

DATA IS DISRUPTING MARKETS

Digital Enablement

“Over the next five years many business components will be digitized to enable a new range of products, services, and business models.”
- HBR Nov 2014

New Devices

Nest will not only play in the \$3 billion global thermostat sector;

it will help shape the \$6 trillion energy sector.

- HBR Nov 2014



New Sales Models - CEO Travis Kalanick on Uber's \$40B Valuation

The taxi market in San Francisco is about \$140 million per year Uber's SF revenues at \$500 million per year.
(That's over 3x!)

Uber's SF revenues are still growing at about 200% per year

Millennial Generation

PTC[®] Live
Global

Really Open Consumers



My Dad's age 80+	My Kid's age Teen – 20s
Limited connectivity, CLOSED	Hyper connected, OPEN
Individual- Ownership focused	Tribal- Share, barter, "Green"
Loyal to brand	Loyal to value
Trust "in person" relationships	Trust in "extended network"
Serial thinkers	Parallel processors-Integrators
Patient	Impatient- ADD
Value in stability	Gravitate to change, stimulus
Long term committed	Return On Investment
Accumulate wealth	Accumulate experiences
Suburb focused	Urban focused

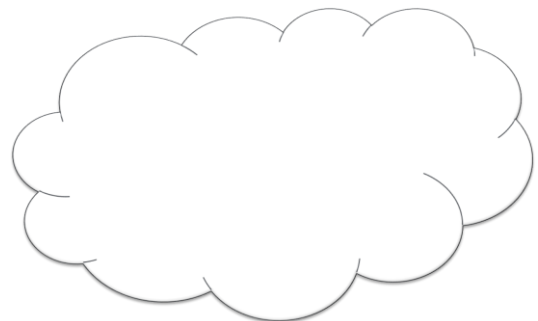


SOURCE: D. Sherburne 3/2015
Original 5/2014 All Rights Reserved

DIGITAL TECHNOLOGY MEGA TRENDS

Cloud Computing

Billions being invested -Amazon,
Google, Microsoft
Market will double to \$120+B by 2018

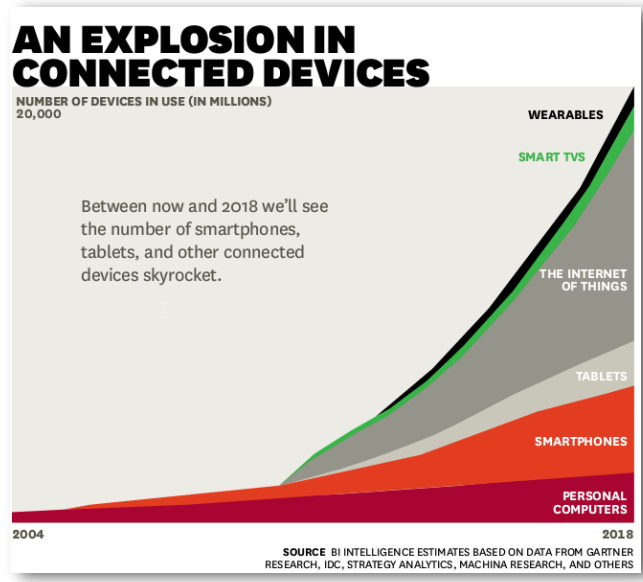


Source: WSJ- 4/28/15

- Cloud Computing

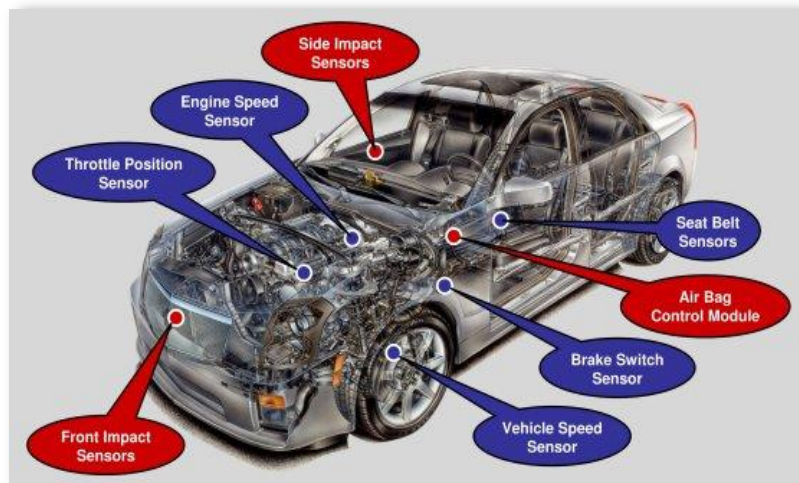
Powerful Connected Device Explosion 20+ Billion by 2020

