

بنام قادر مطلق

Disruptive Technologies

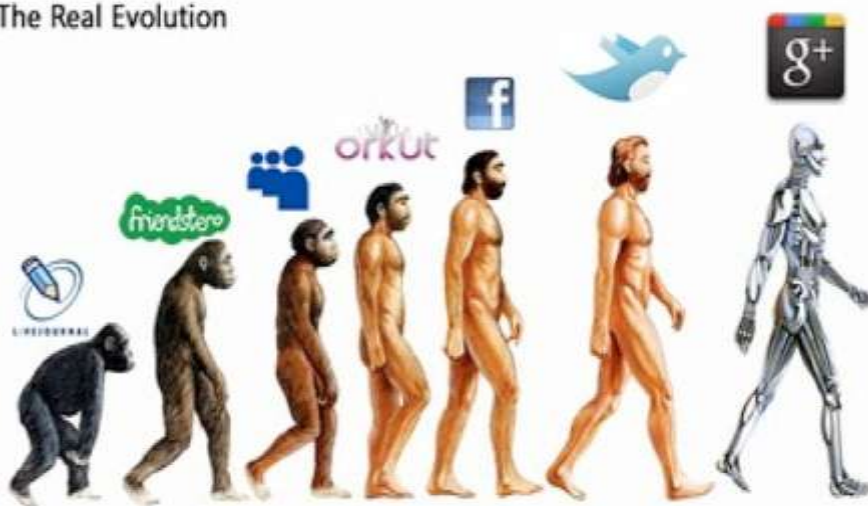
محمود جراحی

دیماه ۱۳۹۲



Disruptive Technology

The Real Evolution



What is...

Disruptive Technology

- Out-of-the-box, ground breaking
- Killer App
- Paradigm Shift

"... a technological innovation, product, or service that uses a disruptive strategy, rather than a revolutionary or sustaining strategy, to overturn the existing dominant technologies or status quo products in a market."

- Wikipedia

Mail



Will we be saying goodbye to the Post Office?

**"U.S. Postal Service Faces Bankruptcy,
Plans Cuts To Slow Delivery Of First Class Mail"**

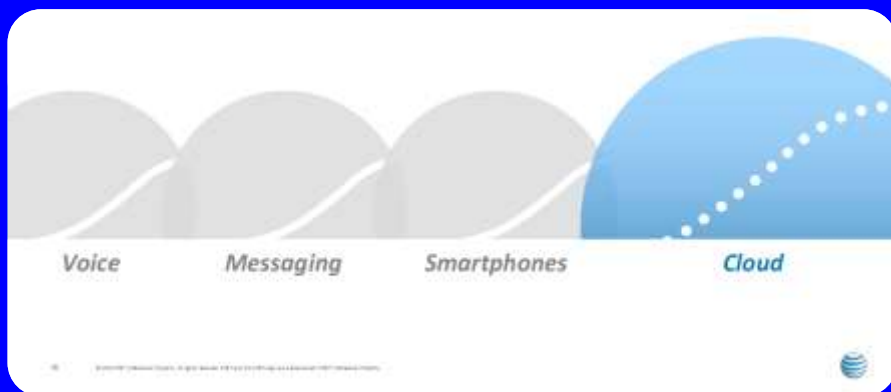
Huffington Post
12/4/2011



Floppy to CD



MOBILITY'S NEXT WAVE



© 2010 AT&T Knowledge Ventures. All rights reserved. For more information, visit www.att.com.



© 2010 AT&T Knowledge Ventures. All rights reserved. For more information, visit www.att.com.



VERTICAL DISRUPTION

Home ➤ Soon, 'flipping a light switch' will sound as archaic as 'dialing a telephone'

Peter Yared, CBS Interactive

Automotive ➤ In 5-10 years, your smartphone will replace your car

Joe Kraus, Google Ventures

Healthcare ➤ Technology will replace 80% of doctors

Vinod Khosla

TREB & Co.
TREB & Co.

