



# CIO

PERSPECTIVES

YOUR IT LEADERSHIP COMMUNITY

PRODUCED BY



# Tracking the Tech Megatrends: What CIOs Need to Know

**Christina Kerley**

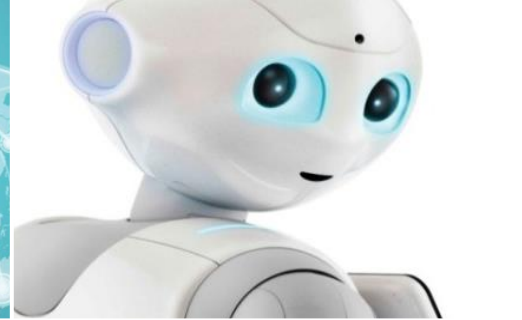
Innovation Speaker & Futurist

*All Things CK*



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# TECH MEGATRENDS







**MOBILE**



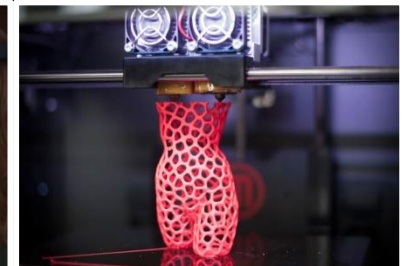
**WEARABLES**



**ROBOTICS**



**BIG DATA**



# THE STORY OF OUR TIME: DIGITAL ACCELERATION

**GREATER Number  
Of Technologies**

**Quicker Cycles  
Of Change**

**BIGGER Impact To  
Companies & Consumers**

**FASTER Adoption  
Rates By Consumers**

# A Tour Of 4 MEGA TRENDS

## #1 THE EXPECTATION ECONOMY



From Needs To Expectations

From Productivity To Performance



## #3 THE RISE OF THE COBOTS

## #2 THE SMART REVOLUTION



From Smartphones To Smart Everything

From Information To Intelligence



## #4 THE INTELLIGENCE ERA

# QUESTION:

**Of All The Changes That Mobile  
Has Created, What Has Mobile  
Changed The MOST Of All?**





**It's Not How We've Changed To Mobile**

# **Mobile's Real Revolution Is Us! (And Our Customers)**



**It's How Mobile Has Changed Us**

**More Demanding!**

**Less Patient!**

**Lower Thresholds!**

**New Behaviors!**





# THE EXPECTATION! ECONOMY

**An Economy Born From , Built Upon, And Bolstered By Customer Expectations**





# **MEGATREND #1: Mobile's Paradigm Shift**

**Expectations Are How Companies  
Court, Capture, And Keep Today's  
Hyper-Connected Customers**

**Expectations Drive & Dictate: Which Brands We Buy! How Campaigns Get Buzz! Why Business Models Succeed!**

# 1

## #InstaGrat: The Only Speed Is Real-Time Fast

From Starbucks Skip The Line . . . To Amazon's No Lines!



# 2

## Freedom & Control: No Limits . . . No Restrictions!

All-You-Can-Binge Access

IT WILL TAKE YOU...  
**1 DAY  
22 HRS.  
30 MIN.**  
TO BINGE  
WATCH  
'BREAKING  
BAD'



**BINGE-WATCH**

Watch Anytime.  
Anywhere. Instantly.

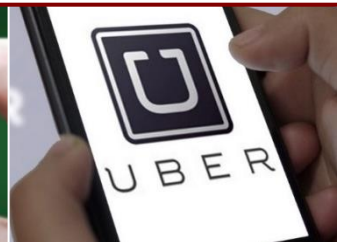


# 3

## Friction-Free Experiences Simplicity Over Complexity

Better, Faster, Easier Processes & Business Models

Tap.  
Snap.  
Deposit.



