

Technology Futures –2015

A Presentation by

Dana R. (Rick) Richardson CPA.CITP, CGMA

ADDITIONAL MATERIALS FOR ATTENDEES

I have set up an account for you on ShareFile, my secure client extranet. ShareFile is a tool for sending, receiving, and organizing your business files online. It can be used as a password-protected area for sharing information with clients and partners, and it's an easy way to send files that are too large to e-mail.

In your browser, type in the following URL:

<http://RickRichardson.ShareFile.com>

You will see a sign-in dialog. Complete the dialog as shown below.



Attendee@NJCPAShow.com

u3K6tJZN

Log In

Remember me

The account will remain open for two weeks after the conference. Please be sure to download the materials within that timeframe.

You will be downloading a single compressed file in ZIP format. That means that you will have to have software to unzip the file. If you double-click on the file and it doesn't decompress, then go to the site listed below to download a free unzip utility.

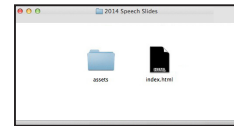
WINDOWS

<http://www.unziplite.com>

MACINTOSH

<http://www.stuffit.com>

Once you have decompressed the ZIP file you will have a folder with several handouts in it and two folders with the slide show. The slides are too large to fit in a single file, so I've split it into two pieces. Part 1 goes through Trends-Hardware and Part 2 is all of the rest of the presentation



To start the movie, double click on the Index.html file and it will run in your browser. On Windows machines, **Firefox** is best. On Mac machines, **Safari** is best.

When you run the slide show, you can move forward with a single left mouse click or you can use any of the following keys: right arrow, down arrow, return, space. You can use the left arrow or up arrow to move backwards. You will also see a small up-arrow on the menu slides in the upper right hand corner of each navigation box.



If you click in the arrow, it will take you to the first slide of that section or sub-section. Every slide has a home symbol in the lower left.



If you click on the home, you will be taken to the first main menu.

One of the handouts is a flyer describing my new weekly newsletter, **Technology This Week**. As I do my research for this speech, I gather all of the week's current events and other articles of general interest into an easy-to-read publication that is published every Sunday.

You can subscribe to the newsletter by visiting this URL:

www.TechnologyThisWeek.net

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I. Prior Year Predictions

- A. Good**
- B. So Close**
- C. Poor**

II. Trends

A. Companies

1. Apple
 - a. Where does the money come from?
 - b. Challenges
 - 1) Apple's next big move: Capture three new ecosystems
 - 2) Apple aims at Qualcomm's Baseband Processor business
 - c. Acquisitions & Deals
 - 1) 8 Companies
 - 2) Beats Music
 - 3) Deal with IBM
 - d. By The Numbers
 - e. Executive Changes
2. Google
 - a. Where does the money come from?
 - b. Challenges
 - 1) Bad News
 - 2) Good News
 - c. Acquisitions & Deals
 - 1) 35 Companies
 - a) Internet of Things - Smart Homes
 - b) Artificial Intelligence
 - d. By The Numbers
 - e. Executive Changes
3. Microsoft
 - a. Where does the money come from?
 - b. Challenges
 - 1) A new Microsoft
 - 2) Getting people excited about Windows 10
 - 3) Windows Phone
 - 4) Declining PC Sales
 - 5) Wearables
 - 6) The Cloud

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- c. Acquisitions & Deals
 - 1) Aorato - 11/14
 - 2) Acompli - 12/14
 - 3) HockeyApp - 12/14
 - 4) Equivio - 01/15
 - 5) Revolution Analytics - 01/15
 - 6) Sunrise - 02/15
- d. By The Numbers
- e. Executive Changes
- 4. Amazon
 - a. Where does the money come from?
 - b. Challenges
 - 1) A Four-Horse Race In The Cloud
 - 2) Can't Hide Cloud Numbers Much Longer
 - 3) New Tools
 - a) CodeDeploy
 - b) CodeCommit
 - c) CodePipeline
 - d) Zocalo
 - 4) Accenture AWS Cloud Alliance
 - c. Acquisitions & Deals
 - 1) Twitch
 - 2) 2lemetry
 - d. By The Numbers
 - e. Executive Changes

B. Mobile Platforms

- 1. Mobile Platforms General
 - a. US Market Share by Platform 2014
 - b. US Mobile Web Traffic by Platform 2014
 - c. The Status Today
 - d. Salesforce.com's 2014 Mobile Behavior Report
- 2. Android
 - a. Better Brand Awareness
 - b. Fragmentation
 - c. Commoditization of the platform
 - d. Malware
 - e. Non-Google Android