Source: Gartner



- Cloud Computing
- Powerful Connected Device

Ubiquitous Sensing



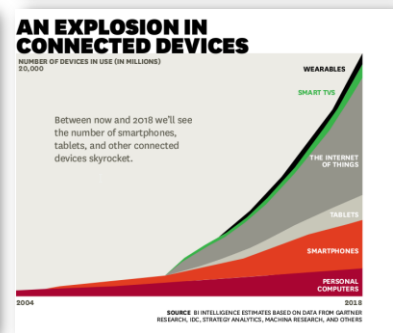
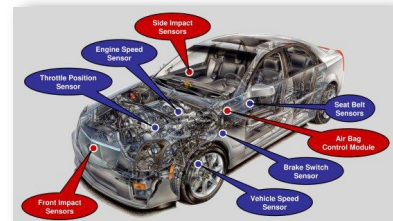
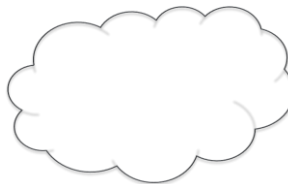
- Cloud Computing
- Powerful Connected Device
- Ubiquitous Sensing

Data Sharing

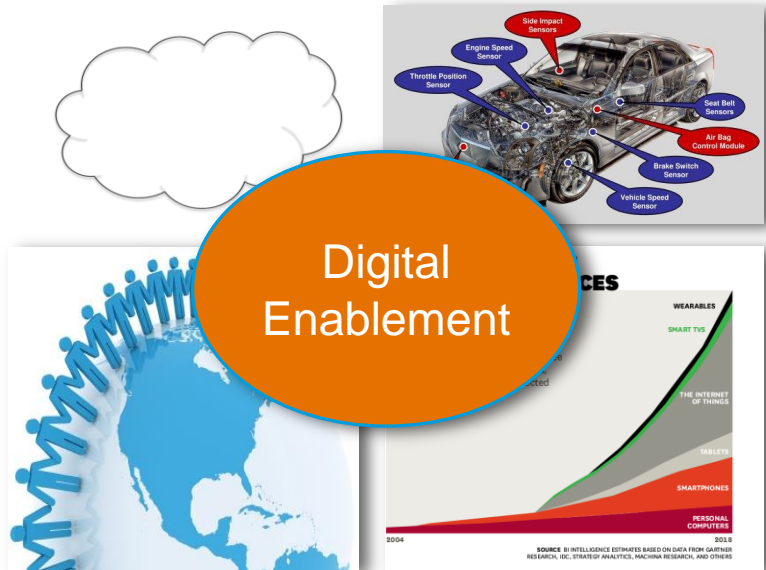
Internet as a utility
Wireless everywhere
Location/Geo Data
“Mobile App” Data
Cell “Exhaust” Data



- Cloud Computing
- Powerful Connected Device
- Ubiquitous Sensing
- Data Sharing



- Cloud Computing
- Powerful Connected Device
- Ubiquitous Sensing
- Data Sharing



