



Are you ready for this ???

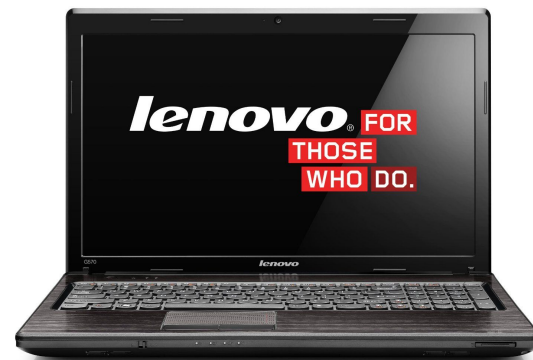
TOM YORK
CEO

ESSINTIAL ENTERPRISE SOLUTIONS

Commercial Computing Progress



Personal Computing Progress



Retail Computing Progress



Three Waves of IT Driven Competition

First Wave- 1960's and 1970's

- Move from manual, paper processes
- Automated activities in the value chain
 - Order processing
 - Bill paying
 - Computer aided design
 - Manufacturing resource planning
- Productivity increases
 - New data captured and analyzed
 - Processes standardized



Three Waves of IT Driven Competition

Second Wave- 1980's and 1990's

- Rise of the Internet
- Enabled coordination / integration
 - Suppliers
 - Channels
 - Customers
 - Across geographies
- Allowed global integration
 - Supply chain



Three Waves of IT Driven Competition

Third Wave- Now

- IT – integral part of the product
 - Embedded sensors, processors
 - Embedded software, connectivity
- Product cloud
 - Product data stored and analyzed
 - Improved product performance / productivity
- Potential to be the biggest yet
 - Productivity
 - Value chain



Data Center of the future

Are you ready for this ??



Retail store of the future

Are you ready for this?



Airport of the Future

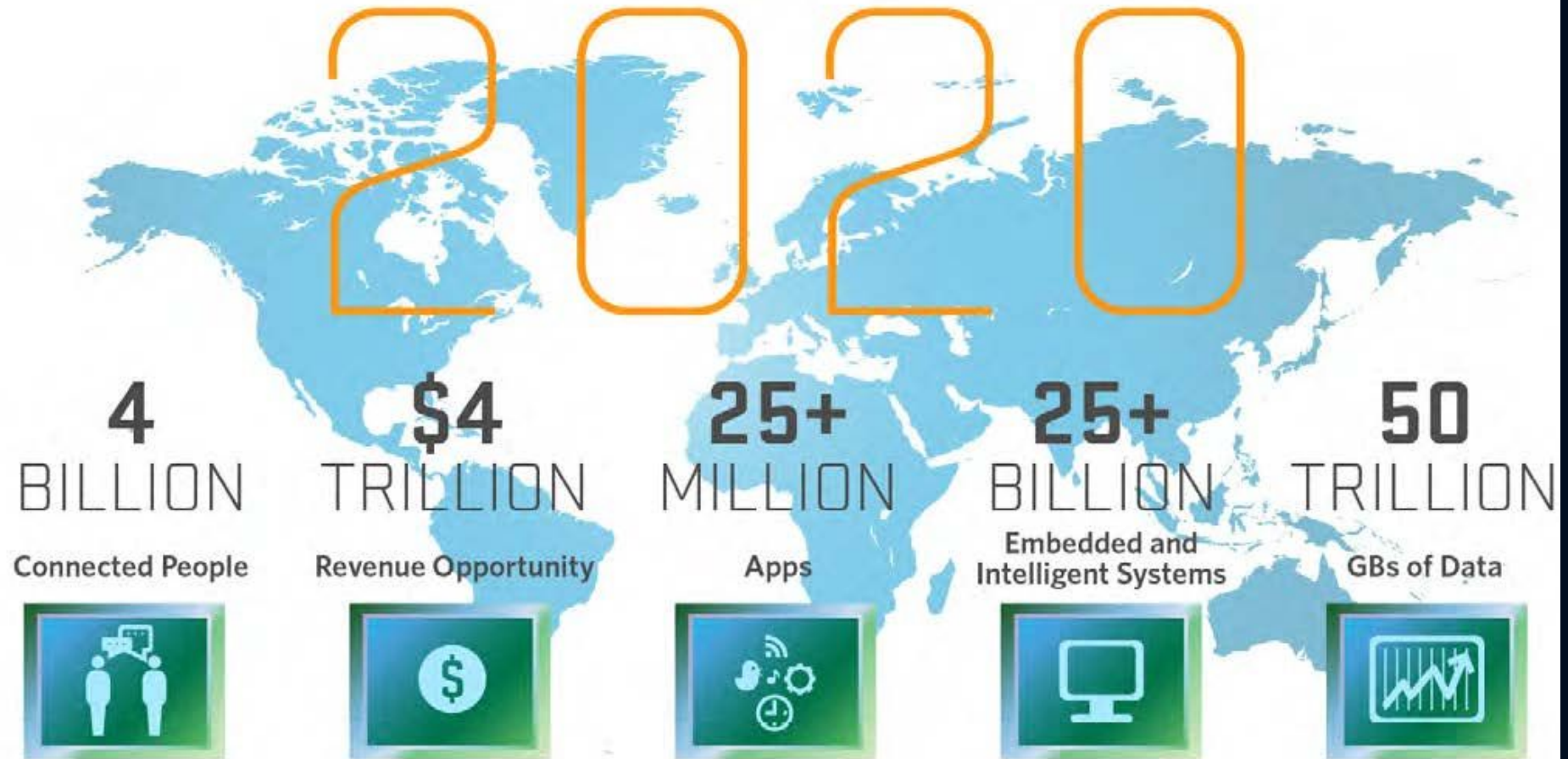
Are you ready for this?



