The next wave: Everything as a service

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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

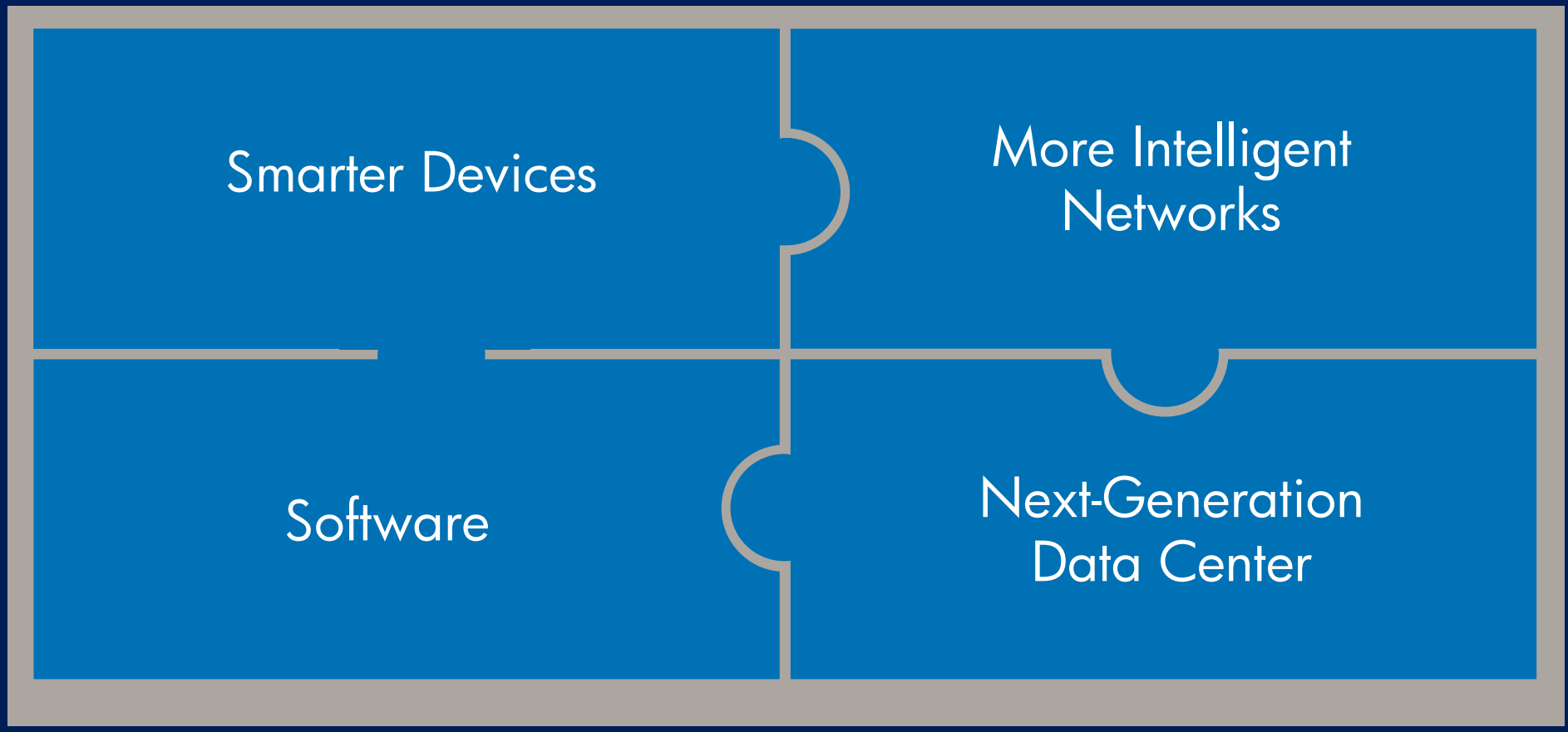
What's missing today

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

tabblo

hp upline

hp CloudPrint beta

snapfish

Logoworks

hp SaaS for BTO

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.

Context-aware cloud services

Multiple online personas

Timing is everything

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

The era of device-centric computing is over.

Connectivity-centric computing takes center-stage.

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.

