The Rising Floor of "Platform"

Abstraction, Added Value, and Lowering Barriers to Entry

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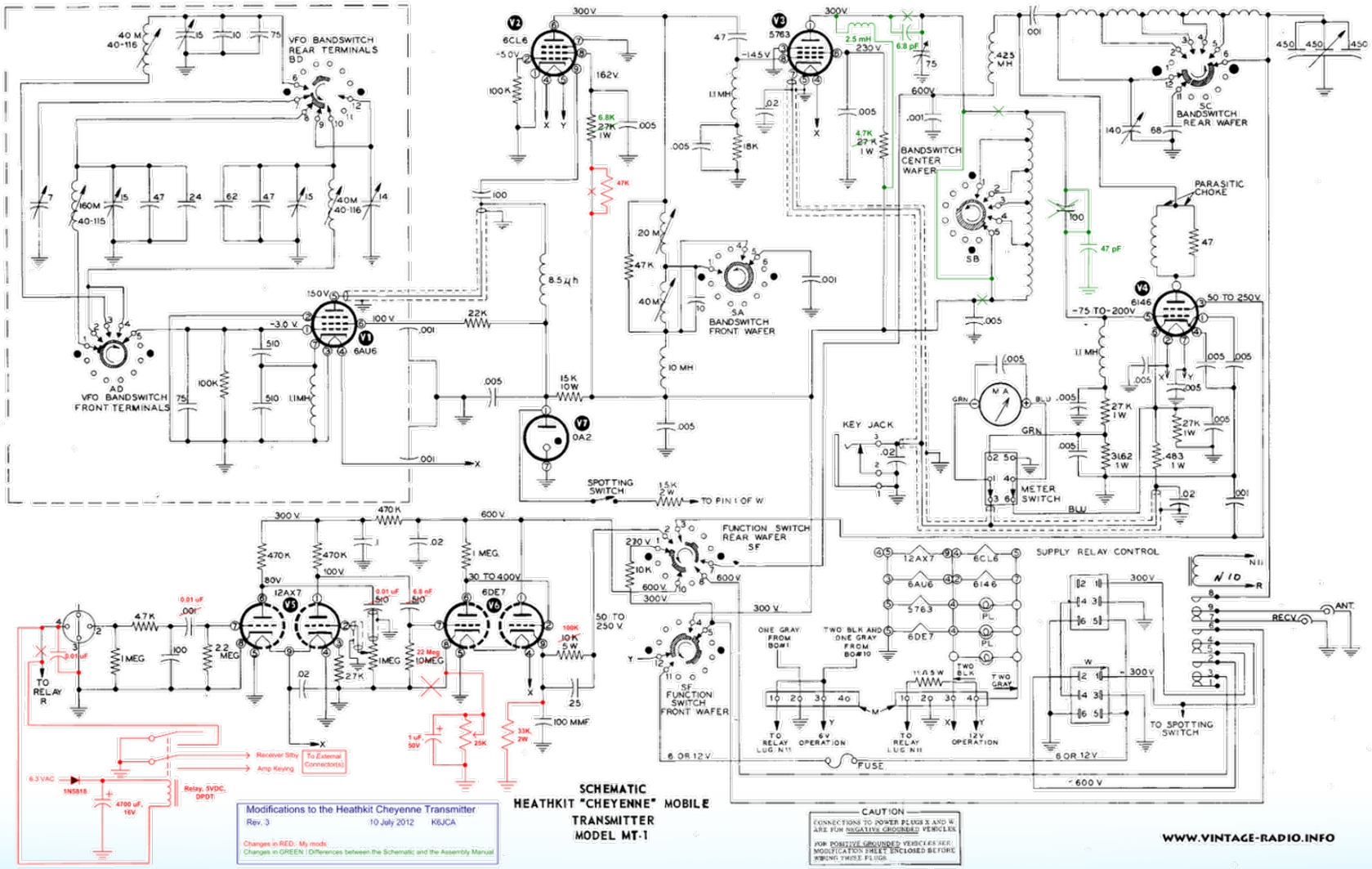
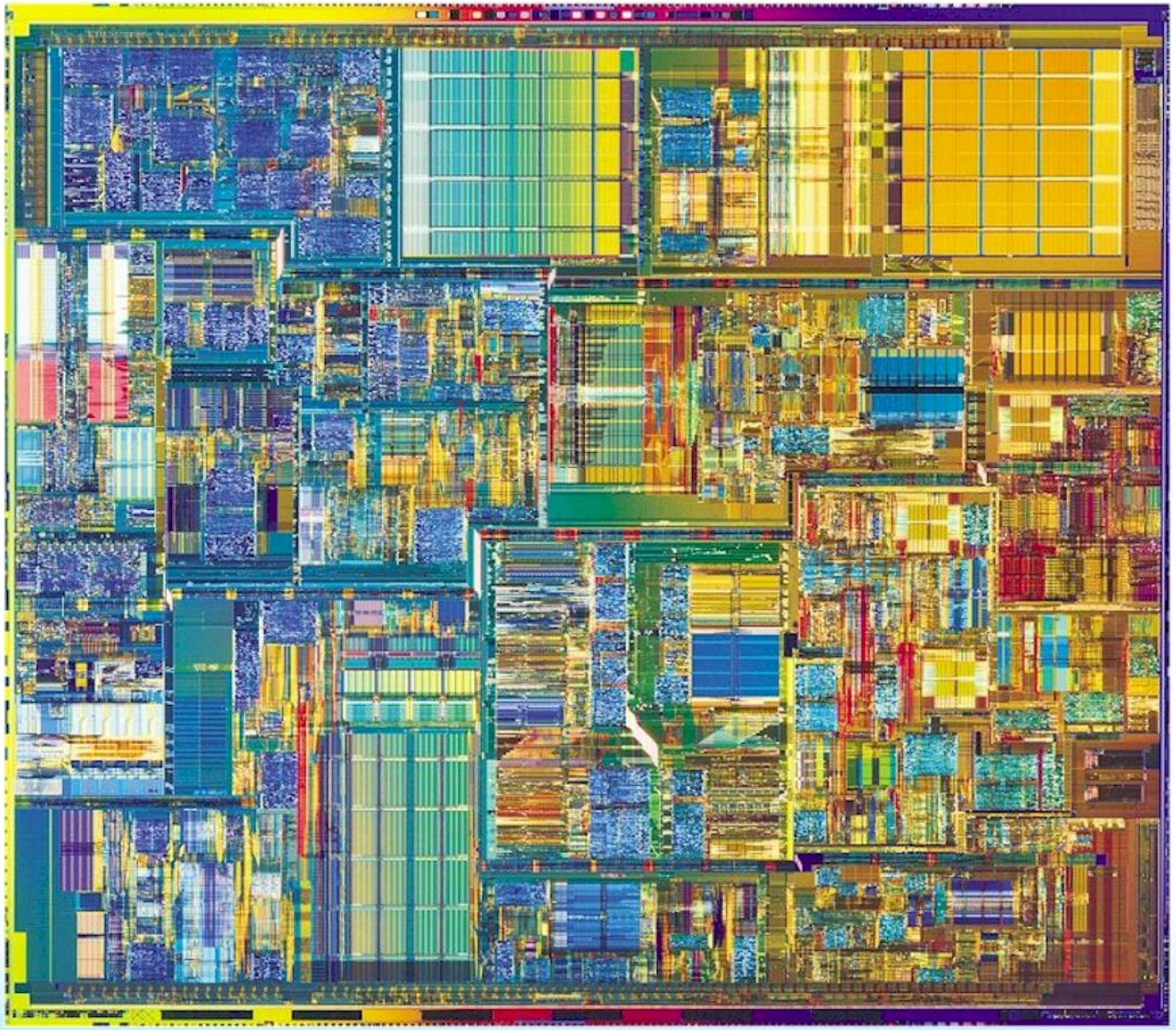
If You're Used to Schematic Diagrams…

