



Do you really know how digital will impact your business?

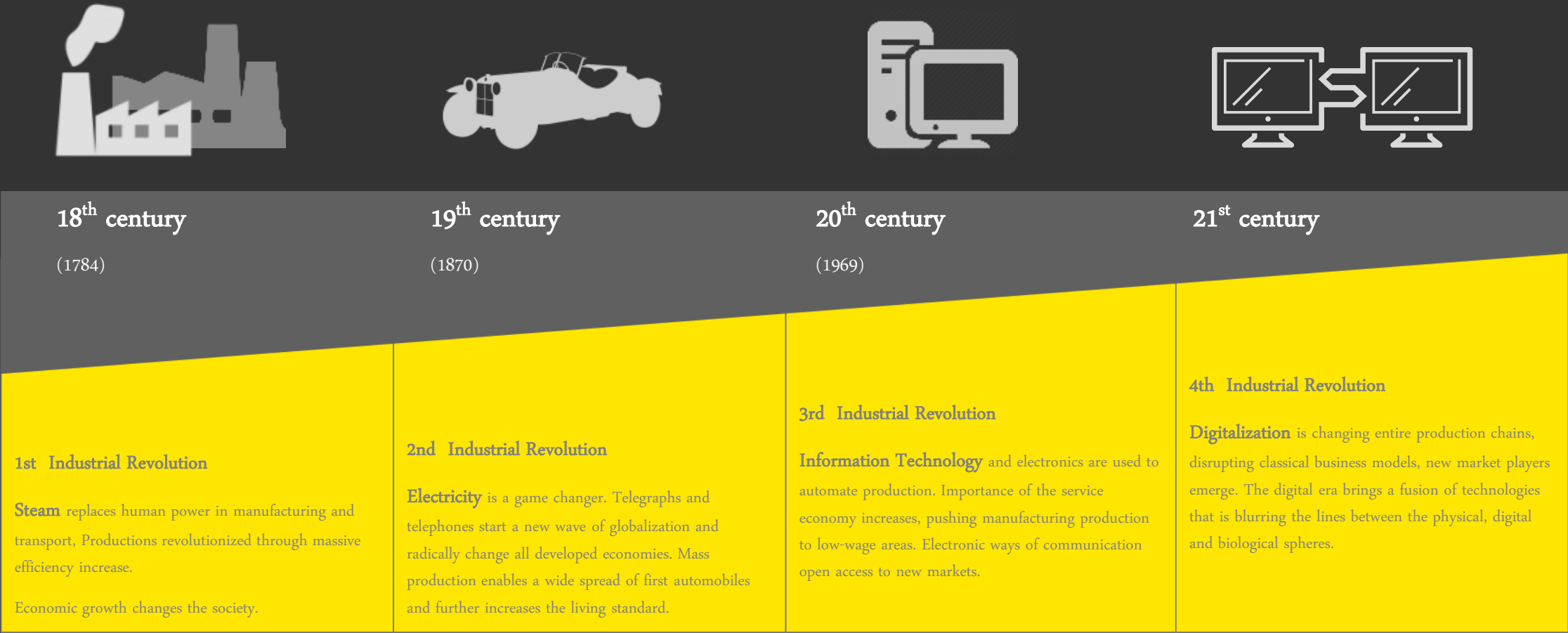
IoT & Tech Forum

■ ■ ■
The better the question. The better the answer.
The better the world works.

