



The Connected Future - How Technology is Accelerating Change

Kathleen Maher

Vice President, Jon Peddie Research

kathleen@jonpeddie.com

Who cares what you think?



Who we are



*We track graphics hardware and software
And we track trends*

*And besides every job I've
every had has become
obsolete*

*McKinsey Global Institute
predicts that 90 to 95 million
workers won't be needed by
by 2020*



Jon Peddie's **TECH WATCH**

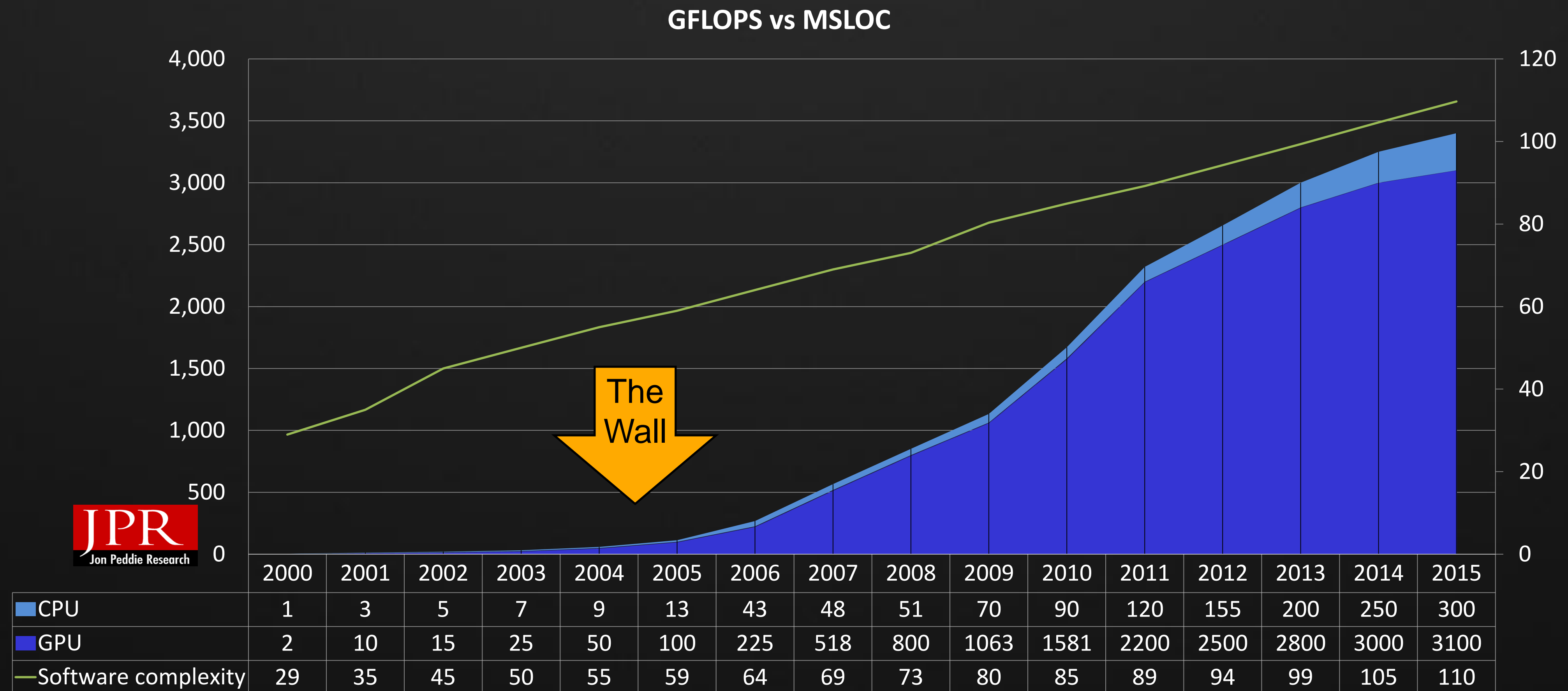
Major reports:

- The CAD report and DCC software reports
- Graphics hardware reports
- Workstation reports
- Mobile reports



The way it's been

Hardware capabilities rise steadily and gradually software catches up.



