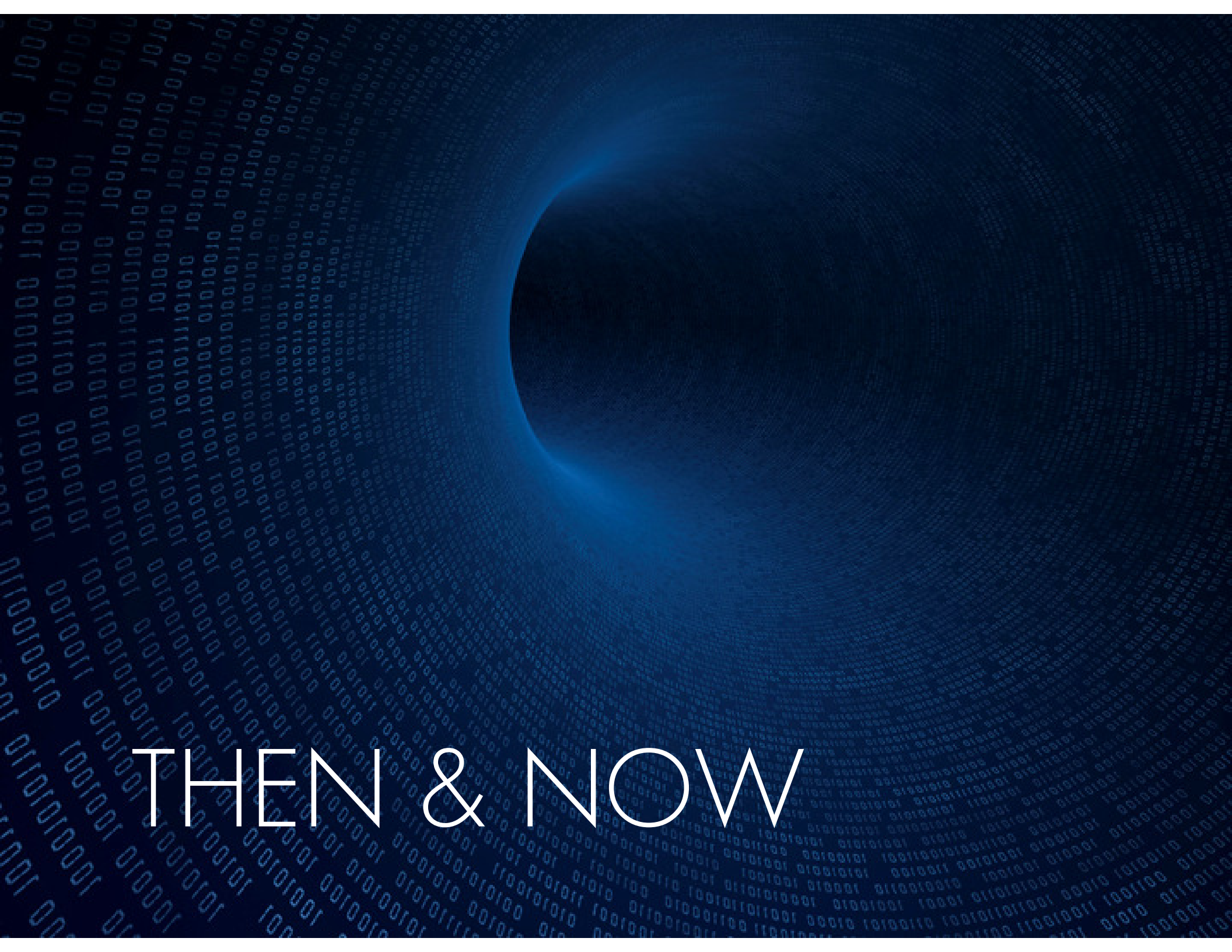


The next wave: Everything as a service

Shane Robison
Executive Vice President,
Chief Strategy and Technology Officer





THEN & NOW

THEN

The Internet platform
is over-hyped

It's not ready for
prime time



NOW

Broadband goes
global and mobile

Cloud computing
takes off

THEN

Web of
static pages



NOW

Web of
dynamic services

THEN

Big challenge:
Connecting devices
to the network



NOW

Big challenge:
Connecting users to
services they value

THEN

I.T. is about
productivity



NOW

I.T. is about
communication
and collaboration

THEN

CIOs maintain
control



NOW

The end user is in
the driver's seat

We are now entering...
The era of
“Everything as a Service”