Commercial print is going on-demand

Digital media is going personal

A massive disruption of old publishing models

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

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

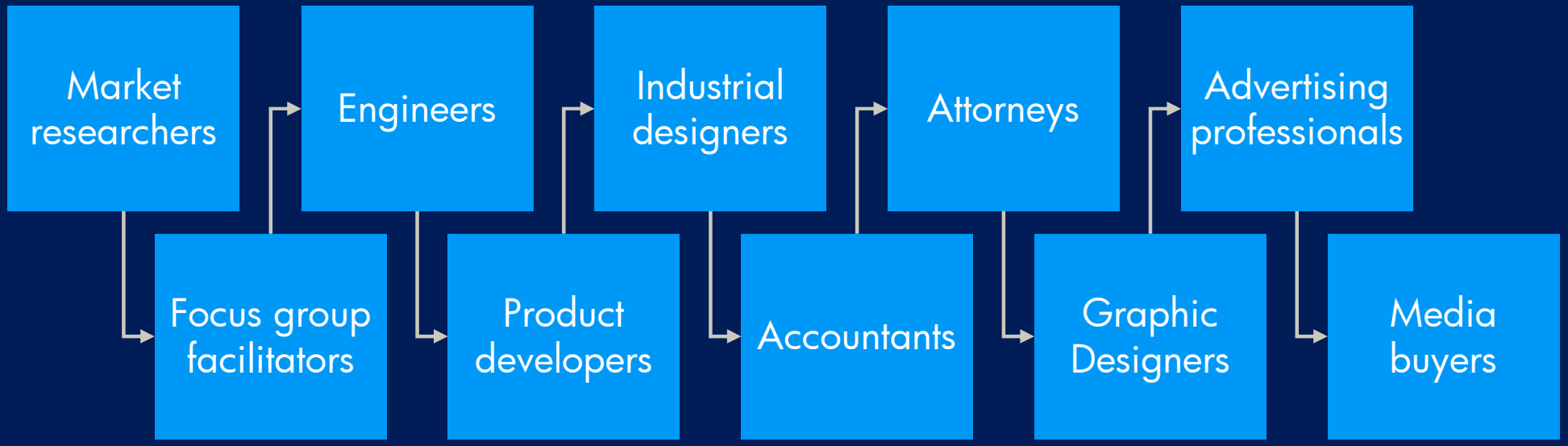
Exponentially lower cost

Reputation systems ensure quality

Implications for numerous industries

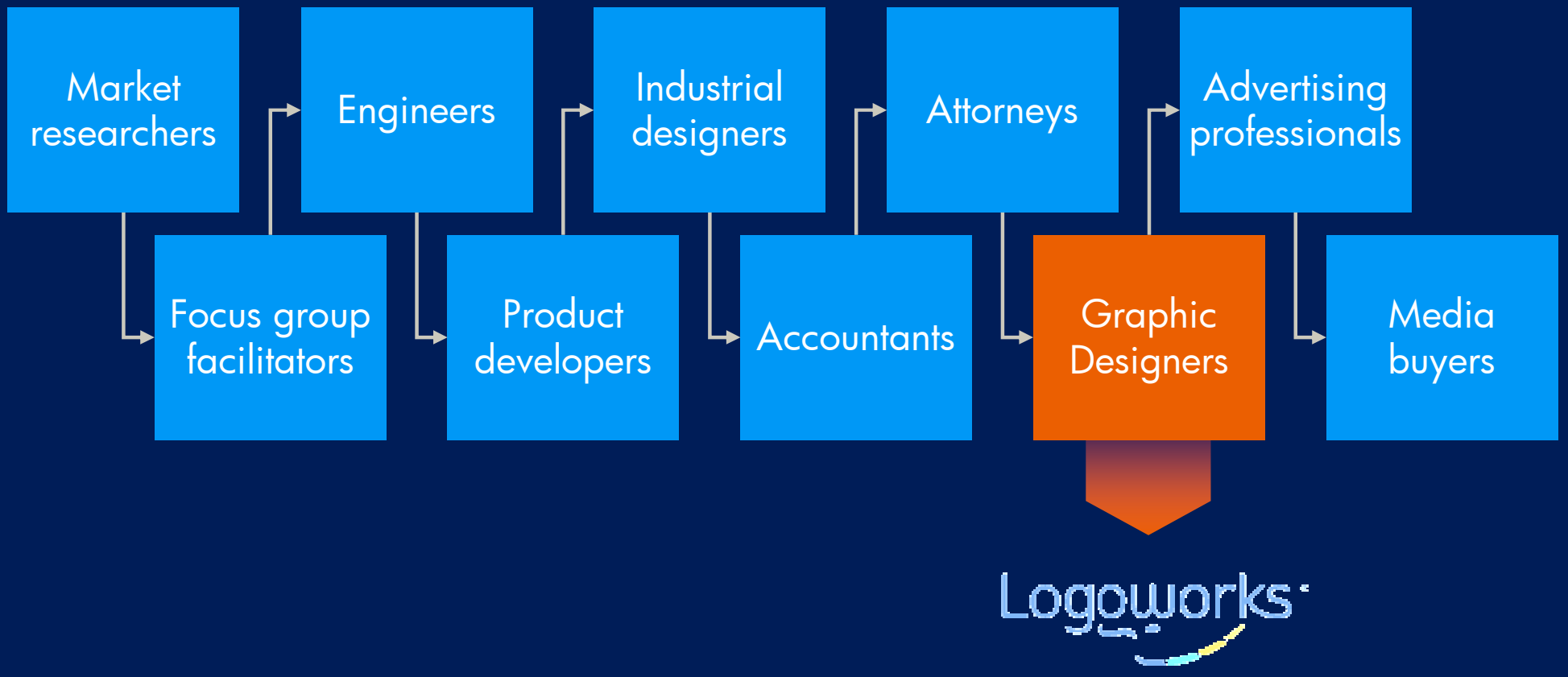
From now on, Fortune 100 companies will research, develop and launch major products using only cloud-based services.