VERTICAL DISRUPTION

QUALCOMM

Vertical Disruption

Born Mobile



DIGITAL 6TH SENSE



DISRUPTING EDUCATION



AUTOMATIVES

GM



MOBILE IN THE MOBILE

WAVES OF USING ICT IN HEALTH



TOGETHER WE PUT THE MOBILE IN THE MOBILE



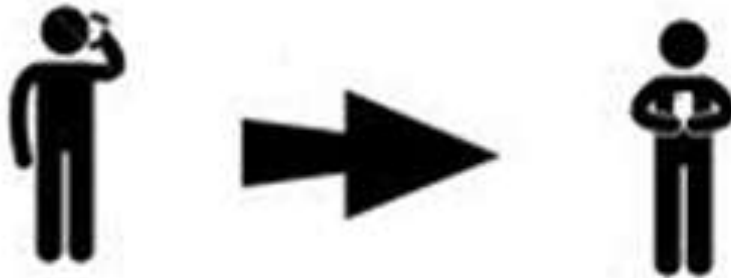
MOBILE MONEY

EVERYTHING IN A **WALLET** AND ALL IN THE **CLOUD**



MONEY
ID CARD
CREDIT CARD

VOICE IS DEAD!



A SHIFT IN MOBILE USAGE PARADIGM

END OF PC ERA



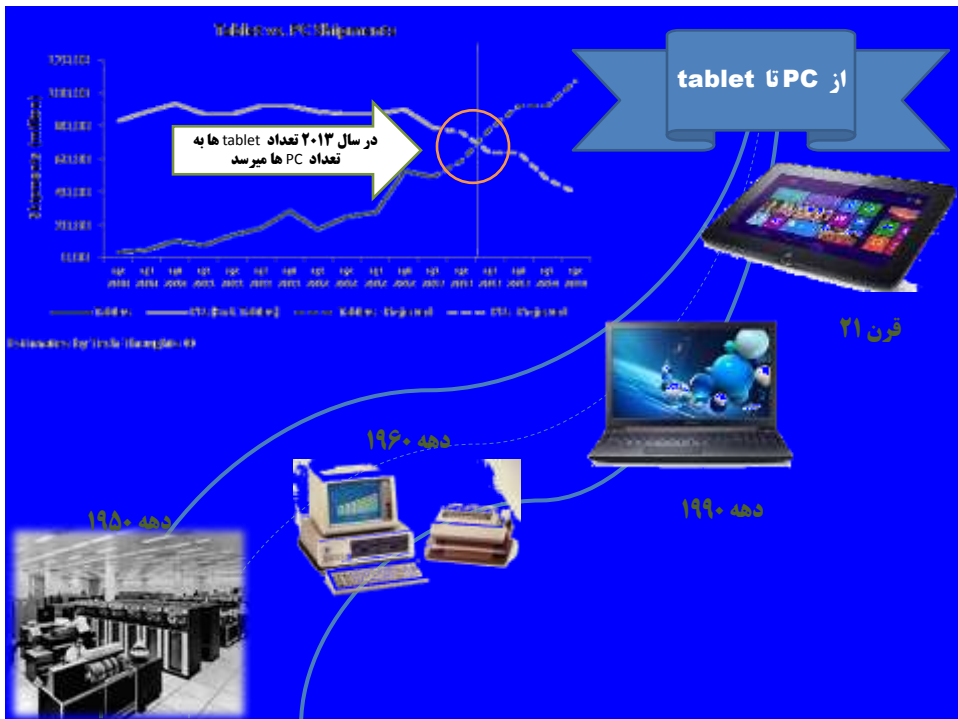
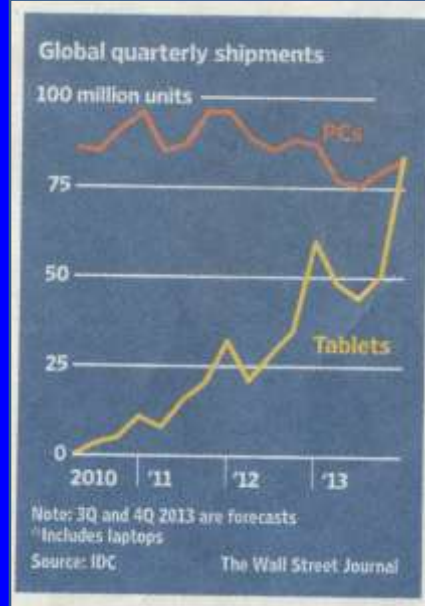
SMARTPHONES PROCESSING POWER-PC PROCESSING POWER