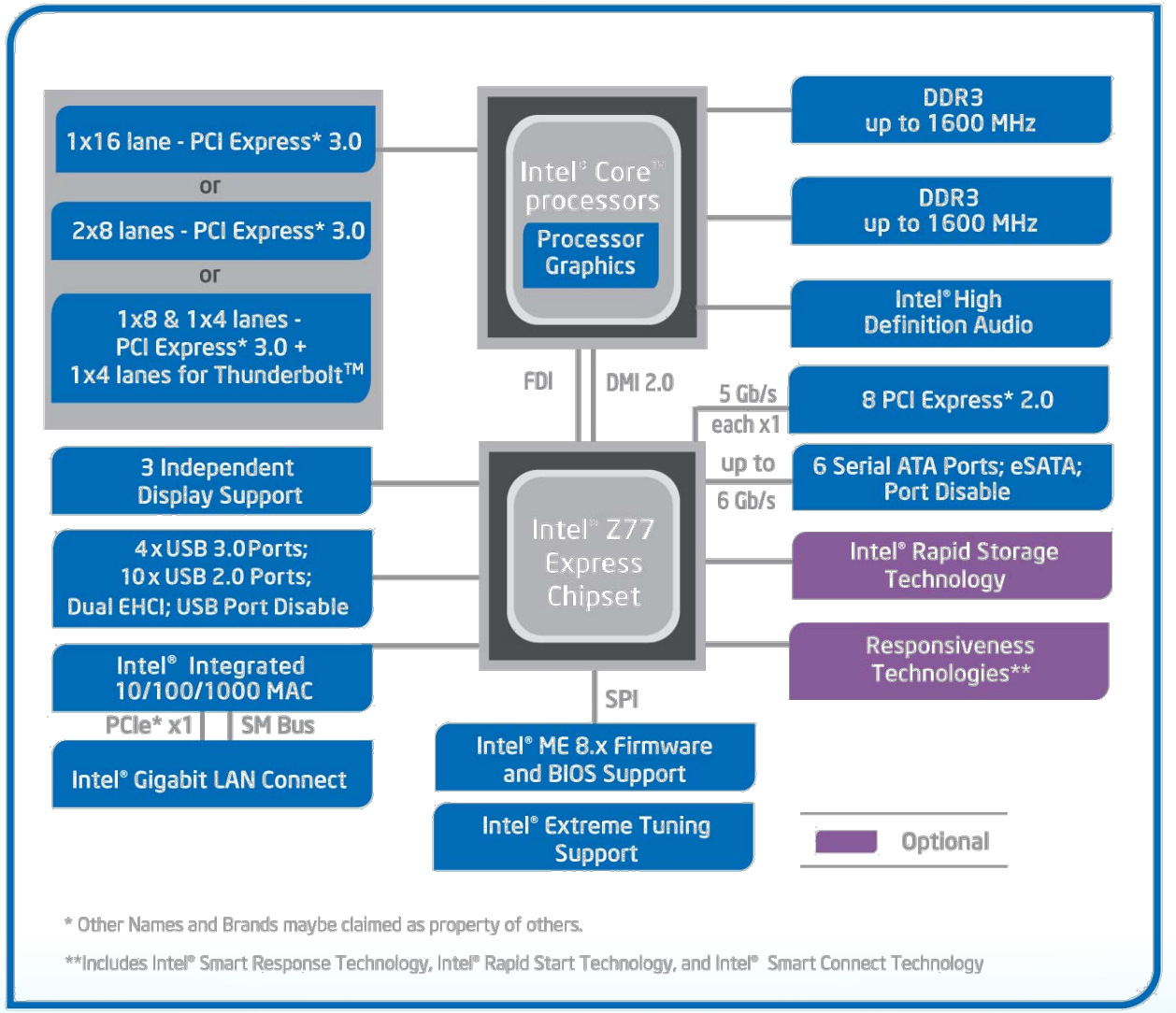


If You're Used to Schematic Diagrams, This is a "Platform"

