

Key Trends That Will Drive ICT Innovation and Investment

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F R O S T  S U L L I V A N

Finding the Right Investment Opportunity

The last decade saw rise of a case of winner takes all scenario. We have seen how new companies are not only winning by purely banking on innovation but also business models.

YAHOO!

facebook



Google

LinkedIn



myspace.com
a place for friends

msn



friendster



NOKIA
Connecting People

Factors Driving Technology Evolution

Access

- Multiple access point for technology
- Device simplification
- Reduction in barrier to technology adoption
- Growth in adoption and usage among bottom of the pyramid
- Wireless revolution

Cost

- Economic crisis pushing corporations and individuals re look at technology spend
- Technology driving cross industry optimization
- Growth of consumption in developing market creating need for cheaper and more affordable devices

Convergence

- Service usage and consumption – home/work, fixed/wireless, voice/data/video
- Convergence among industry players – telco/media, web portals/infrastructure

Personalization

- Customers decide on mode of interaction
- Growth of social media
- Growth of OTT players
- Winning players are focusing on better consumer experience then pure technology innovation
- Enterprise incorporating technology in product development stage

Some Key Technology Trends that will Shape Our Businesses

Access

Cost

Convergence

Personalization

Growth of Cloud Computing

The Emergence of Social Media for Business Purposes

Growing Importance of Green IT

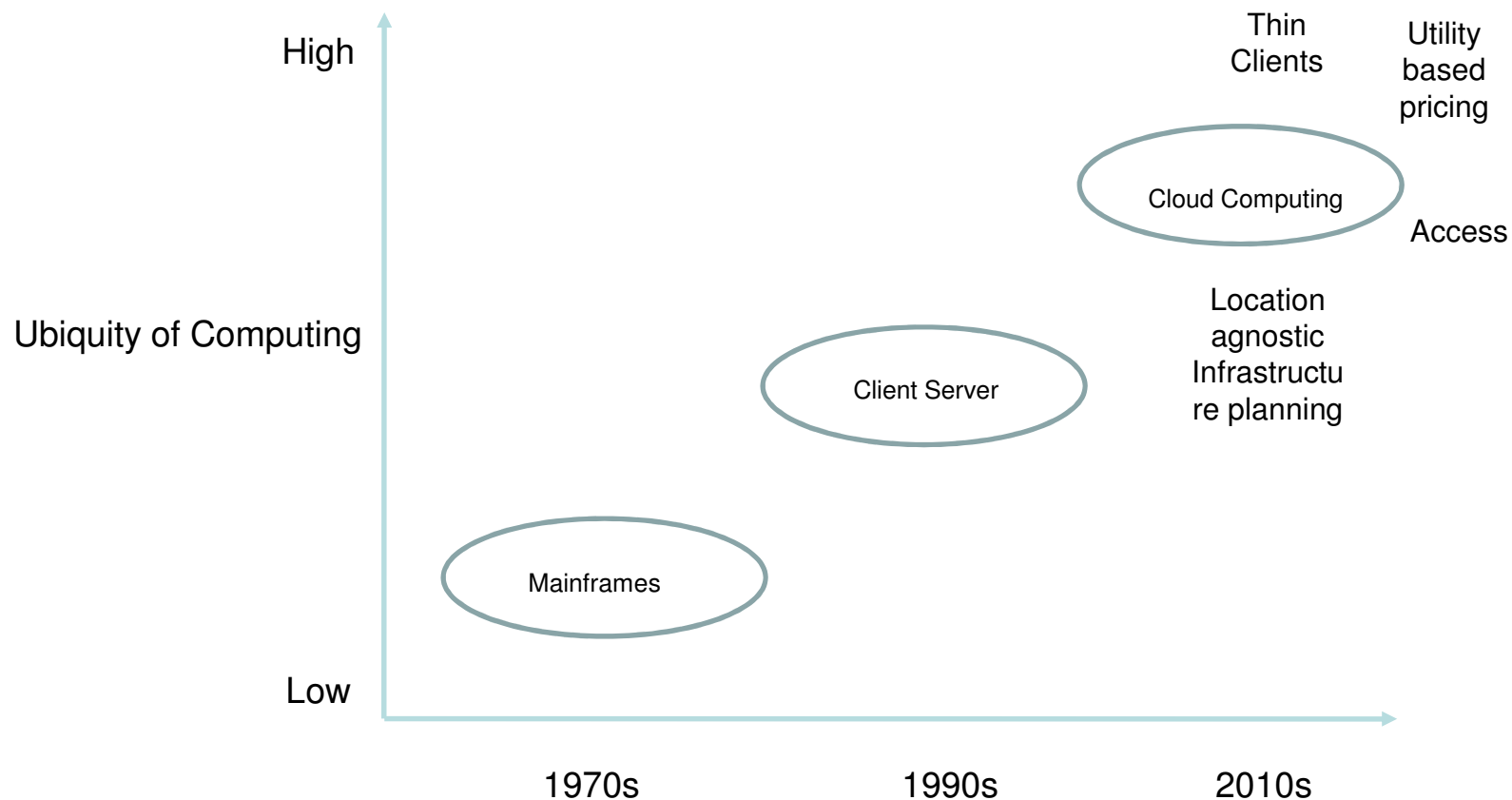
The Future of Devices

Wireless Revolution

Evolving Enterprise ICT Requirements

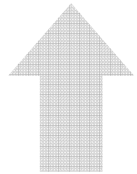
Is it Paradigm Shift to Cloud Computing?

Most of the building blocks of Cloud Computing has been in place for more than a decade. So what change that is suddenly driving the growth for cloud services?



Social media is not a strategy, it should support a strategy

Business outcomes



Goals... Benefits

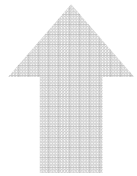
Reputation management

Increase brand awareness

Generate new leads

Customer service and support

Social media activity



Listening

- ▶ Social media monitoring
- ▶ Sentiment analysis & tagging
- ▶ Brand mentions

Learning

- ▶ Influencer identification
- ▶ Needs unfulfilled
- ▶ Places conversations take place
- ▶ Interest by solution area

Engaging

- ▶ Blogger relations
- ▶ Conversation rate
- ▶ Comments on blogs
- ▶ Discussions on customer community