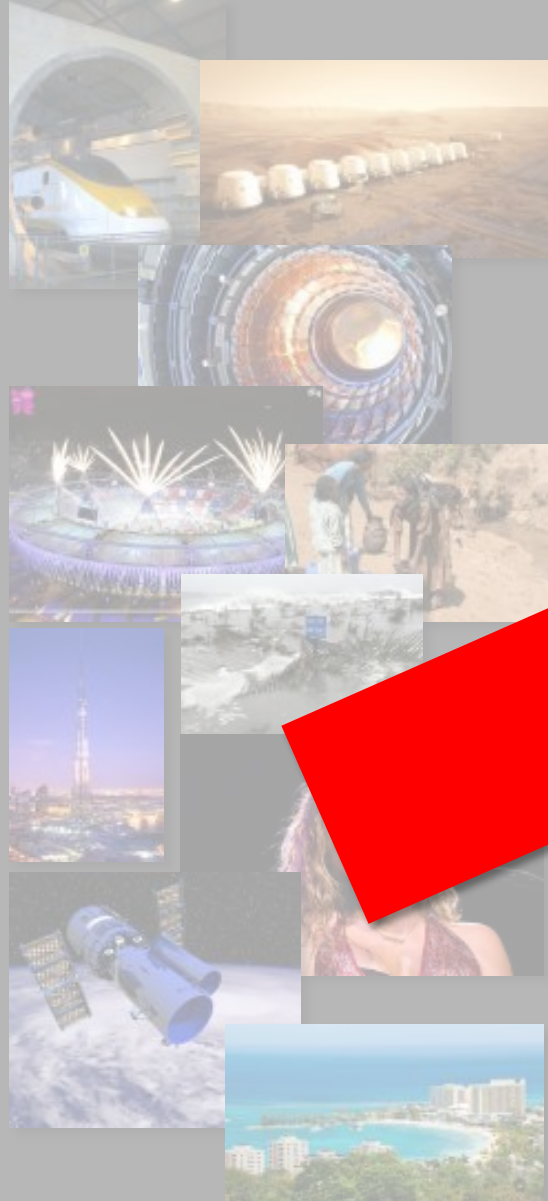
A close-up photograph of a person's hand holding a yellow robotic arm. The robotic arm has a yellow upper section and a silver, multi-jointed prosthetic hand. The prosthetic hand is held in a way that its fingers are spread out, showing the internal mechanical components like gears and wires. The background is a plain, light-colored surface.

Everybody are talking about the **4th Industrial Revolution**.

We'd like to **welcome** you to the **Digital Era...** that has already arrived.



10 Things That Are Cheaper Than WhatsApp



1

Channel tunnel: \$7.44 billion

2

A colony on Mars: \$6 billion

3

Large Hadron Collider: \$11 billion

4

London 2012 Olympics

5

World's largest globe: \$10 billion/year

6

World's largest candy: \$8.3 billion

7

World's tallest building (Burj Khalifa): \$1.5 billion

8

Entire world music industry: \$16.8 billion

9

Hubble space telescope: \$10 billion

10

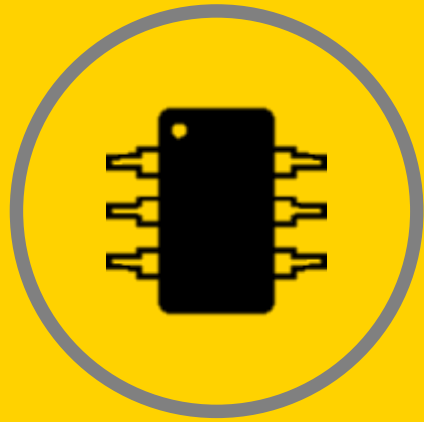
And finally, ...Jamaica: \$14.84 billion!!

It's remains baffling
to most of Industries

Industry 4.0 revolution is defining mega-trend of our time but the explosive growth has barely begun



What drives the 4th Industrial Revolution?



Cost of sensors



Computing power

Number of sensors per inhabitant...

North America

2014: 6.1
2019: 11.6

Western Europe

2014: 4.4
2019: 8.2

Eastern Europe

2014: 2.4
2019: 4.3

Asia-Pacific

2014: 1.6
2019: 2.5

Africa and the Middle East

2014: 1.0
2019: 1.4

Latin America

2014: 2.0
2019: 2.9

... Digital technology will change the world significantly in the near to medium future and this change will have a disruptive impact on business models

Changing world in figures



1) © Copyright Cisco white paper "Embracing the Internet of Everything To Capture Your Share of \$14.4 Trillion"

2) © Copyright IDC. Source [THE DIGITAL UNIVERSE IN 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East, December 2012]

3) © Copyright Oxford Economics Ltd. [The New Digital Economy, June 2011]

Data is the new

oil

THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)



