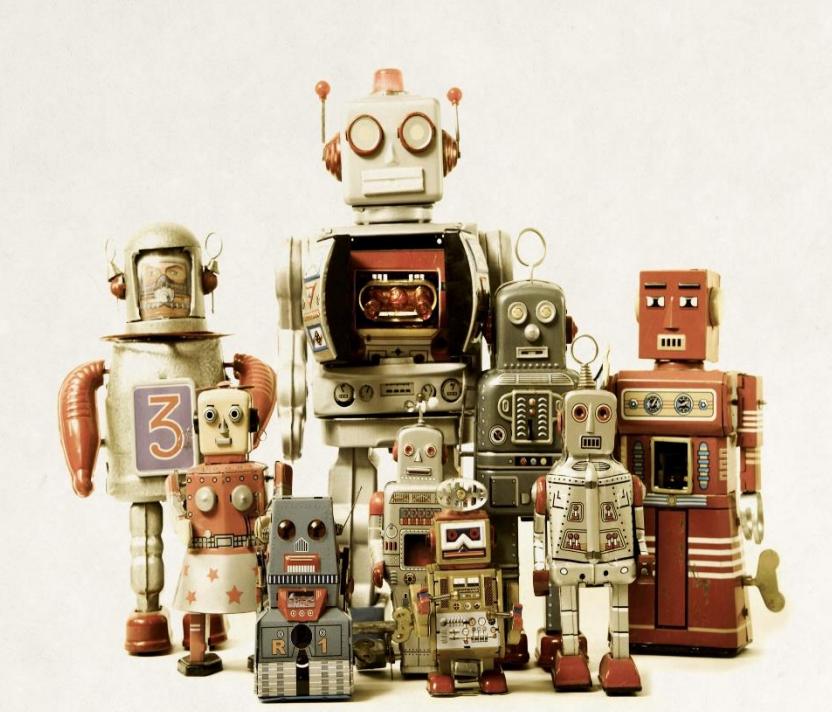


THE FUTURE IS ABOUT LOOKING BACK





OUR TECHNOLOGY EXPERIENCE...

“EVERY DAY, OUR EXPERIENCE OF TECHNOLOGY IS CONTRADICTORY; THAT THE WAY WE ADOPT TECHNOLOGY IS BASED ON HOW WE REMEMBER, REMINISCE, REFLECT AND HONOUR OUR PAST USE OF TECHNOLOGY.

THE NEXT FOUR YEARS WE MAY EXPERIENCE...

BY 2016

Biometric sensors will be featured in 40% of smartphones shipped to end users

BY 2017

One-third of consumers in emerging markets will have never owned a Windows device

BY 2018

More than 25 million head-mounted displays (HMDs) will have been sold as immersive devices

BY 2020

40% of enterprises will specify Wi-Fi as the default connection for non-mobile devices

More than 50% of users will use a tablet or smartphone first for all online activities

More than half of all B2E mobile apps will be created by EBAs using codeless tools

THE CONTEXT...

REMEMBER

REFLECT

RECONNECT

RETRIEVE

To reminisce for
Sentimental and
Emotional
reasons



To gain insights
and perspectives



To identify trends
affecting
 integration and
automation

To seek details on
emerging
technologies



REMEMBERING

how technology has an emotional and sentimental impact

“ IDENTIFYING POSITIVE EMOTIONS ABOUT LEGACY TECHNOLOGY IS AN AID TO INCREASING ADOPTION OF INNOVATIVE SOLUTIONS. IN THIS DIGITAL AGE, FORGETTING IS EASIER AND CHEAPER THAN REMEMBERING.