**Question:**

**Digital Has Already Powered  
Computers, The Web, And Mobile.  
What Is Digital's NEXT Frontier?**





# From Smartphones ... To Smart EVERYTHING

## The Last 10 Years: Mobile



Connecting PEOPLE

## The Next 10 Years: IoT



Connecting THINGS

**MEGATREND #2:**

**The Physical World Is Digital's Newest Frontier**

# Digitizing The Physical World: Internet... Meet Outernet



**The Web Breaks Out Of The Box, Outside The Screen ...  
And Into A Physical Ecosystem of Connected Objects, Products, and Places**

# The Web And Mobile Were Only The Warm-Up ...

NUMBER OF MOBILE  
DEVICES PER PERSON

**3**

MOBILE DEVICES WORLDWIDE

**9 BILLION**

MOBILE ECONOMIC IMPACT

**\$2 TRILLION**

NUMBER OF POTENTIAL  
IoT PRODUCTS PER PERSON

**200!**

NEW PRODUCTS WORLDWIDE

**3.3 TRILLION!**

IoT ECONOMIC IMPACT

**\$19-\$32 TRILLION!**



## For The Oncoming Tsunami Of IoT's Economic Impact!



**In The Future:  
Any Object That Is Not Responsive, Not Interactive, Or Not Smart:**



**Will Be Viewed As ...  
Broken!**

**Question:**

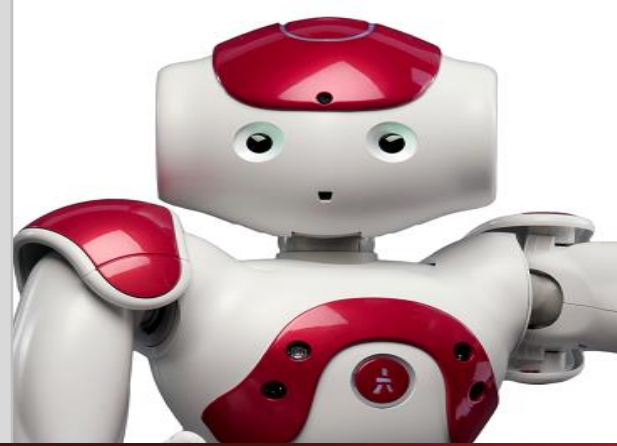
**Of All The Concerns On New Tech,  
What Is The #1 FEAR?**



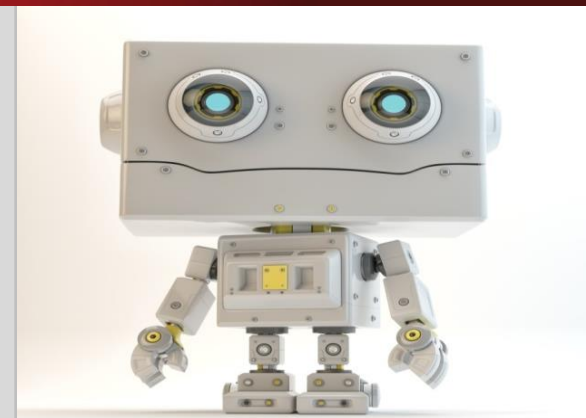


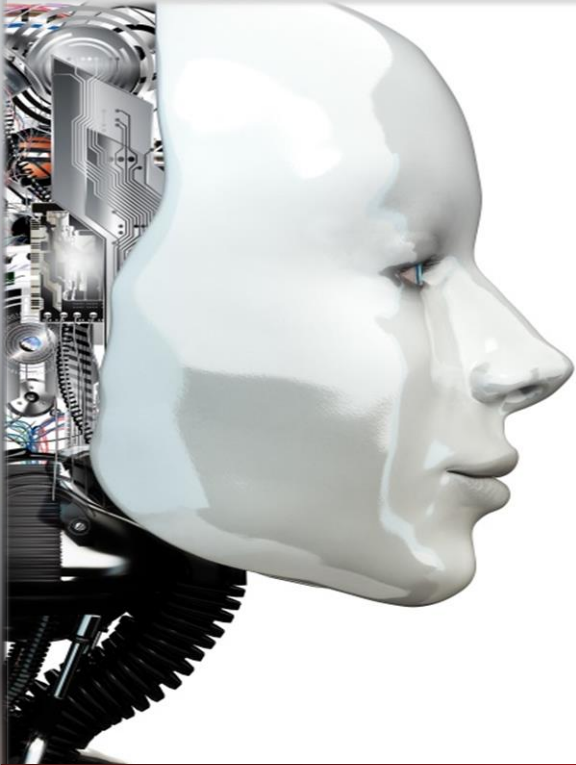
**ROBOTS:**  
**Kill Us!**  
**Outsmart Us!**  
**Fire Us!**  
**Replace Us!**