Where a wide range of cloud services,
from business to entertainment to community,
will be personalized to create richer experiences

Everything as a Service

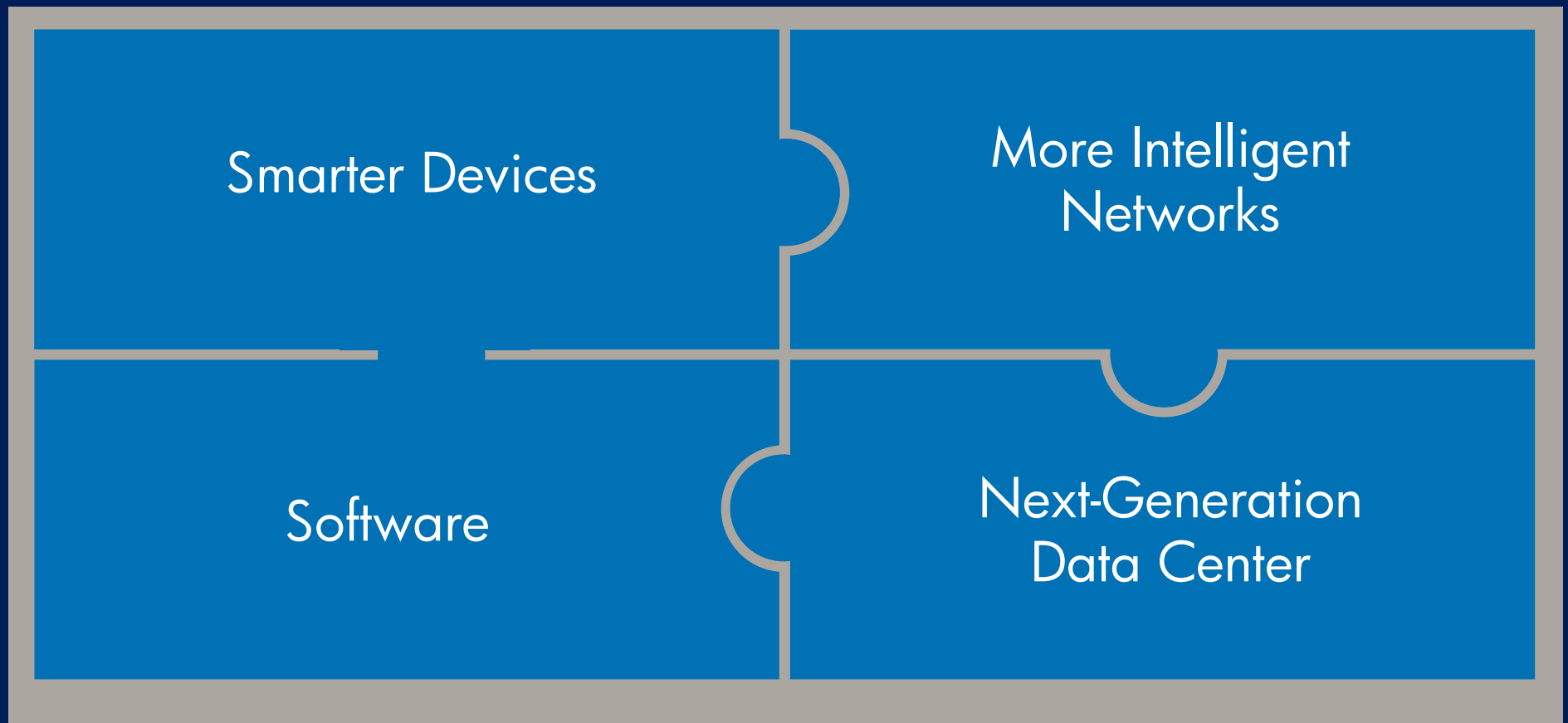


What's missing today

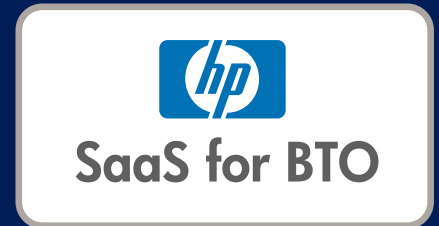
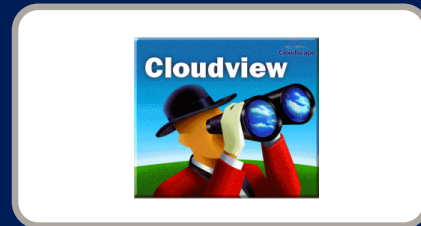
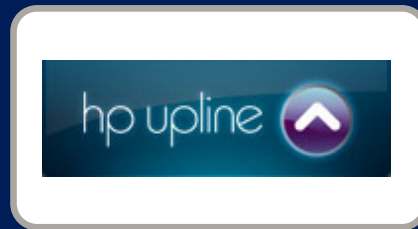
- 1 Seamless experience...
across multiple devices and services
- 2 Your needs are anticipated...
searching is done for you, not by you