REMEMBERING - PHYSICAL

Sentimental technology plays on our senses



REMEMBERING - DIGITAL

is a catalyst to the creation of new solutions



REFLECTING

to gain insights and perspectives on what worked and what did not work

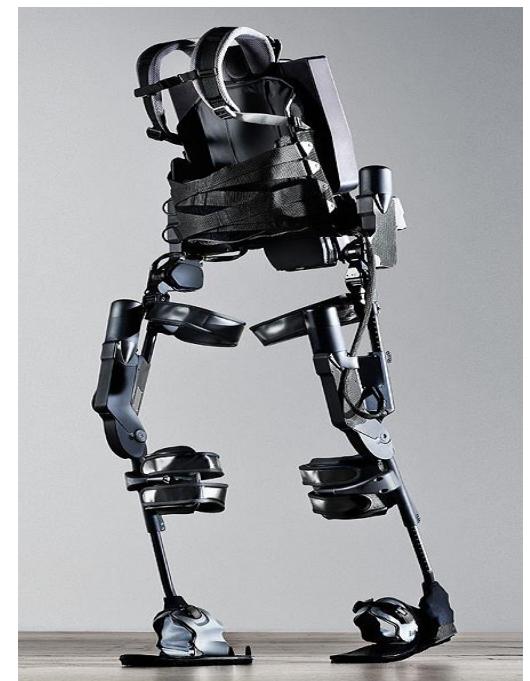
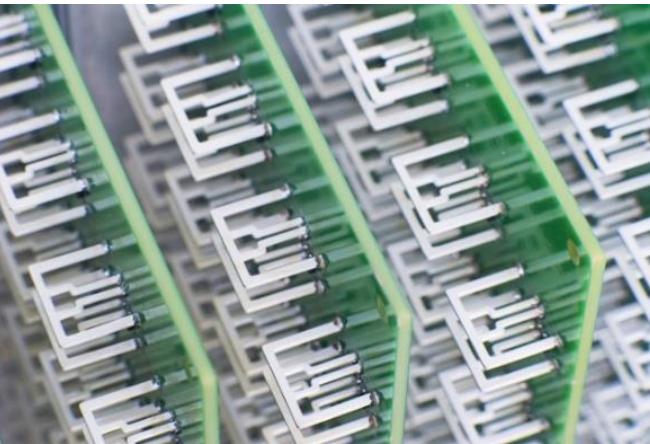
„IN HINDSIGHT, EVERY GREAT IDEA IS LOGICAL
BUT TO GET THERE YOU HAVE TO CHANGE THE
MINDSET.

Edward de Bono

REFLECTING - SOME PRODUCT 'MIS-ADVENTURES'



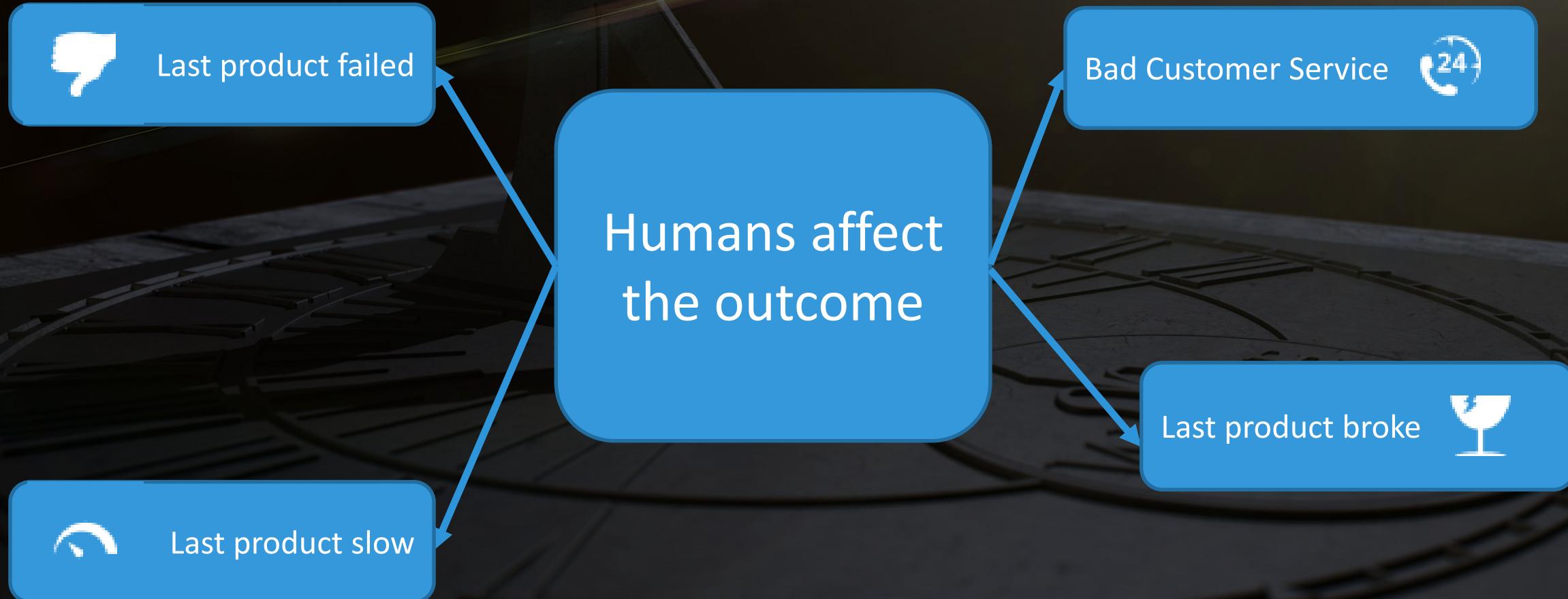
REFLECTING – MORE PRODUCT ‘MIS-ADVENTURES’



REFLECTING - MICROSOFT TECHNOLOGY 2014-2016



REFLECTING – HUMANS AFFECT THE OUTCOME



RECONNECT

Understanding the future to see the help build intent and interest...

