



SELECTED ICT TRENDS



Ohjelmistoyrittäjät ry / Kasvufoorumi 2010

HTC Helsinki

19.5.2010

Tero Kulha

We Browsed through 188 Presentations...

...and squeezed them into a single presentation.



S-ryhmä

- SaaS
- SOA
- SAP
- Scrum
- Social Software / Media / Computing

- Above all: Cloud Computing



SaaS

SaaS status in late 2008

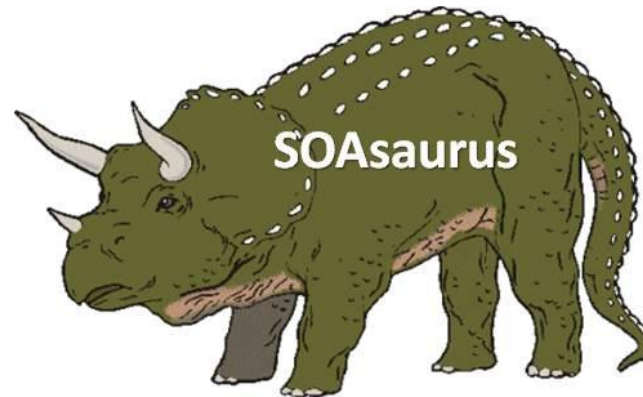
- Spend on traditional software 13 times greater than on SaaS
- Salesforce.com represents 15% of the SaaS
- CRM SaaS is about 20% of all the SaaS
- 90% of SaaS offerings are NOT based on "pay for use" principle => shelfware does not go away with SaaS



SOA vs SAP

SOA is Dead; Long Live Services *)

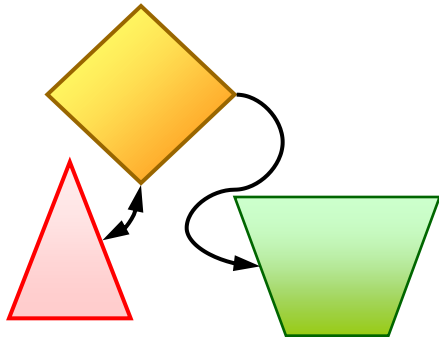
"SOA has become a bad word. It must be removed from our vocabulary."



