



## Technology trends that will influence business over the next three to five years

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# New Technology Emerging



## Converging Data Architecture

- Successfully rebalancing the data architecture portfolio and blending the structured with the unstructured, are key to turning data into new streams of value
- Cloud Computing/Cloud Technology

## New Technology Emerging

### Context-Based Services



- ✓ Contextual Collaboration
- ✓ Context-based services will offer much more. A financial institution could request a customer's real-time location to help prevent fraudulent cash withdrawals

# Social Media powers product innovation and build relationships



.....**Not just used to cut marketing costs**

Financial institutions need to move beyond just experimenting with Social media as a marketing tool, and develop it as a relationship tool

Think of this.....the name of the retailer and the product or service that the customer has purchased could be shared with a bank. The social context for the transaction, including the relationship between the customer, the bank, and the retailer, could be considered, as could factors such as upcoming local events

Banks can use this material to support customers in a whole new way, thus lending to increasingly improved customer service and experience

Hotels can now make their guests feel even more at home, while being away from home, as they work to use this information to their benefit and that of their guests.

# New Technology Emerging



## Applications

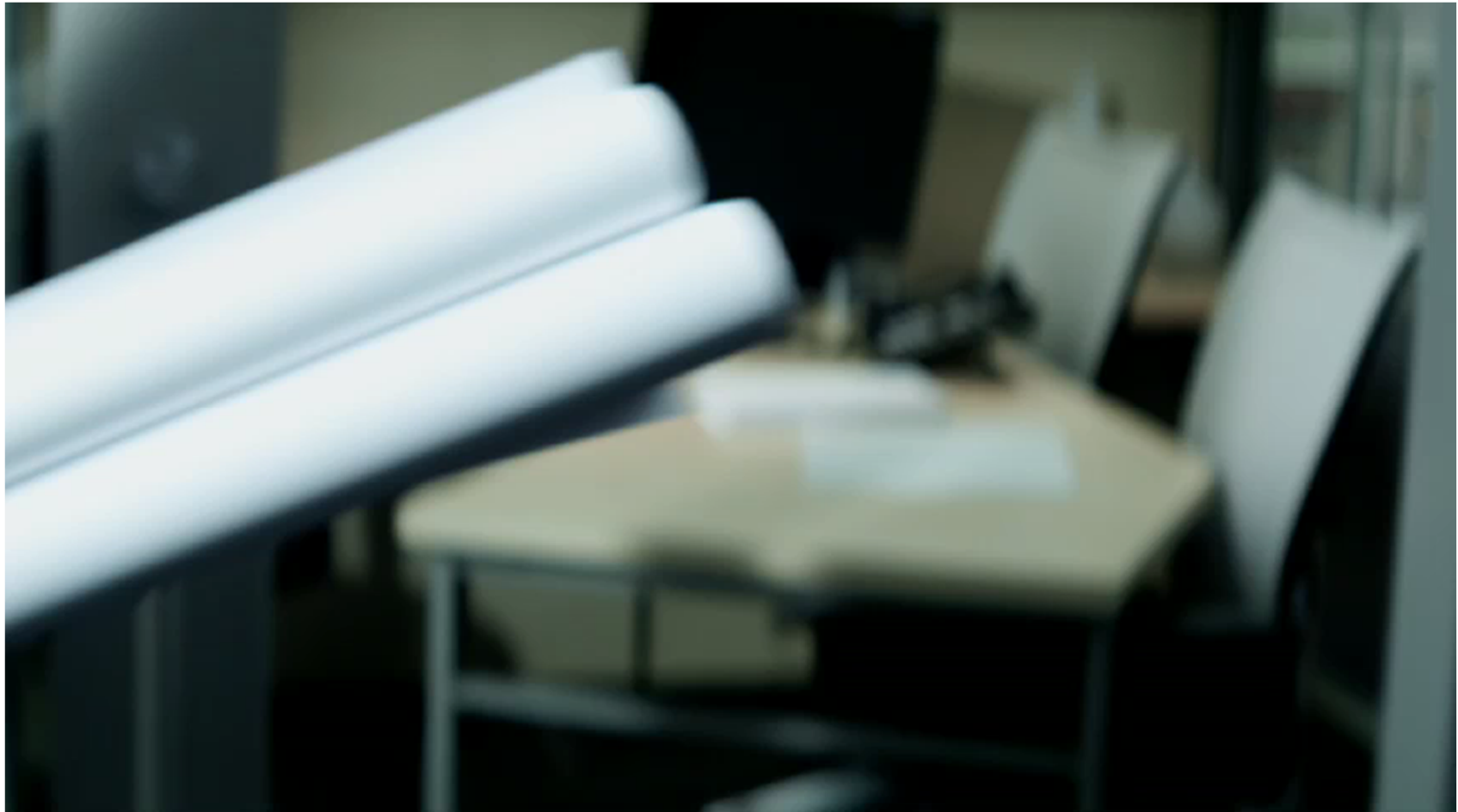
- ✓ Cutting Edge Mobility
- ✓ Video conferencing
- ✓ 3rd Party Applications through Software Developers
- ✓ Advanced collaboration, multi media capabilities