What it takes

Technology building blocks of Everything as a Service



Some HP cloud services examples



Four key business models

1

Advertising

Google ad network
Microsoft Live

2

Subscription

Salesforce.com
Vodafone, RIM

3

Transaction broker

Amazon Mechanical Turk
eBay

4

Digital to physical/ “Bits to objects”

Snapfish photo service
LogoWorks

As we enter the era of
Everything as a Service...

Five key trends



The digital world is converging
with the physical world.

5



Context-aware
cloud services



Multiple online
personas



Timing is
everything

5

Location + persona + timing =
richer, more dynamic experiences.



The era of device-centric
computing is over.



Connectivity-centric computing
takes center-stage.

4



Hard drive becomes temporary storage



Content sits in the cloud



Devices are fungible...
it's about the service



The services you care about will come to
you anywhere, on any device.



Publishing is being
democratized.

3



Commercial print is going on-demand



Digital media is going personal



A massive disruption of old publishing models

3

1+ billion Internet users now have the tools to produce everything from magazines and books to music and videos.

3

“Print on demand” in action: Foodsville

The screenshot shows the Foodsville website interface. At the top, there's a navigation bar with 'Books', 'Articles', 'Recipes', 'Groups', 'Users', and 'My Foodsville'. A search bar is located above the 'Foodsville Groups' section. The main content area lists several groups, each with a small icon and a brief description:

- Newcomers Club of Foodsville**: Welcome to the Newcomers Club of Foodsville. This group is open to all and is for anyone new to Foodsville. Meet new Foodvillians and share stories...
- Porkers of Foodsville**: A group for those who like to go whole hog.
- ALHFAM Foodies**: Folks with the Association for Living History, Farm and Agricultural Museums who really dig food and foodways.
- Culinary Historians**: This group is for people interested in culinary history. Blogs, articles, recipes, books of note, events to remember, are all welcome as posts to this...
- Bay Area Foodies**: A virtual cafe for other foodies in the SF Bay Area (or who wish they were). Let us know what your favorite recipes and books are, log articles...
- Minuteman Food Group**: A group for people living in the Acton, Bedford, Carlisle, Chelmsford, Concord, Lexington, Sudbury, and Westford, Massachusetts area or for those who...
- Voracious Vegan**: This is a group for anyone with a desire to cook without animal products. You don't have to be vegan or vegetarian, just be cool with a little ex...
- Applewood Books**: Employees, relatives and friends of Applewood Books, "Publishers of America's Living Food" and initiators of Foodville.com.
- The Penny Pin**

On the right side of the groups list, there are sections for 'Links' (with a 'Create a new group' button), 'Featured' (highlighting 'The Friends of Foodville Free Library'), and 'Tags' (listing various food-related terms like 'alhfam', 'authors guild', 'bacon', etc.).

The left sidebar features a 'Foodsville Map' and a 'Favorite Regions' section with a vertical list of regional categories: Foodsville, Ethnic Neighborhoods, Cultural, North American, Central & South American, European, Mediterranean, Middle Eastern, Indian, African, Russian, and Asian.

2

Crowd sourcing is going mainstream —
changing the rules of the game forever.