„ AS OUR LIVES BECOME INCREASINGLY DIGITAL,
AND THEREFORE BETTER MEASURED BY
MACHINES, THOSE MACHINES WILL BE BETTER
ABLE TO UNDERSTAND OUR BEHAVIOUR AND
PERSONALISE THEIR RESPONSES TO US.

RECONNECT – BIG DATA AND ROBOTS

Understanding the future to see the help build intent and interest...

1.6M INDUSTRIAL ROBOTS WORLDWIDE

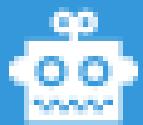
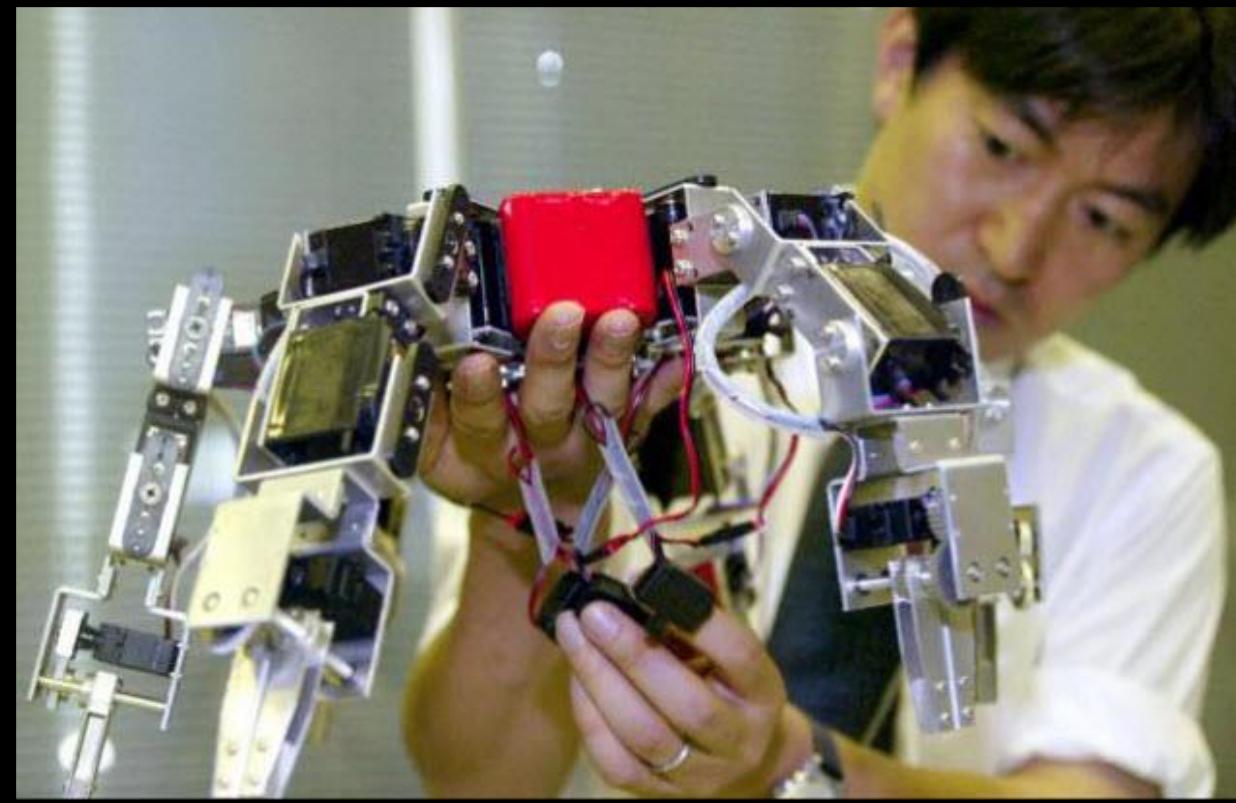
178K UNITS SOLD WORLDWIDE

29B ANNUAL MARKET

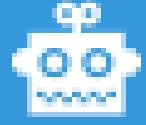
62 ROBOT DENSITY PER 10K EMPLOYEES

ROBOTS ‘COMPILE’, NOT ‘INVENT’

