
Be first to the
FUTURE



TECHNOLOGICAL ADVANCES

Never cease to surprise us

28%

of 3-4 year olds
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



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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]

ACCESSIBILITY OF DEVICES Will drive growth



€59 Phone



€53 Tablet



Project Loon



Wifi Everywhere

ACCESSIBILITY OF DEVICES Will drive growth



2005



2013

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



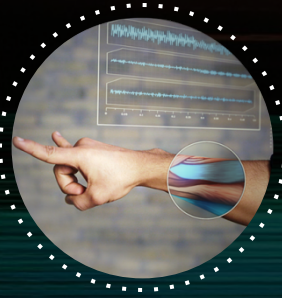
is changing

PEOPLE



are changing

ENTERING A NEW WORLD Of Six Screens (yes, six!)



[DESKTOP]

e.g.
Flutter



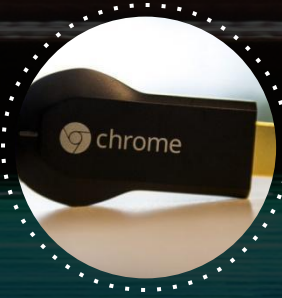
[MOBILE]

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



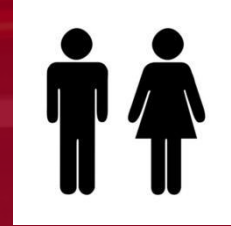
is changing

TECHNOLOGY



is changing

PEOPLE



are changing

WITH A NEW BREED of consumer



30%

Of Google searches are mobile ⁽¹⁾

[INFORMATION]
MORE ACCESS

12Bn

Online videos are watched every month ⁽²⁾

[ENTERTAINMENT]
MORE CHOICE

75%

Of online shoppers prefer personalised shopping experiences ⁽³⁾

[SHOPPING]
MORE PERSONAL

MORE DEMANDING THAN EVER But the customer is still always right!



The screenshot shows a custom product configurator for a North Face jacket. On the left is a 3D model of a black and white fleece jacket. Below it is a "CLICK & DRAG TO ROTATE" instruction and a "DESIGN BOARD" button. On the right, the North Face logo is displayed. Below the logo, the product name "MEN'S CUSTOM DESIGN" and price "\$229.00" are shown. A "FLEECE" dropdown menu is open, displaying a grid of color swatches. Below the color swatches are several dropdown menus for "TASLAN", "ZIPPERS", "ZIPPER PULLS", "LOGO STITCHING", and "CUSTOM LABEL". At the bottom right, there are buttons for "POST TO GALLERY", "PRINT", "START OVER", "ADD TO CART", "SHARE", and "EDIT WISHLIST".

MORE DEMANDING THAN EVER
But the customer is still always right!



@HVSVN



Don't fly @BritishAirways. Their customer service is horrendous.

 Promoted by

9/2/13, 7:57 PM

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

PAUSE

A long, thin, white search input field with a thin grey border. On the right side of the field, there is a small microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky

Google.ie offered in: [Gaeilge](#)

What was Ireland searching for in 2013?

Music Artists?



Miley Cyrus

What was Ireland searching for in 2013?

City?



Moscow

What was Ireland searching for in 2013?

Sports Team?



Lions

What was Ireland searching for in 2013?

What is ?



Twierking

A long, thin, white search input field with a thin grey border. A small microphone icon is positioned at the right end of the field.

Google Search

I'm Feeling Lucky

Google.ie offered in: [Gaeilge](#)



mesothelioma



Search

About 15,500,000 results (0.17 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Boulder, CO

Change location

Show search tools

Ads related to mesothelioma

Why these ads?

[Mesothelioma is Deadly | mesothelioma-lung-cancer.org](#)

www.mesothelioma-lung-cancer.org/

Site explains link between asbestos exposure and **mesothelioma** cancer

[Mesothelioma Facts | mesothelioma-answer.org](#)

www.mesothelioma-answer.org/

Top Facts about **Mesothelioma**. By Anna Kaplan, M.D.

Free Mesothelioma Book - Nutrition Book - Free Mesothelioma DVDs - Symptoms

[Mesothelioma Compensation | sokolovelaw.com](#)

www.sokolovelaw.com/800-581-8243

Eligible For A Compensation Claim? Learn the Facts About Meso Lawsuits

[Mesothelioma Cancer Alliance | The Authority on Asbestos Cancer](#)

www.mesothelioma.com/

Mesothelioma treatment, diagnosis and related information for patients and families. Legal options for those diagnosed with malignant **mesothelioma**.