*) Burton Group's Anne Thomas Manes in her blog in January 2009

<http://www.soa-manifesto.org/>

Evolution of Business Applications



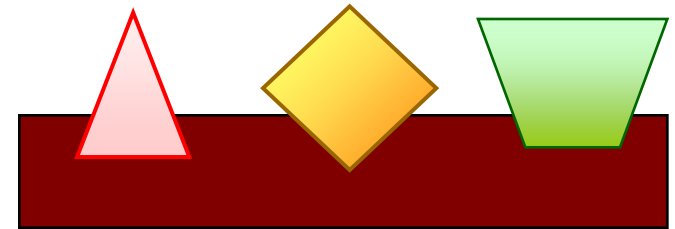
1990s

User
Assemblies



2000s

Vendor
Suites

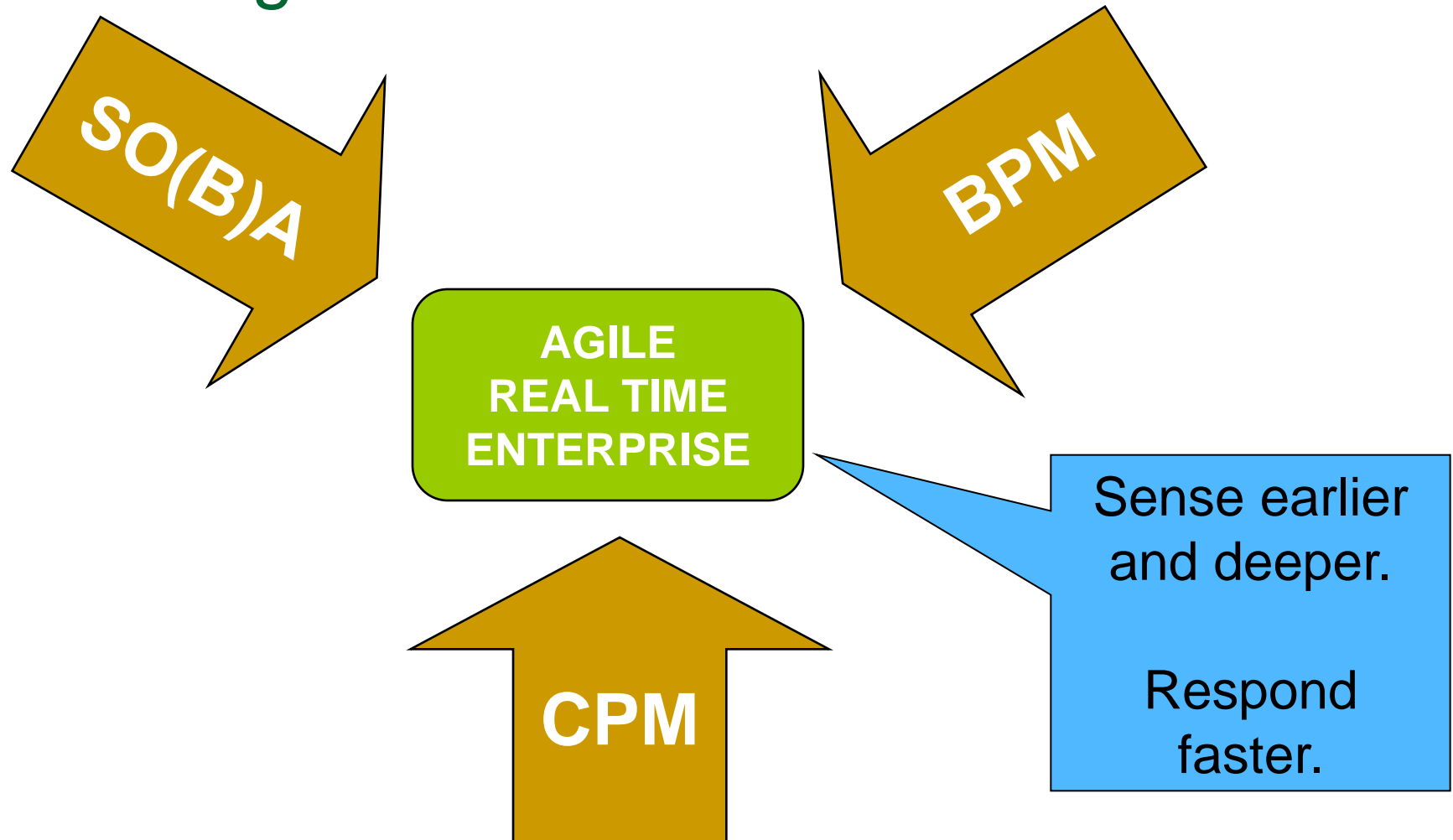


2010s

Extensible
Suites

Source: Gartner

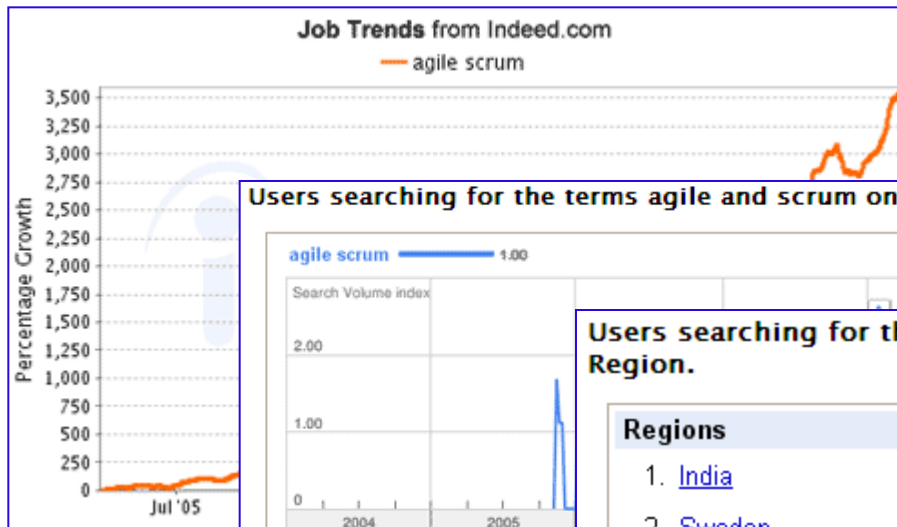
Three Major Concepts (and technology) Heading Towards The Same Vision



