
Be First to
the Future



TECHNOLOGICAL ADVANCES

Never cease to surprise us

28%

of 3-4 year olds
in the UK use a
tablet

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



is changing

PEOPLE



are changing

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



is changing

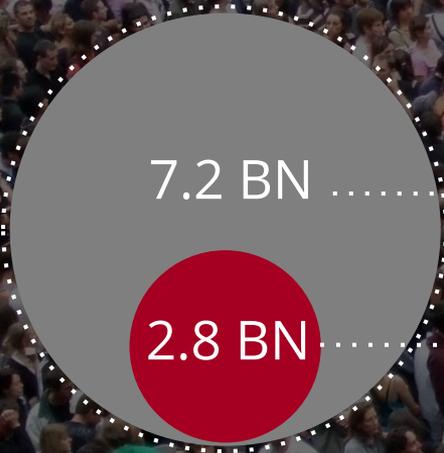
PEOPLE



are changing

THE NEXT 5BN

2014



7.2 BN

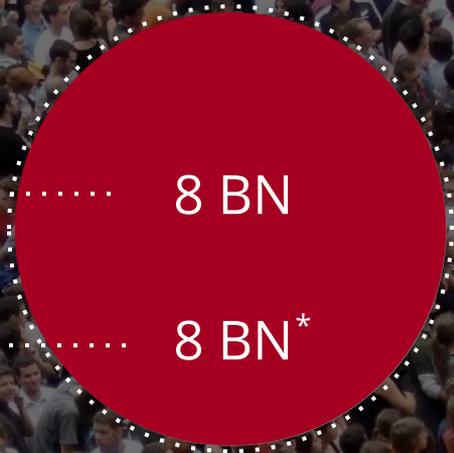
Global Population

2.8 BN

Internet Population

[39% of Global Population]

2020



8 BN

8 BN*

[100% of Global Population]

Source: (1) eMarketer, Nov 2013; (2) Eric Schmidt estimate*

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



is changing

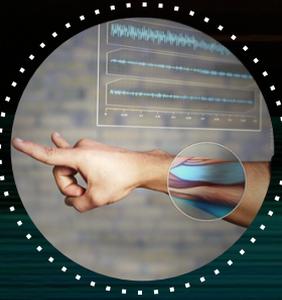
PEOPLE



are changing

ENTERING A NEW WORLD

Of Six Screens (yes, six!)



[DESKTOP]

e.g.
Flutter, Leap
Motions, Thalmic
Labs



[MOBILE]

e.g.
Project Ara



[TABLET]

e.g.
Senseg



[TV]

e.g.
Chromecast



[WEARABLE]

e.g. Samsung
Gear, Google
Glass



[IN-CAR]

e.g. HUD
Windscreens

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



is changing

PEOPLE



are changing

WITH A NEW BREED of consumers and decision makers

90%

of senior
executives use
search engines to
gather information
⁽¹⁾

[INFORMATION]
MORE ACCESS

75%

of senior
executives watch
business related
videos⁽²⁾

[ENTERTAINMENT]
MORE CHOICE

67%

of executives are
comfortable
making purchases
on their
smartphone⁽³⁾

[PURCHASE]
MORE FLEXIBILITY

AN ACCELERATED WORLD

A world of opportunity



The world is
changing



Technology is
changing



People are
changing



To grow, your business
must **exceed the pace**
of change

So what can you do to future-proof
your business?

Now, Next, Long

GLASS



So what can you do next?

