

Varnex Fall 2014

Top Ten 2015 Tech Trends and How to Make Money from Them

Mark S A Smith

Key Ideas

Technology is changing faster than most customers can imagine
They don't know what they don't know
Most partners are stuck in a niche that won't be relevant in 5 years
Most technology is siloed, you're the connector.

Your Secret Strategy

Look at the big picture: technology, people, processes

Focus on advancing customer outcomes
Become inventive

Fit together pieces of the puzzle

Charge for the value you create.

1) The Republican Take Over:

What's Coming

More pro-business legislation
Business optimism increases
Stock market increases
Capital equipment purchases surge.

The Republican Take Over:

How to Profit

Hold strategic meetings with customer execs to discuss what's coming and changing

Stay on top of pro-business legislation

The Economist

Wall Street Journal

Share with your customer executives.

2) Software Defined Everything:

What's Coming

Virtual machines
Virtual networks
Virtual storage
Virtual data centers.

Software Defined Everything:

How to Profit

It's no longer about speeds and feeds,
it's about the application

Stop deploying server, storage, network, OS
deployments for new infrastructure

Think cloud anywhere and everywhere.

3) Labor Costs Drive More Automation:

What's Coming

It's not about the labor, it's about the task being accomplished

More automation

More decentralization of labor

Non-localized labor moves to its lowest-cost location.

Labor Costs Drive More Automation:

How to Profit

Sell business process automation services

Outsource everything possible

Take advantage of labor arbitrage

Broker outsourcing

Ultimately the only labor that will be local is sales and customer service.

4) Hard to Find High-Performance

Employees:

What's Coming

High-performance culture is no longer cool

The media models intellectual slackers

Declining quality STEM graduates

Grads tend to feel entitled

Increasing minimum wage doesn't help.

Hard to Find High-Performance Employees:

How to Profit

Hire for attitude

Continuous training

Pay for performance

Expect to lose a few along the way

Stay close to them when they leave.

5) Powerful Personal Platforms:

What's Coming

Mobile devices get faster, bigger, better

Loaded with sensors

More always-on applications

Ad-hoc mesh networks

Waze.

Powerful Personal Platforms:

How to Profit

App design and deployment

Build it to sell it

Create new levels of engagement

New workflows

Embrace the new market and cost models

Make a dollar from a million people.

6) Internet of Things:

What's Coming

Everything has an IP address

Printed electronics

Appliances

"Perpetual" power supplies

Smartphone interfaces

Low-power mesh networks.

Internet of Things:

How to Profit

View the world as things, cloud, mobile devices

Help your customers identify how IoTs will

affect their business

Get proficient at the IoTs

Become very inventive.

7) Flash Overtakes Spinning Media:

What's Coming

Flash wins: power, cooling, space, speed

Cost/performance exceeds spinning disk

Still viewed as too expensive by many

Flash Overtakes Spinning Media:

How to Profit

Help customers make the mental transition

Consider new backup/archive strategies

Spinning disk for archive

Flash for everything else.

8) Apple Becomes More Important to Enterprise:

What's Coming

Record sales for phones, iPads, and Macs
12.3 million tablets last quarter, more than all of the PCs after HP and Lenovo

21% jump in Mac sales in 2014

Macs were 27% of PC sales during back to school.

Apple Becomes More Important to Enterprise:

How to Profit

Focus on iOS users

They buy 5x more than Android users

Manage the infrastructure

Manage the education

Manage the transition.

9) Personal Clouds Drive Shadow IT:

What's Coming

Salesforce.com, Dropbox, Google Apps

Evernote, More every day

Corporate data everywhere

Risk of loss

Risk of exposure.

Personal Clouds Drive Shadow IT:

How to Profit

Audit your customers

What's in use

Security

Backup

Compliance

Alternatives.

10) The Impact of NSA's PRISM:

What's Coming

Online surveillance program

Every electronic record is subject to scrutiny

Yahoo threatened with \$250,000 a day fine for refusing to comply

Assume everything is being reviewed.

The Impact of NSA's PRISM:

How to Profit

Discuss concerns with customers

Implement secure networks

Implement secure email systems

Educate customers about how to remain secure.

What Are You Going to Do Next?

What do you need to invent?

What do you need to simplify?

What do you need to eliminate?

What do you need to automate?

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My interest in this (1-10) _____ My readiness to profit from this (1-10)____ My next three action steps

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- 2.
- 3.

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