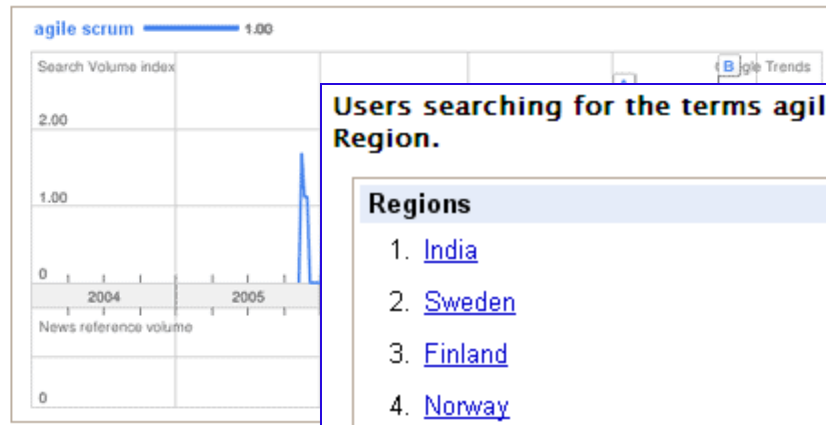


SCRUM

Statistics support Scrum emergence



Users searching for the terms agile and scrum on Google since early 2005.



Users searching for the terms agile & scrum on Google since early 2005 by Region.

Regions

1. [India](#)
2. [Sweden](#)
3. [Finland](#)
4. [Norway](#)
5. [New Zealand](#)
6. [United States](#)
7. [Denmark](#)
8. [Ireland](#)

Source:www.scrumology.net



Social Software

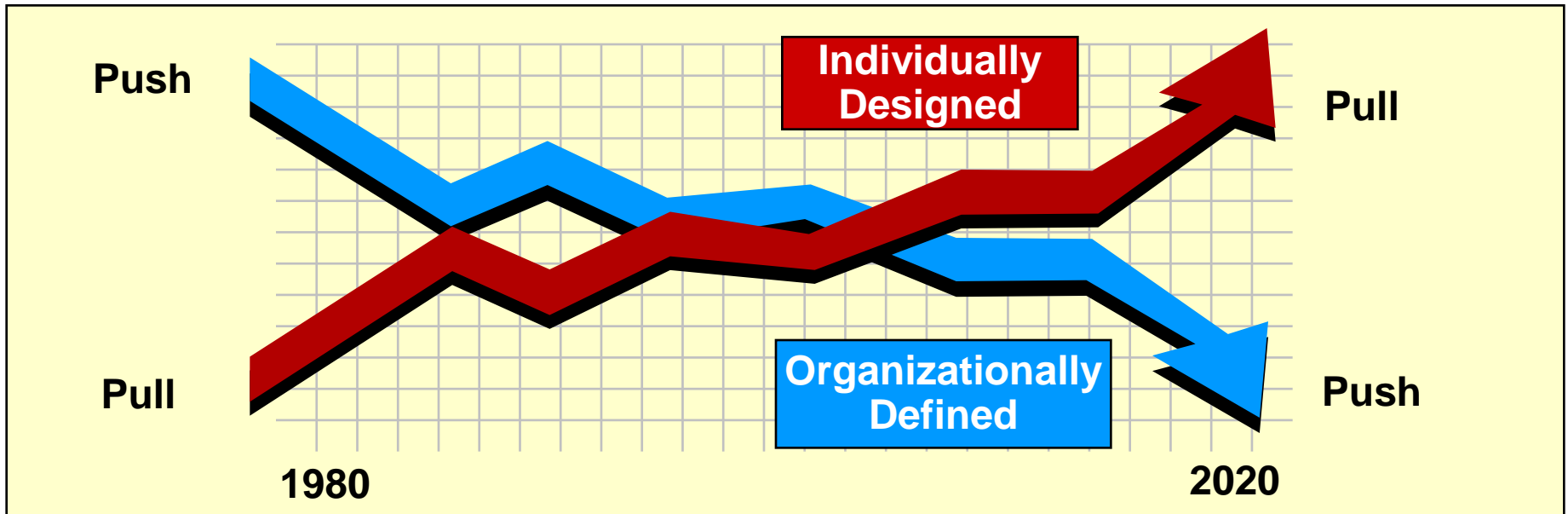
Future Worker's ICT tools

Mass Customization

The ability to cater to a "market of one"