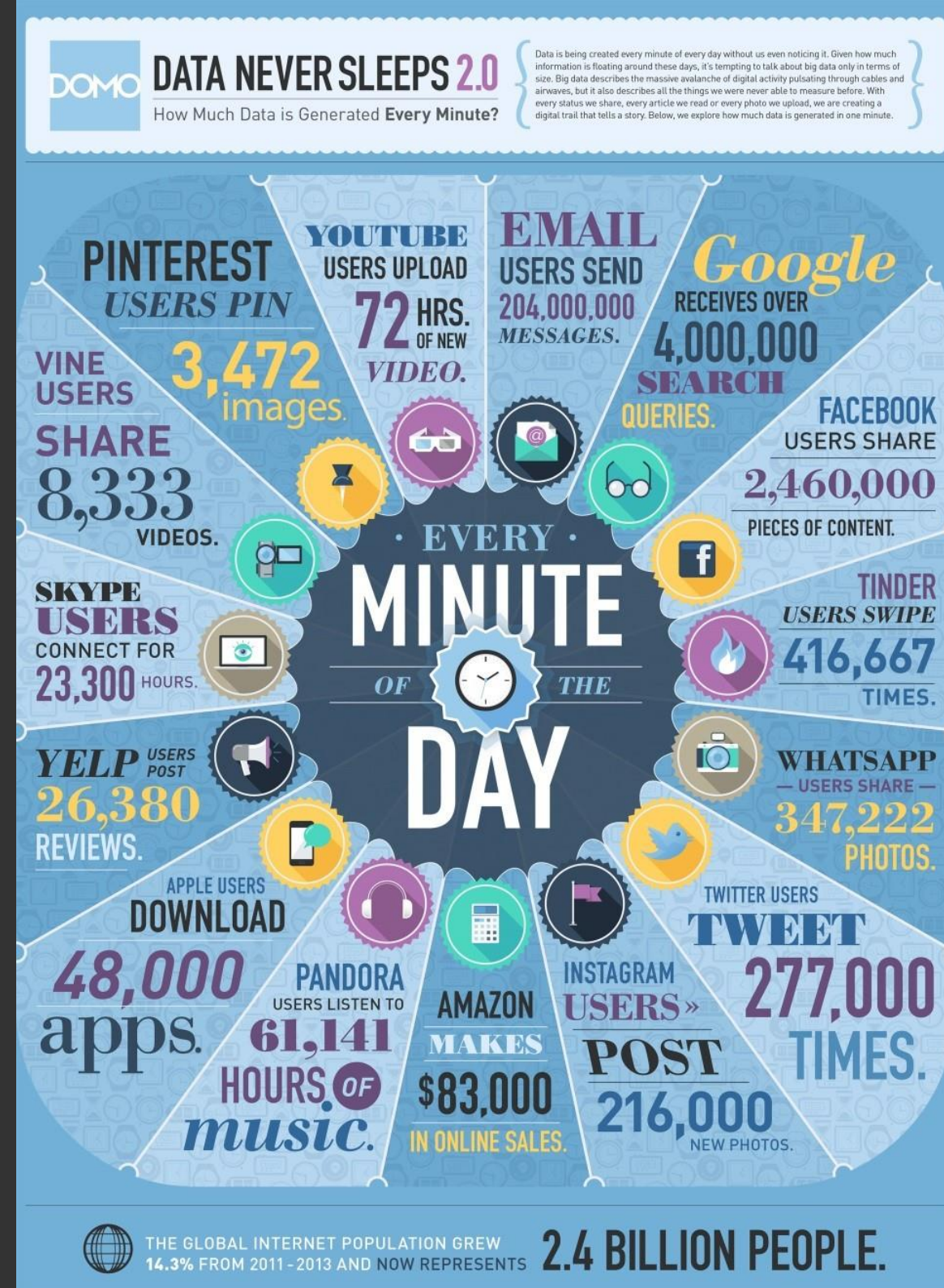
Tech



Other



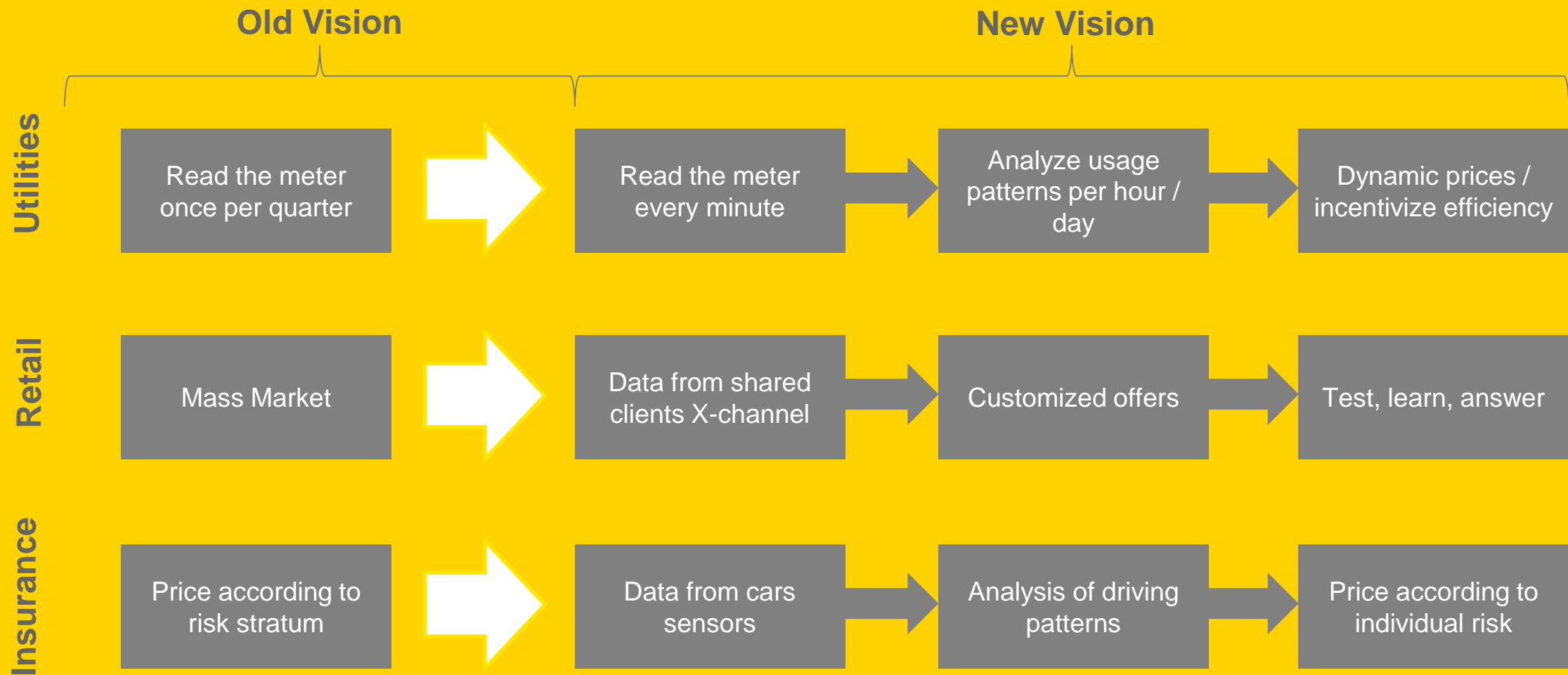
- More data was created in the last **2 years** than in the previous history of humanity
- Every second, **40,000 Google searches** are triggered
- **31.25 million messages** are sent per Facebook per minute and **2.77 million videos are watched**
- Every minute **300 hours of video** are uploaded to YouTube
- By 2020 there will be **6,100 million SmartPhone** users, all with sensors capable of collecting any type of data.
- Only **0.5% of the data is currently exploited**





So what...?

It changes the way companies think about their business



**Conclusion: It
can't happen to
us, right?**

This is Sofia. Sofia is my niece. Sofia just turned 18...



Sofia does not know how to use email.

Sofia would never consider calling me.

Or anyone else, for that matter.

In the last 12 months, Sofia sent/received **173,556** “Snaps” (Snapchats). That’s **475 a day**.

In 5 years time, Sofia will work for a **company like EY**.

p.s. — Sofia does have a Facebook profile! — But it’s fake — just to show her Mum and Dad that she is a good girl! Facebook is “totes uncool”

Consider this...

Digital disruption has already occurred... but we are still only a few percent through it...

- ▶ The world's largest “taxi” company owns no taxis (Uber)
- ▶ The world’s largest accommodation provider owns no real estate (Airbnb)
- ▶ The largest communications companies own no telco infrastructure (Skype, WeChat)
- ▶ The world’s most valuable retailer has no inventory (Alibaba)
- ▶ The world’s most popular media owner creates no content (Facebook)
- ▶ The world’s fastest growing bank has no actual money (SocietyOne)
- ▶ The world’s largest movie house own no cinemas (Netflix)
- ▶ The world’s largest vendors of software don’t write the code they sell (Apple / Google)

Um... where next?

Will health sciences giants actually manufacture medicines?

Will automotive companies still exist?

Will car insurance exist?

Will banks exist? Will cash?



**As we say robot,
will our children
say colleague?**