2



Exponentially
lower cost



Reputation systems
ensure quality



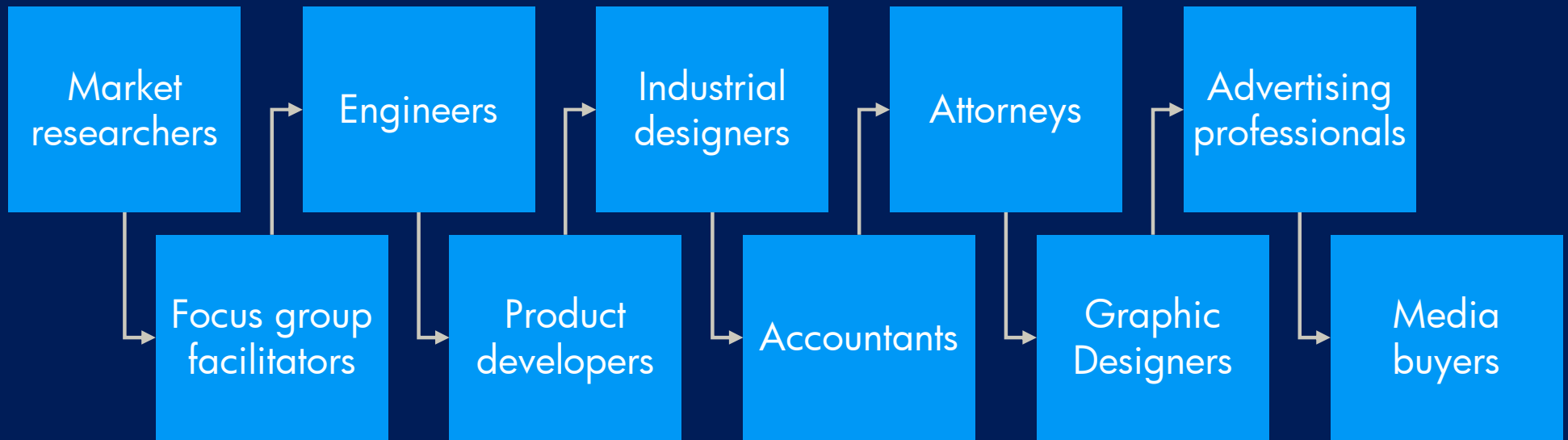
Implications for
numerous industries

2

From now on, Fortune 100 companies will research, develop and launch major products using only cloud-based services.

2

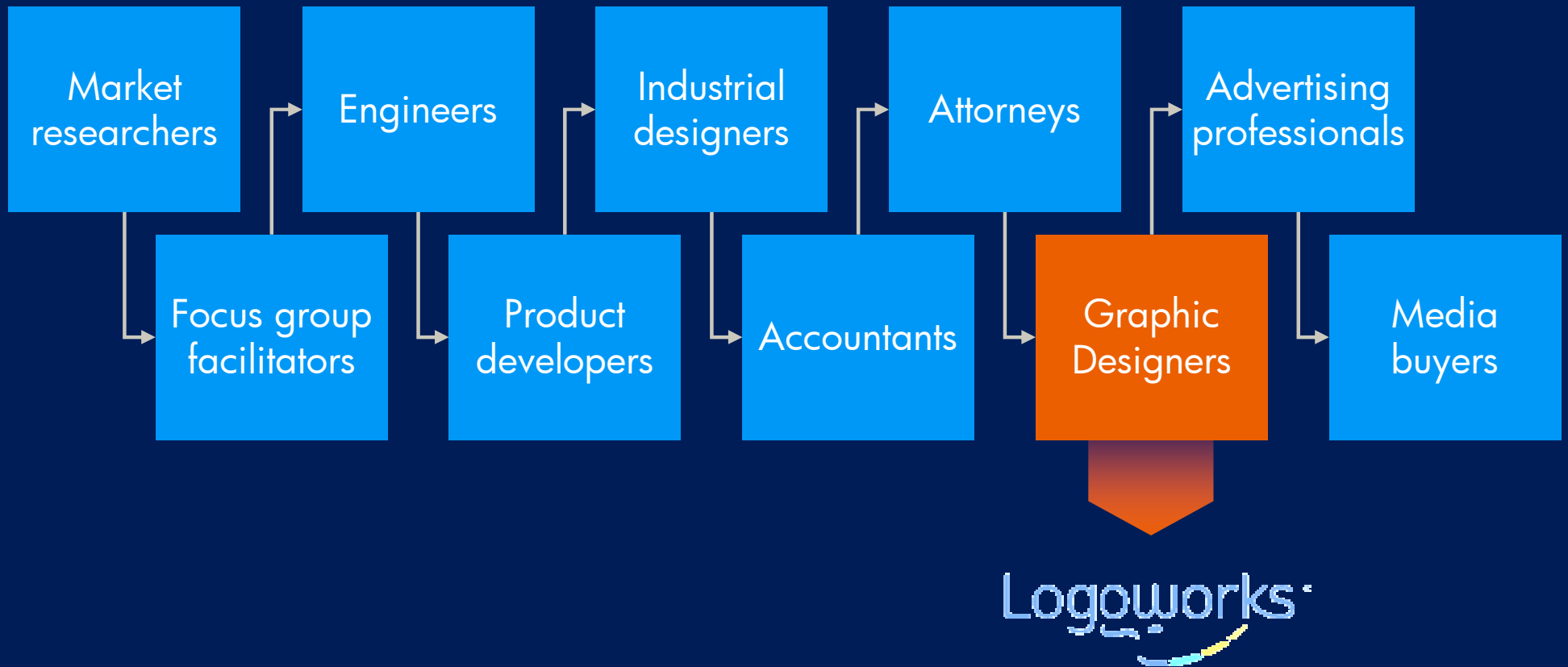
The entire value chain, from idea to finished product, is now delivered via the Internet



