



10 IT-enabled business trends for the decade ahead

2013 – 2023

Reference: Mckinsey & Company

May 2013

10 IT-enabled business trends for the decade ahead

1- Social Matrix

- Replacing email by a “Collaborative social-networking Platform”
- i.e. **ATOS** targets to have a “zero email” company by 2014
- Typical knowledge workers can be more productive by 25% deploying social technologies as search, reading and responding to emails and collaborating with colleagues take up to 60% of their time

Linked in

twitter

facebook

**myspace
.com**



10 IT-enabled business trends for the decade ahead

2- Competing with “big data” and advanced analytics

- Global worldwide data is doubling in less than 2 years
- Advanced analytic software allows machines to identify patterns hidden in massive data flows or documents
- Security organizations are gathering and assembling data from real-time monitoring of blogs, news reports, emails and ... from all over the world such as NSA. CIA, MI6, ...
- **Snoden : “NSA collects 13 billion data from Iran only within one month (March 2013) ???”**

What information, if you had it, would change the way you run your business?

Through 2015, 85% of Fortune 500 organizations will be unable to exploit big data for competitive advantage. (Gartner2013)



10 IT-enabled business trends for the decade ahead

3- Deploying the Internet of All Things (IoT)

- 50 billion physical “things” (utility counters, sensors, actuators, ...) are expected in the coming few years
- Healthcare gadgets such as blood pressure, sugar level, heart bit, ...)
- M2M (Machine to Machine) Communication*
- **Smart Cities**



10 IT-enabled business trends for the decade ahead

3- Deploying the Internet of All Things

- **M2M are fast becoming the eyes and ears of the enterprise.**
- **By adding sensors and networking technologies to the products they sell and the equipment they employ, companies are finding new ways to gather powerful insights and use new forms of data.**
- **And they're connecting their machines at a blistering pace.**
- **Over the next five years, M2M traffic can increase 22 times over.¹ And as it grows, so does its potential. Connected cars can help relieve traffic congestion, for example, and a locally connected utility can become part of a nationwide energy solution.**

* Source: [CISCO IBSG](#)

¹ Source: [CISCO Visual Networking Index \(VNI\) Global Mobile Data Traffic Forecast Update](#)

10 IT-enabled business trends for the decade ahead



3- Deploying the Internet of All Things

- Creating megawatts of efficiencies with **Smart Energy**
- Know all about your fleet in real time.
- Asset Tracking
 - Insight that pays back in profits and customer satisfaction.

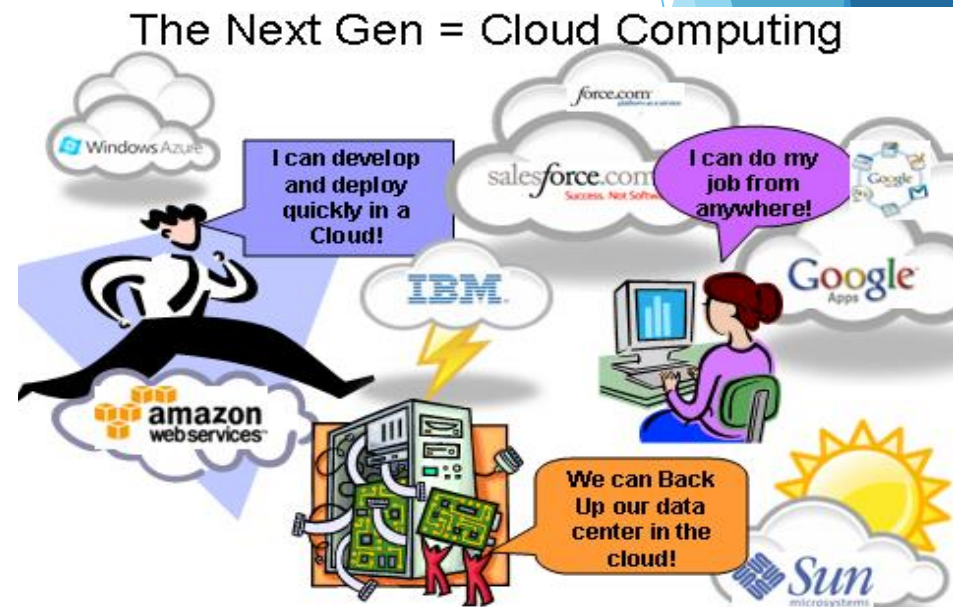
Verizon Video



10 IT-enabled business trends for the decade ahead

4- Offering anything as a service

- **IT as a Service** (Cloud Computing Delivered IT) such as Amazon.com
- SaaS (Software as a Service), ...
- PaaS (Platform as a Service)
- IaaS (Infrastructure as a Service)
- ...



10 IT-enabled business trends for the decade ahead



5- Automating Knowledge work

- **Artificial Intelligence, Learning Systems, Decision Support System, ...**
- **IBM supercomputer (Watson) focused on cancer research. Watson is “trained” to be consulted by reading more than 600,000 medical-evidence reports, 1.5 millions patient records, 2.0 million pages of clinical & journal articles.**
- **Replacing super-human knowledge workers**



10 IT-enabled business trends for the decade ahead

6- Engaging the next 3 billion digital citizens

- Digital penetration rate in Emerging markets, double digit growth: China 40%, India 10%, ...
- Rising levels of connectivity will stimulate financial inclusion, local entrepreneurship and enormous opportunities for business
- New applications required as billions of Internet-enabled smartphones and other mobile devices are down to the market very rapidly
- Billions of “Unbanked” people