Social media tools

Micro blogging

Blogs

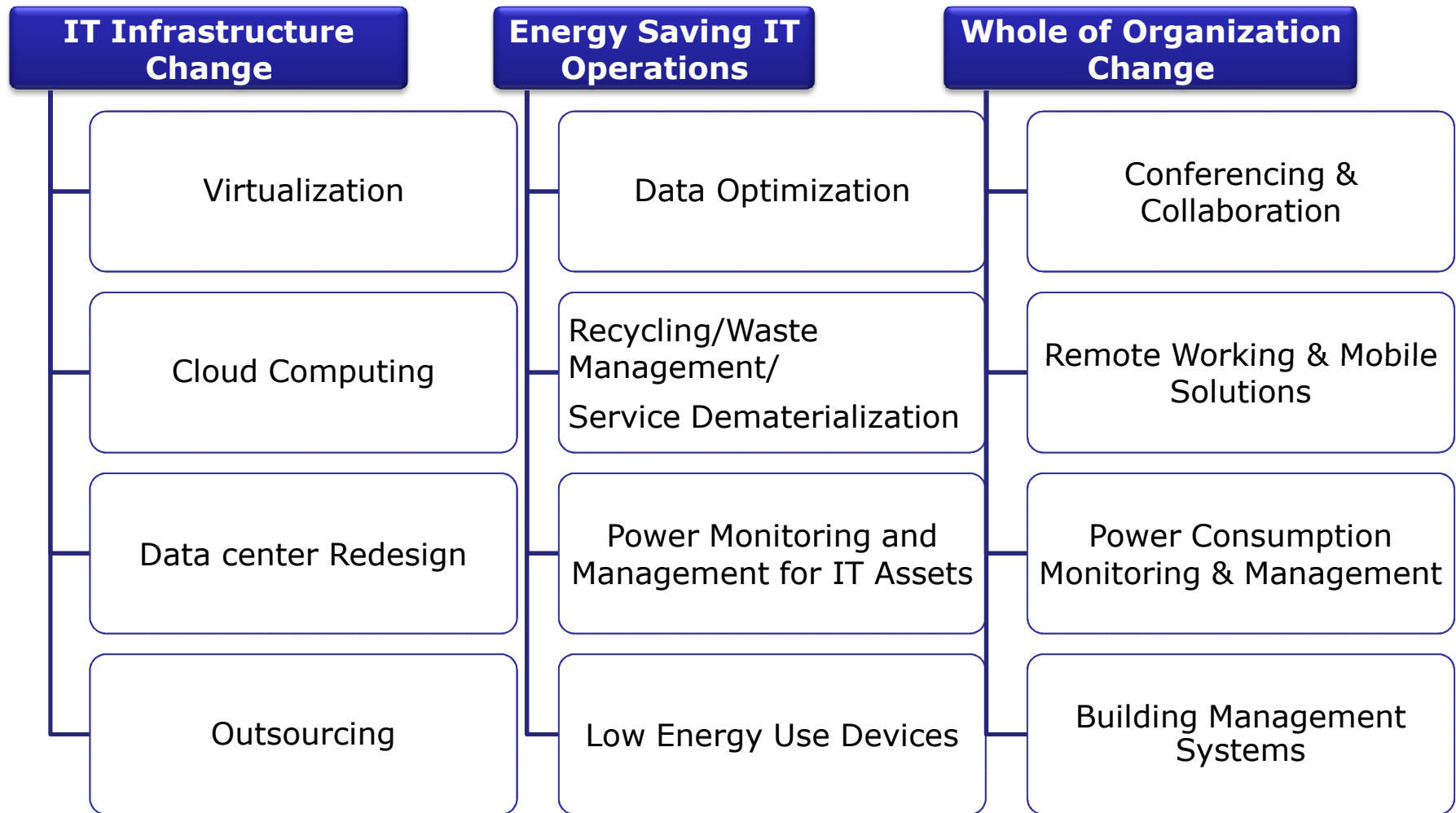
Listening platform

Live casting

Social networks

Customer community

Sustainable IT Taxonomy

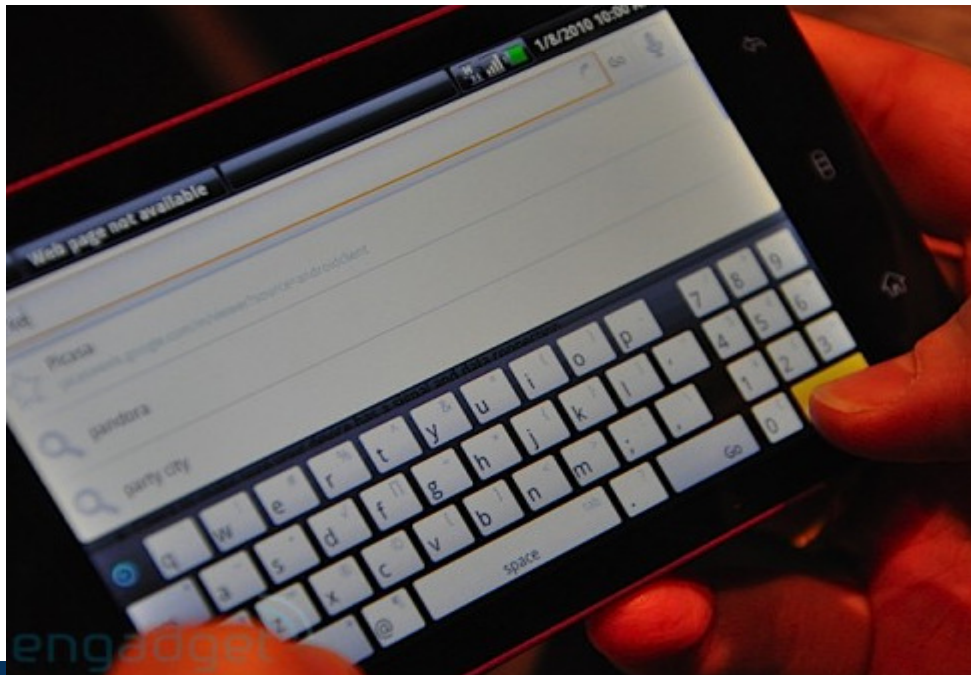


The Future of Devices

Tablets offer more and more
Functionality

Growth of Mobile Broadband / Internet

Employee owned Devices



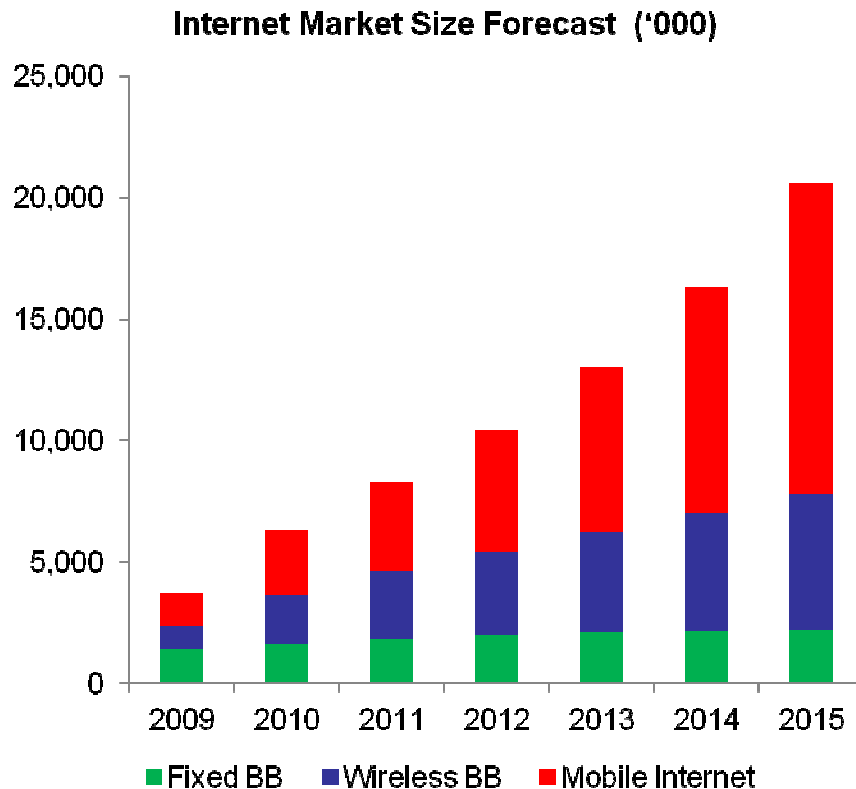
Data stored in the cloud

Growth of Smartphone

Growth of connected devices (GPS,
TV)

Wireless Revolution

Malaysia will continue to witness growth in the internet subscription industry with penetrations exceeding 65% of population by 2015 with majority of growth coming from the wireless industry whereby the fixed broadband industry will mature at about 30% of households focusing on high end users.