RECONNECT – ROBOTS FROM SCIENCE FICTION TO REALITY



SPIDERS – MINORITY
REPORT



ROBO-SPIDER - JAPAN

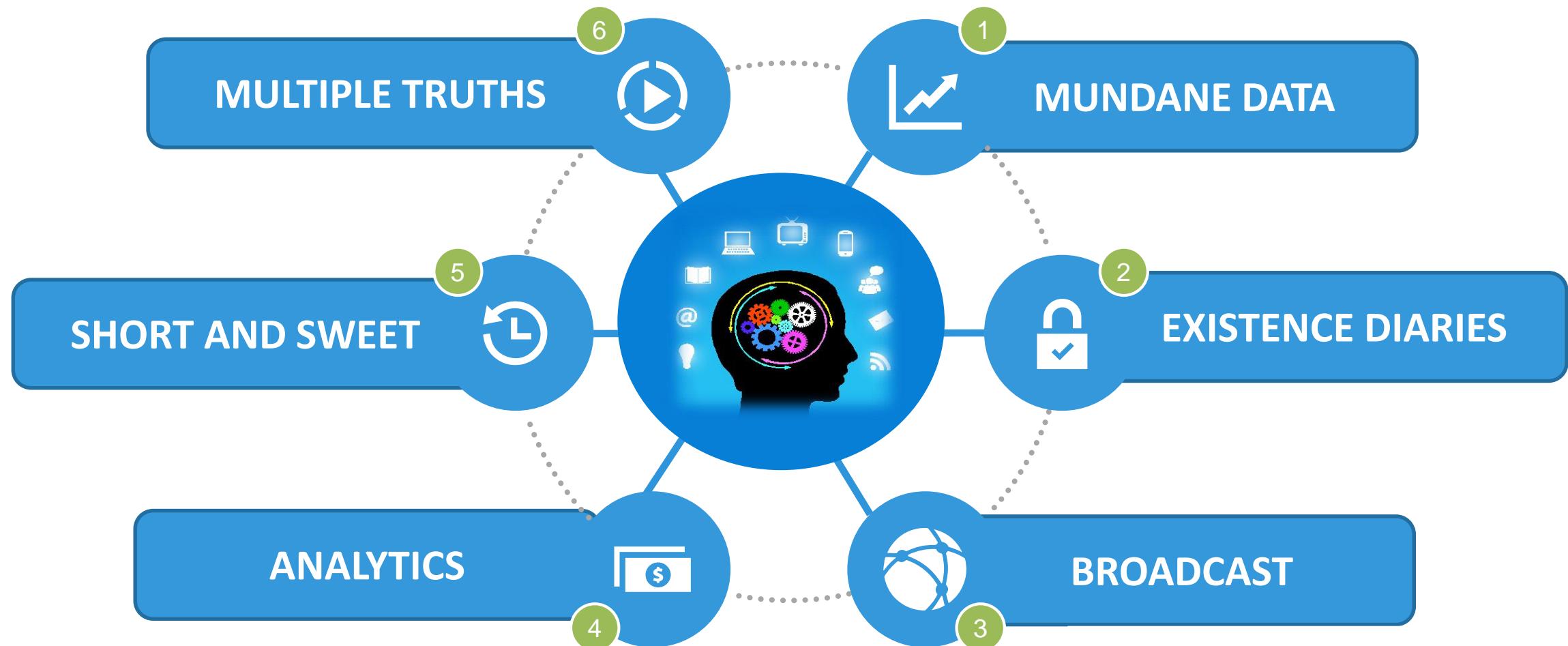
RETRIEVE

Gather facts from the past to establish the future

”

NEW FORMS OF LEGACY ARE ENABLED IN THE FAST
CHANGING FACE OF TECHNOLOGY, MEANING RISK IS
CREATED, EVEN IF INFORMATION CAN BE PRESERVED