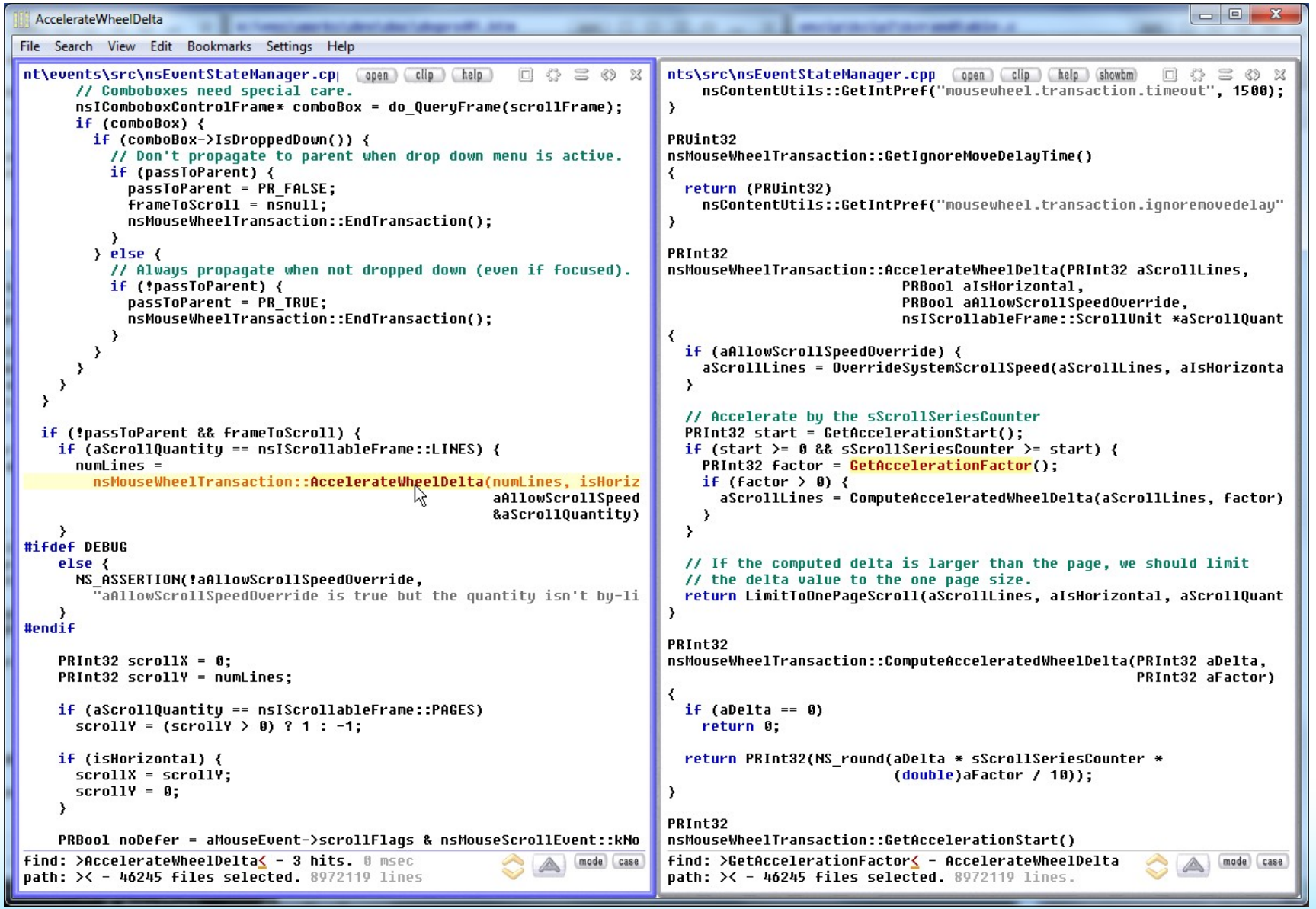
When Components Become Microscopic…



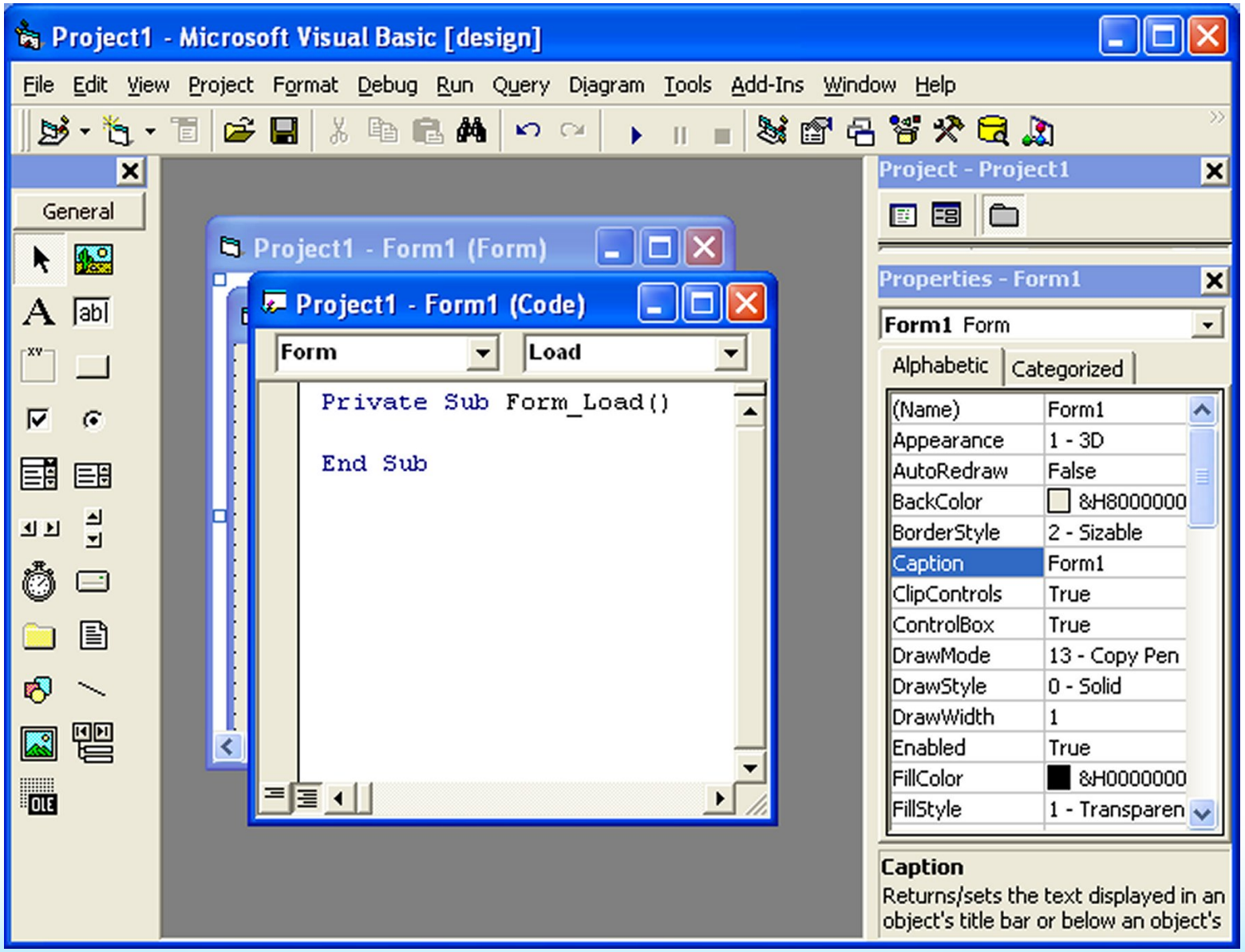
When Components Become Microscopic, This is a “Platform”