## New Technology Emerging

### Social Driven IT

- Innovative solutions such as: Unified Communication, Video Collaboration, Contact Center and Networking
- Customer driven, differentiated, integrated solutions
- Integration with business and social applications

Unified Collaboration For Your Business



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## Should We Care About Cloud Technology?



- ✓ Forrester Research says the cloud computing market will reach to US\$241 Billion by 2020
- ✓ Forbes survey has indicated that cloud based services will grow from \$12.1B to \$35.6B in 2015
- ✓ Gartner in its report have indicated that cloud services revenue will reach to US\$148 Billion in 2014. 60% of this growth coming from North America alone



## There Are Multiple Definitions ....



“Cloud computing is an emerging approach to shared infrastructure in which large pools of systems are linked together to provide IT services”

IBM

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## There Are Multiple Definitions ....



"Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction."

- *National Institute of Standards and Technology*
- *(non-regulatory agency of the United States Department of Commerce)*



**Digicel has the breadth and depth of products and solutions to help you grow your business profitably**

Digicel has invested heavily in the technology that will support our customers for future growth. Digicel's state-of-the-art Data Centre facility will allow you to grow your business without the huge costs associated with such change

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## Create A Future & Growth For Your Business



- Cloud Architecture
- Enriched Mobility
- Business Application Integration
- HD Video Conferencing
- Contact Centre
- Virtualization
- New Tablets, Smartphones, Androids and other devices

- Take advantage of continuous innovation to keep pace with business
- Retain phones and hardware as you move to mobility and collaboration
- Integrate with technologies and applications you are investing in to continue to drive greater productivity

In today's economy.....



Leverage existing investments today and into the future.



**Reuse existing system phones**



**Reuse existing cabling infrastructure**

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# Highly Ranked Trends Across The Globe



- ▶ #1 The technologies we use are increasingly Cloud-based, and our notions of IT support are decentralized
- ▶ #2 People expect to be able to work, learn, and study whenever and wherever they want. They want full mobility

# Highly Ranked Trends Across The Globe



#3 The abundance of resources and relationships that can be accessed via the internet has increased dramatically

#4 Rapid growth in online business and transactions will lead to an increasing contraction of the off-line sector - the old will struggle to keep costs down and profitability up versus the online companies who are stepping into the future

# Work From Anywhere...Video Conferencing changing the landscape



- Use the same tools at home, on the road, or in the office.
- Access the corporate directory and messages, see employee availability, schedule and manage conference calls, chat, and make or receive calls.
- Reduce long distance, mobile, and international calling cost.

