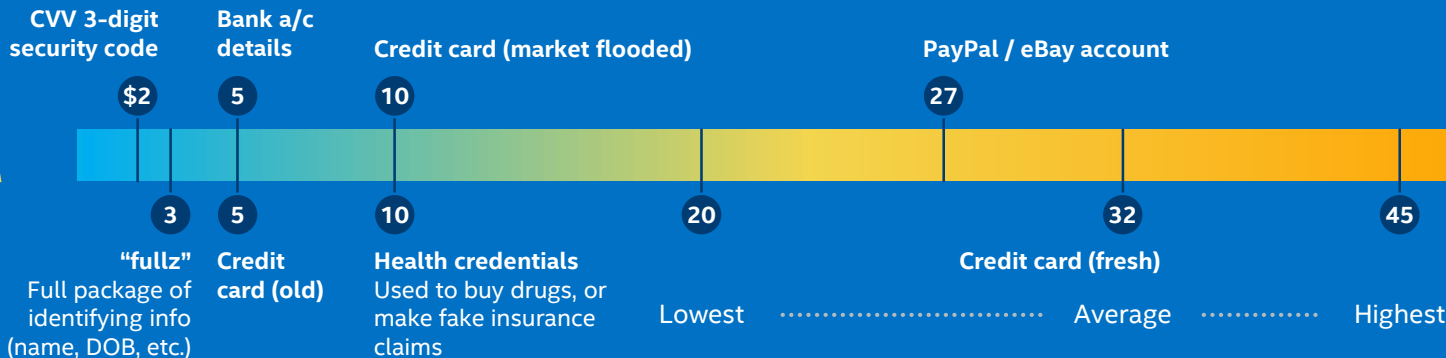
WHAT IS YOUR COMPLIANCE STRATEGY?



GLOBAL Data Sovereignty Issues

HOW MUCH IS YOUR DATA WORTH?

Black-market prices



Informationisbeautiful.net

Business Model Innovation: Economic Transformation Accelerates - Sharing

“An economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the Internet.”

- The Oxford Dictionary



Airbnb



Uber



LiquidSpace



Kickstarter



Upwork



Feastly



LendingClub

*“The unstoppable
rise of the Sharing
Economy”*

Other names and brands may be claimed as the property of others.

Macro Economy

Commentary on Technology impact on global economics.

“If Moore’s Law had slowed to every three years, rather than two years, technology would have only advanced to 1998 levels: smart phones would be 9 years away, the commercial Internet would be five years old and social media would not yet have skyrocketed”

<http://electroiq.com/blog/2015/06/ihs-says-ramifications-of-moores-law-lead-to-trillions-of-dollars-added-to-global-economy/>



**BUSINESS ARE RESPONDING
THEY'RE EMBRACING DIGITAL
DIGITAL CONVERGENCE**

Digital Convergence Across All Industries

TRADITIONAL ECONOMY



DIGITAL ECONOMY

“DIGITAL CONVERGENCE”

Blending of Traditional and Digital Business

Automotive car sharing, life style, co-creation

Watches – Tag Heuer.
Apple Watch. Basis

Retail - Nordstrom / Digital
mirrors. Nike co-creation

Banking at a Digital
Tipping Point?

Energy -Smart meters/GRID.
Home automation (HIVE)

Other names and brands may be claimed as the property of others.

DIGITAL BUSINESS =



Data Driven



Smart World



On-Demand



Trusted



Connected
Experience



Innovative
Workforce

CORNER STONES OF NEW ECONOMY BUSINESS WINNERS

Delivering Transformative **BUSINESS OUTCOMES**



Data Driven
(Big Data)



Transform Business with Trusted, Real-time Data



Smart World
(IoT)



Drive operational excellence and revenue via extended insights



On-Demand
(Secure Cloud)

Reduce IT/ Operational Technology Cost; Increase Agility



Trusted
(Security)



Reduce business risk and protect brand value with security and privacy



Connected Experience
(Perceptual Computing)