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.

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.

1 BRAIN

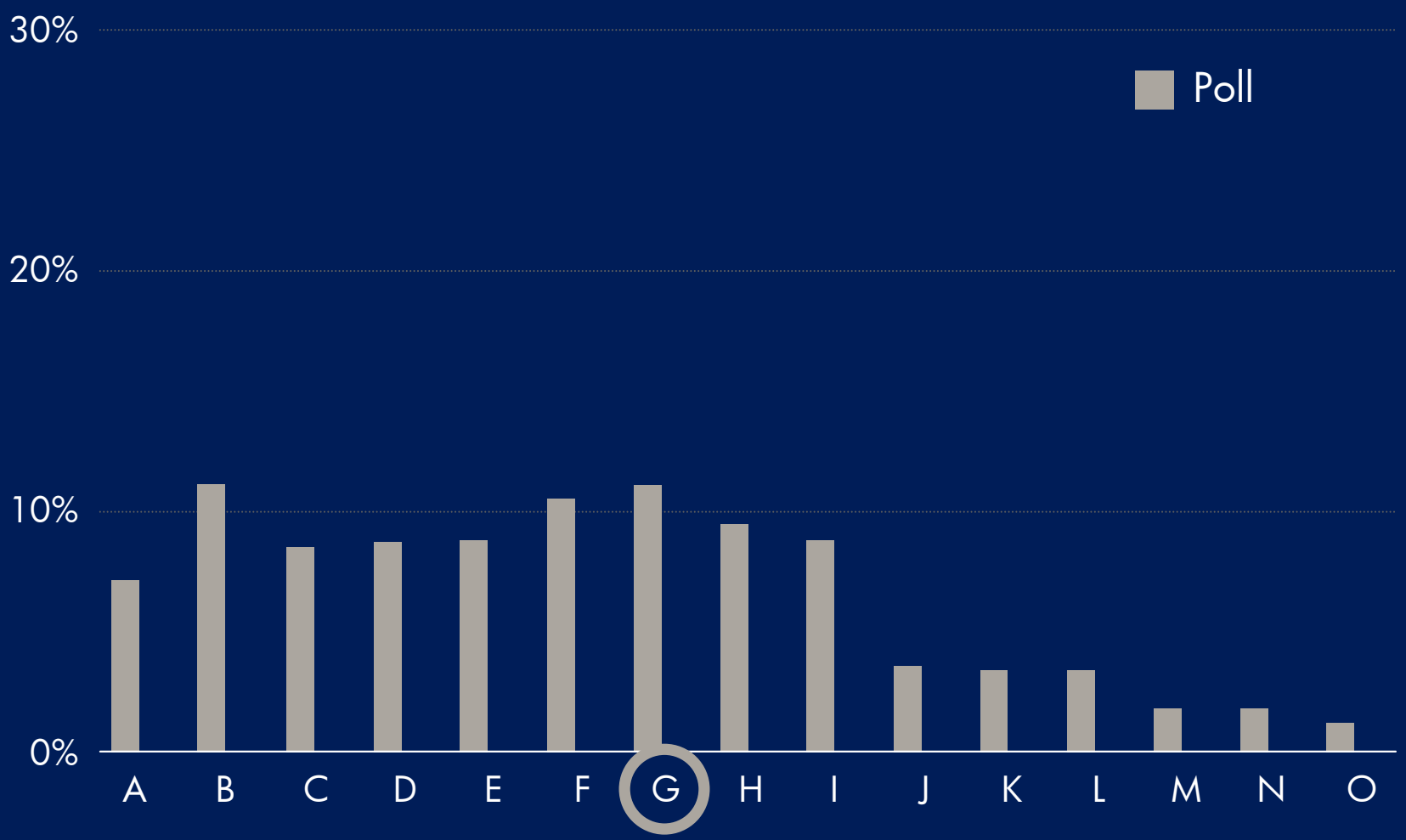
A proven system for predicting future events by getting the best insights out of your best people