Trends

The “other” digital divide, small business challenges

The cloud – keep in touch, keep updated

The consumerization of IT

BYOD

Social Networking ... for work

The democratization of everything

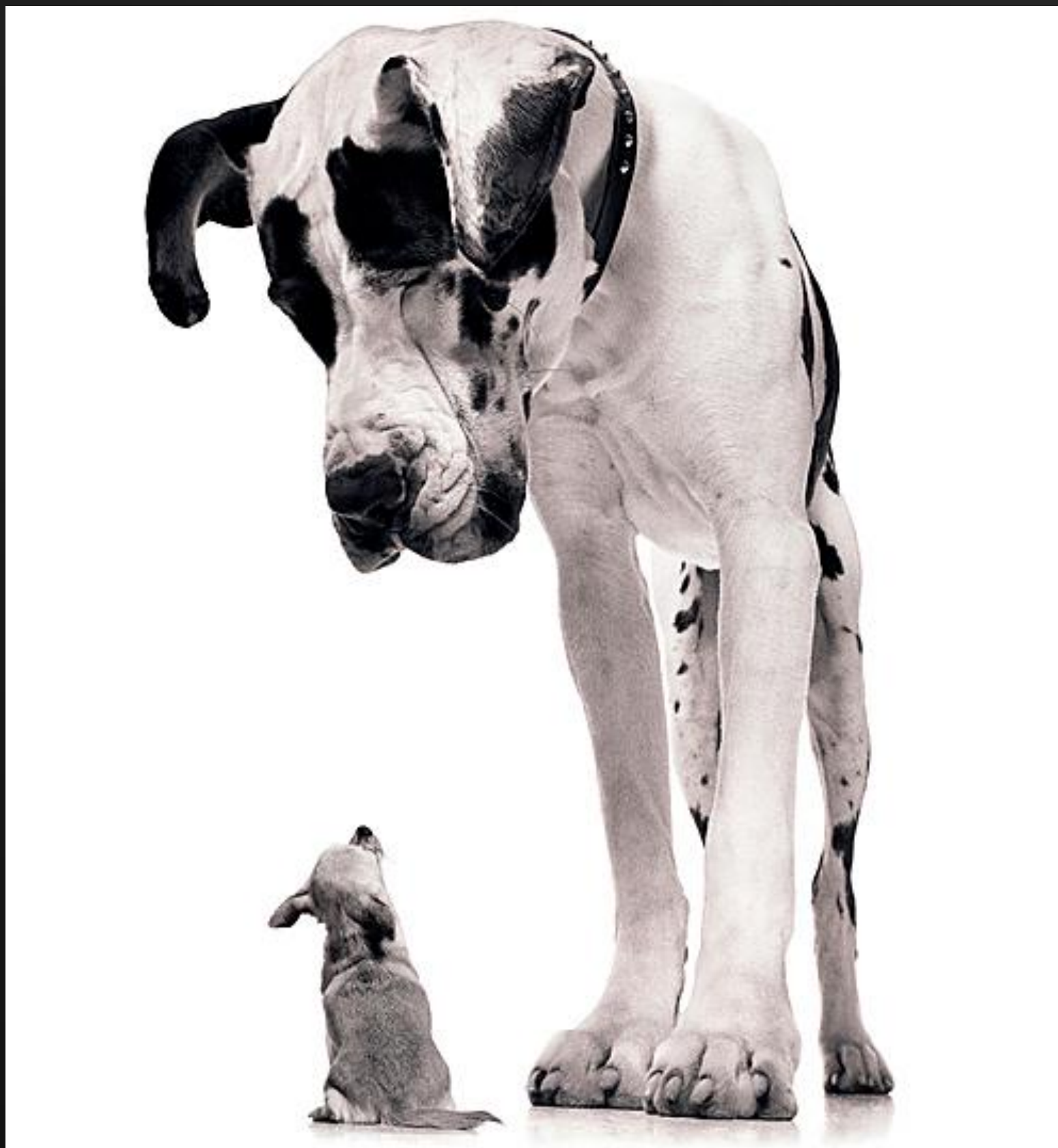
Digital Reality



The Gatewing X100 Personal Drone

The Other Digital Divide

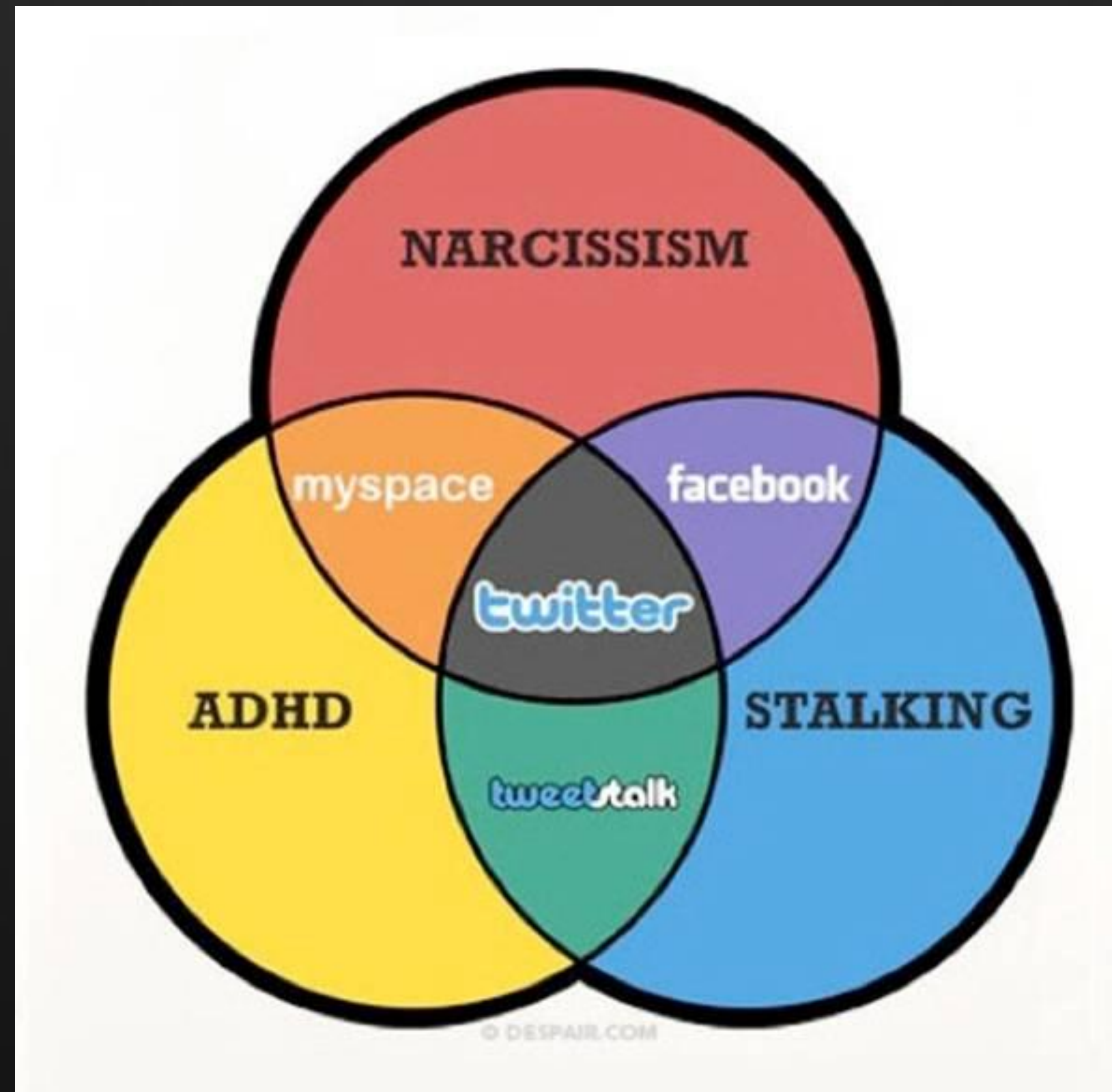
Small businesses shut out of high end management tools



Traditionally, it takes a lot of money and at least several service providers to set up company wide systems.

According to the U.S. Census over 80% of workers work in companies with 20-100 employees