Extreme Individualization

The ability to be a "market of one"



Strategic Planning Assumption

By 2015, people will customize 90% of the information, tools, education and technological resources they use at work, at home, for leisure and for entertainment (0.8 probability).

Source: Gartner

The Day After Tomorrow — 'My IT'

Freedoms

- Choice of device(s)
- Personal productivity tools
- Collaboration environments
- Work/Personal balance

Opportunities

- Collaboration
- Innovation
- Web 2.0
- Digital Native attitudes



Responsibilities

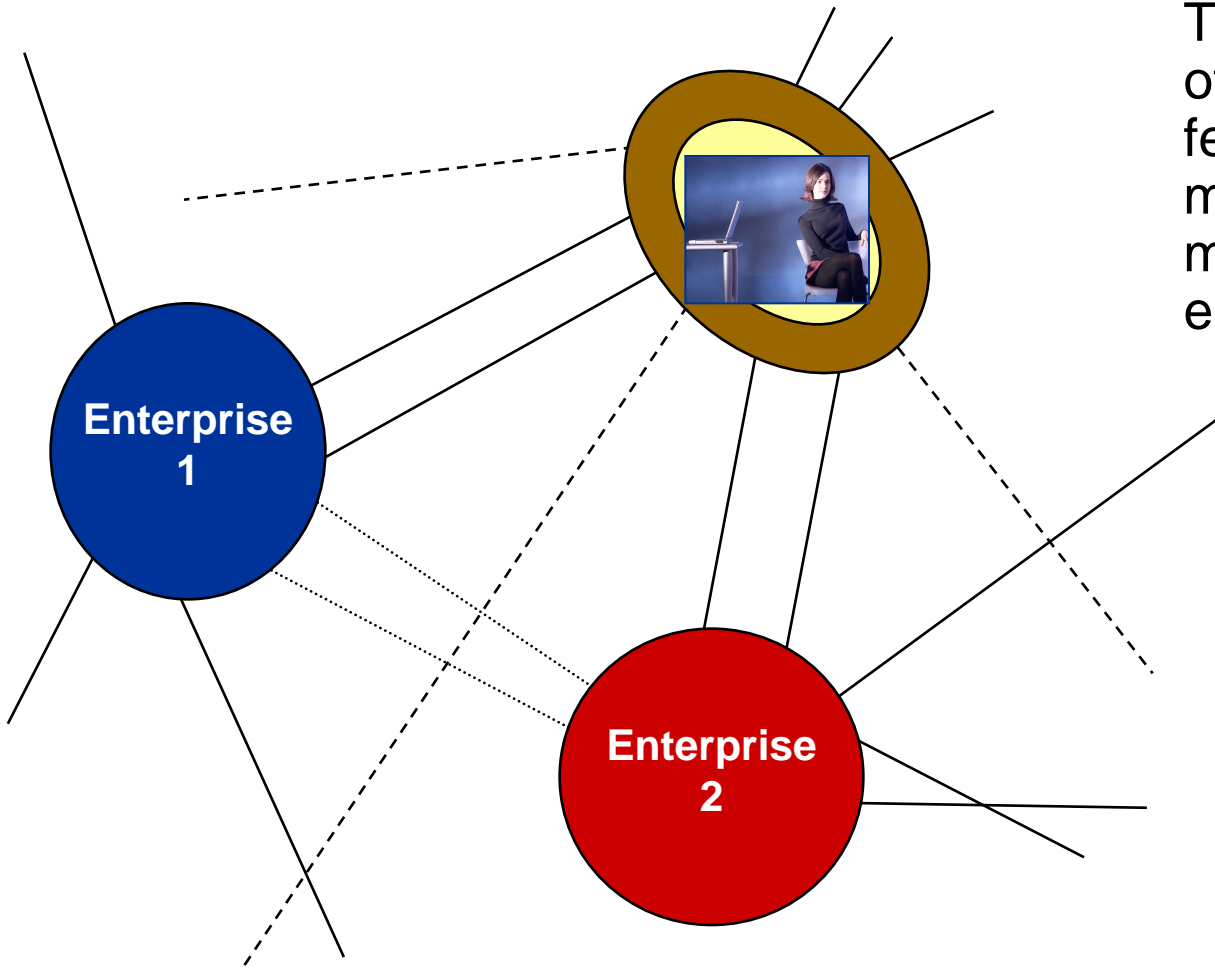
- Basic support & backups
- Security and virus checking
- Standardized access to centralized systems
- Ethical behavior & common sense