Build a digitally enabled business



Search
for Work



Email
for Work



Maps
for Work



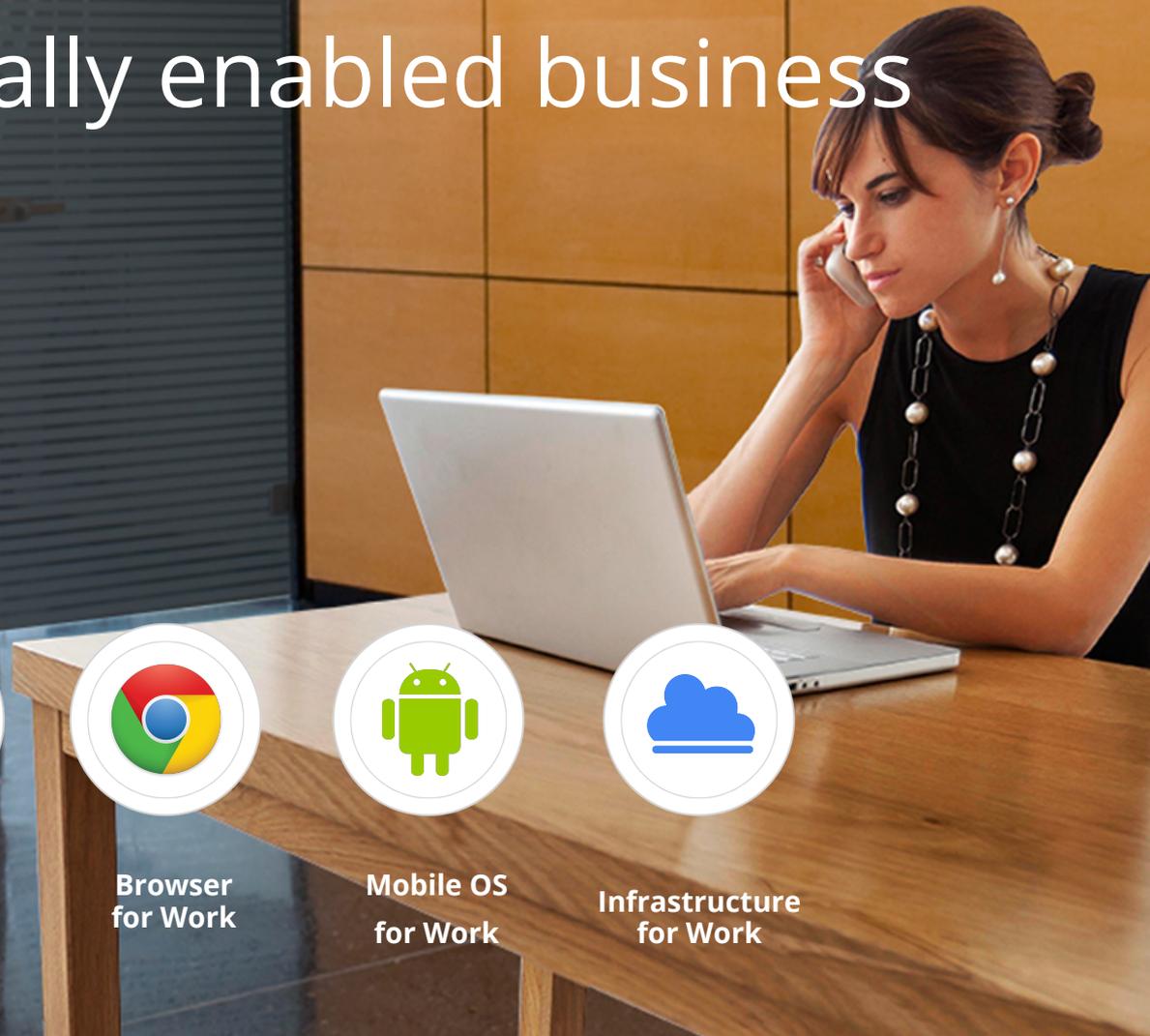
Browser
for Work



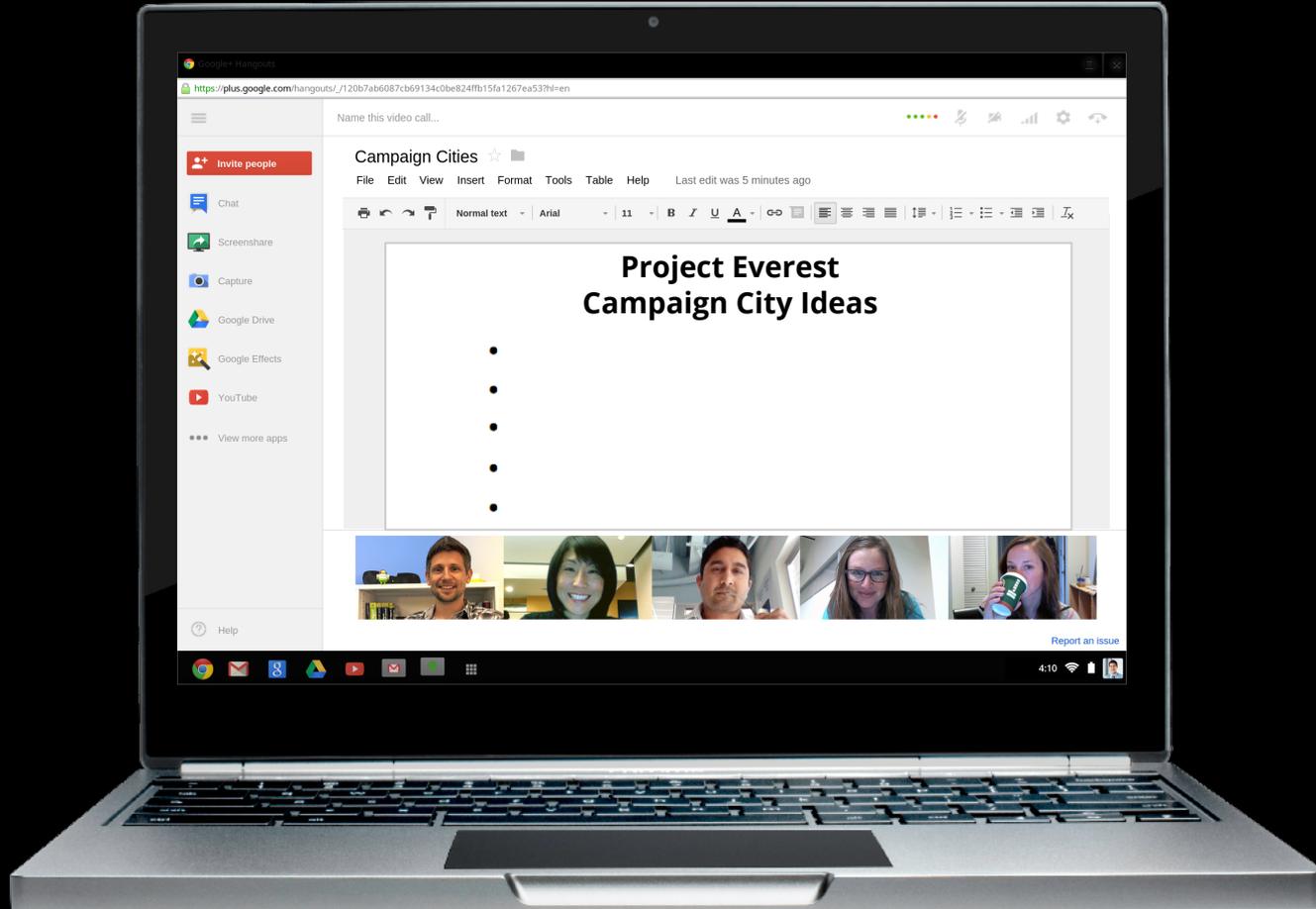
Mobile OS
for Work



Infrastructure
for Work



With collaboration at its heart



“You don’t just move to Google for email or calendars. That’s basic. You do it to embrace the digital world, and for mobility, and to release the creativity and collaboration that every human being wants to experience. Google has unleashed a great deal of energy and potential in our team at Travis Perkins”

JJ Van Osten, CIO Travis Perkins

So what can you do now?



1

Find the right
PEOPLE



2

Tell great
STORIES



3

Build stronger
RELATIONSHIPS

Be there every time someone puts
their hands up



And they are doing so more and more



B2B buyers are on average . . .

