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Be First to  
the Future

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# 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

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# THE NEXT 5BN

2014

7.2 BN

2.8 BN

[39% of Global  
Population]

Global Population

Internet Population

2020

8 BN

8 BN\*

[100% of Global  
Population]

# **FAST, UNPREDICTABLE CHANGE** is an absolute certainty

**THE WORLD**



is changing

**TECHNOLOGY**



is changing

**PEOPLE**

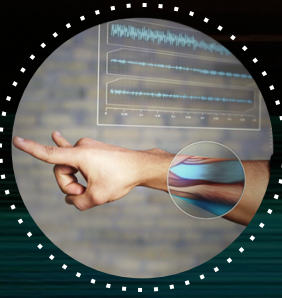


are changing



# 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**



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# WITH A NEW BREED of consumers and decision makers

**90%**

of senior  
executives use  
search engines to  
gather information  
<sup>(1)</sup>

[INFORMATION]  
MORE ACCESS

**75%**

of senior  
executives watch  
business related  
videos<sup>(2)</sup>

[ENTERTAINMENT]  
MORE CHOICE

**67%**

of executives are  
comfortable  
making purchases  
on their  
smartphone<sup>(3)</sup>

[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

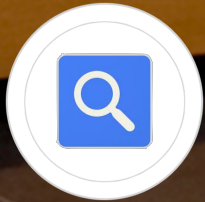


GLASS



So what can you do next?