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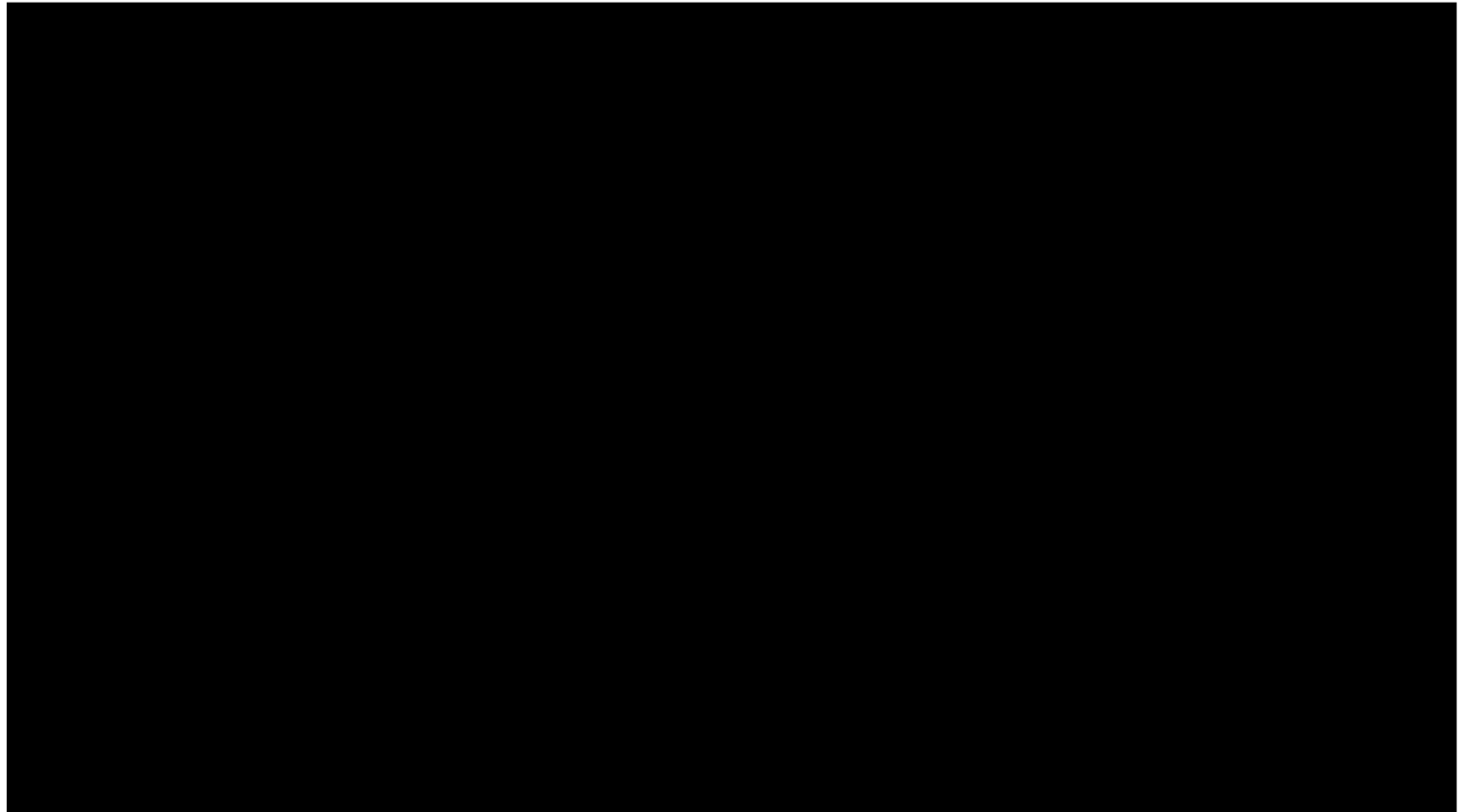
An aerial photograph of a massive, curling ocean wave. The water is a deep, vibrant blue, and the wave's crest is breaking into a thick, white foam. The wave is curling over itself, creating a tunnel-like structure. The sky is a clear, bright blue.

**How Do You Surf a Wave?**



**By staying ahead of it...**

# A Look Into Our Future .....





Thank You

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