Mesothelioma Cancer - Mesothelioma Cancer Alliance ... - Mesothelioma Treatment

[Mesothelioma - Cancer Types, Causes, Symptoms and Diagnosis](#)

www.mesothelioma.com/mesothelioma/

Oct 21, 2011 - Mesothelioma Cancer information and research on cancer types, causes, ... Mesothelioma causes for diagnosis in women and children are mainly ... Symptoms of mesothelioma include chest pain, chronic cough, effusions of ...

Mesothelioma Prognosis - Mesothelioma Symptoms - Stages - Pleural Mesothelioma

[Mesothelioma - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Mesothelioma

Mesothelioma (or, more precisely, malignant **mesothelioma**) is a rare form of cancer that develops from transformed cells originating in the mesothelium, the ...

Mesothelium - Peritoneal mesothelioma - Mesothelioma Applied ...

People related to **mesothelioma**



Steve McQueen

Terrence Stephen "Steve" McQueen was an American movie actor. He was nicknamed "The King of Cool ." His "anti-hero" persona, which he developed ...



Paul Kraus

Paul Kraus is an Australian author who was born in a Nazi forced labour camp in Viehofen, near St. Poelten, Austria in 1944 and migrated with ...

Ads - Why these ads?

[Mesothelioma](#)

www.lawfirm.com/Mesothelioma-LawFirm

Do you Have a **Mesothelioma** Lawsuit? Get the Settlement You Deserve.

[Mesothelioma Diagnosis?](#)

www.mesotheliomaclaimscenter.info/

Get the money you deserve fast! File with **Mesothelioma** Claim Center

[Mesothelioma](#)

www.mesotheliomalawfirm.com/

You've Seen All The Ads On TV. Now Taking New Client Cases.

[What Is Mesothelioma?](#)

www.mesothelioma-net.org/Learn-More

It's Asbestos Exposure Cancer. There is no cure yet and it kills.

BE FIRST TO THE FUTURE

Embrace the world of opportunity



They
WIN MOMENTS
THAT MATTER



They
ADAPT
FAST



WIN MOMENTS
THAT MATTER

1 Understand customers better

2 Always There
Always Relevant
Always Optimised

WIN MOMENTS THAT MATTER

Understand Customers Better



Speed of the Internet and wireless device innovation has created a completely new context for the health journey

WIN MOMENTS THAT MATTER

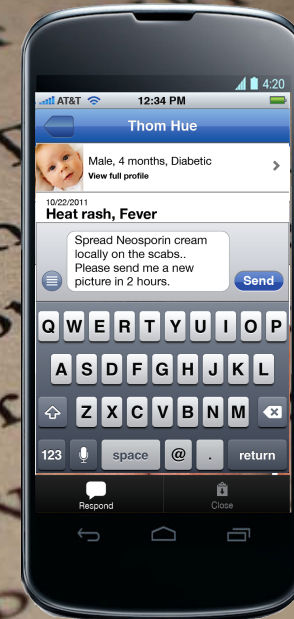
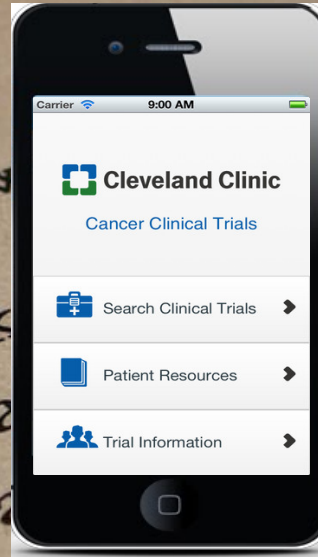
Understand Customers Better



From point-of-care...

WIN MOMENTS THAT MATTER

Understand Customers Better



To care anywhere

WIN MOMENTS THAT MATTER

Understand Customers Better

That journey begins with...