SMARTPHONES SHIPPED MORE THAN TWICE AS PCs.
1.9 BILLION SMARTPHONE WILL BE SHIPED IN 2016.

4Q2013

- ✓ Tablet Computers 84.1 million
- ✓ Laptops and Desktop Computers 83.1 million
- ✓ Smaller & cheaper tablets

Friday, September 13, 2013



IT industry has been disrupted

IT -----> Post PC Era

4G+CLOUD

3G

changed the
communications
industry.

4G + the cloud

will change *every*
industry.



4G+CLOUD

4G LTE + cloud...
an exponential leap

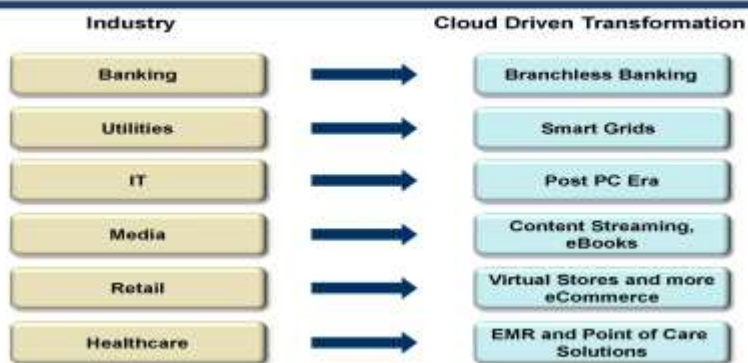
© 2012 AT&T Knowledge Ventures. All rights reserved. AT&T Knowledge Ventures