# Build a digitally enabled business



Search  
for Work



Email  
for Work



Maps  
for Work



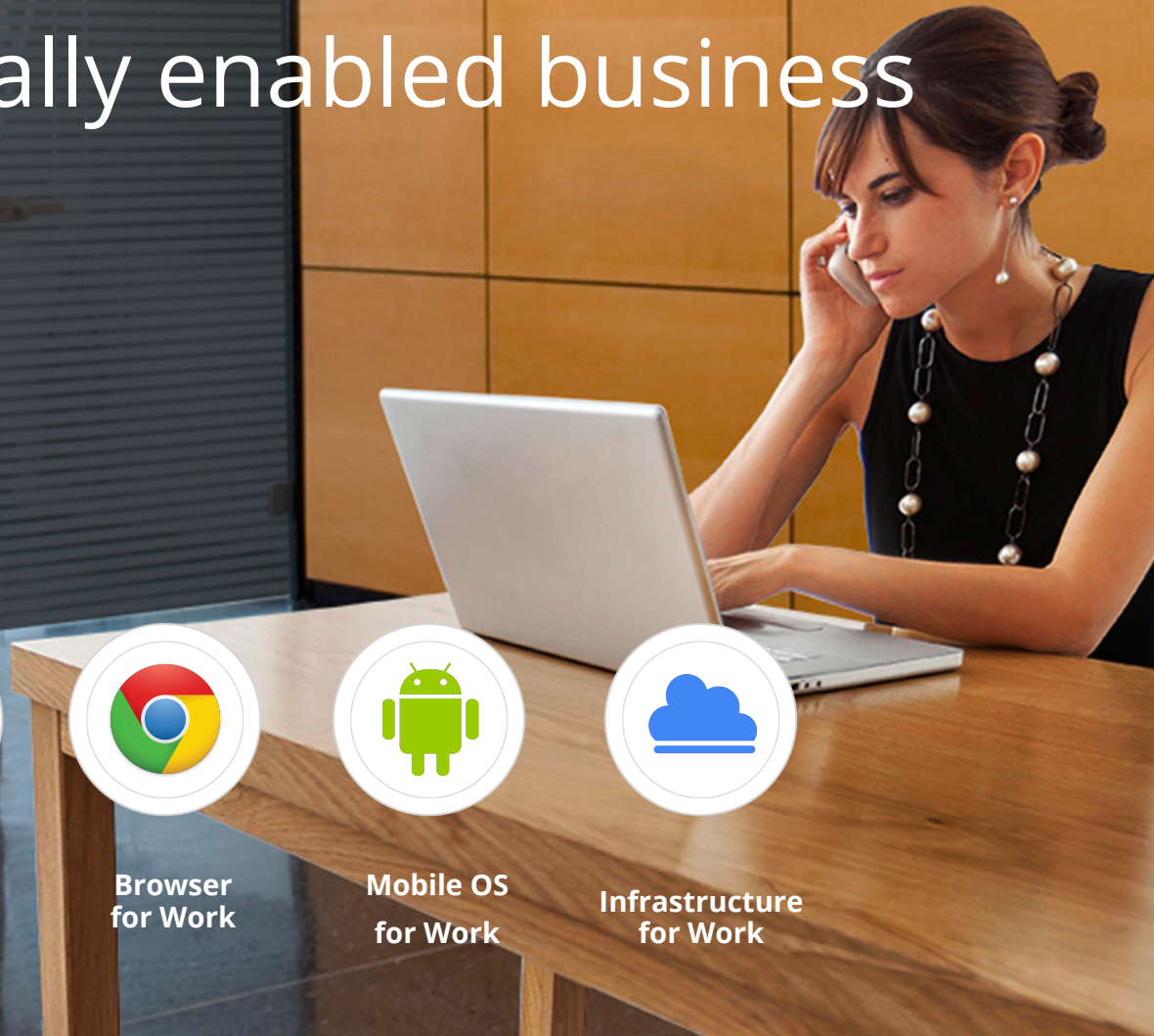
Browser  
for Work



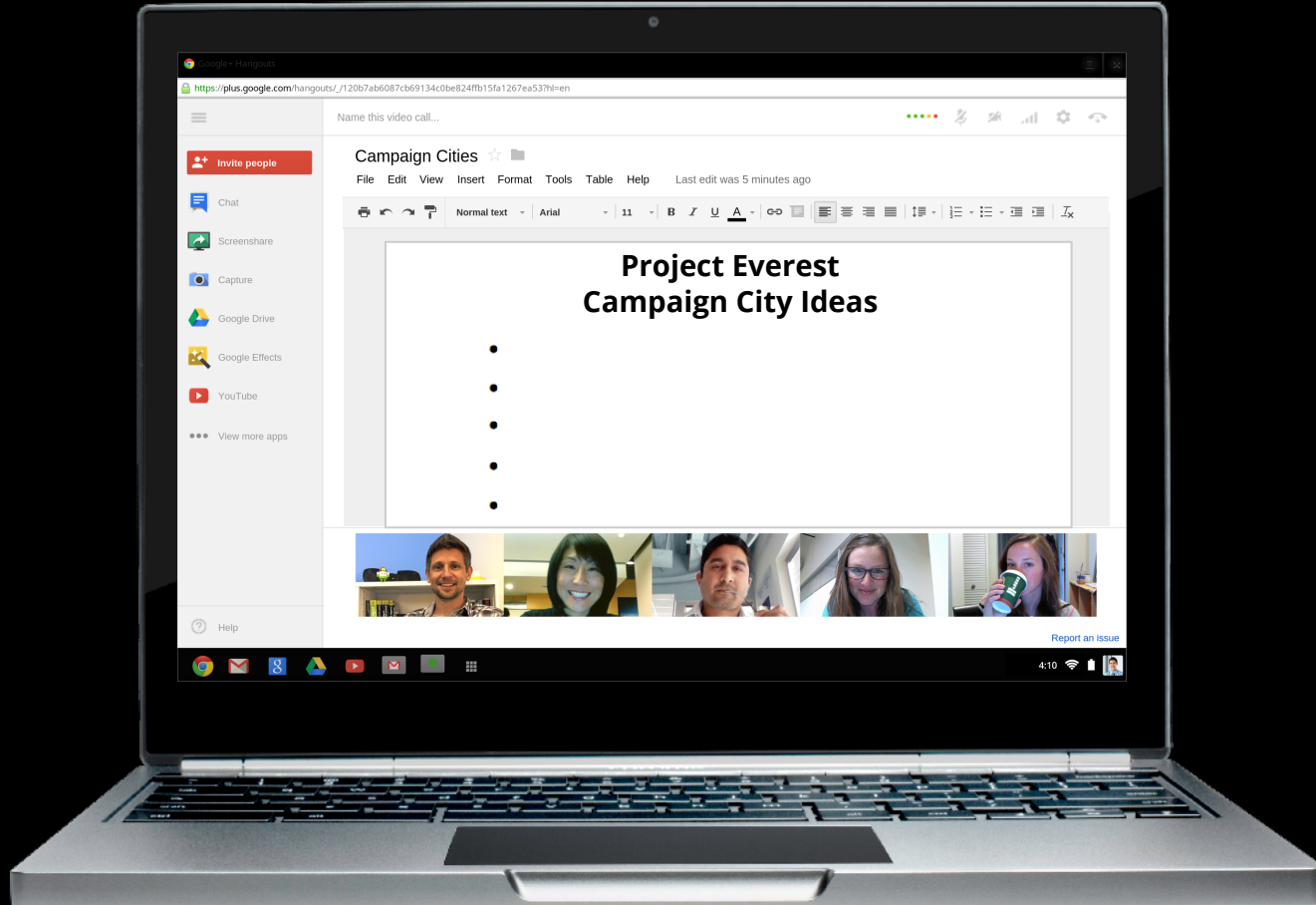
Mobile OS  
for Work



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?





A horizontal sequence of three circular elements, each containing a large red number. The first circle has a white dotted border, while the second and third have red dotted borders. The text inside