When Code Adds the Value…

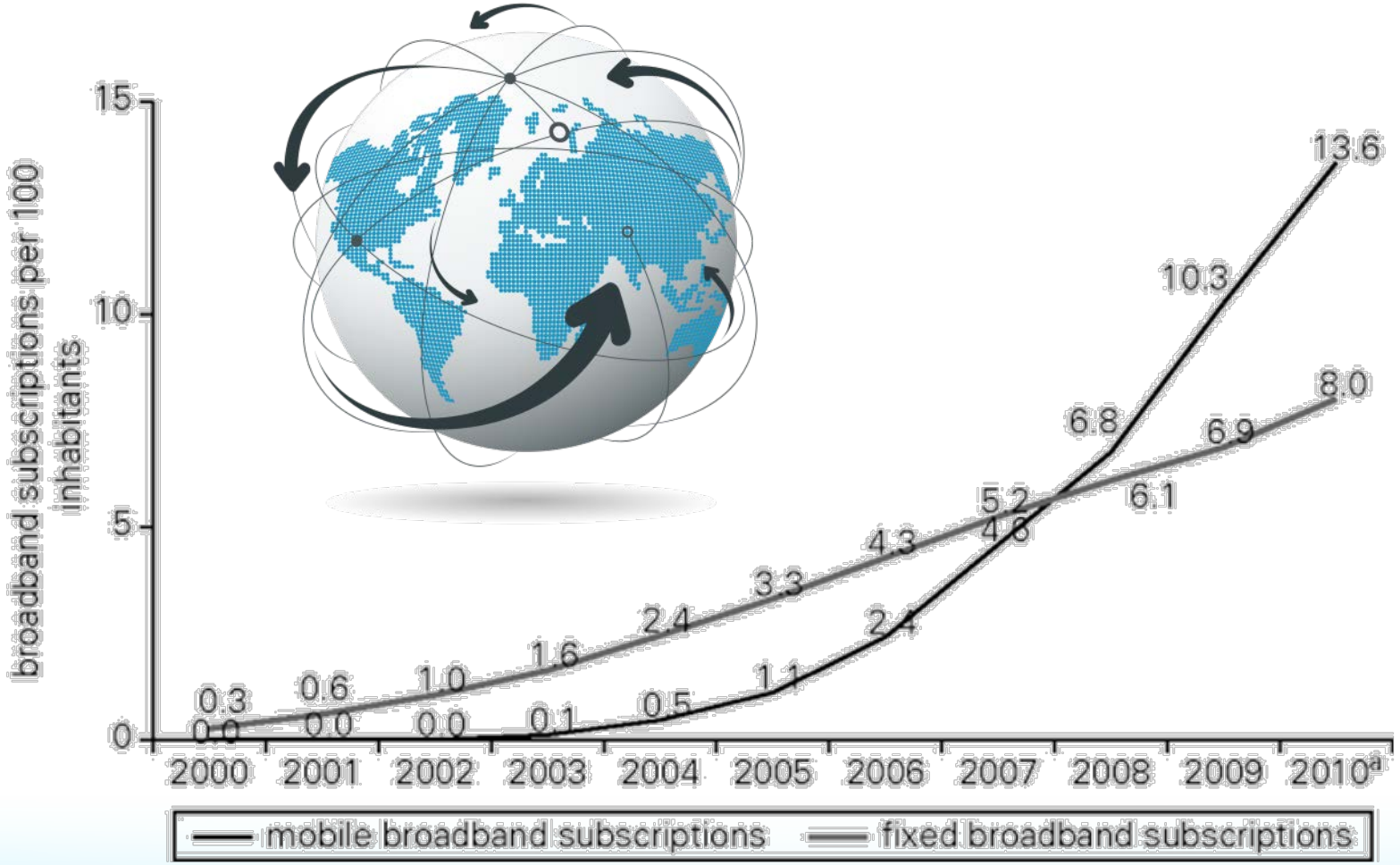


When Coders Are Too Valuable, This is a “Platform”



When Connections Become Convention…

When Connections Create Community…



◀ FIGURE 1.4.
Global Fixed and Mobile Broadband Penetration Rate per 100 People (2000-2010)

Source: ITU, World Telecommunications/ICT Indicators Database, Global ICT Trends

When Edge Devices Give Views of Connected Resources…

Gartner

WHY GARTNER ANALYSTS RESEARCH EVENTS CONSULTING ABOUT

Newsroom

"Business upgrades from Windows XP and the general business replacement cycle will lessen the downward trend, especially in Western Europe," said Mr. Atwal. "This year, we anticipate nearly 60 million professional PC replacements in mature markets." The traditional PC market (desk-based and notebook) will follow the same downward trend and is on pace to contract 6.7 percent in 2014 and 5.3 percent in 2015.