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



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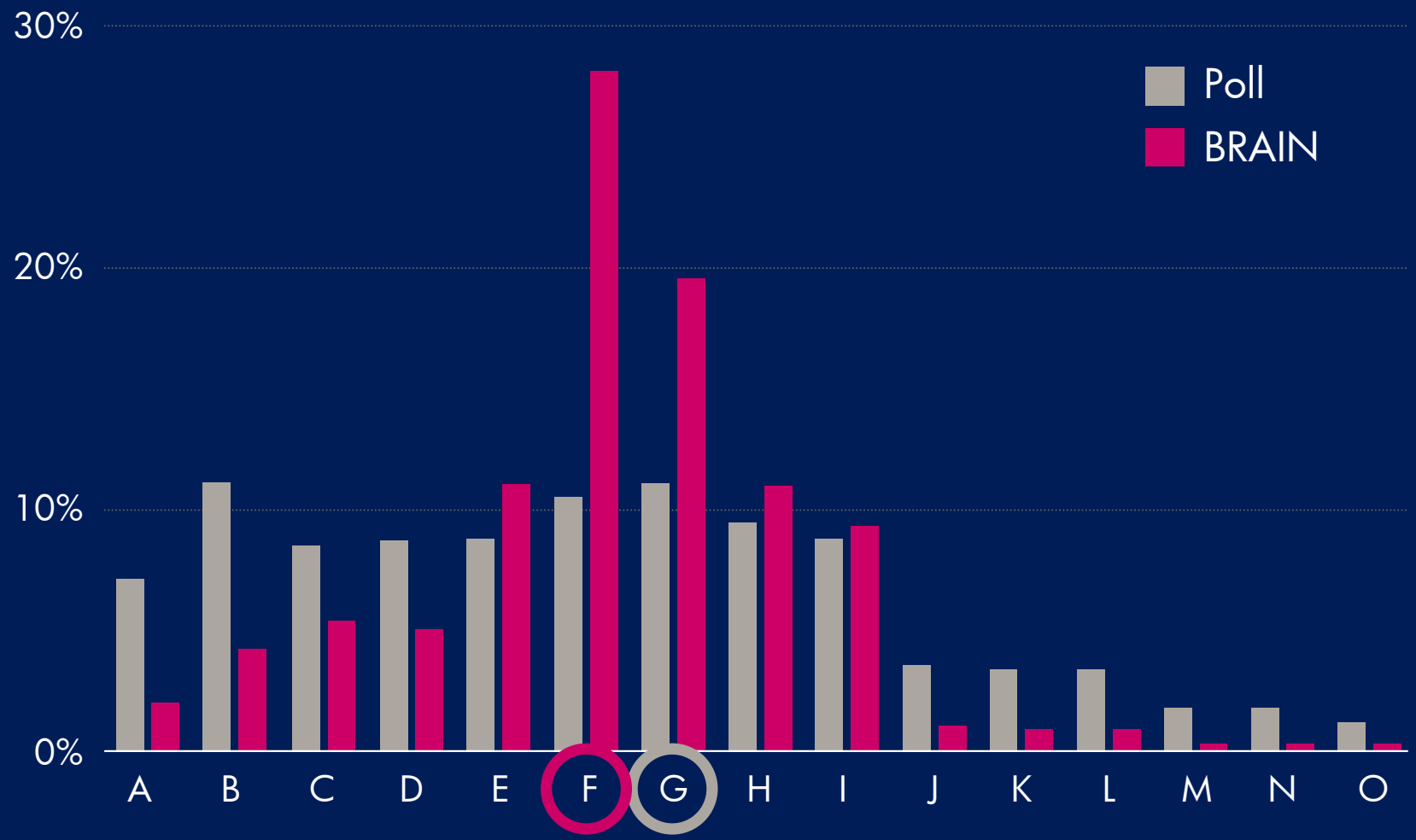