RETRIEVE – FRAGILITY AND DISJOINEDNESS



RETRIEVE – UNDERSTAND EMERGING TECHNOLOGIES

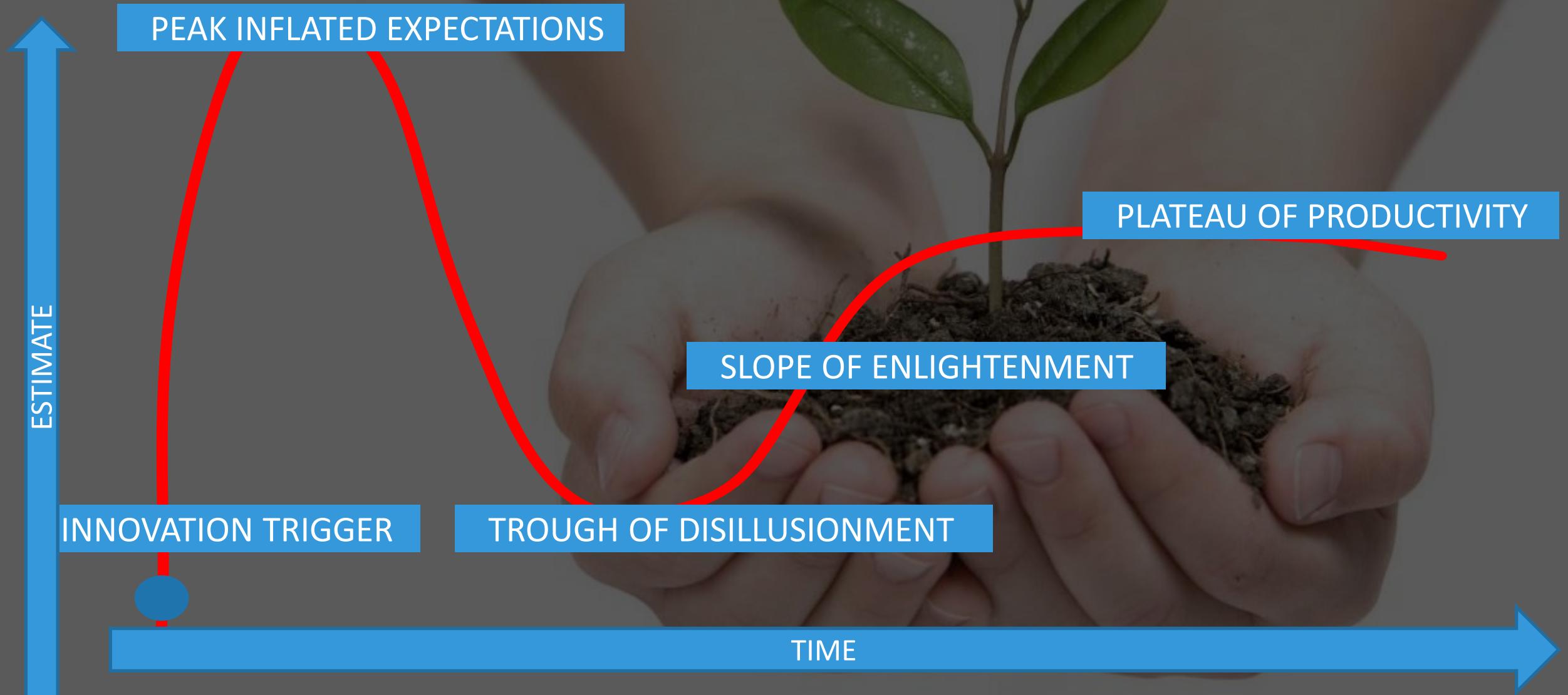
estimate how long technologies and trends will take to reach maturity

”