We're embarking on the next wave of talent aggregation and disintermediation...powered by the Internet platform.

2

Case in point: HP is transforming the graphic design industry



2

Example: Logo for the 2012 London Olympics



\$800,000




\$599




A merger is taking place between
Business Intelligence and the Web.

1



BI is not just for top
execs anymore



Prediction systems
will be common
practice



Challenge: Right
information in the
right hands



Businesses will use a radically different set of tools to make key business decisions.



BRAIN

A proven system for predicting future events by getting the best insights out of your best people

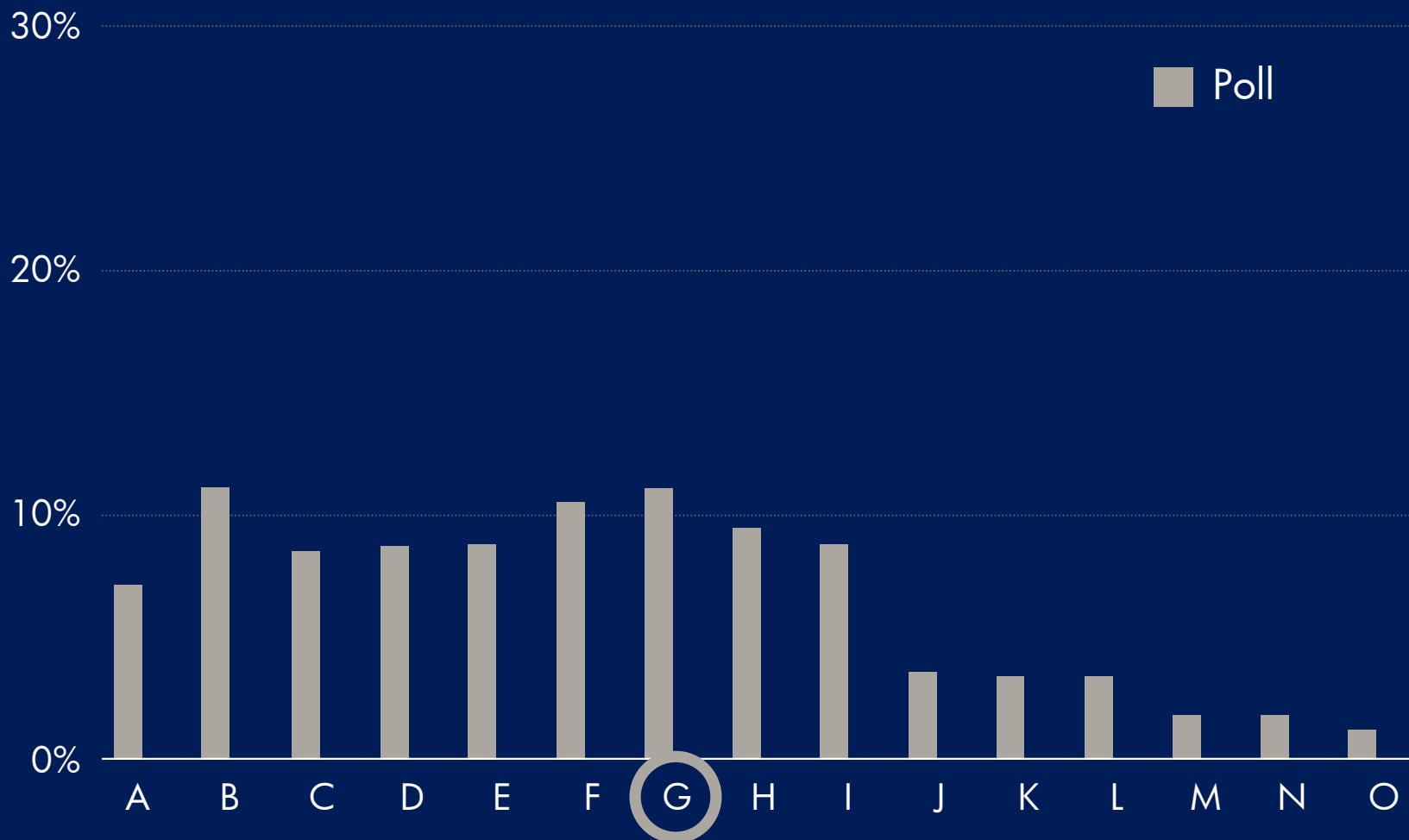
Three core tenets

- Put skin in the game... real \$\$ at stake
- Place bets anonymously... vs. group dynamic
- Correct for risk attitudes... filter out extremes

1

Example: Swisscom and BRAIN

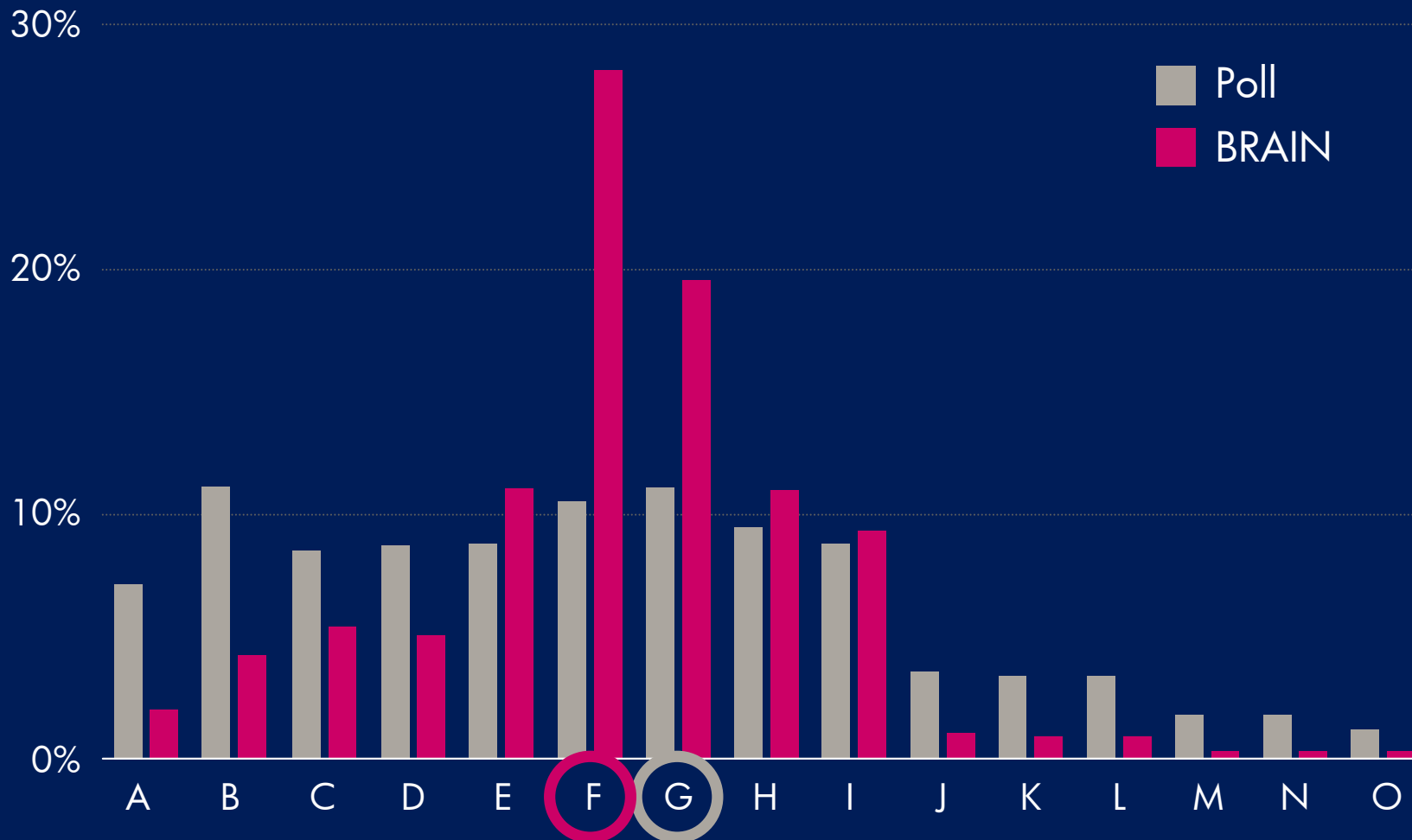
CFO office uses BRAIN to predict revenue on new telco services



