

# TECHNOLOGY TRENDS 2014

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# Finally – the Earth is flat!



# Digital forces driving business innovation





1 NEW DEFINITION IS ADDED ON UPDIAN

1,600+ READS ON Scribd.

13,000+ HOURS MUSIC STREAMING ON PANDORA

12,000+ NEW ADS POSTED ON craigslist

370,000+ MINUTES VOICE CALLS ON skype

98,000+ TWEETS



20,000+ NEW POSTS ON tumblr.

THE LARGEST SOCIAL NETWORKING PLATFORM

320+ NEW twitter ACCOUNTS



100+ NEW Linked in ACCOUNTS

13,000+ iPhone APPLICATIONS DOWNLOADED

1 NEW ARTICLE IS PUBLISHED

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!



QUESTIONS ASKED ON THE INTERNET...

100+ Answers.com

40+ Yahoo! Answers

6,600+ NEW PICTURES ARE UPLOADED ON flickr



600+ NEW VIDEOS



50+ WORDPRESS DOWNLOADS

695,000+ facebook STATUS UPDATES



125+ PLUGIN DOWNLOADS

25+ HOURS TOTAL DURATION

70+ DOMAINS REGISTERED

60+ NEW BLOGS

168 MILLION EMAILS ARE SENT

694,445 SEARCH QUERIES

1,700+ Firefox DOWNLOADS

79,364 WALL POSTS

510,040 COMMENTS

1,500+ BLOG POSTS



Google



# Age of Mobile





# C2C Commerce



# Digitalization of the human senses



# New threats – new dilemmas?



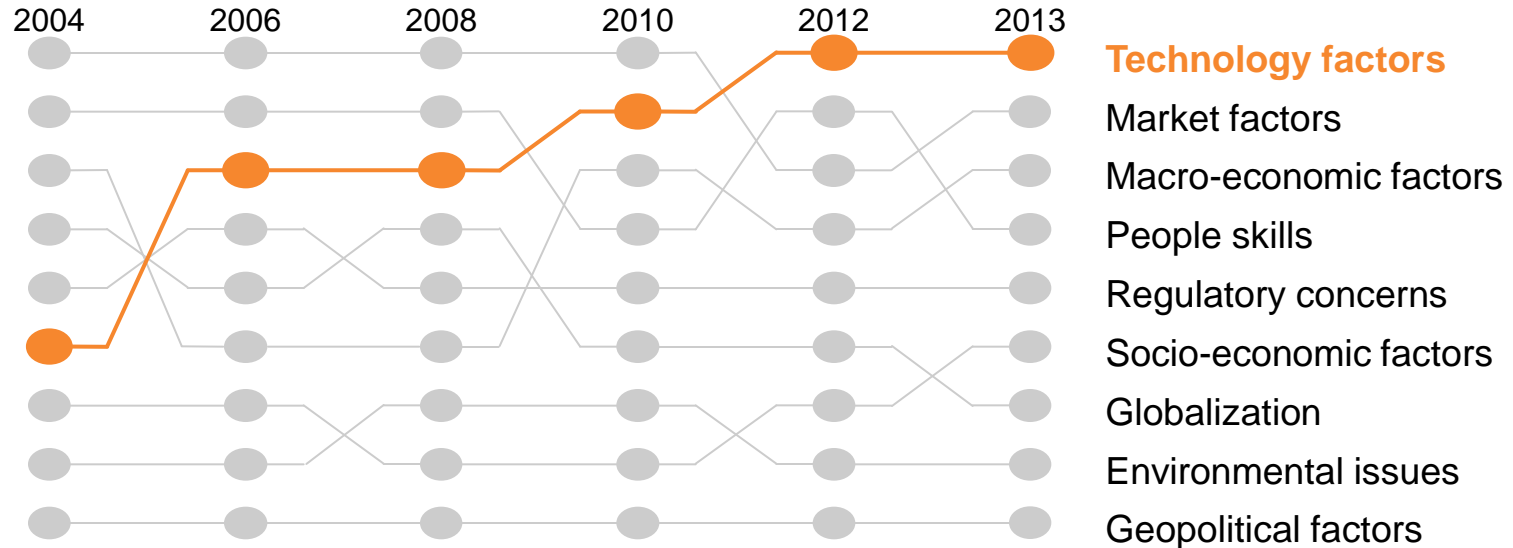


# How are business leaders reacting to these changes?



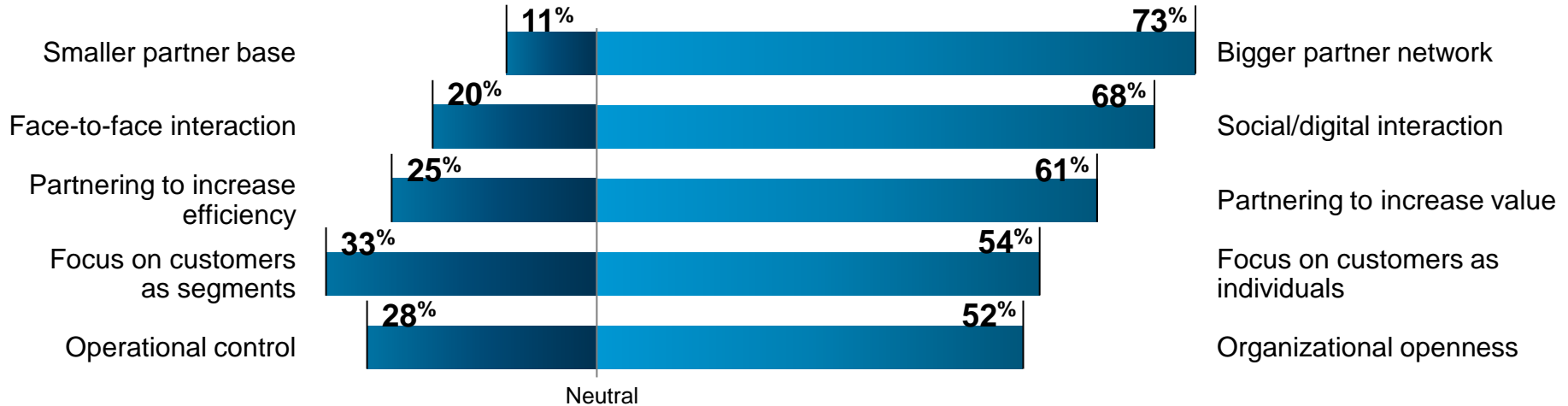
# Insight from IBM CxO Study: CEOs consider technology *the* most important external force

## CEO Studies 2004–2013



Source: Question E8–What are the most important external forces that will impact the enterprise over the next 3 to 5 years?; n=884 [CEO only]

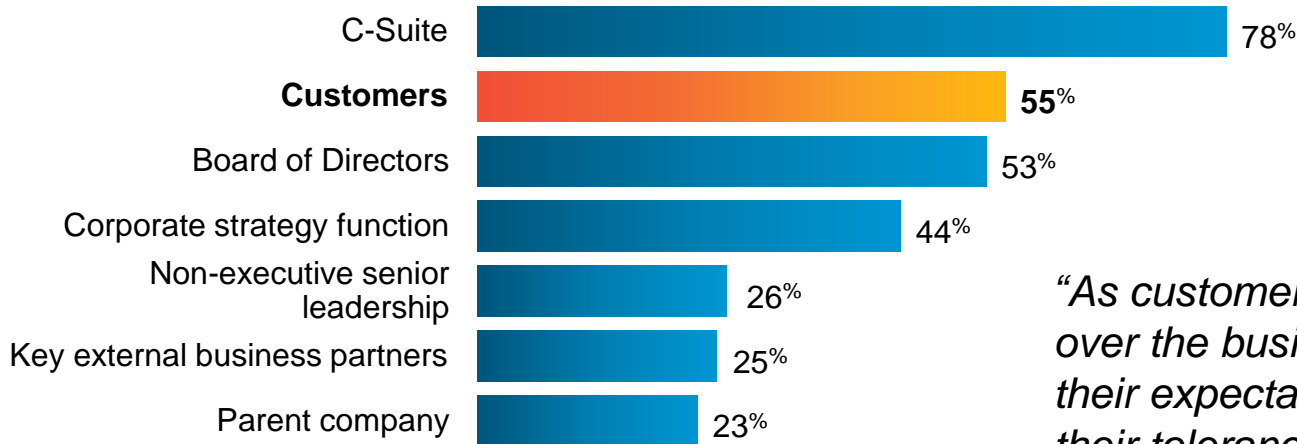
# A changing business landscape: The open organization



Source: Question E9—How do you see the landscape changing over the next 3 to 5 years?; n=2,919 to 2,944