OMG, Social Networking



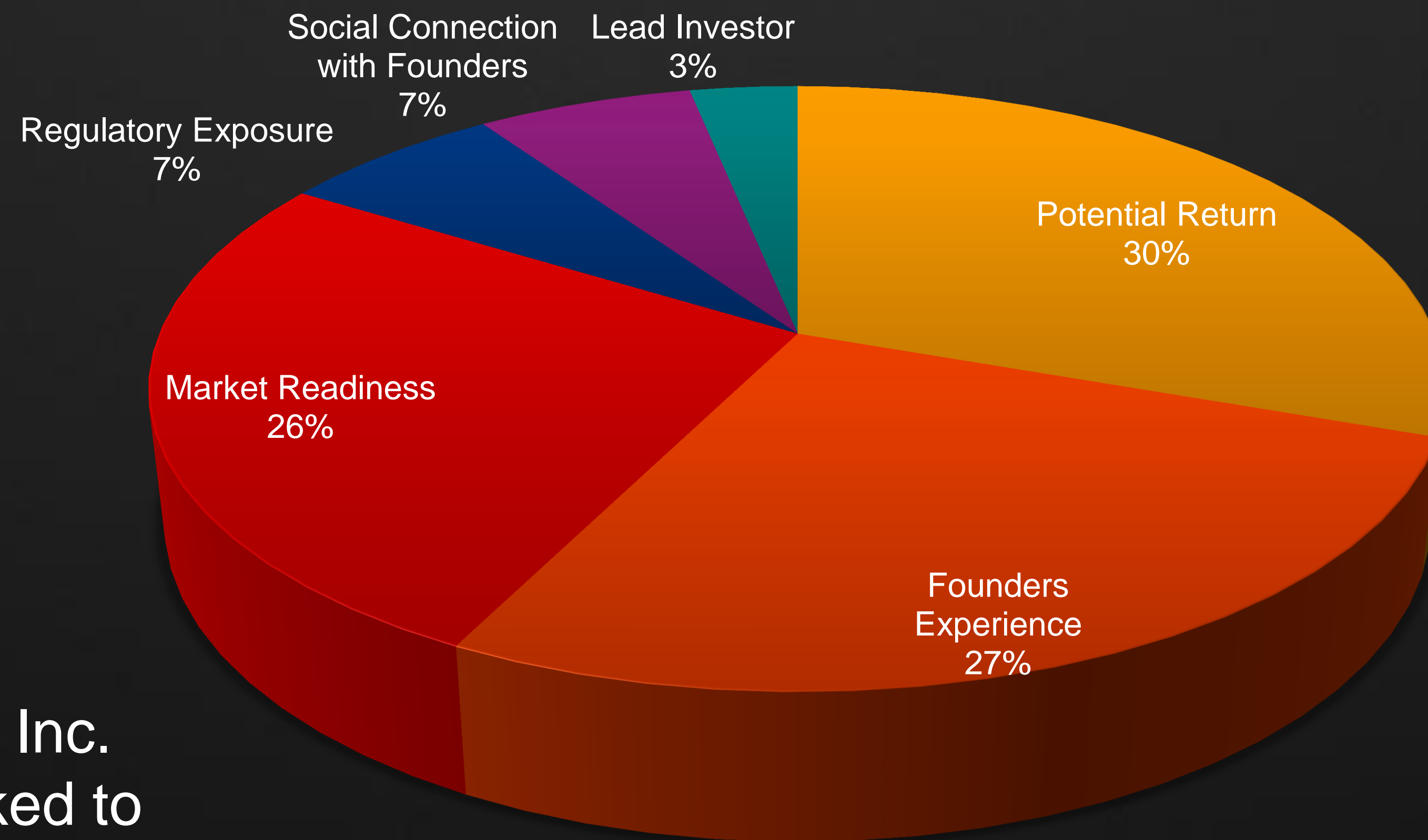
Social Networking: RT News Reporting

- Game networks are human networks
- Twitter feeds can become news lifelines during a crisis
- Chat being incorporated into data management systems

We're just discovering the power of spontaneous updates



Who get's the money?

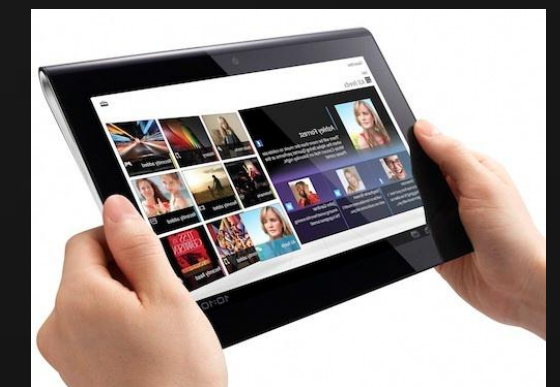


Survey published in Inc. Magazine: VCs asked to weight elements they found most important in making funding decisions

It's who you know

<http://www.inc.com/magazine/201211/daniel-mcginn/what-vcs-really-care-about.html>

BYOD



The device doesn't matter



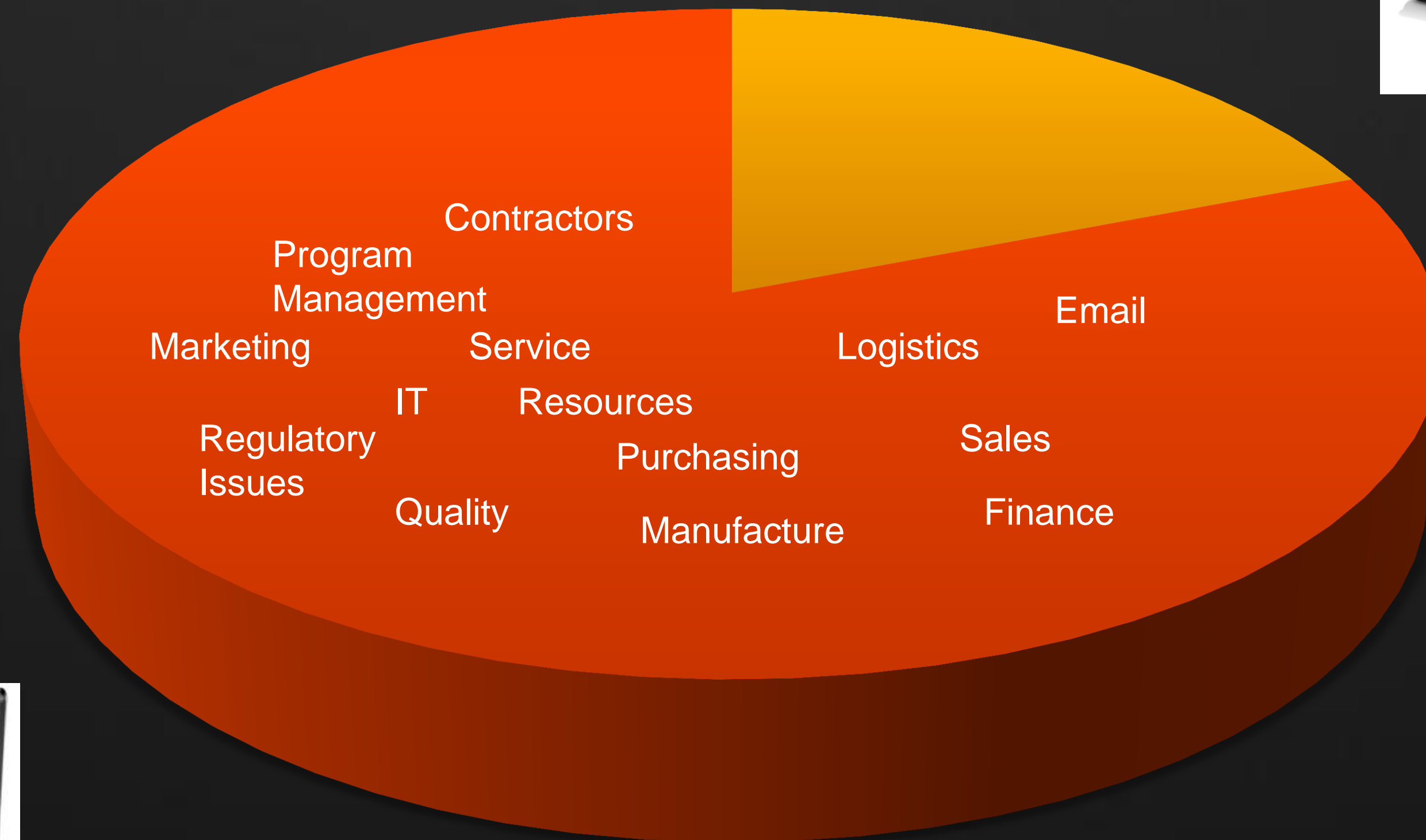
Get over it

After 30 years, the computer is becoming invisible

Digital Reality



Datacentric



■ Design ■ Everything Else

Tool Centric

Democratizing the digital revolution

- CRM for the masses
 - We are all customers
 - Infinite customization means applications can suit any business
 - SMBs get access to similar tools
- It's about scalability
 - Buy what you need
 - Add as you grow



How on earth has Salesforce made information management cool?