10 IT-enabled business trends for the decade ahead

7- Charting experiences where digital meets physical

- The Online world mirrors experiences of physical world
- Augmented reality will go further with next generation of “wearable” devices such as Google glass, Apple/Samsung watch, ...
- Magic Mirror in store dressing rooms to allow shoppers “try on” clothes virtually
- Boeing is going to use virtual-reality glasses so that factory workers assembling its 747 aircraft need to consult manuals less frequently
- Augmented Reality (AR)

10 IT-enabled business trends for the decade ahead



8- “Freeing” your business model through Internet-Inspired personalization and simplification

- After nearly 2 decades of shopping, reading, watching, seeking on the Internet, customers expect services to be
 - “free, personalized, instant result and easy to use” without instructions
- Coming area of “on-demand” marketing & sales
- Users will probably never pay for many valuable technology-oriented services such as “search” (Google Business Model)
 - provider of these “free” services will need more creative and innovative business models
- Consumers expect to be valued by companies and treated as individuals



10 IT-enabled business trends for the decade ahead

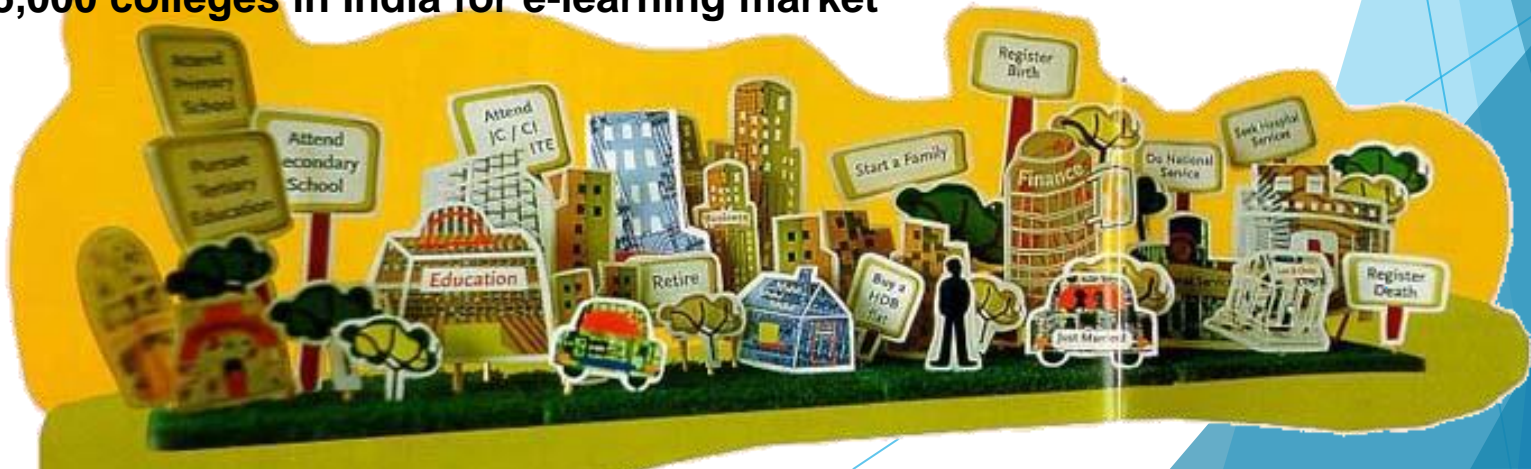
9- Buying and selling as digital commerce leaps ahead

- New “e-commerce” ecosystem: combining devices, payment systems, digital and technology infrastructure and logistics
- Rise of mobile internet simplifies the process of completing “Online transactions” with high level of security
- Mobile payment will be the main area of e-commerce
- Starbucks envisions extending its pioneering use of smartphones for payment

10 IT-enabled business trends for the decade ahead

10- Transforming government, **health care** and education

- Private sector has a big stake in the successful transformation of government, health care and education, which together account for a third of global GDP.
- Governments can use IT to better engage citizens, improve service, reduce waste and corruption.
- India has enrolled 380 million citizens in the world's largest biometric-identify program and is planning to make over \$50 billion in cash transfer to poor citizens
- Under \$50 tablets are entering classrooms en masse to link more than 25,000 colleges in India for e-learning market



10 IT-enabled business trends for the decade ahead

Joining the Social Matrix

Competing with “Big Data” and Advanced Analytic

Deploying the Internet of Things (IoT & M2M) → Smart City

Offering Anything as a Service (Cloud Computing)

Engaging the next 3 billion digital citizens

Charting experiences where digital meets physical

Freeing your business model through ...

Buying and Selling as digital commerce leaps ahead

Transforming government, health care & education

Priorities for Mobin: Priority 1

Priority 2

10 top valuable Brands in the world by the end of 2013 (Inter brand site)

Rank	Brand	Value in Million USD	Change in brand value (%)
1	Apple	98,316	28
2	Google	93,391	34
3	Coca Cola	79,213	2
4	IBM	78,808	4
5	Microsoft	59,546	3
6	General Motors	46,947	7
7	McDonald	41,993	5
8	Samsung	39,610	20
9	Intel	37,257	5
10	Toyota	35,346	17

JOB DEMAND TREND in US

Of 30 fastest growing jobs between 2002 and 2012, 7 jobs are in ICT

Occupation	2002	2012	Percent Growth	Rank
Network systems & data communication analysts	186,000	292,000	57%	2
Computer software engineers/applications	394,000	573,000	46%	7
Computer software engineers/systems software	281,000	409,000	45%	9
Database Administrators	110,000	159,000	44%	12
Computer systems analysts	468,000	653,000	39%	20
Network and computer system administrators	251,000	345,000	37%	24
Computer & information systems managers	284,000	387,000	36%	27

Source: U.S. Department of Labor, Bureau of Labor Statistics