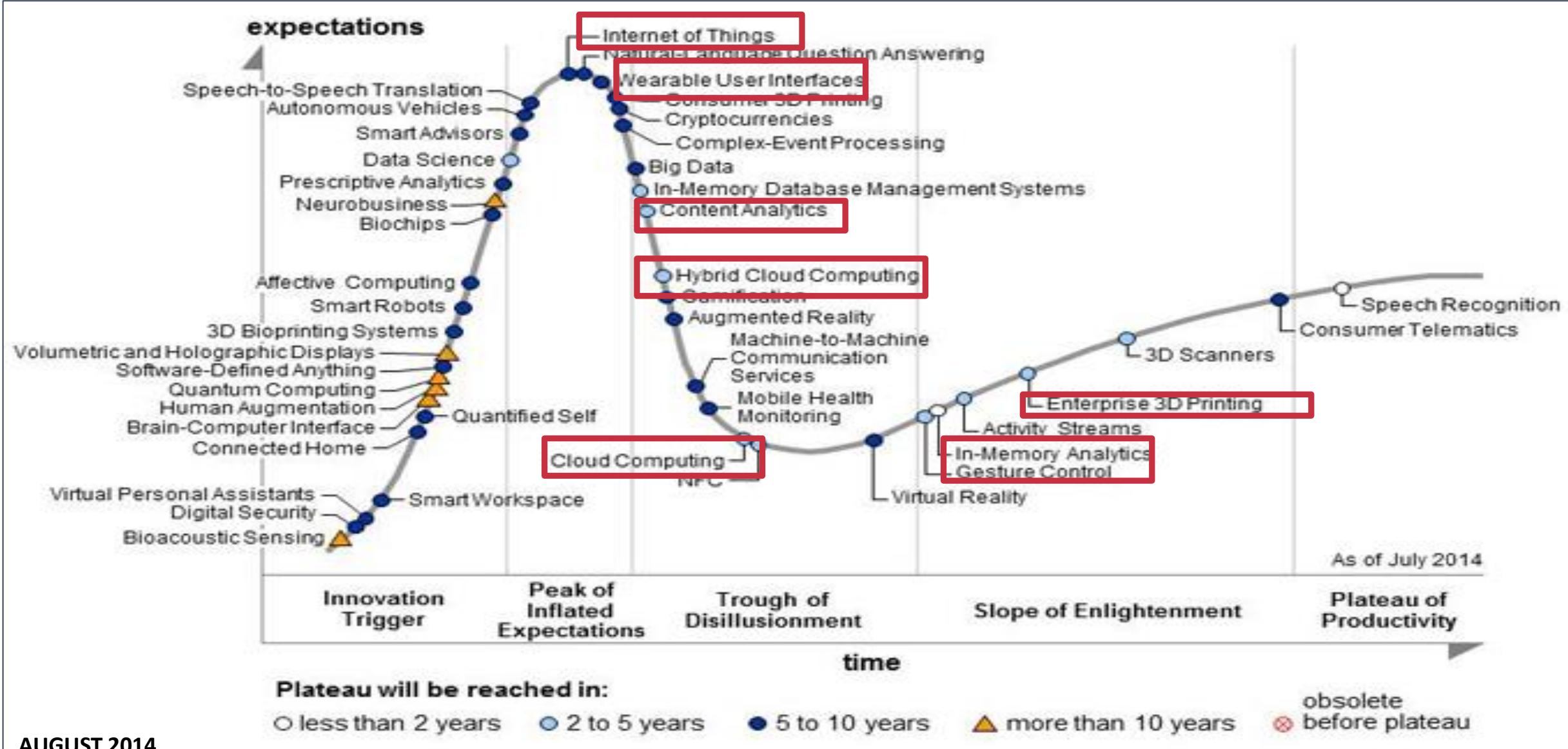
THE WRONG PERCEPTION IS THAT TECHNOLOGY IS BAD; THAT TECHNOLOGY NOT TAKEN UP, FAILS ON ITS OWN. THAT IS AN INCORRECT PERCEPTION. THERE IS ALWAYS PEOPLE WHO INFLUENCE THE OUTCOME.

RETRIEVE - HOW NEW BECOMES CURRENT

Introducing the 'Gartner Hype Cycle'