Table 1

Worldwide Device Shipments by Segment (Thousands of Units)

Device Type	2013	2014	2015
Traditonal PCs (Desk-Based and Notebook)	296,131	276,221	261,657
Ultramobiles, Premium	21,517	32,251	55,032
PC Market Total	**317,648**	**308,472**	**316,689**
Tablets	206,807	256,308	320,964
Mobile Phones	1,806,964	1,862,766	1,946,456
Other Ultramobiles (Hybrid and Clamshell)	2,981	5,381	7,645
Total	**2,334,400**	**2,432,927**	**2,591,753**

Source: Gartner (June 2014)

2015

261,657

55,032

316,689

320,964

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Then Apps on Mobile Devices Become the Norm…

Media Network
Connecting the dots in global media and technology

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How mobile enterprise apps allow micro-moments of productivity at work

Employers are trying to make it easier for staff to stay productive on the go using smartphone apps for work-related activity

Can productivity replace procrastination? Photograph: Beawiharta/Reuters

There was a time when visiting the toilet was a way to avoid doing work while still at work; that's all about to change.

According to the Internet Advertising Bureau, Britons are looking at their mobile devices an average of 34 times a day. Clever employers keen to make the most of our habit of obsessively tapping on our phones every second we don't have anything to do are now providing employees with task-specific apps that let us do work from anywhere. This is enabling a whole new way of working by offering up so-called micro-moments of productivity. This means that not even the toilet can be considered a work-free zone any more.

This is all part of a larger trend that has developed around the rise of enterprise apps, the work-related version of the smartphone apps that have changed the way we live our private lives. IT firm IDC projects reported that in 2015 the number of mobile workers will surpass 1.3 billion, which will create a huge