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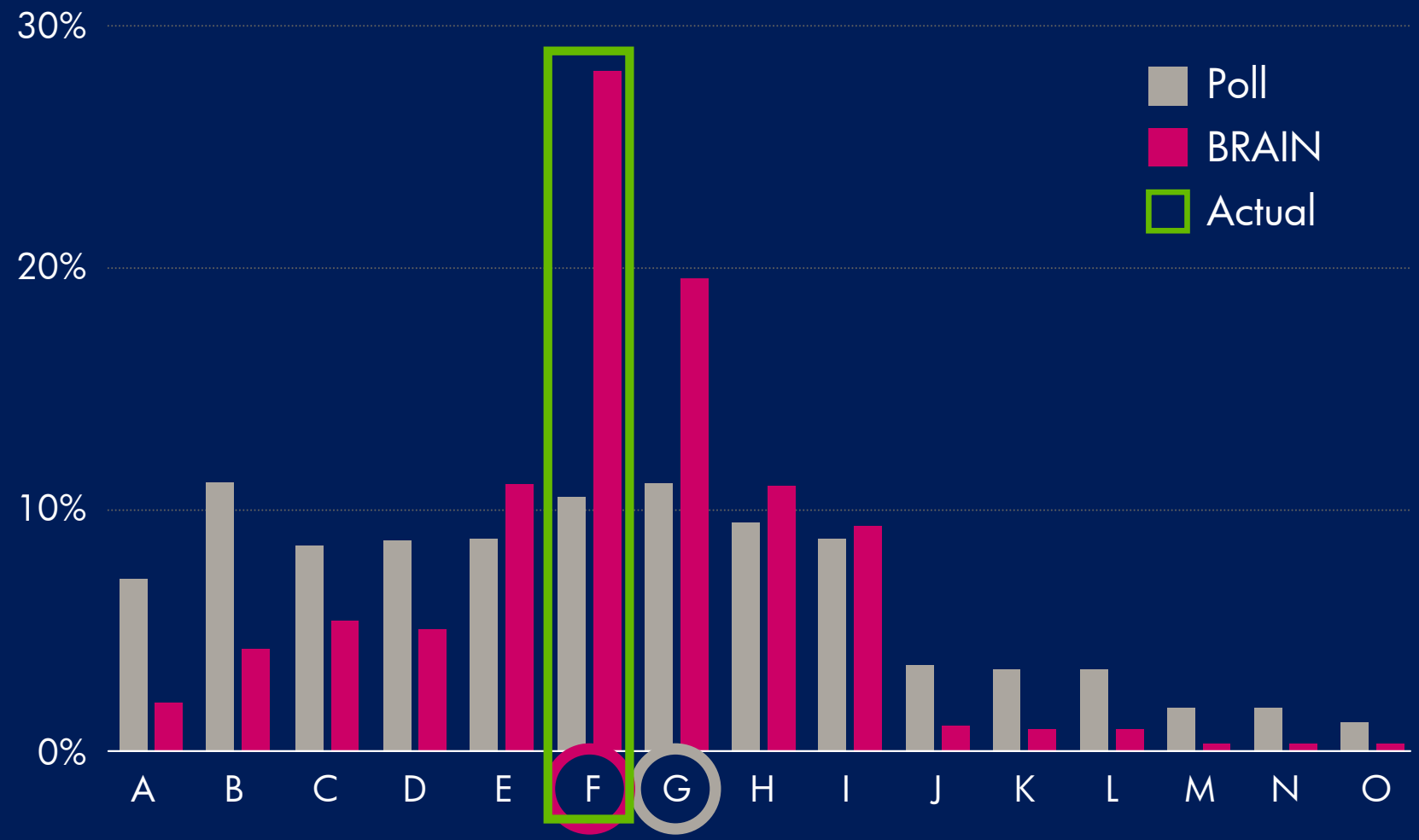
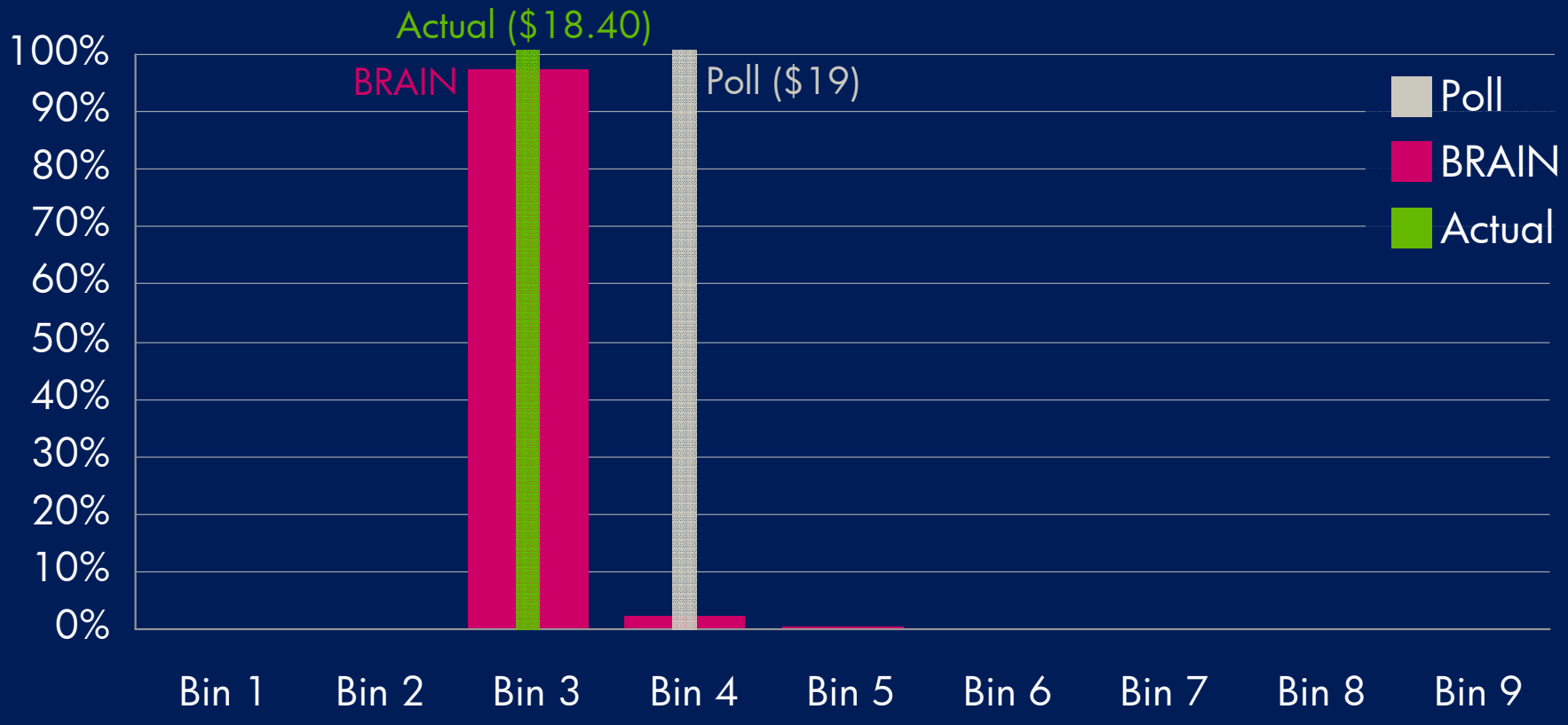