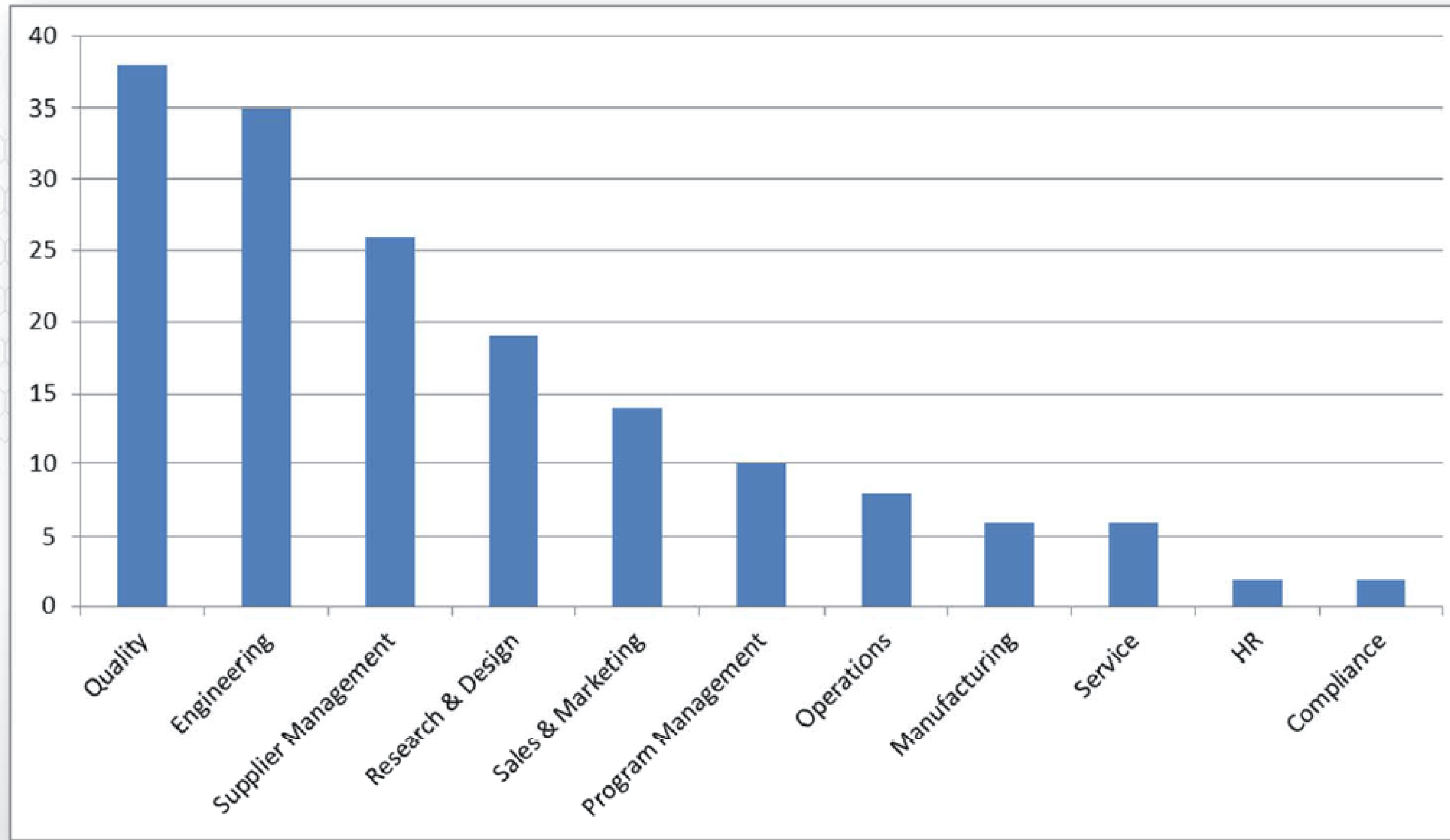
Equalizing the playing field



Hey! I'm using the same CRM system as Virgin America!