11

Really Open Consumers

Digital Enablement



DISRUPTION OF MARKETS

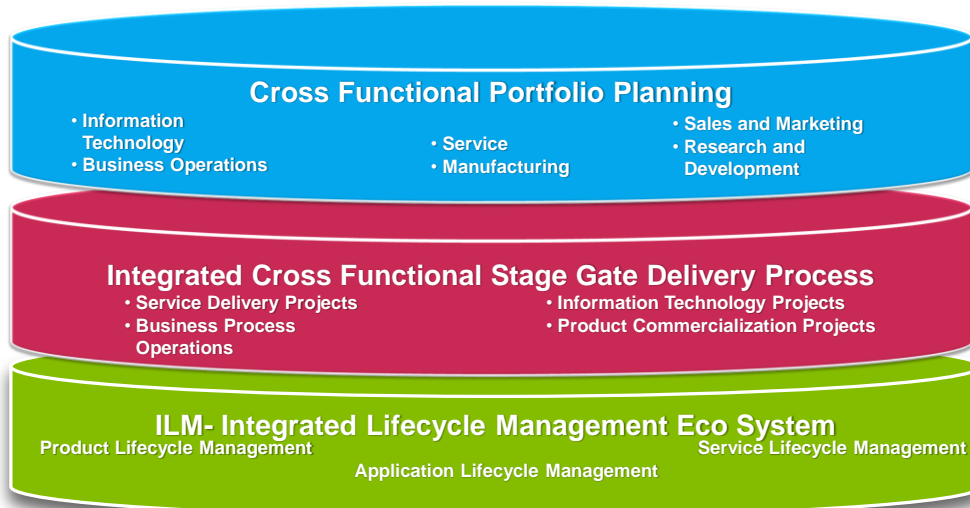
12

Selling Things to Selling Services Change Model



SOURCE: D. Sherburne 3/2015
Original 5/2014 All Rights Reserved

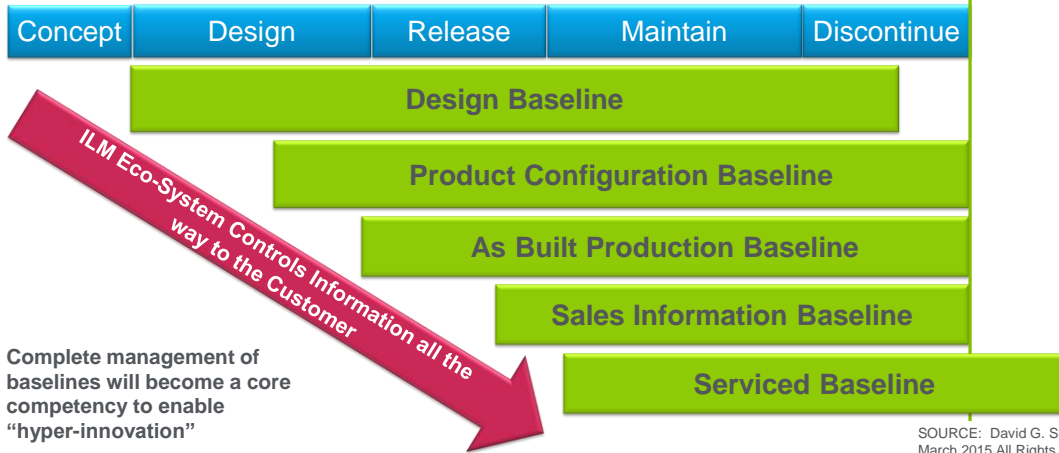
Harmonized Strategic Planning



SOURCE: D. Sherburne March, 2015
All Rights Reserved

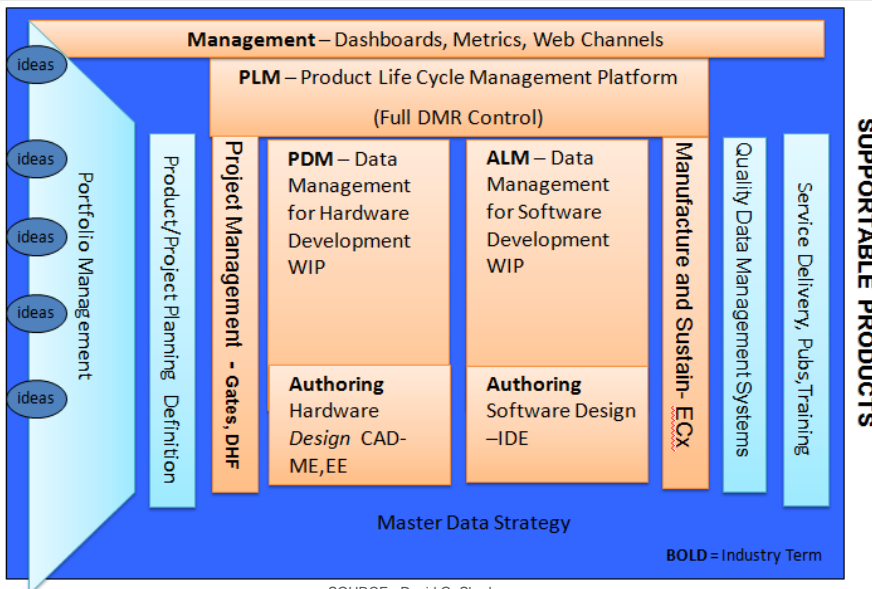
Integrated Lifecycle Management- ILM

HYPER INNOVATION CYCLES -- Rinse-Wash-Repeat, Again, Again, Again, Again



SOURCE: David G. Sherburne
March 2015 All Rights Reserved

Key building Blocks of an Integrated Lifecycle Management System



SOURCE: David G. Sherburne
March 2015 All Rights Reserved

“A technology innovation business will become a commodity business. Digital Enablement will transform pure technology, into services and consulting.”

“For companies that can pull the internal pieces together and hyper innovate around data, the opportunities will be endless.”

“The ones that can’t will become a technology door mat in 5-10 years.”



17

Join the Conversation!



David G. Sherburne
IT-Director Carestream Health Inc.
me@davidgsherburne.com



Don't be a
doormat,
become the
doorman



18

- Your feedback is valuable
- Don't miss out on the chance to provide your feedback
- Gain a chance to win an instant prize!
- Complete your session evaluation now

PTC® Live Global