**The Real Story of Automation Is Not  
What It Replaces—But What It Enables**



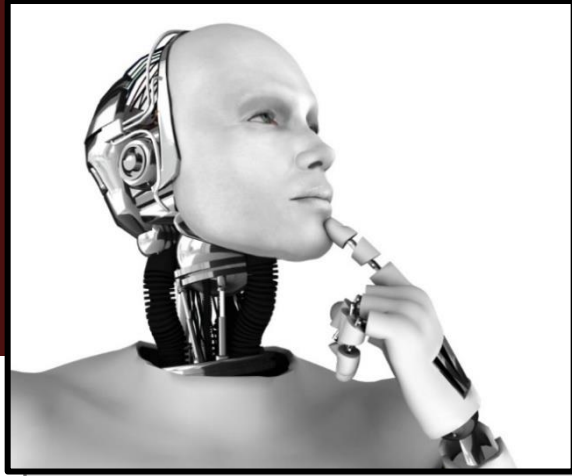


**By Working  
TOGETHER,  
Robots And  
Humans Will  
COMPLEMENT  
Each Other's Skills**



**MEGATREND #3:  
The Rise Of The CoBots (Collaborative Robots)  
Moves Us From Productivity To Performance**

# INTEGRATING Robots NOT REPLACING Employees



**Robots are better than humans at crunching numbers, lifting heavy objects, in certain contexts, moving with precision.**

**Robots will help humans by assisting them with tasks and data to support decisions.**

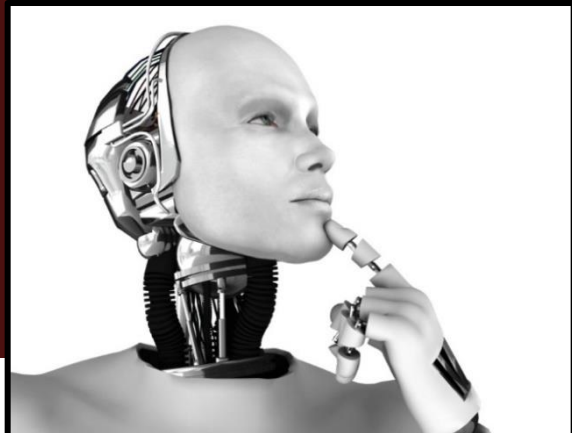


**Humans are better than robots at the application of experience and expertise to critical business decisions and practices.**

**Top human skills include creative thinking, experimentation, collaboration, empathy, data analysis, and strategy development .**



# INTEGRATING Robots NOT REPLACING Employees



**54% Of Managers' Time Is Spent On  
Administration Coordination And Control**

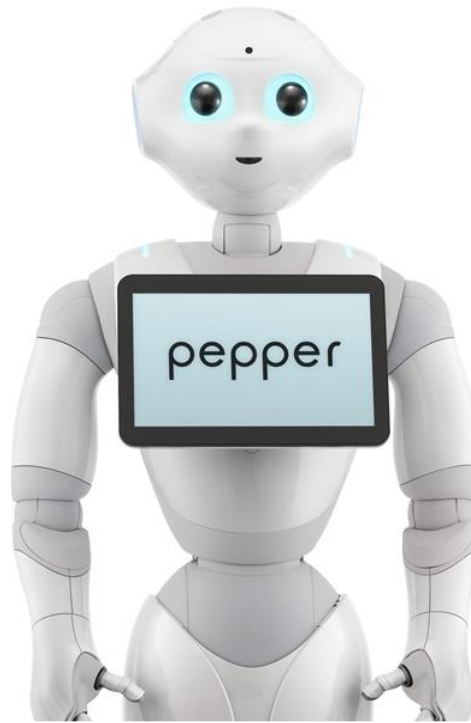
**(Source: Accenture Survey of 1,770 Frontline, Mid-Level, And Executive-Level Managers From 14 Countries)**