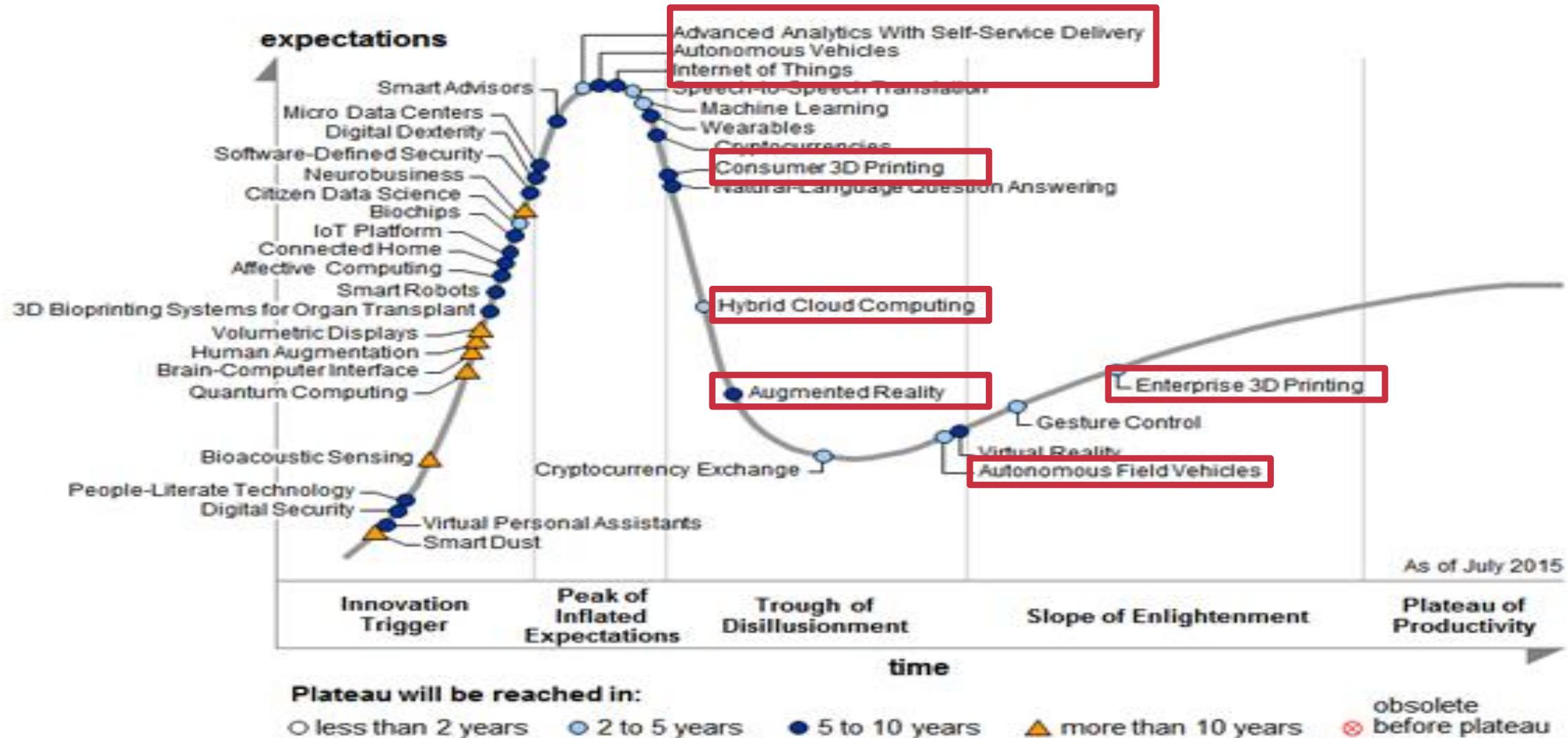
RETRIEVE - HYPE CYCLE PREDICTIONS 2014



AUGUST 2014

Source: Gartner Hype Cycle Emerging Technologies 2014: <http://www.gartner.com/newsroom/id/2819918>

RETRIEVE - HYPE CYCLE PREDICTIONS 2015



AUGUST 2015

Source: Gartner Hype Cycle Emerging Technologies 2015: <http://www.gartner.com/newsroom/id/3114217>

RETRIEVE - 3D PRINTING? ENTERPRISE TO CONSUMER...



“This is the Future of Horse-Racing” – Sport Techie Magazine.

PRIVACY – NEW TECHNOLOGY DECREASES CLARITY

” EMOTIONS ON PRIVACY AFFECTS OUR TECHNOLOGY USE, CURRENT AND FUTURE. PERSONAL EXPERIMENTATION IS AN ESSENTIAL PART OF HUMAN DEVELOPMENT, YET THE INTERNET NEVER FORGETS AND NEVER CORRECTS.

PRIVACY – LEGACY - CURRENT

Challenges come from different attitudes and angles

Children are more effective at understanding security technology than their parents

Security fringes online are media fodder

Baby boomers and their grandparents/ great grandparents held privacy in high regard

Older generations are more keen to protect their data but are overwhelmed

A HUMAN PERSPECTIVE

“Online technologies possess an infinite memory of each individual and all of their online actions.

Information is collated and presented, typically without context, regardless of age, time passed or personal circumstance.” - 'iRights Report - August 2015'

PRIVACY – LEGACY - CURRENT

Challenges come from different attitudes and angles

Self-driving cars react to changing conditions without human intervention

Machine learning and other analytics techniques reinvigorated by business applications

Data left online form anchor points in the photo of you

Computers communicate wirelessly via the Internet serve as miniature witnesses

A MACHINE PERSPECTIVE

“In the hands of machine learning models, we as human beings become nothing more than a ball of probabilistic mechanisms to be manipulated with carefully designed inputs that lead to anticipated outputs.” – Vivek Haldar

WE MUST MEET SOLUTION DESIGN CHALLENGES

“

CREATING SOLUTIONS NEEDS TO DEAL WITH HUMAN EMOTIONS AS THAT IS LINKED TO THEIR TECHNOLOGY DESIRE; NEED, INTIMACY, COMMUNICATION, EQUALITY AND RESPECT.

”

THE FLIP... HELP THE CIOs...

Technology is not a means. Technology is a way of revealing



LEGACY TECHNOLOGY
HAMPERS CIOs



CHOOSING THE
PATH OF THE
INCREMENTAL



SOME CIOS ARE
LUNATICS!