1

Example: Swisscom and BRAIN

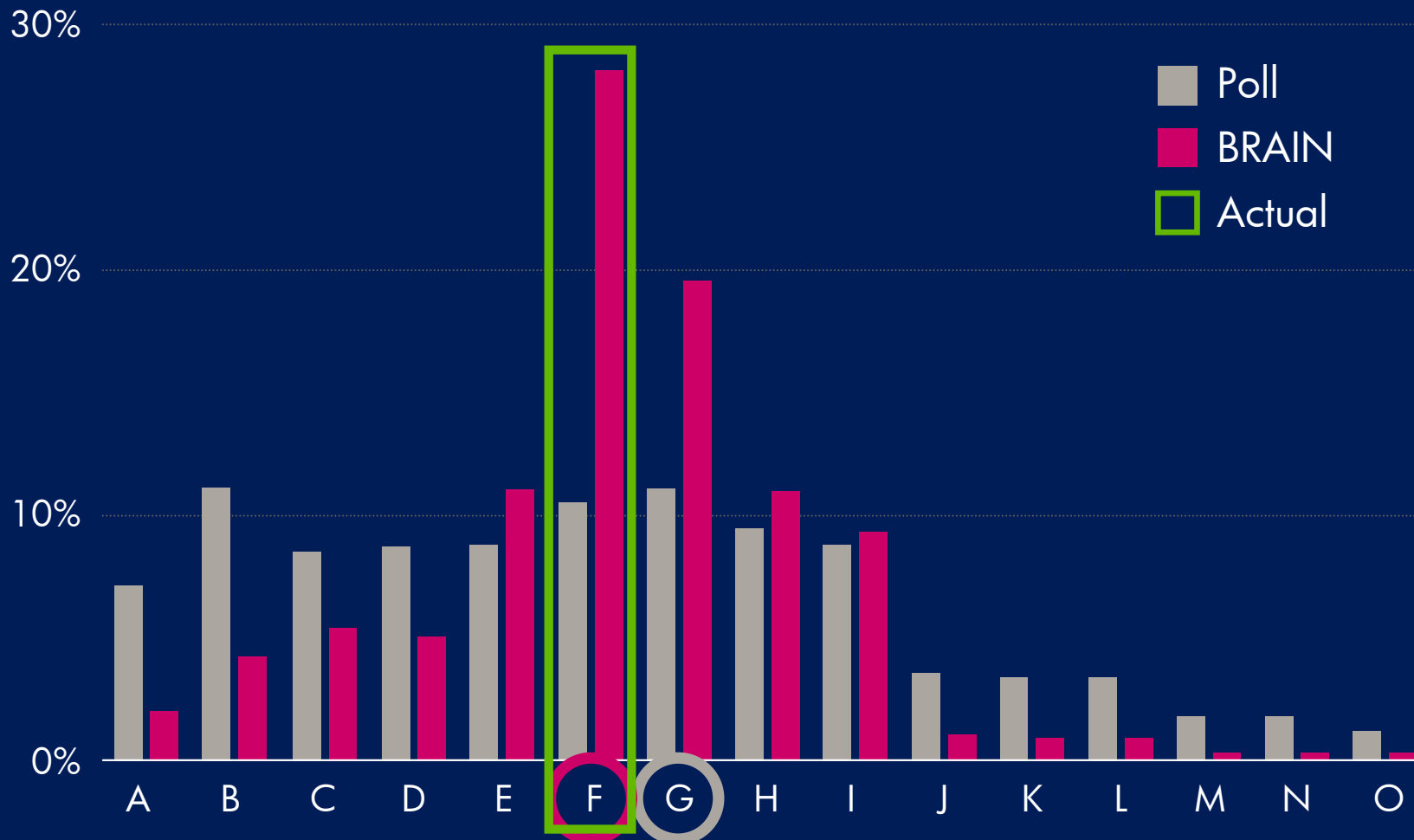
CFO office uses BRAIN to predict revenue on new telco services