Complete PLM

Early Adopter Applications



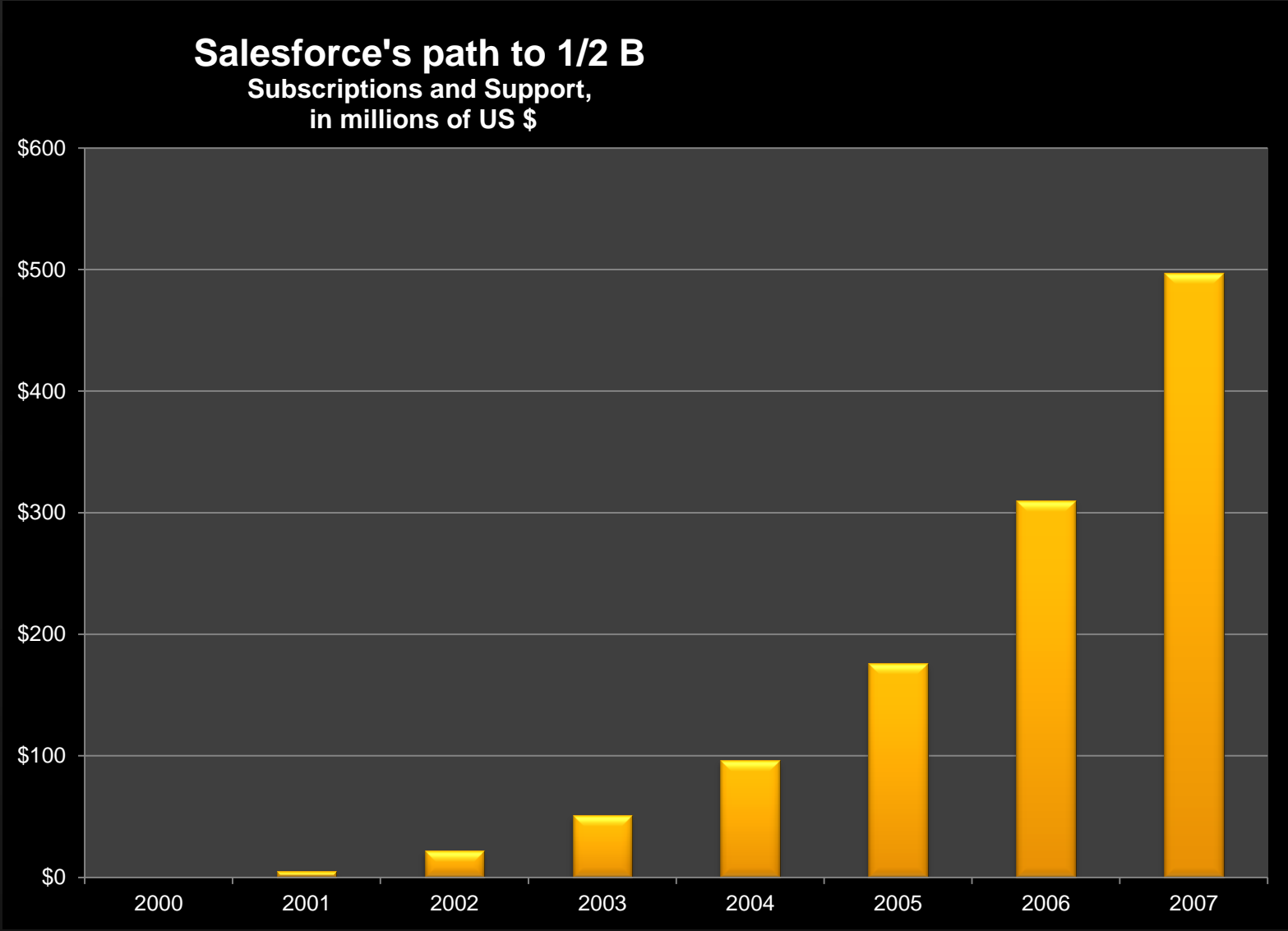
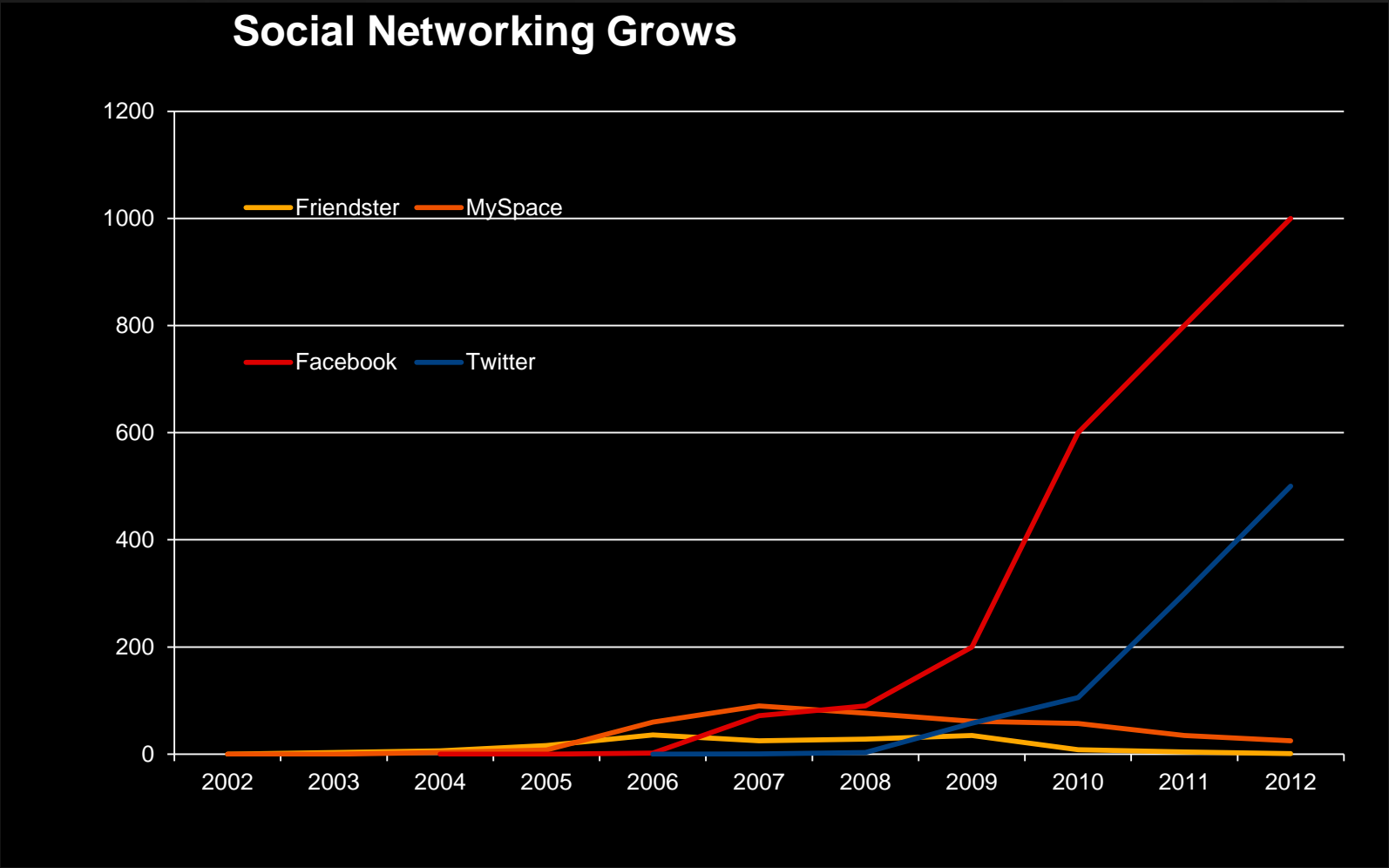