57%

of way through buying process
BEFORE they contact a
vendor

1

Find the right
PEOPLE

2

Tell great
STORIES

3

Build stronger
RELATIONSHIPS

Connect through impactful story telling



Demonstrating the value of your products



1

Find the right
PEOPLE

2

Tell great
STORIES

3

Build stronger
RELATIONSHIPS

Relationships are accelerated through RECOGNITION



I followed



I visited



I searched



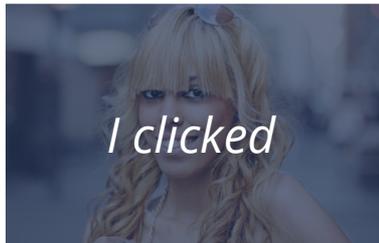
I watched



I bought

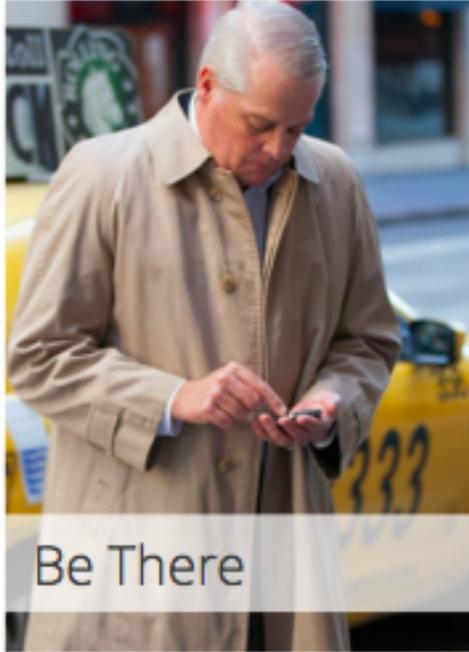


I subscribed

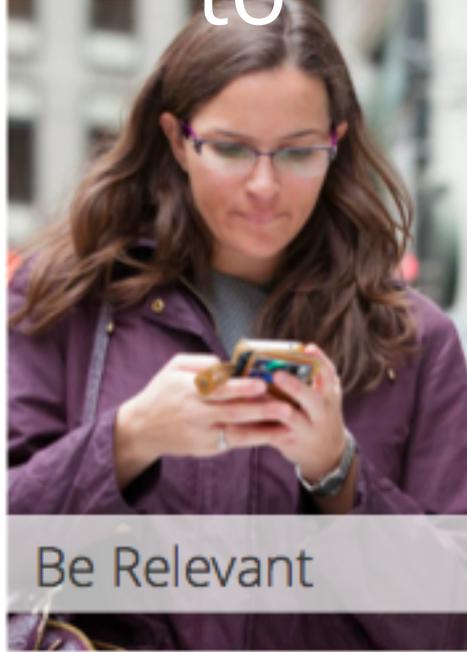


I clicked

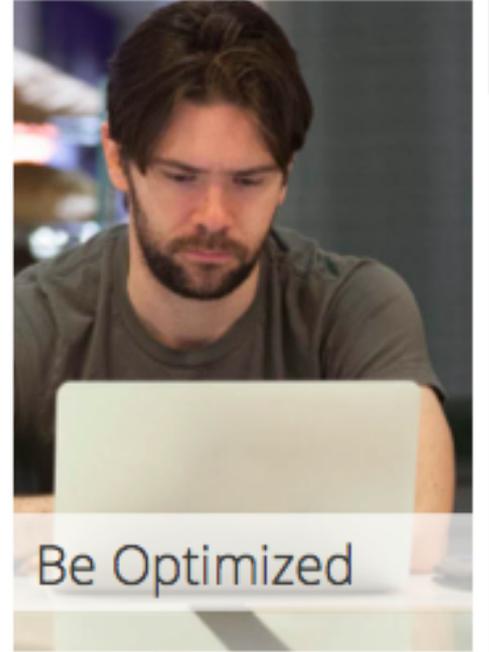
To capture the opportunity you need to



Be There



Be Relevant



Be Optimized

Be First to
the Future