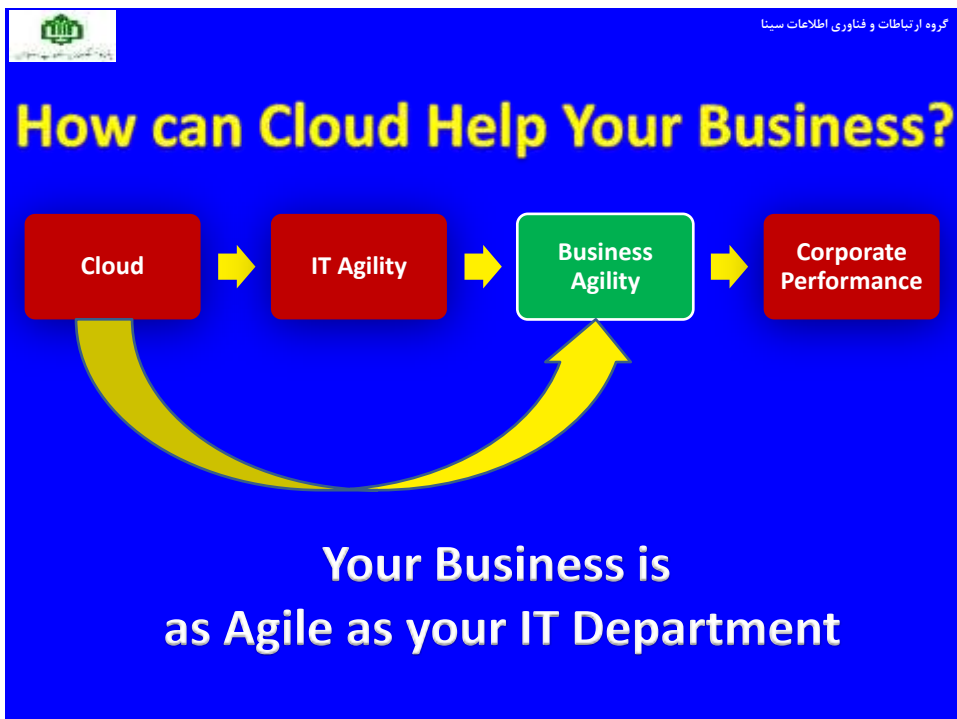
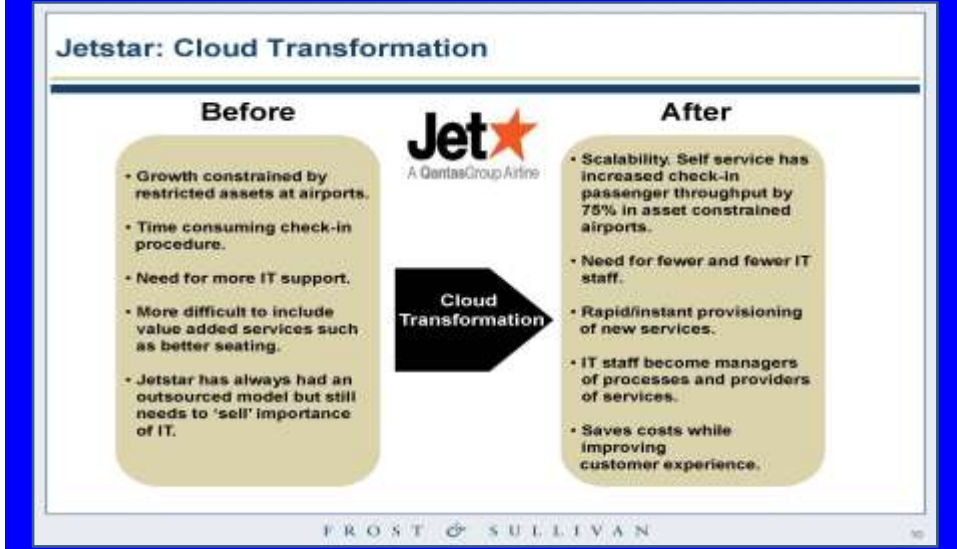
THE MOST POWERFUL COMBINATION OF TECHNOLOGIES

- Cloud is enabling IT to start moving to other industries to transform them
- Cloud is not about reducing cost , it is about transforming industry

Cloud Driven Industry Transformation



Jet star has used cloud for 100% self-service by customer in Australia



یکی از اولین قربانیان

DISRUPTION



ارزش سهام در ۲۰۰۷	۲۸۰ میلیارد دلار
فروش شرکت به مایکروسافت در ۲۰۱۳	۷ میلیارد دلار

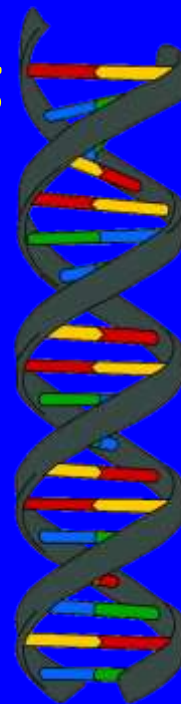
From One to many model To One to one model

Summary

- Cloud computing becomes a strategic, business issue
- Cloud computing, together with 'big data' and mobility is driving innovation and disruption
- IT departments are shrinking. They will focus on providing business services and managing processes
- IT buying behaviour will become more complex as decision making spreads well beyond IT departments
- Technology driven cross industry convergence and industry transformation will become apparent

PARTNETSHIP in Banking

PARTNERSHIP IS YOUR
STRATEGY
BUT IT MUST BE
A PART OF YOUR
DNA



در صورت نیاز به اطلاعات بیشتر و تماس :

محمود جراحی : jarrahi@irmf.ir