**Tasks Are Automated. The Transformation Is To Your Time:  
Freed To Focus On High-Performance, Highly Rewarding Work ... Imagine What All You Could Accomplish**



## **Reskilling & Reassuring**

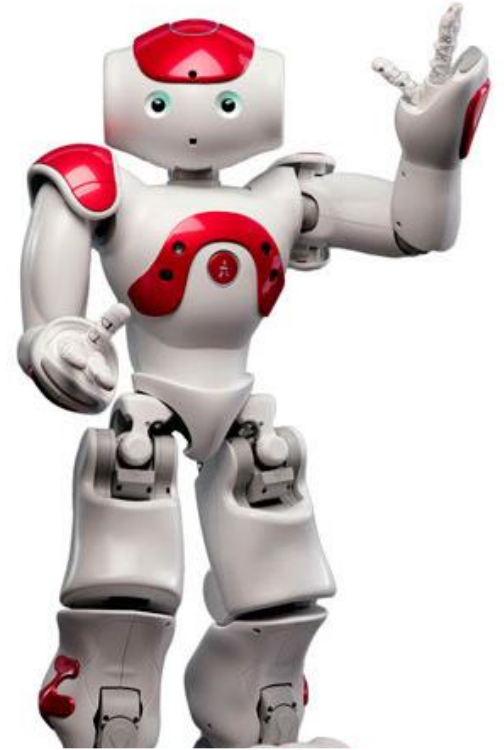
For The Majority Of Jobs, Robots  
Will Be Taking On Tasks Vs. Full Roles—  
But Massive Reskilling  
(and Reassuring) Will Be Needed



## **Economic Growth:**

Robotics & AI Are Poised To Drive New  
Profit Centers & Entirely New Industries.

(But The Majority Only See What Jobs  
Will Be Obsolete—Not Which Industries  
& Economies Will Be Ignited)

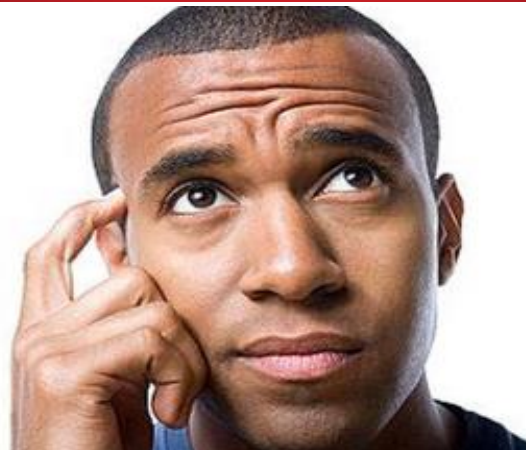


## **A New “Possible!”**

Robots Will Enable Us To Do Jobs We  
NEVER Could Have—And Remove Us  
From Those We NEVER Should Have