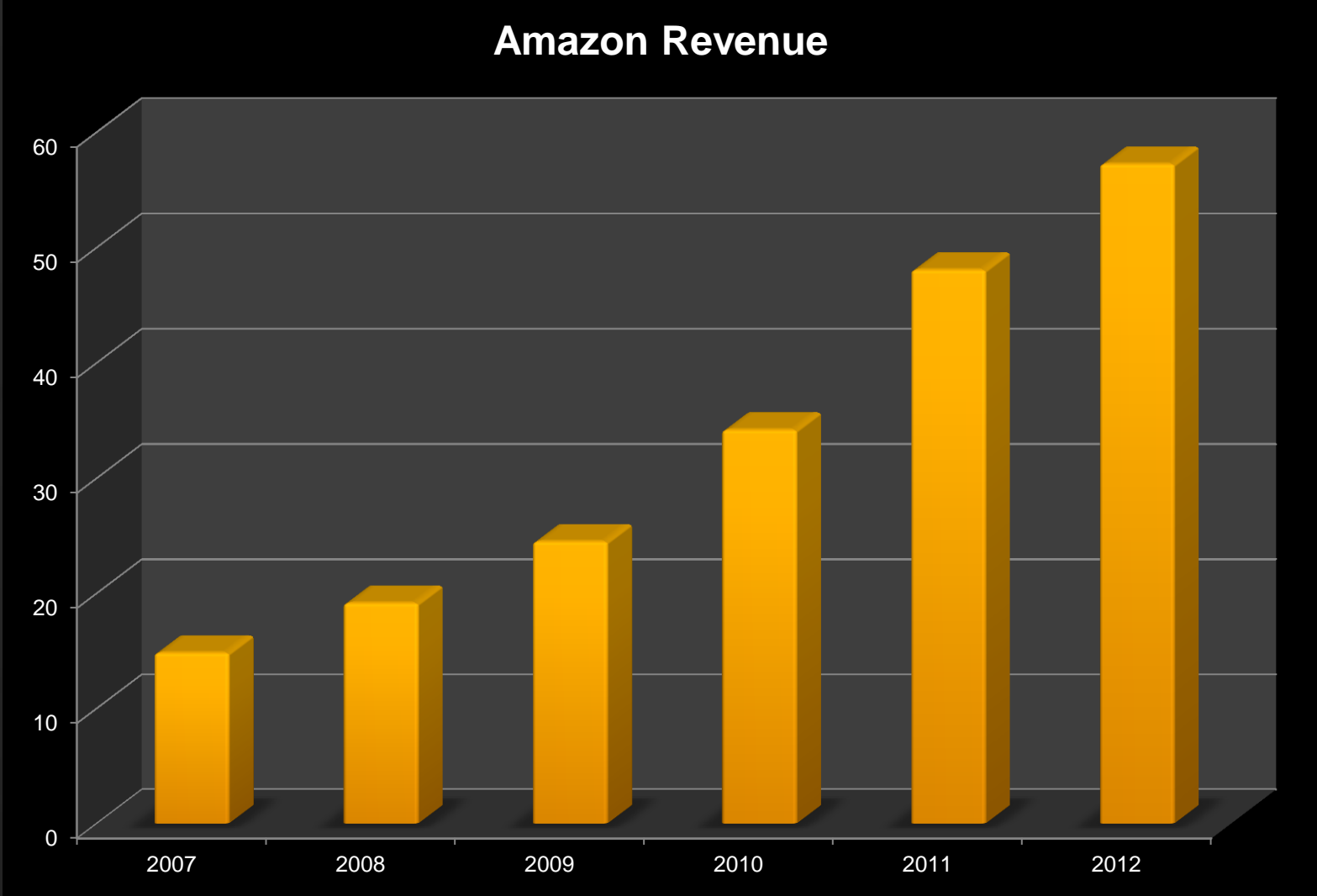
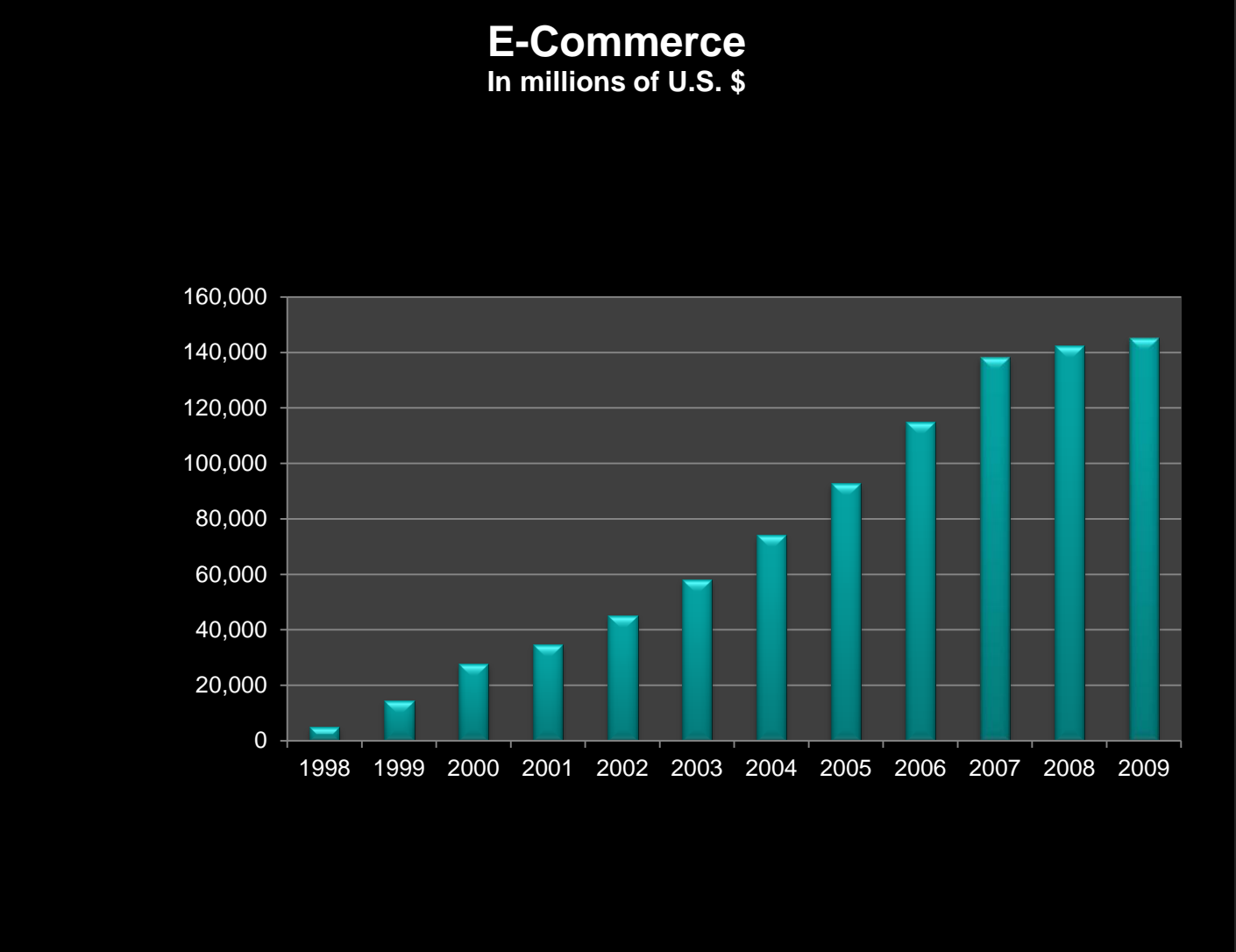
Source: Buzz Kross, PLM 360