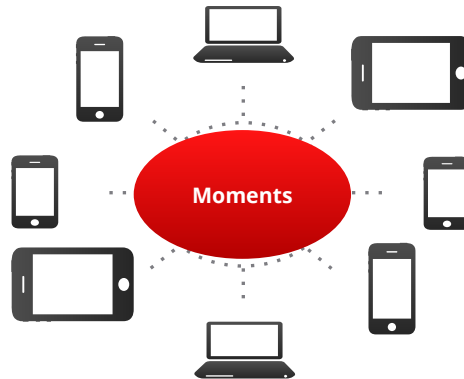
77% of consumers use search

52% of smartphone owners

250 million health apps

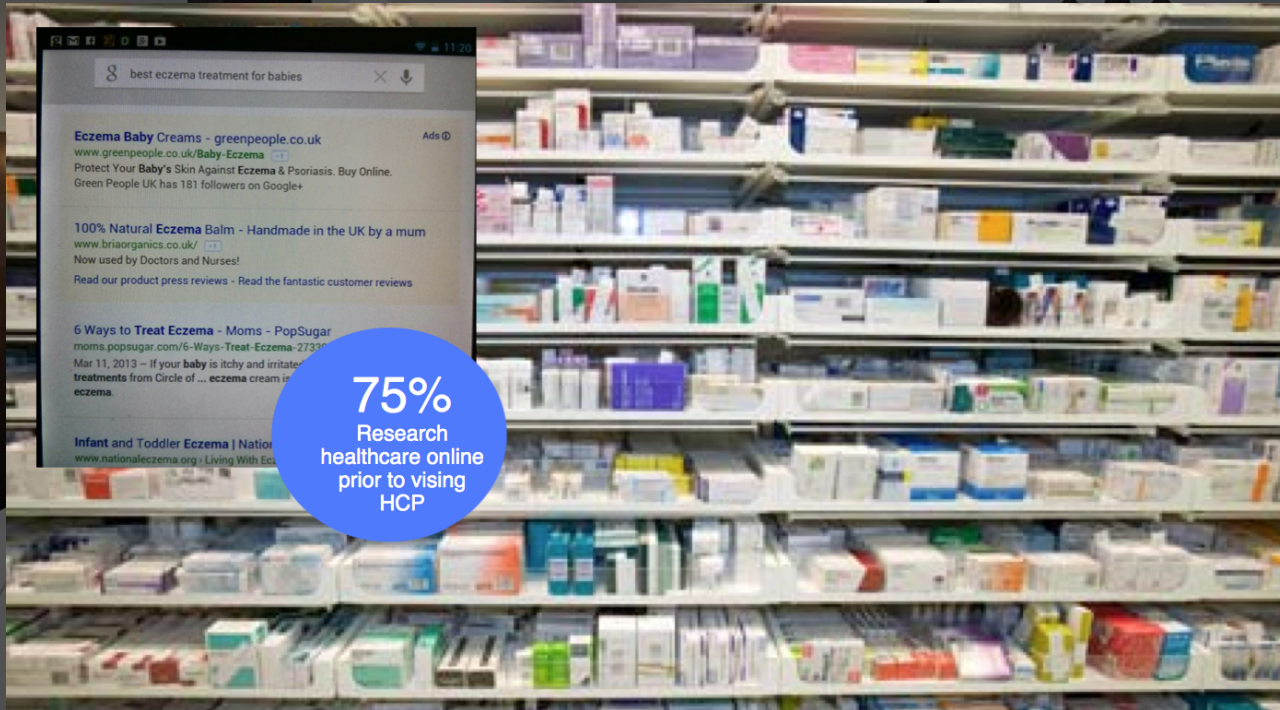
77% of physicians search
between patient consults

41% of physicians search
during patient consults



7 Billion mobile health searches

WIN MOMENTS THAT MATTER



75%
Research
healthcare online
prior to visiting
HCP

WIN MOMENTS THAT MATTER

Are you.....

Always There? Can HCPs/Patients easily find you? On all devices? All the time?

Always Relevant? Good experience? Right message for each context / device?

Always Optimised? Do you know the value you are delivering at each moment?

BE FIRST TO THE FUTURE

Embrace the world of opportunity



They
WIN MOMENTS
THAT MATTER



They
ADAPT
FAST



ADAPT
FAST

- 1** Make beautiful mistakes
- 2** Embrace new behaviours & tech
- 3** Explore new business ideas

ADAPT FAST: Make beautiful mistakes

Epic failure to huge success

PERPLEXCITY
WWW.PERPLEXCITY.COM



“

Don't waste time going down the wrong track – release early and often

- Michael Acton Smith, CEO Mind Candy



ADAPT FAST: Embracing new behaviours & tech

Understanding customer needs and preferences

NETFLIX



23% of subscribers stream video to their smartphones



Netflix commissioned House of Cards without a pilot, based on **Big Data**

NETFLIX

ADAPT FAST: Embracing new behaviours & tech

Digital Transformation



Argos

ADAPT FAST: New Business Ideas

Yesterday

Today

Grocers ←  → Tablets, Online Movies

Sports Apparel ←  → Wearable Tech

AN ACCELERATED WORLD

Are you making the most of it?

Do you...

**Understand your
customers better ?**

Are you...

**Always there,
Always relevant,
Always Optimised ?**

WIN MOMENTS THAT MATTER

AN ACCELERATED WORLD

Are you making the most of it?

Will you...

**Make beautiful
mistakes ?**

Will you embrace...

**New behaviours
& tech ?**

Will you try...

**New business
ideas ?**

Be first to the
FUTURE