Restrictions

- Some corporate systems remain tightly controlled
- Regulatory compliance

Source: Gartner

The Day After Tomorrow — My World(s)



The architectural model of 2012 will be the federated intersect of meshes — the users' mesh and the enterprise(s)' mesh(es)

Source: Gartner



Renaissance(s)

Renaissance of Information

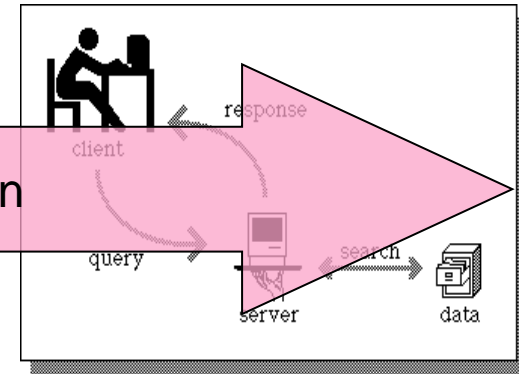
Pre 60's



70's & 80's



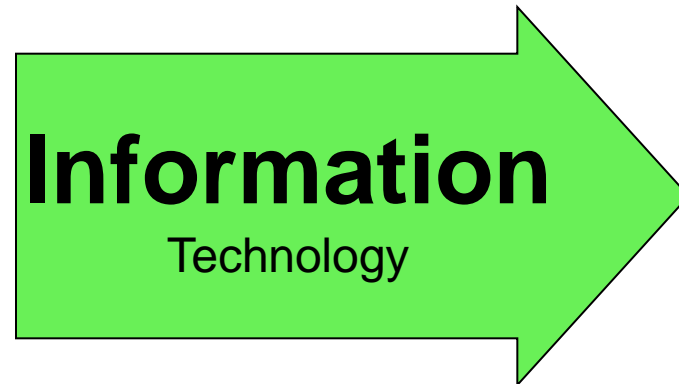
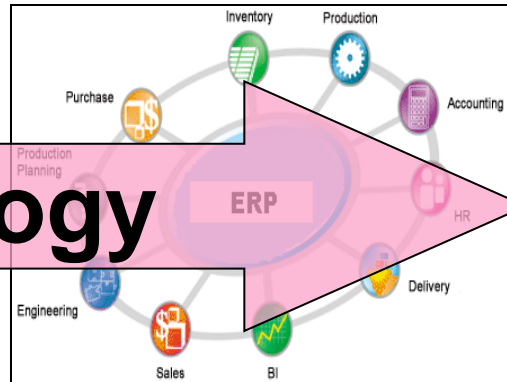
80's & 90's



90's & New Millenium



2010's

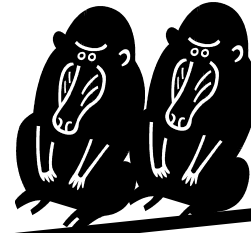


Structured vs Unstructured: Why the Imbalance?