It's inevitable



According to IDC, global spending on IT cloud services will pass \$40 billion in 2012, and zoom to nearly \$100 billion in 2016

Accounting for 16% of IT revenues



Money in the cloud



Advantages

- Software can be updated incrementally
- Services can be provided on a wide basis
- Month to month subscription services are lucrative
- Distribution costs gradually fade away
- Easy to set up
- Easy to support

Wait, what?

Money in the cloud



We know it's there for vendors but ...

Advantages

- Software can be updated incrementally
- Service and support can be can be accessed when needed
- Easy to set up, scalable
- Anytime collaboration
- Centralized data

**And, it will cost less
than custom enterprise systems**

“Everybody’s got a big butt”



Everybody's got a cloud



And all this will end complexity?

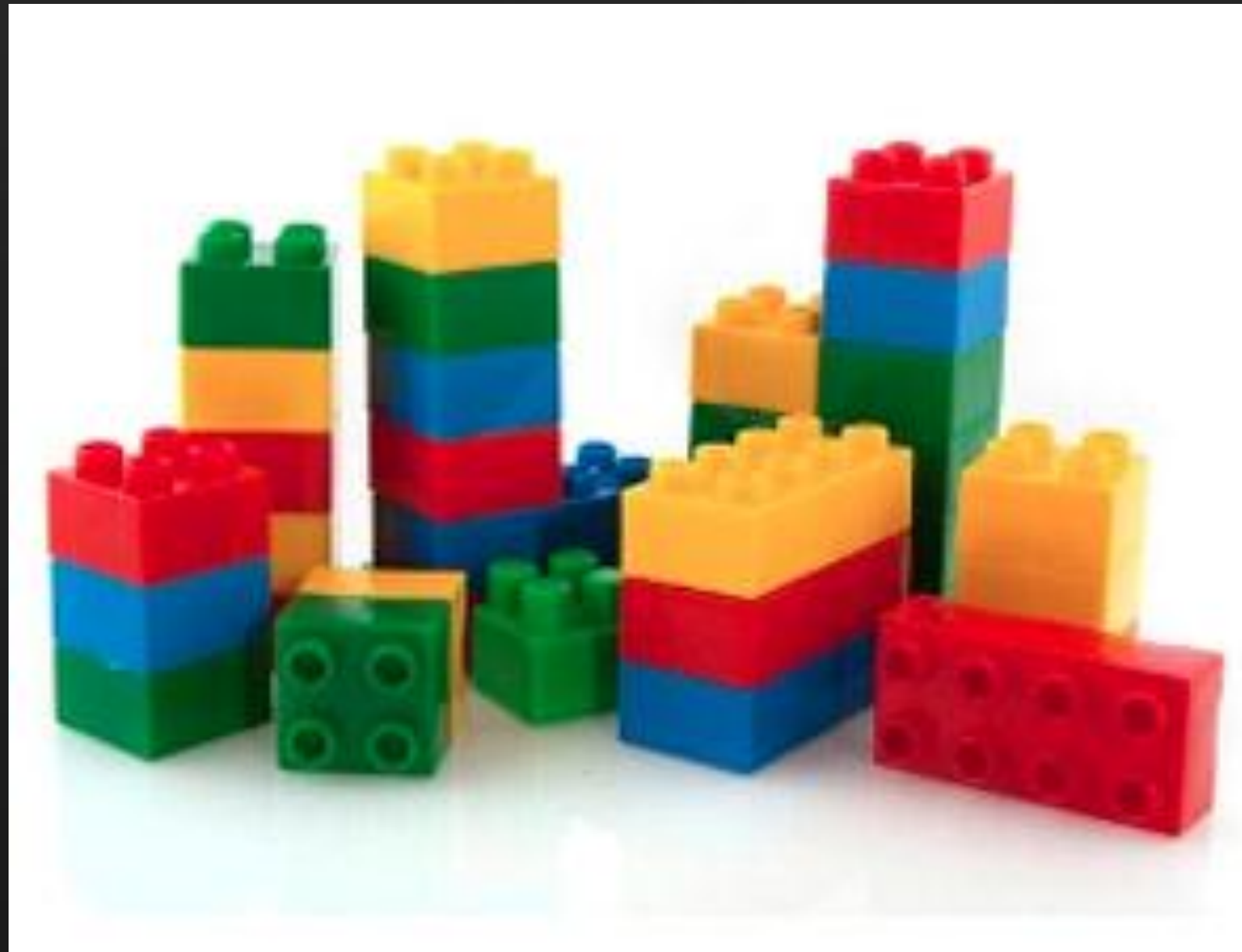


Boom



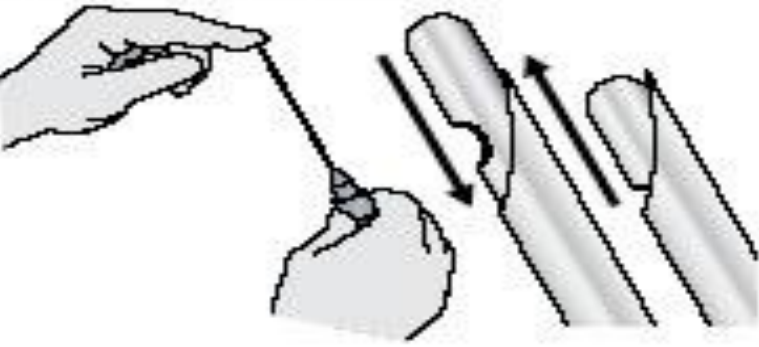
Bust

What we have



What we need

Ensure that the needle tip is not damaged from using excessive force. If the blunt stylet tip does not return and/or retract, do not use the insufflation and access needle.



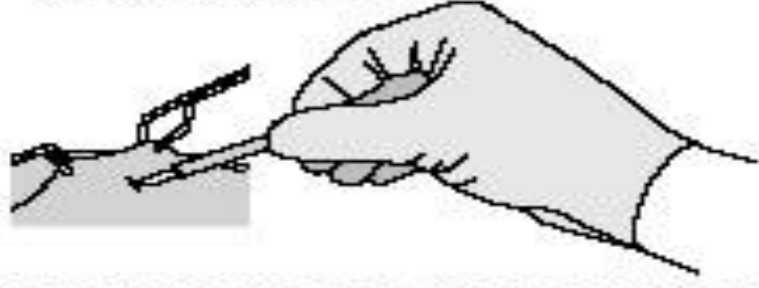
NOTE: Ensure the hole in distal end of the blunt tip (for CO₂ during insufflation) is visible when insufflation and access needle is re-assembled after cleaning; if not properly assembled, the insufflation rate may be lower.

The stopcock should be in the closed position prior to insertion of the needle into the secondary abdominal sites to prevent loss of pneumoperitoneum.

CREATING THE PNEUMOPERITONEUM


CAUTION
Proper technique for the insertion of the Reposable Step® device, as with any endoscopic access device, must be used. Exercise caution during insertion/dilation to avoid damage to internal organs. Consult the literature for information regarding safe techniques.

(2) Make skin incision at least the diameter of the desired working channel (Recommend using gray barrel as template).

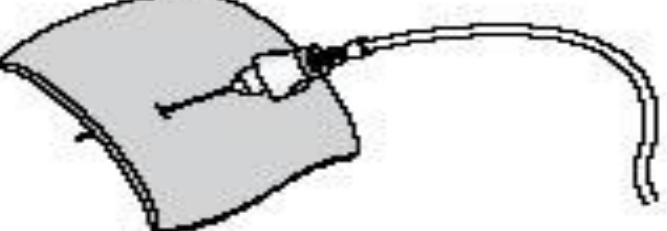


(3) For primary insertion, using conventional techniques, insert bare insufflation needle into the abdominal/thoracic cavity. Verify correct placement in the cavity by standard techniques¹.

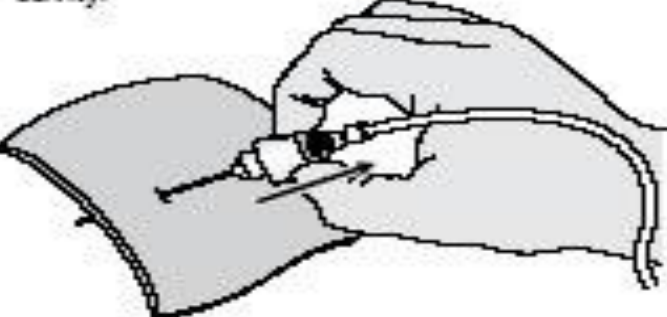
CAUTION
When inserting the needle for insufflation, or when inserting the needle/sleeve assembly, the needle bevel should be oriented up toward the user. This will help facilitate placement. Ensure that stopcock at proximal end of needle can retract freely with stylet to prevent blunt insertion. Do not use a "palming" technique for needle insertion.



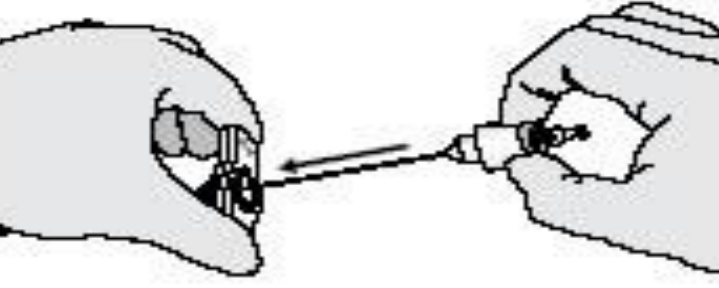
(4) Insufflate the cavity, if appropriate, by attaching gas source to the stopcock and insufflating to the desired level.