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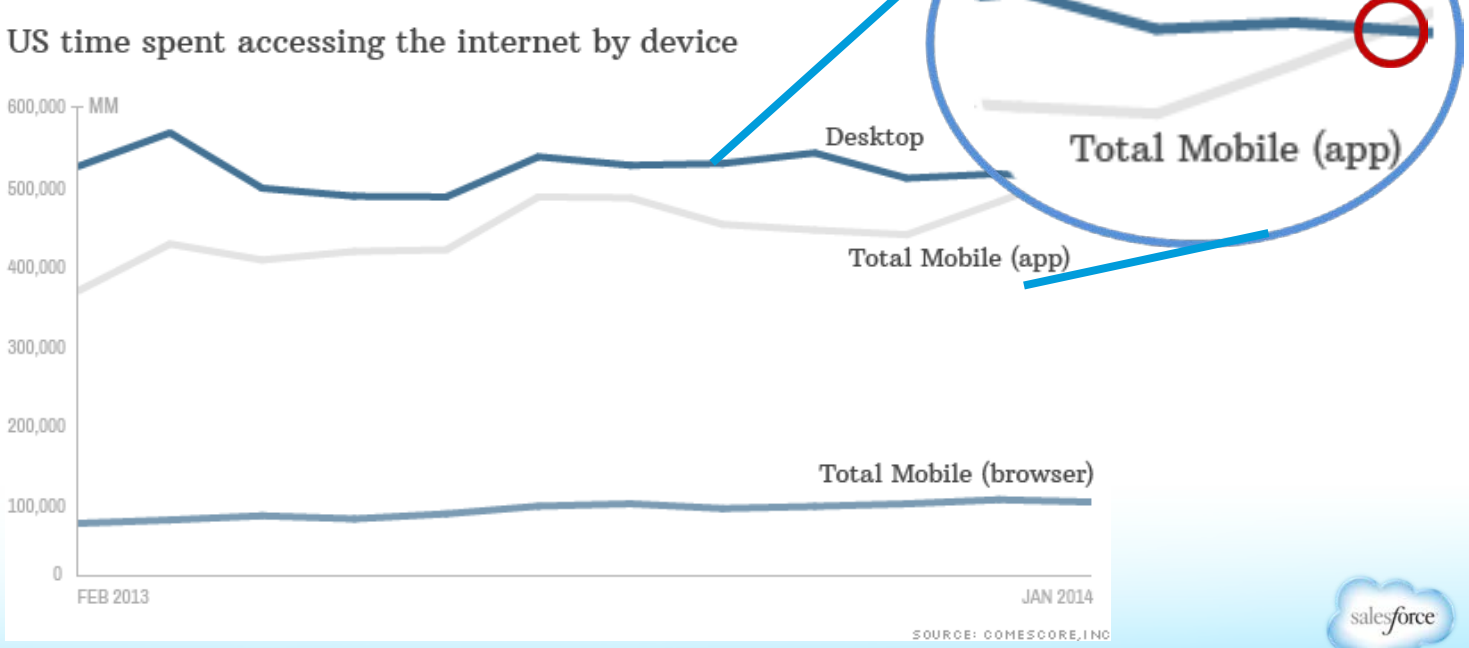
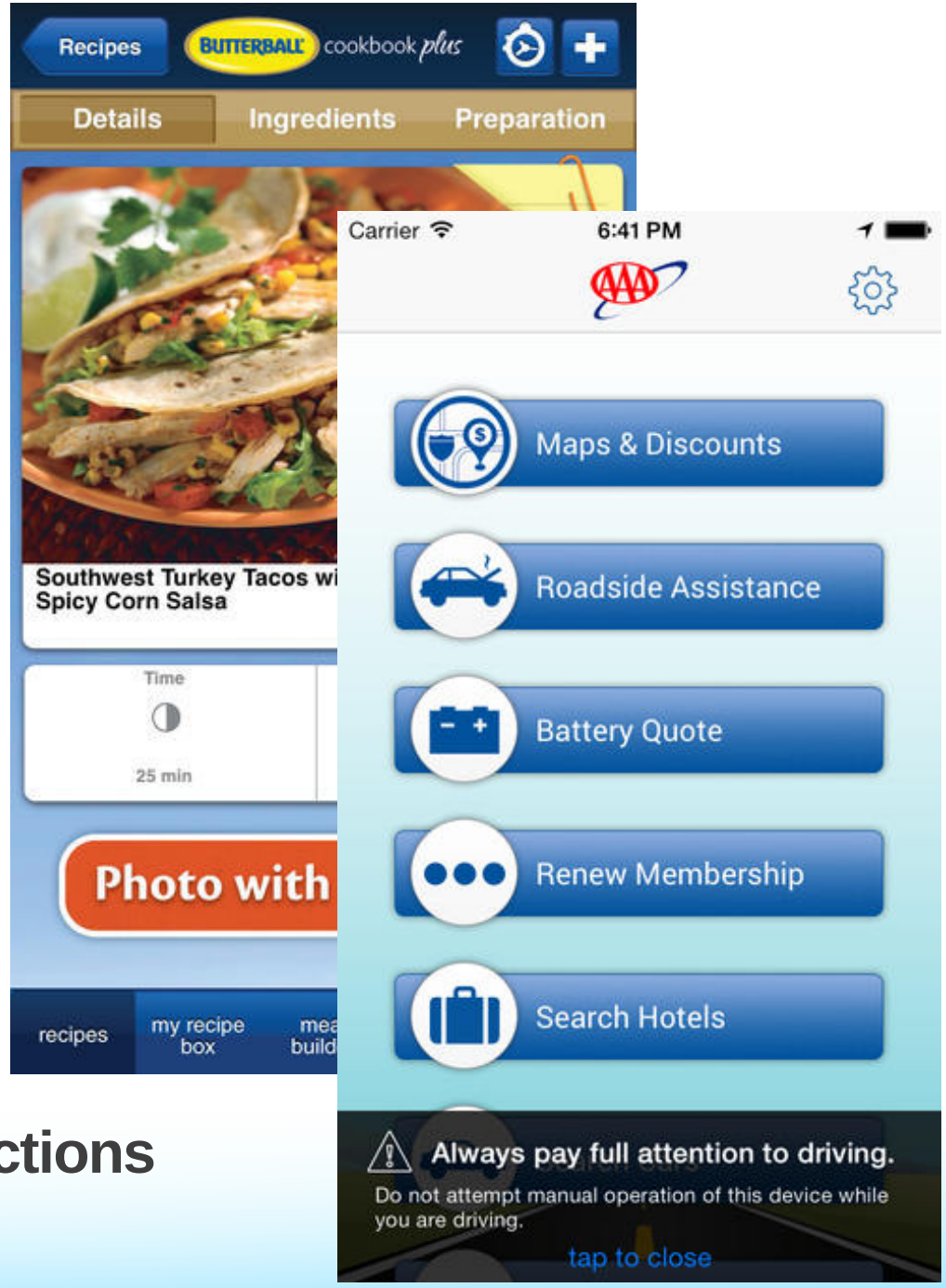
"A study commissioned by salesforce.com suggests that 60% of British employees now use apps on mobile devices for work-related activity and nearly a quarter (21%) use dedicated department-specific business apps… Enterprise apps boost worker productivity by more than 34%."



What Should Be in *Your* App?

- White Pages world
  - Prospect looks up your company
- Yellow Pages world
  - Prospect reads the ads in your category
- Connected Customers world:
  - Prospect Googles for help with the problem
    - If you don't come up on first page, **you don't exist**
    - If network doesn't validate you, **you don't get called**
  - Prospect searches the App Store
    - Your app needs to **solve problems…**

      …not just sell products
    - **Don't let them forget you between transactions**



…But Even “Apps on Devices” Become an Anachronism

May 5, 2014 3:56 pm

Wearables industry ponders next step in fitness after Nike move

By Tim Bradshaw and Sarah Mishkin in San Francisco

Nike's decision to stop developing its FuelBand fitness-tracking bracelet last month sent shockwaves through the wearables industry.

While more futuristic devices such as Google Glass have attracted much of the attention in the nascent wearable technology market, most of the sales so far have been of fitness-tracking wristbands from Nike, Jawbone and Fitbit.

If the one of the world's largest sportswear companies cannot make a success of a health-monitoring wristband, what hope is there for the dozens of start-ups who have been developing similar devices?

More

ON THIS TOPIC

Nike's FuelBand runs into troubl

Nike shares slip on 2015 growth forecast

A sporting chance of shedding a problem

Nike to tackle rising Asian labou costs

"The sensors and the hardware are nice, but they are table stakes," said Andrew Rosenthal, Jawbone's platform manager, said in an interview in March. "Helping people track information is important but not sufficient. What really matters is helping put the data in context and driving behaviour change."

Who will take the lead on an Internet of Customers?