THINK
SITUATIONAL



ZAPPING INTO
ZIETGIESST



THINK MOBILE
AND CLOUD

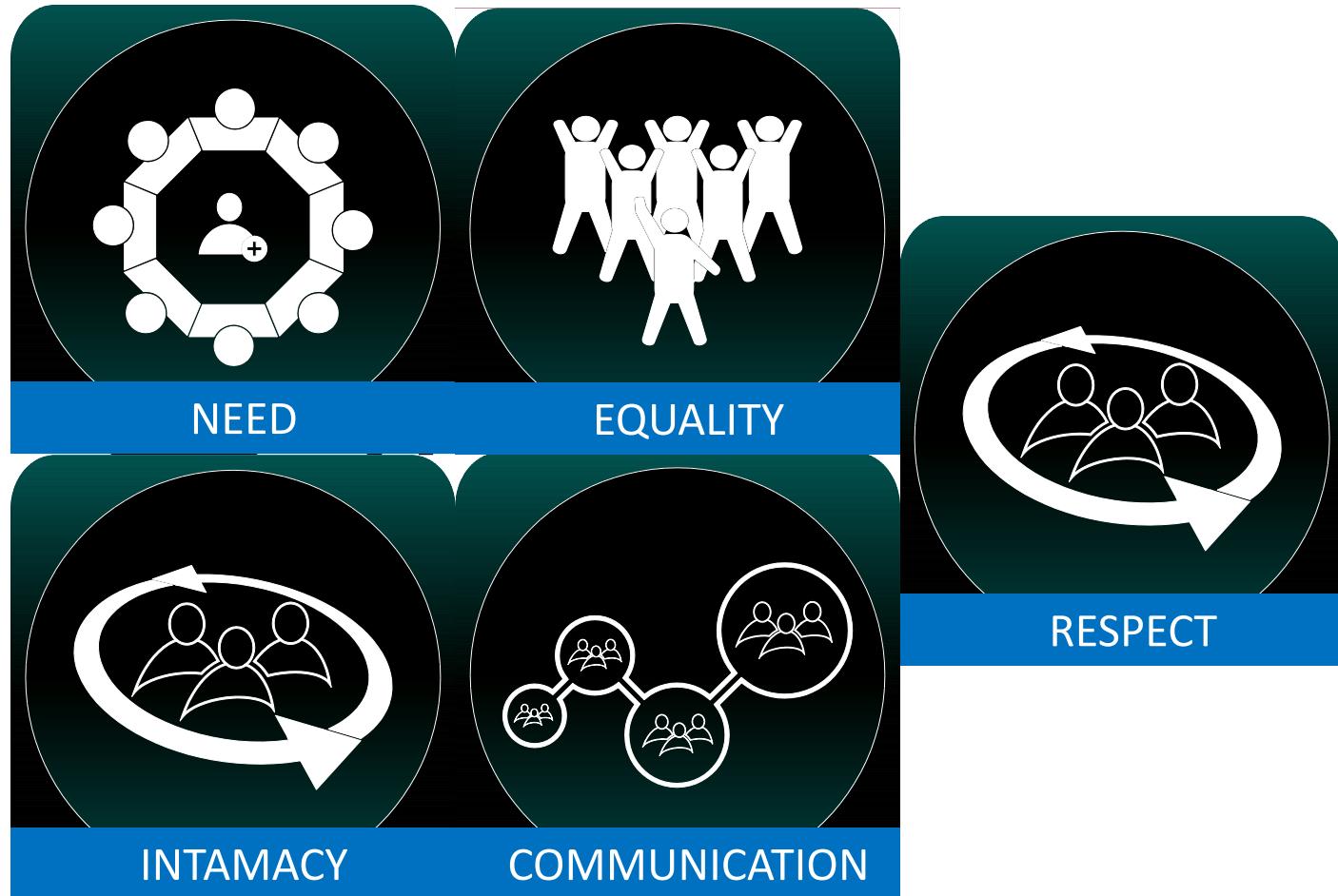
THE FLIP – THINK OF THE PAST TO CREATE THE NEW DIGITAL PERSPECTIVE

"It's all about starting with the digital world and what is possible — and then considering, 'How do we get there from here?' using information and technology."

- Rick Howard, Gartner

MEETING TECHNOLOGY DESIRE

Deal with human emotion to fulfil technology desire



“Sometimes in order to keep moving forward, not only must you take one step at a time, but you must be willing to look back occasionally and evaluate your past, no matter how painful it is. Looking back lets you know whether or not you are headed in the right direction.”

— G.K. Adams

THE FUTURE IS ABOUT LOOKING BACK

Consider the people technology will serve

Embrace the wave of technology, but do not
lose sight of legacy

Show vision, demonstrate enhancements and
benefits, solve inherited problems

THE FUTURE IS ABOUT LOOKING BACK



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