(5) Remove insufflation/access needle from cavity.



(6) Insert insufflation/access needle making sure wings set in opening radially expandable sleeve.




4

HOW TO EAT A BELLY BUSTER BURRITO™


The 4-Point Approach

Peeling Process
In a circular motion, remove foil an inch or two at a time. Expose just enough of your Belly Buster Burrito™ to eat. Eat. Repeat as necessary.

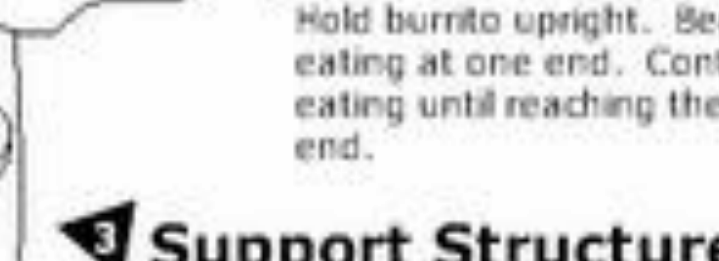


1

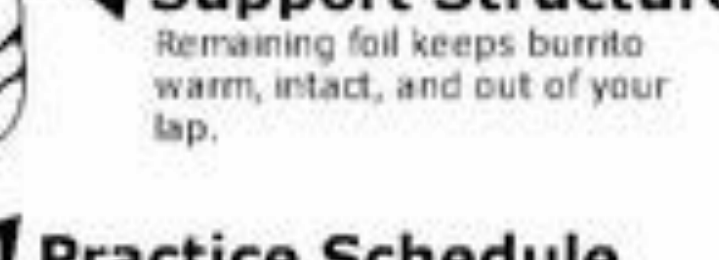
2 Attack Angle
Hold burrito upright. Begin eating at one end. Continue eating until reaching the other end.



3 Support Structure
Remaining foil keeps burrito warm, intact, and out of your lap.

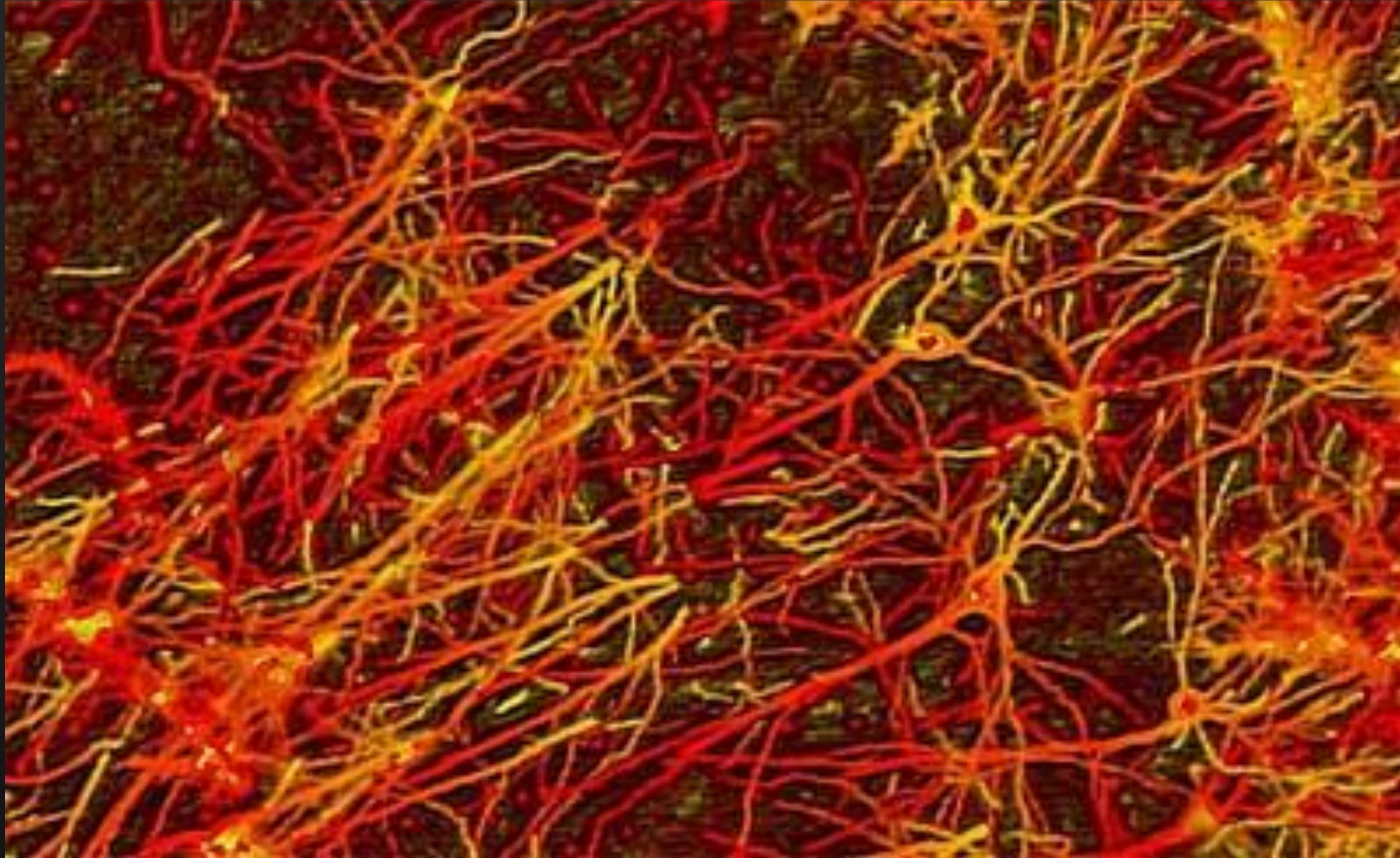


4 Practice Schedule
As with other advanced skills, there's no substitute for experience. You'll enjoy increased performance with each visit to Belly Buster Burritos™.



WARNING: Belly Buster Burritos™ are hot. To fully enjoy your eating experience, please be careful if driving or operating heavy machinery larger than one of our forks. After all, it'd be a shame to spill a meal this good.

Connective Tissue



Support Services



Suited to your size

To sum up

- We're creating huge amounts of data and trying to access it with ever more tiny devices
- Software is becoming more complex and difficult to manage
- We're struggling with ever more monstrous cases of versionitis.
- Small businesses have had trouble building their own data management systems, which could help them work with as well as compete with larger companies
- Large companies have trouble dealing with multiple data systems

Let's Talk



Questions

Is your company experimenting with these technologies.

What are you doing? How is it working?

Is there anyone who is completely off the grid? No Gmail, no Facebook, no Amazon shopping?

How do you live that way?

Is the day coming when we can live our lives and work through the day with a device like this?



Or this?



**So, I'll leave you
with this**