# CEOs see customers' influence on strategy as more important

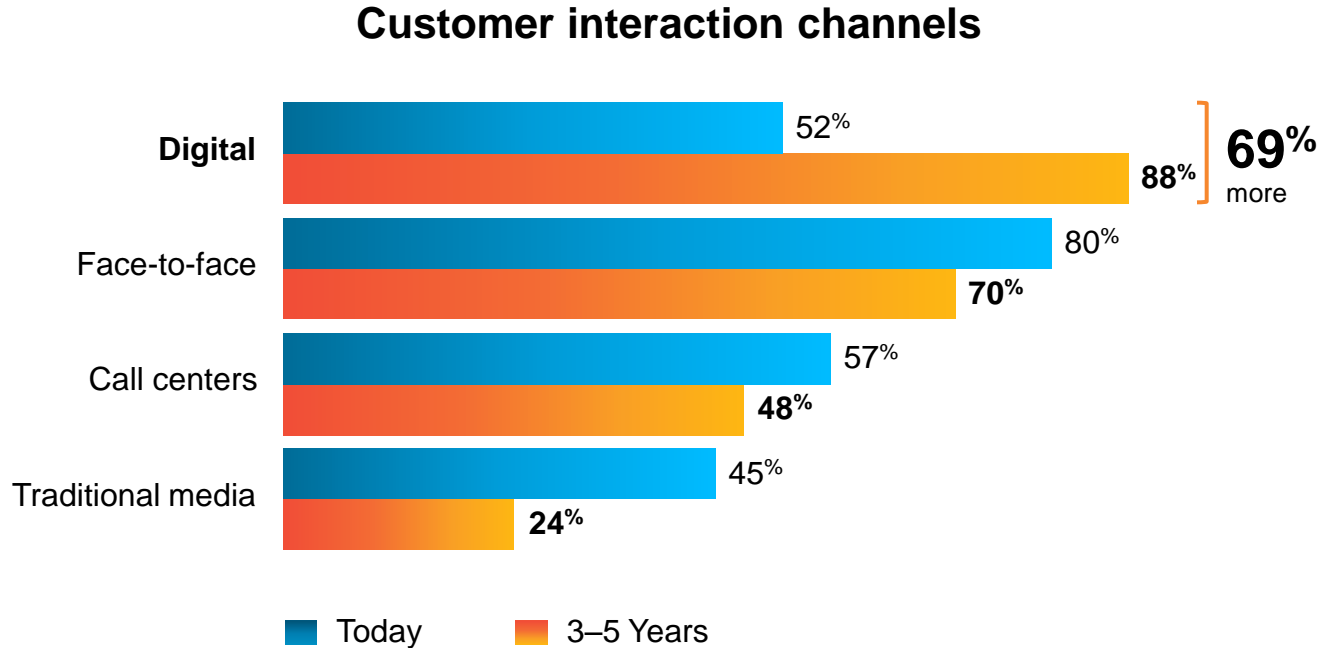
## Key influencers on business strategy



*“As customers gain more power over the business via social media, their expectations keep rising and their tolerance keeps decreasing.”*

CIO, Retail, Turkey

# CxOs want to increase digital interaction with customers

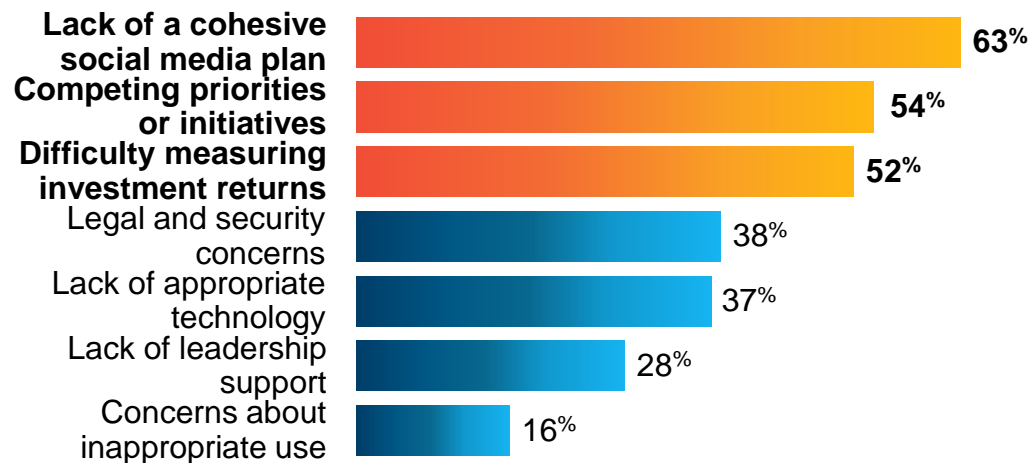


Source: Question C6—What are the three most important channels your enterprise will leverage to engage and interact with customers?; n=2,987



# What is holding business back?

## Challenges to implementing a digital strategy



# What advances will technology bring in the next few years?



# The Customer Activitated, Digital Enterprise



# IBM invests \$1bn in Watson Group



- The Watson Group is dedicated to the development and commercialization of cognitive computing innovations
- A large part of this initiative will be devoted to helping developers and entrepreneurs build a new class of applications, powered by Watson
- The Watson Group will be located in New York's "Silicon Alley"

# \$1.2bn for cloud data center expansion



- This year IBM plans to deliver cloud services from 40 data centers worldwide
- The plan is to build 15 new data centers around the world
- Cloud services market could be worth \$200bn by 2020



# Mega trends for 2014 according to Frank Gens from IDC

89% of IT growth in  
2014

will come from analytics, cloud,  
social & mobile



## IDC's take on global IT marketplace

IDC's broadest outlook for the overall technology marketplace is provided here by their chief analyst Frank Gens. A disruptive shift, coined "the 3rd Platform", built on the four technology "pillars" of cloud, mobile, big data and social technologies is ratcheting way up.

# Analytics for government: Rio, Brazil prepares for the World Cup



# Analytics for retail: The right price at the right time and place



# Trends for 2014 – in conclusion

**Mobile and social continue to revolutionize business and daily life**

**Analytic tools are improving to provide not just numbers but real advice**

**The human body and our health:  
The next digital frontier**

**Customers are directly influencing business strategy**

**Technology lets our physical surroundings adjust to human needs**

**CxOs are getting ready to make their enterprises true Social Businesses**