Win and retain customers with stunning connected experiences

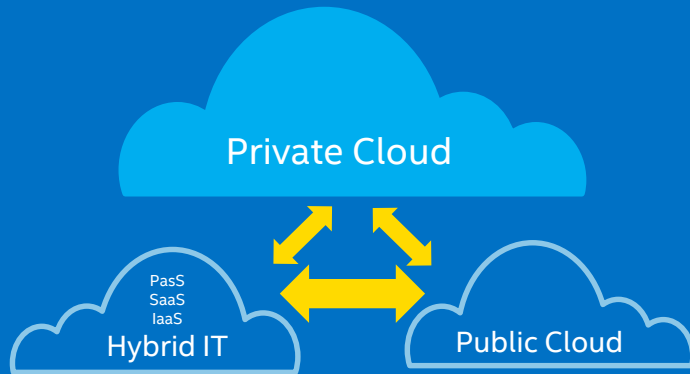


Innovative Workforce
(Business Client)

Ignite innovation and productivity Through Transformed workplaces

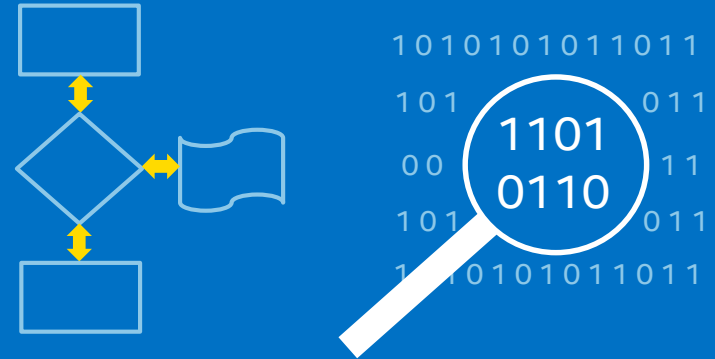
The Role of Corporate IT is Changing...

Technology & Applications



IT as the Orchestrator
of Technology & Apps

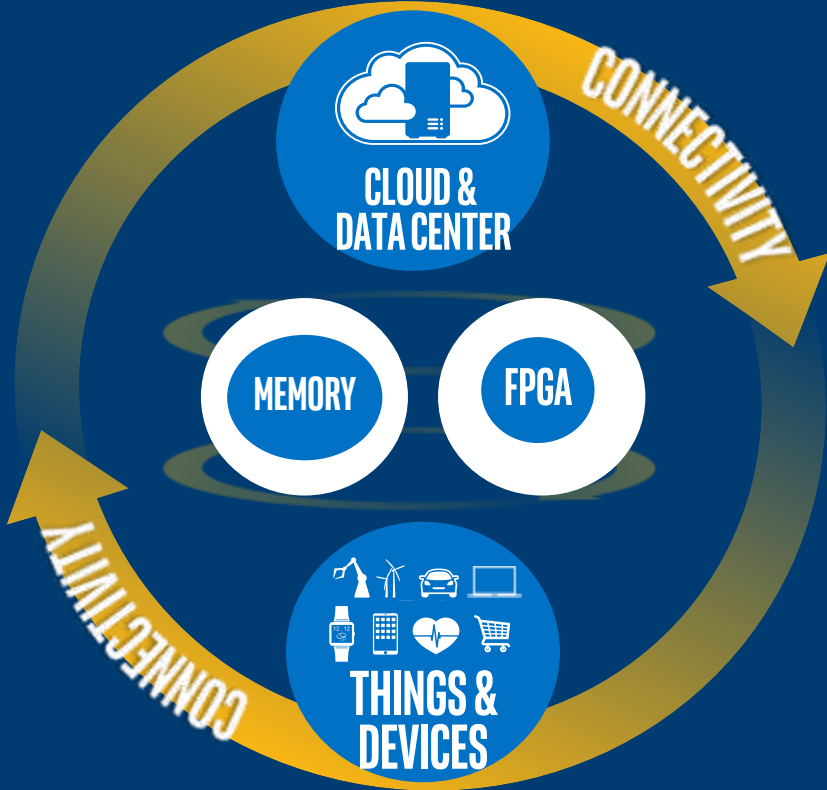
Business and Information



IT as the Business Process
and Information Expert

**“BUSINESS FUNDED TECHNOLOGY WILL ACCOUNT FOR 55 PERCENT OF THE TOTAL IT SPEND IN 2014”
- IDC NEW BUYER TECHNOLOGY SPENDING FORECAST**

Intel enabling Digital businesses





Together we've brought you
more compute, more capability, and more innovation
to power your digital business



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