each circle is white or red, matching the number's color. The background is dark with a bokeh effect of light spots.

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*

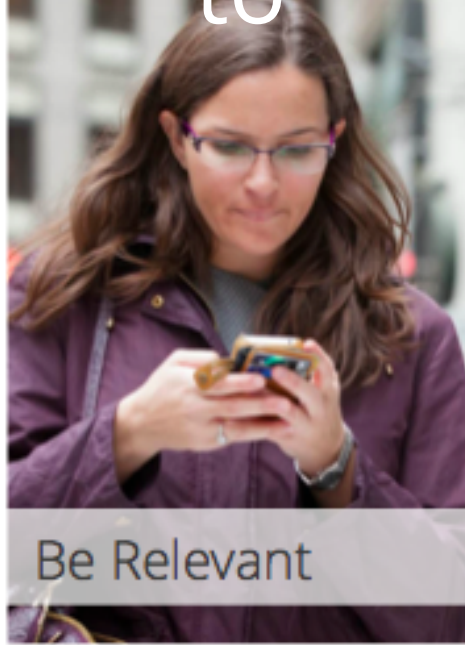


*I clicked*

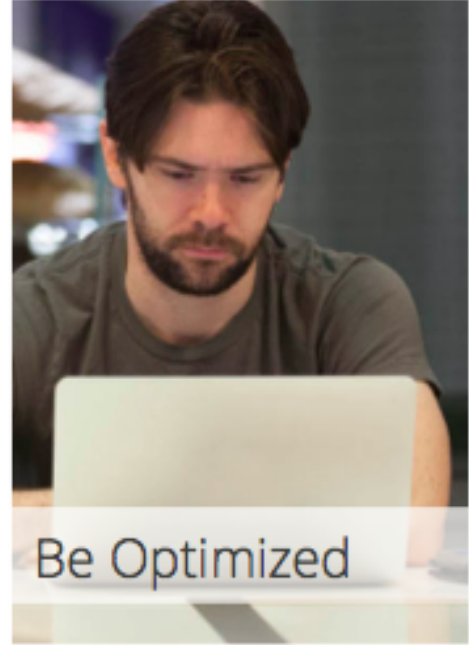
# To capture the opportunity you need to



Be There



Be Relevant



Be Optimized

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Be First to  
the Future

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