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- 3. iOS
 - a. iOS 8 Features
 - 1) Continuity
 - 2) HealthKit
 - 3) TouchID
 - 4) Siri Enhancements
 - b. Development tools
 - 1) Swift
 - 2) One developer's experience
 - c. In The Enterprise
 - d. Fragmentation
- 4. Windows Phone
 - a. Hard convincing other manufacturers
 - 1) Huawei
 - 2) Lumia brand
 - b. Lost two high-profile supporters
 - c. Market share numbers
- 5. Mobile Payment Systems
 - a. Major Players
 - 1) Apple Pay
 - 2) Google Wallet
 - 3) PayPal
 - 4) Klarna (Europe)
 - b. Other Influencers
 - 1) MCX's CurrentC
 - 2) Starbucks
 - 3) Dunkin' Donuts
 - 4) Samsung Loop Wallet

C. Hardware

- 1. Telematics
 - a. Digital Connection - Voice control - life integration
 - 1) The Connected Car
 - a) Customer won't pay
 - b) Manufacturers will find new revenue sources
 - 2) Apple Car Play
 - a) First manufacturers release cars with the software
 - b) Current partners
 - c) Audi latest to announce
 - 3) Google Auto
 - a) Open Automotive Alliance
 - b) Built into auto, no smartphone needed

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- c) Monetizing data collected by vehicle
 - b. Innovation
 - 1) Mercedes - adaptive cruise control
 - 2) Children in hot cars
 - 3) HUD - Navdy
 - 2. Mobile Devices
 - a. PC Global Shipments
 - b. Smartphones Global Shipments
 - c. Tablet Global Shipments
 - d. Mobile Market Share By Device Size
 - e. Mobile Market Profitability
 - 3. Wearable Technology
 - a. Trends
 - 1) Google Glass
 - 2) Watches
 - 3) Cameras
 - 4) Fitness Devices
 - 5) Virtual Reality Eyewear
 - b. Smart Watches
 - 1) Pebble Time
 - 2) Samsung Gear S
 - 3) LG G
 - 4) Apple Watch
 - c. Wearable Example
 - 1) Fitbit in the Enterprise
 - 4. Gadgets
- D. Communications**
- 1. The Cloud
 - a. KPMG 2014 Cloud Computing Survey
 - 1) Top ways businesses are using cloud to drive business transformation
 - 2) Most Challenging Areas When Adopting the Cloud
 - 3) Most Successful Areas of Business Improvement
 - b. The Three Main Players - Jaffray CIO Survey
 - 1) Amazon Web Services
 - 2) Microsoft Azure Services
 - 3) Google Cloud
 - c. The Three Main Players - Revenue
 - 1) Amazon Web Services
 - 2) Microsoft Azure Services
 - 3) IBM SmartCloud

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- d. The Death of the Data Center
 - 1) CxOs moves
 - 2) Facilitators
- e. The War For Developers
- f. The New World of Containers
 - 1) Docker
 - 2) AWS Lambda
- 2. The Internet of Things
 - a. How Big Is It?
 - 1) IDC forecasts
 - 2) ABI Research forecasts
 - 3) Developers Needed - VisionMobile Study
 - 4) IBM's new investments
 - b. Technologies Making IoT Possible
 - 1) Low-power processors, typically based on ARM designs
 - 2) Bluetooth and Wi-Fi, including the networkless Wi-Fi Direct (WiDi) variant
 - 3) Thread
 - 4) IPv6
 - c. Limiting Factors
 - 1) Power sources
 - 2) Research
- 3. Beacon Technology
 - a. What is a beacon?
 - b. Can change the way people shop in stores
 - c. iBeacons

E. Big Data

- 1. Definitions
 - a. White Paper
 - b. A Review & Some New Numbers
- 2. Big Data Examples
 - a. Capgemini study of Fortune 100 Big Data Projects
 - b. Hospitals hope to predict illness by analyzing your spending habits
 - c. GE/Pivotal Industrial Data Lake
 - d. Bringing Marketing and Finance Together
 - 1) MasterCard
 - 2) Intel
 - 3) USAA
 - e. Banorte - New Customer Experiences

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3. Storage & Process
 - a. Google Mesa
 - b. Docker
4. Analytics
 - a. Beyond the Spreadsheet
 - 1) Tableau
 - a) Features
 - b) Three Products
 - c) Cloud data connectors
 - d) Visible Users
 - 2) Microsoft Power BI
 - a) Features
 - b) Two Products
 - c) Cloud data connectors
 - d) Visible Users
 - 3) Training Option - TDWI
 - 4) Example – Pier One Imports

III. Enabling Technologies

A. Miniatures

1. IBM's new SyNAPSE Chip also called "TrueNorth"
2. Micro Radios Helping the IoT

B. Medical

1. Bionic pancreas
2. 3-D printed heart

C. Power

1. Storedot smartphone battery charger
2. Microsoft AutoCharge

IV. Current Year Predictions

A. Hardware

B. Communications

C. General