- Companies who connect to machines?
- Or teams and communities who relate to people?
- The winners will be those who see the stories in the data

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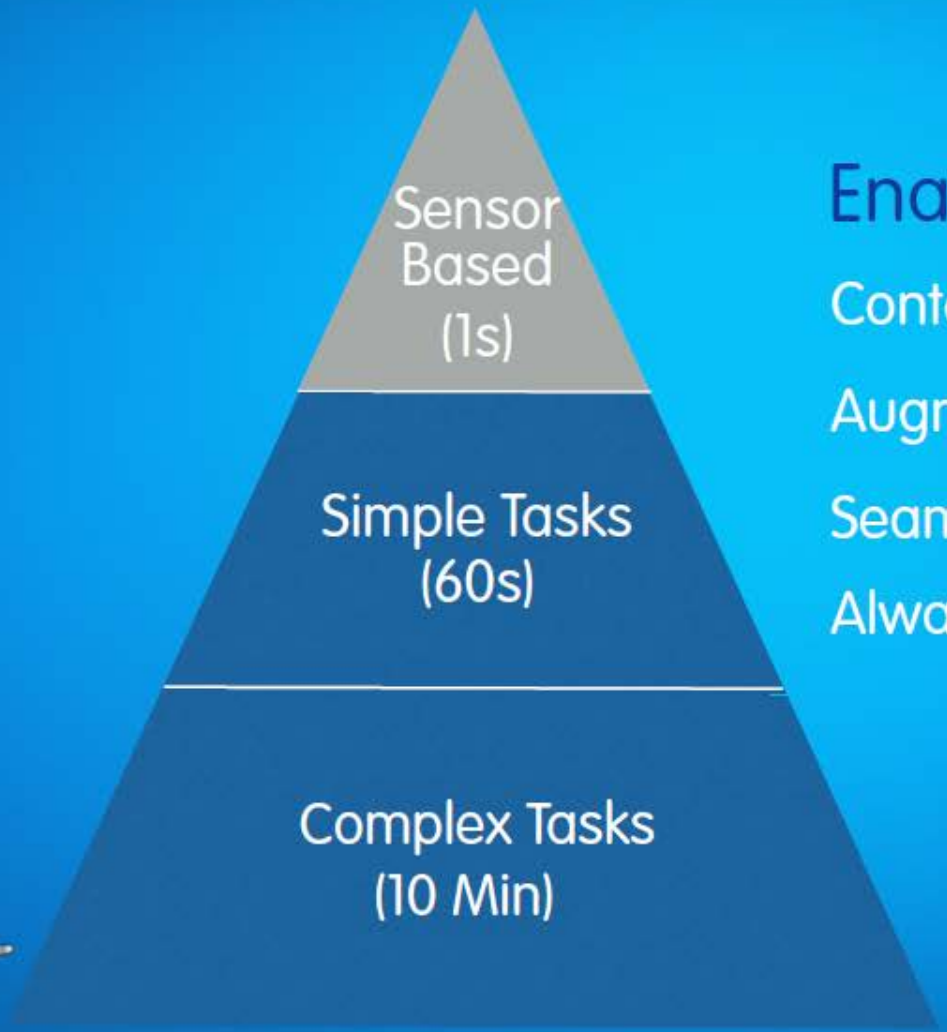


Enable Unique 1:1 Experiences

Context-aware

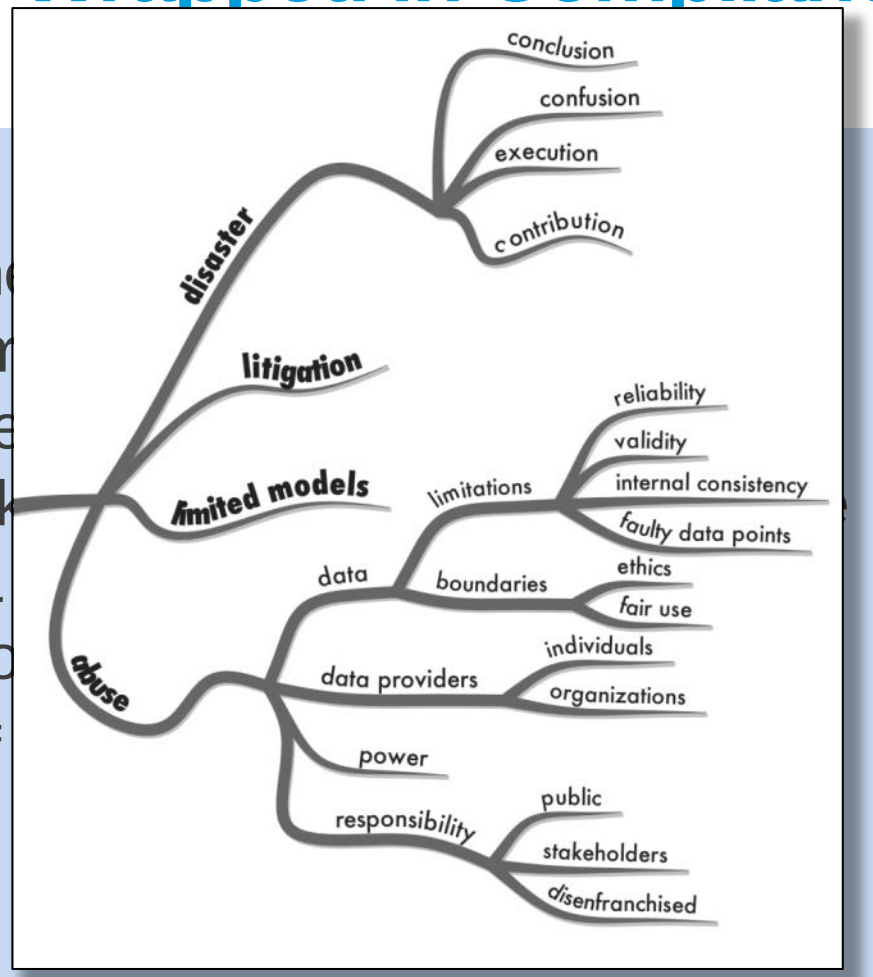
Augmented

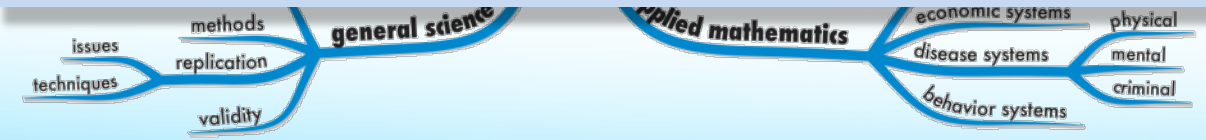
Seamless

Always-on

Value from Mobile Apps and Wearable Devices Poses Challenges of Science – Wrapped in Compliance

- "People making calls or sending text m
  Kericho tower were making **16 times m**
  than the regional average. What's more
  likely to visit a region northeast of Lak
  health ministry **identified as a malaria**
  radius thus covered a significant waypo
- "This is **the future of epidemiology**. If
  this is how we will do it."