Competitive advantage in procurement

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

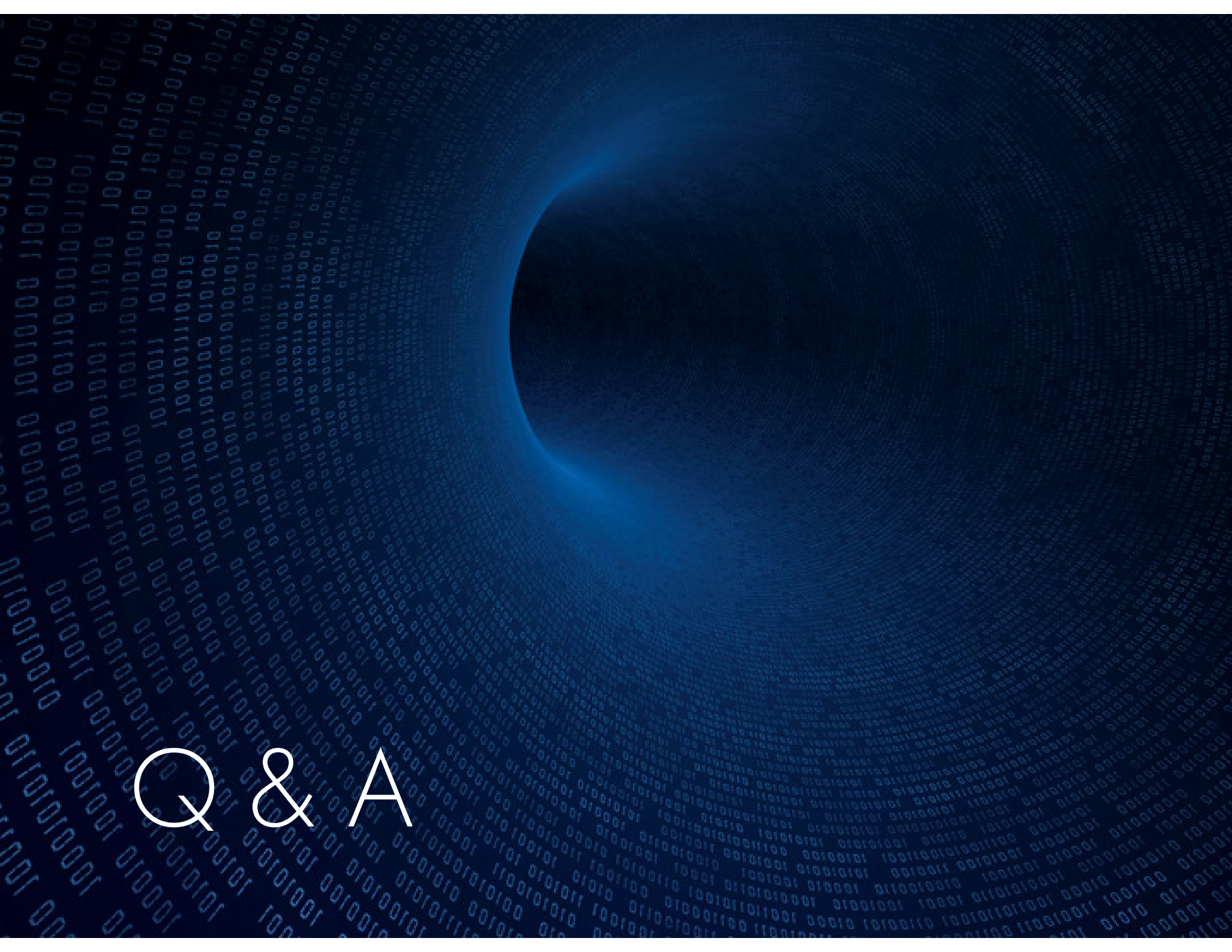
1. Privacy and security
2. Start experimenting now with non mission-critical apps
3. Move fast — speed is everything

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


Q&A