**QUESTION:**

**Which Trio Of Technologies Will Move Us  
From The Information Age  
To The Intelligence Era?**



**1**

**Our Greatest  
RESOURCE**

**(BIG!) DATA**



**Harnessing A New  
Resource That Holds  
Tremendous Insights**

**2**

**Our Greatest  
COLLABORATOR**



**ARTIFICIAL INTELLIGENCE**

**Tapping A New  
Always-On Intelligence  
That Augments, And  
Complements Our Own**

**3**

**Our Greatest  
ENABLER**

**CLOUD COMPUTING**



**Leveraging A New  
Enabler That Powers  
New Players, Industries  
And Markets**

**From The Information Age To The Intelligence Era**





# A Layer Of "Added" Intelligence To All Our Apps, Devices, Solutions ...

## NETFLIX

### RECOMMENDED TV

**MOVIE & TV RECCS**

amazon.com

Recommended for You



**RECOMMENDATION ENGINES**



**TRANSLATION APPS**



**SPAM FILTERS**



**VOICE RECOGNITION**



**HANDWRITING RECOGNITION**



**IMAGE RECOGNITION**



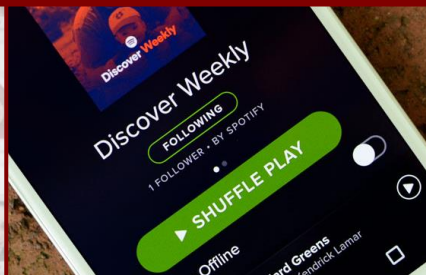
**FRAUD DETECTION**



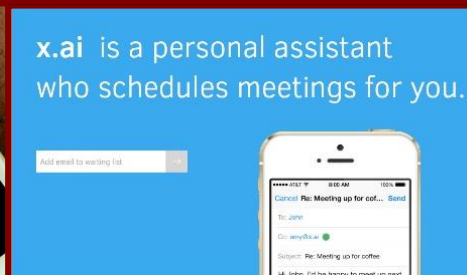
**PERSONAL DIGITAL ASSISTANTS (PDAs)**



**SOCIAL NETWORKING**



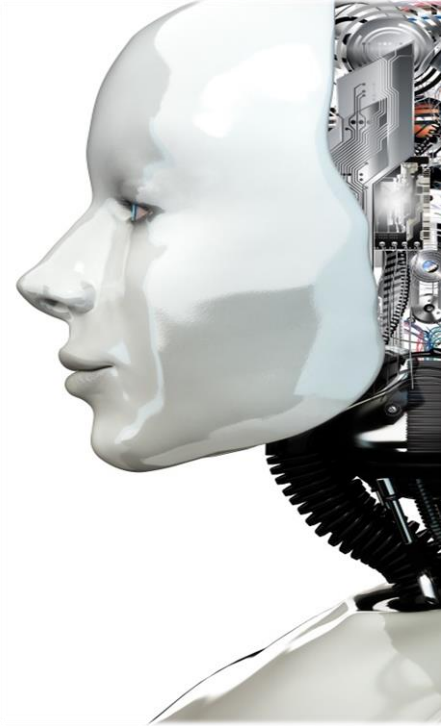
**PERSONALIZED FEATURES**



**BUSINESS SUPPORT APPS**



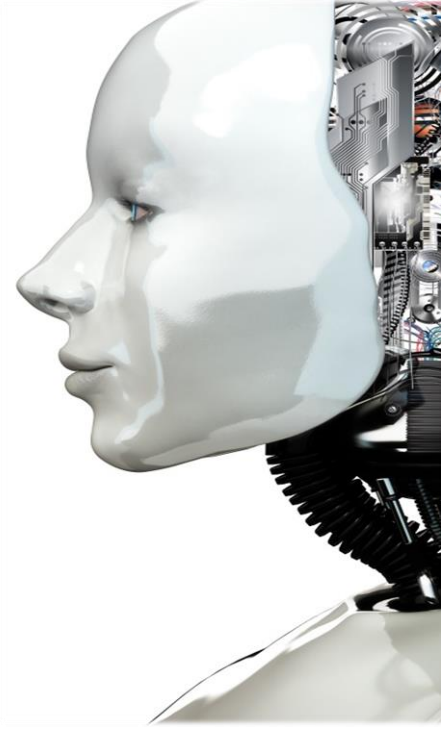
**What Is The  
Most Compelling  
Reason That  
21<sup>st</sup> Century  
Businesses Will Have  
To Adopt  
Big Data & AI?**





**21<sup>st</sup> Century Businesses  
Live And Die By  
The Decisions  
They Make ... And How  
Quickly They Act.**

**Big Data & AI  
Drive Better Decisions.**



**The Issues, Opportunities, And Stakes Are MUCH Higher—And Highly Complex**

**Predicting Risk In Financial Markets**

**Anticipating Customer Behavior**

**Competing Globally**

**Thwarting Terrorism**

**Managing Traffic**

**Optimizing Supply Chains**

**Climate Change**

**Personalizing Medicine**

**Treating Chronic Diseases**

**Ending Extreme Poverty**

**Preventing Pandemics**



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# THANK YOU!

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