The Future is NOW !!



THE OPPORTUNITY



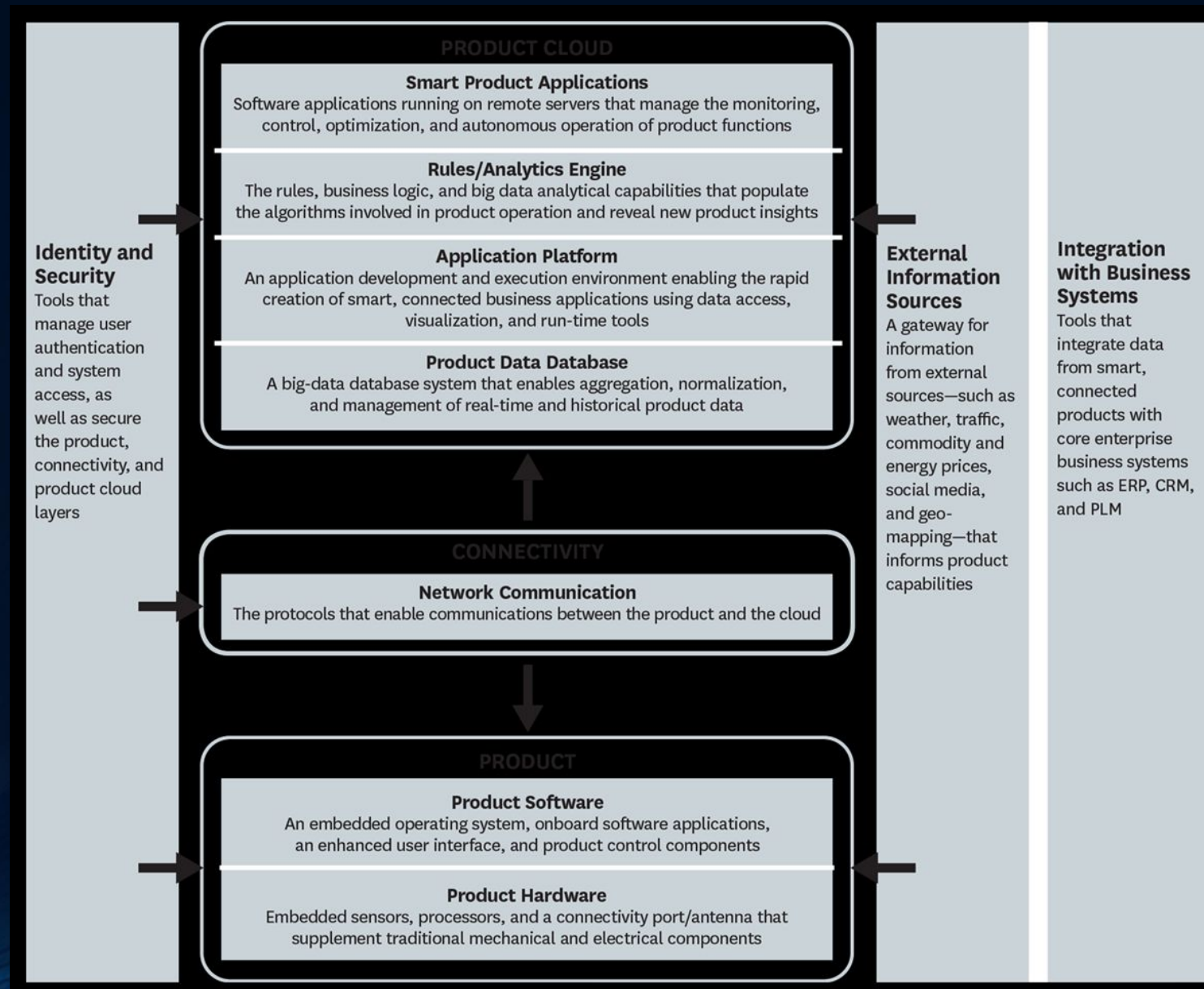
Source: Mario Morales, IDC

What does this mean for service?

- In terms of customer requirements ?
- In terms of customer expectations ?
- In terms of service models ?



The New Technology Stack



Customer requirements / expectations

- End User
 - Distributed technology will REALLY be distributed geographically
 - Data gathering mission will require higher availability of lower level technology
 - The expectation will be that service costs should be low due to the old thinking of service being a percentage of product cost.
- OEM
 - Must develop the ability to staff and scale quickly to execute technology deployments and upgrades
 - Traditional field staffing models will not work

Service models

- Improvements in predictive maintenance and service productivity
- Product data that can reveal existing and future problems
 - Enables timely repair
 - More remote repairs
- Real time product usage and performance data
 - Reductions in field service dispatch cost
 - Efficiencies in spare parts inventory control
- Ability to assist the customer in managing their technology landscape



WHY NOT YOU?
WHY NOT
NOW?