Connection's Concerns are Real

- "A lot of the web services allow unauthenticated or unencrypted communication between the devices, so we're able to alter the info that gets fed into the medical record … so you would get misdiagnosis or get prescriptions wrong."

- "The physician is taught to rely on the information in the medical records … [but] we could alter the data that was feeding from these systems, due to the vulnerabilities we found."

It's Insanely Easy to Hack Hospital Equipment

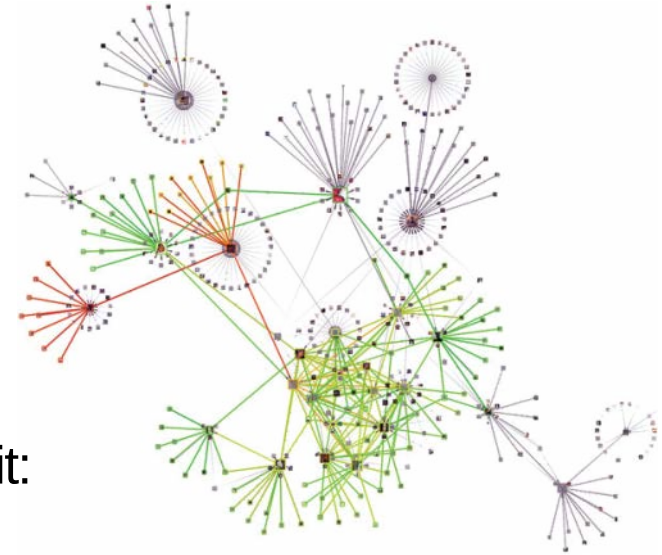
BY KIM ZETTER 04.25.14 | 6:30 AM | PERMALINK

Photo: Charles Thatcher/Getty Images

When Scott Erven was given free rein to roam through all of the medical equipment used at a large chain of Midwest health care facilities, he knew he would find security problems–but he wasn't prepared for just how bad it would be.

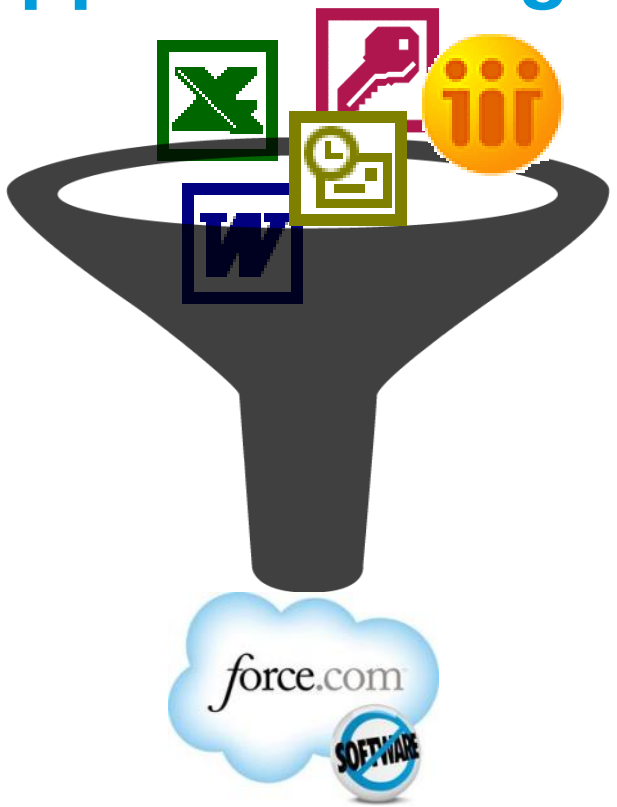
Redefining “Platform”: Customers Will Decide

- Legacy Platform (*wherever* it sits):
  - Application development suite defined by a legacy IT vendor
  - Specific languages, libraries, operating systems and software stacks
  - Chosen by technologists; consumed by developers and sysadmins
- Connection Platform (intrinsically cloud):
  - Marketplace of services, interacting via non-proprietary protocols
  - Mandate to add value to in-place investments while enabling innovation
  - Adopted by business units as side effect of getting stuff done
  - Consumed by “power users” and line-of-business experts



- Opportunities for Action
  - Look for a spreadsheet/database/document with email wrapped around it: **that’s a Force.com application begging you to write it**
  - Ask how many representations you have for each customer: **why not get that down to one?**

Redefining Enterprise Development: The “Apps in Waiting”



- Shared spreadsheets and documents
  - Problem to be solved is already acknowledged
  - Business logic is already written
  - Force.com app replaces an email thread with a real workflow
    - Plus mobile capability
    - Plus structured collaboration
    - Plus superior governance, auditability and integration
- Desktop databases
  - Data dictionary is already established
  - Force.com app adds improved user experience, mobile access and automatic backup
- **Line-of-business users have wish lists**
  - **Problems they’ve had so long, they’ve gotten numb to the pain**
  - **“Hero points” for IT: empower the citizen developer, start solving new things every week**

Redefining the Road Map: Not Incremental Improvement

- Scott McNealy: “I don’t want to carry a battery, keyboard, display, storage device, and radio transmitter when I just want to check my mail.”
- **Where we’re going:** all we actually carry is proof of our identity…
  …and the environment knows what we’ll want to know – and do
- Architect your solutions for…
  - ✓Universal, high-speed connectivity
  - ✓Ubiquitous processing power
  - ✓Unlimited, intelligently indexed storage

  …then adjust to limits of present technology
- The zeros and infinities will never be reached…but you won’t need to rip up your design and start from scratch every three years

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Thank You

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