Unstructured

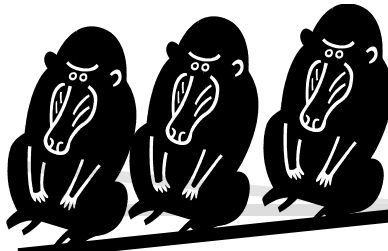


Structured

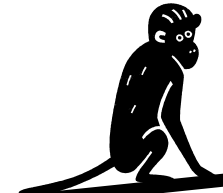


Quantity & Importance

Structured



Unstructured



Attention & Investment

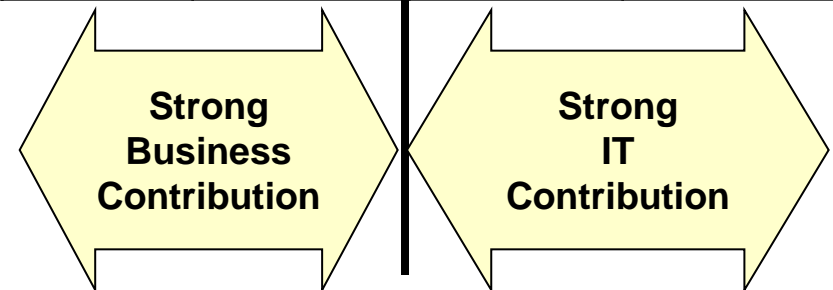
Source: Gartner

Enterprise Architecture defined

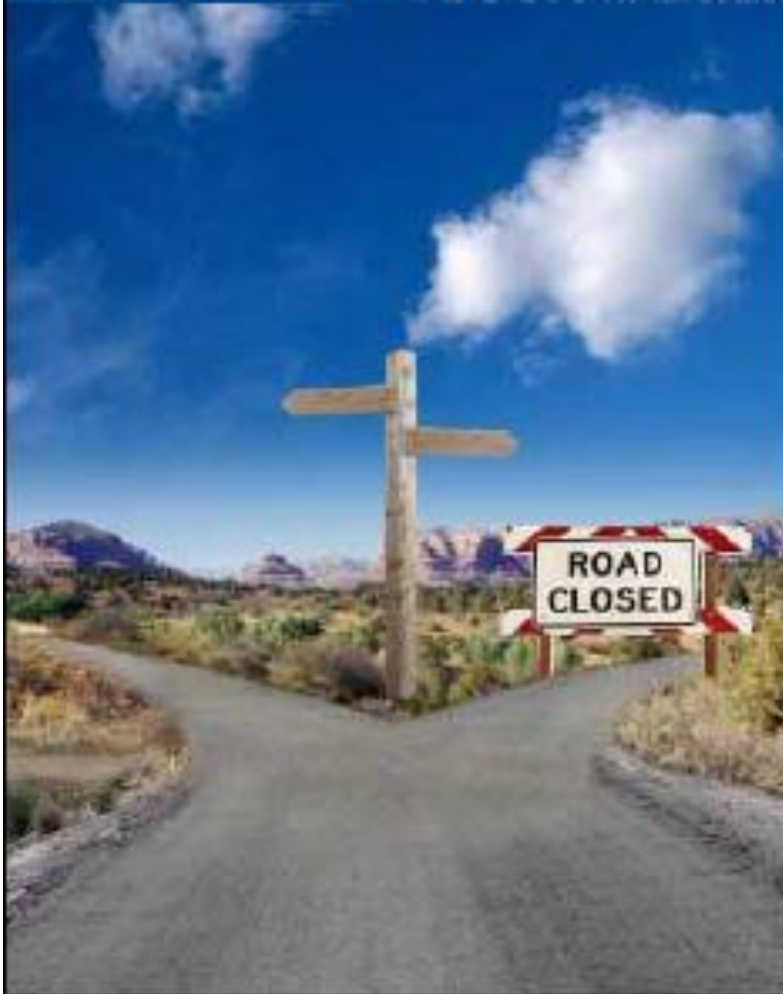
Enterprise Architecture is the master plan of rationalized business processes and IT infrastructure.

It creates a shared understanding of how a company operates.

Abstraction Level	Architecture viewpoint			
	Business / Process	Information	Application	Technology
Contextual (WHY)				
Conceptual (WHAT)				
Logical (HOW)				
Implementation (WITH WHAT)				



However ...



**60% of
business
leaders**
think their current
enterprise
**IT capability
constrains
their choices**

Source: Gartner business executive survey data (December 2008, U.S. and U.K., 150 CEOs and other senior executives, large companies)

Solution provider approaching the prospect

It might happen that
your solution is
NOT EXACTLY the
missing piece of the
puzzle