1

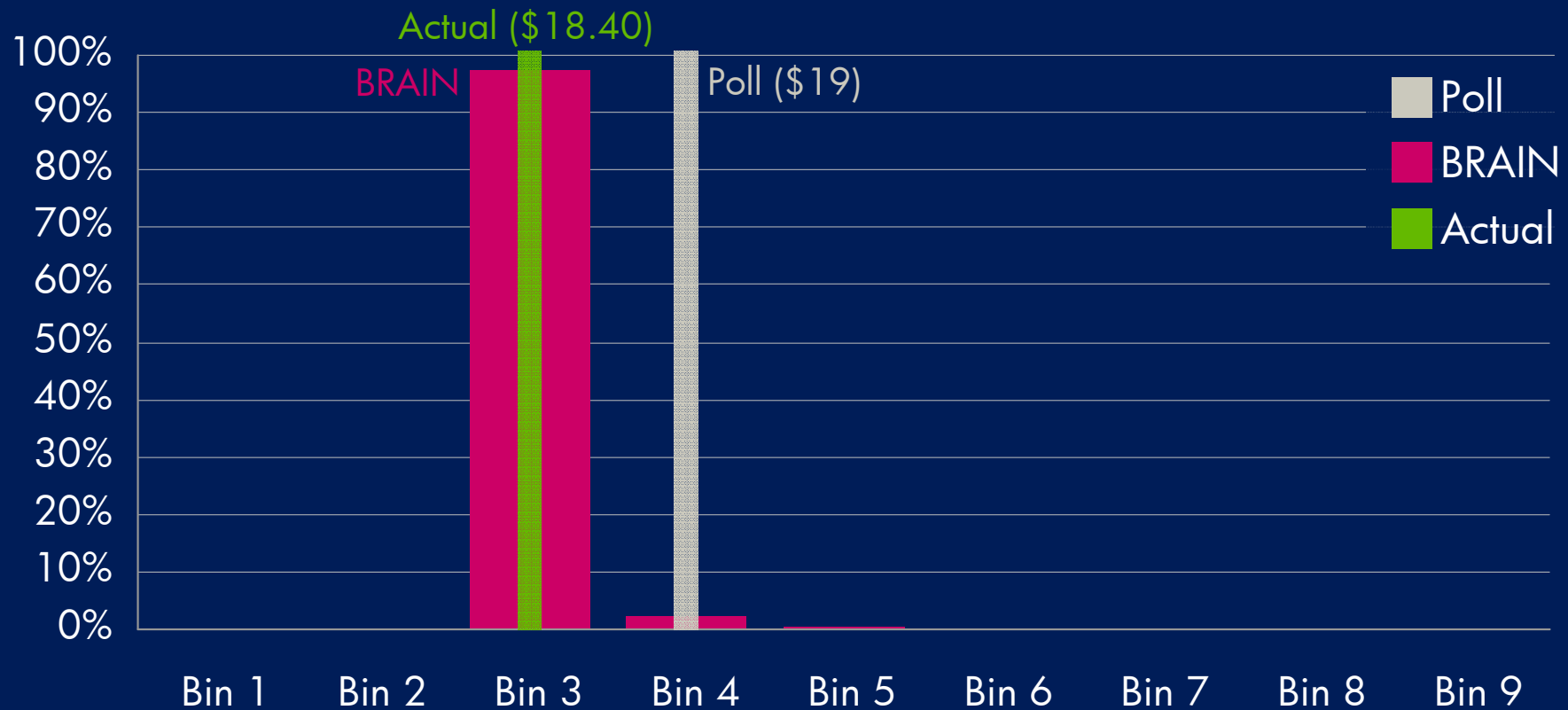
Example: Swisscom and BRAIN

CFO office uses BRAIN to predict revenue on new telco services



Competitive advantage in procurement

Predicting the price of DRAM in April



What are the implications
for the CIO and IT?

Opportunities

- 1 Big cost savings that go straight to the bottom line
- 2 Access to new customers via the Internet platform
- 3 Rich new services that customers value – and are willing to pay for

Challenges and imperatives

- 1 Privacy and security
- 2 Start experimenting now with non mission-critical apps
- 3 Move fast — speed is everything

Twin directives from CEO to CIO:

A

Cut costs

B

Increase service

These directives appear to be conflicting...
unless you invest to transform your IT environment

The image features a blue-tinted background with a circular tunnel effect. The walls of the tunnel are composed of binary code (0s and 1s) that recede into the distance, creating a sense of depth. The center of the tunnel is a dark, circular void. In the lower-left foreground, the characters 'Q & A' are displayed in a white, serif font.

Q & A