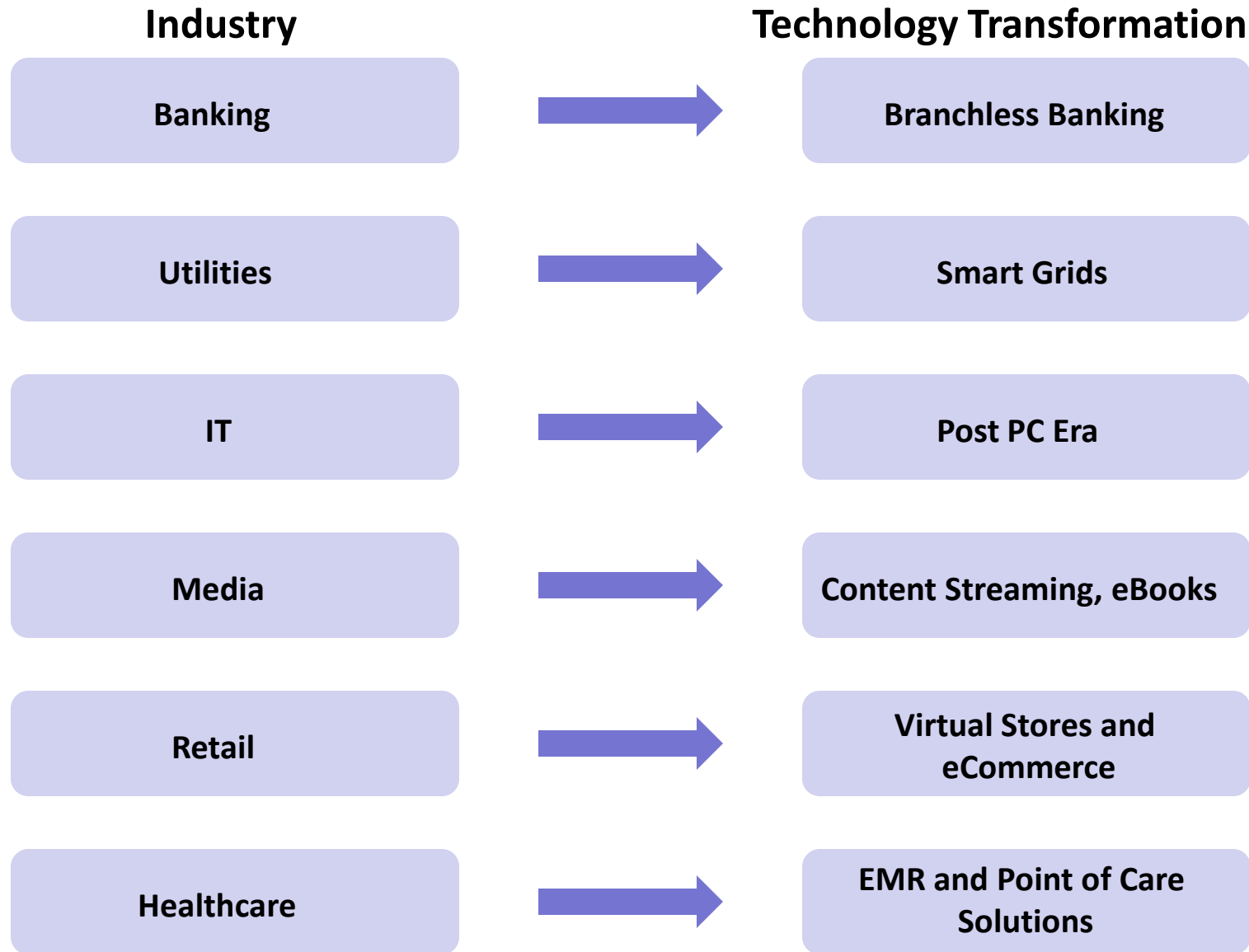


- Growth in smartphone and tablet PCs will drive adoption of mobile internet access

- Government's push for wireless broadband for rural areas, nationwide coverage and higher degree of competition will place wireless as growth driver for broadband industry

- Fixed broadband players will focus on FTTH deployment to target high end users,

Enterprise Transformation



Key Issues Facing the Industry

- Changing industry dynamics will realign the competitive ecosystem that we know today
- Evolving business model
- Enterprise requirements are becoming more vertical specific
- Consumer ownership will be a grey area – monetization of services
- Revenue model will have to be a mix of online and offline sources
- Convergence, alliances and partnership will drive key strategic initiative
- Differentiation has to be not only from a product offering or pricing but consumer experience
- Enterprises will begin to move commodity ICT requirements to the cloud with investment for development on niche differentiate solutions

Conclusion

- The new competitive age will provide companies a very short window of opportunity to milk and key differentiation
- Market leadership today does not secure growth going forward
- Cost, convergence, technology access and growth in individual personalization will drive technology evolution in the years to come
- A lot of the building block for technology evolution we are seeing today have been there for a long while – successful players have banked on building platforms that meet consumer needs
- Companies will have to consider not only target market but also how target market will consumer services as key market entry strategy
- Companies will have to evolve business model in order to monetize services in increasingly competitive market space

Thank You



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