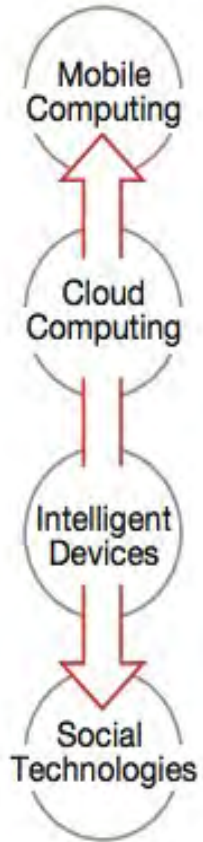


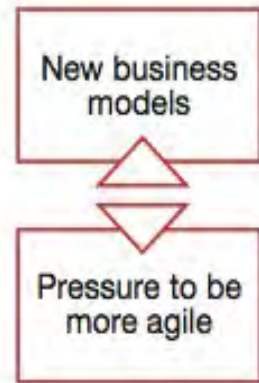
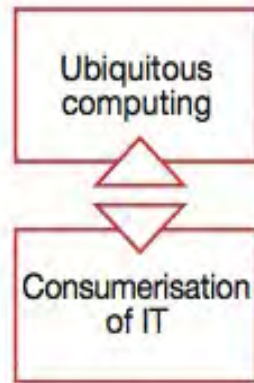
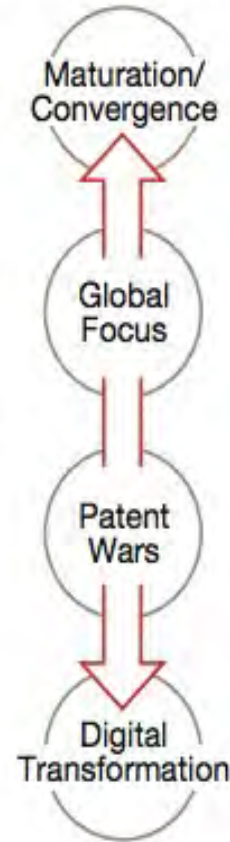
# IT Trends for Co-creation

**Assoc.Prof. Dr. Thanachart Numnonda**  
**Director**  
**Software Park Thailand**  
**19 September 2012**

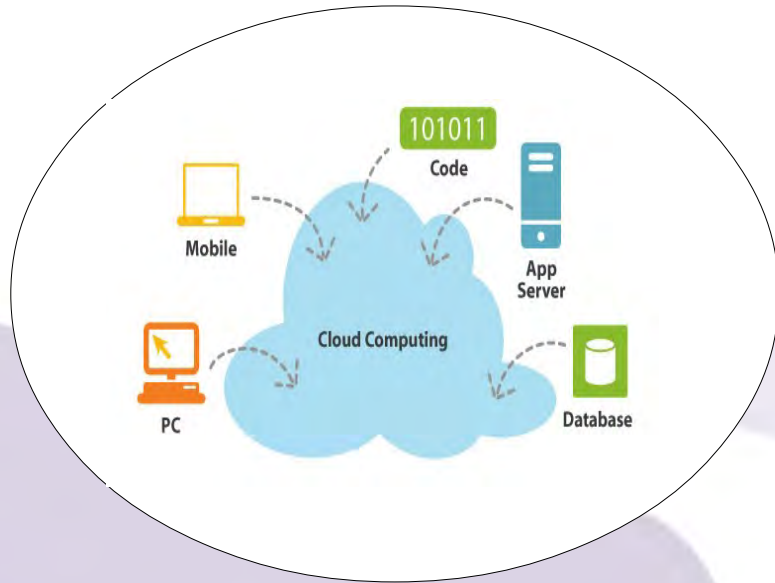
**Market Forces**



**Industry Forces**



# IT Trends



# Mega IT Trends

- Mobile Computing
- Cloud Computing
- Social Technologies
- Intelligent Devices

# SmartPhones



Smartphone usage in Thailand in 2010 is 18% and expect to grow to 60-65% in 2015 [Frost & Sullivan]

**Global smartphones annual sales will grow about 46 percent to 687.9 million units this year and will touch 1.05 billion units in 2014**

**[Credit Suisse; Apr 2012]**

# More than 480,000 Tablets sold in Thailand in 2011

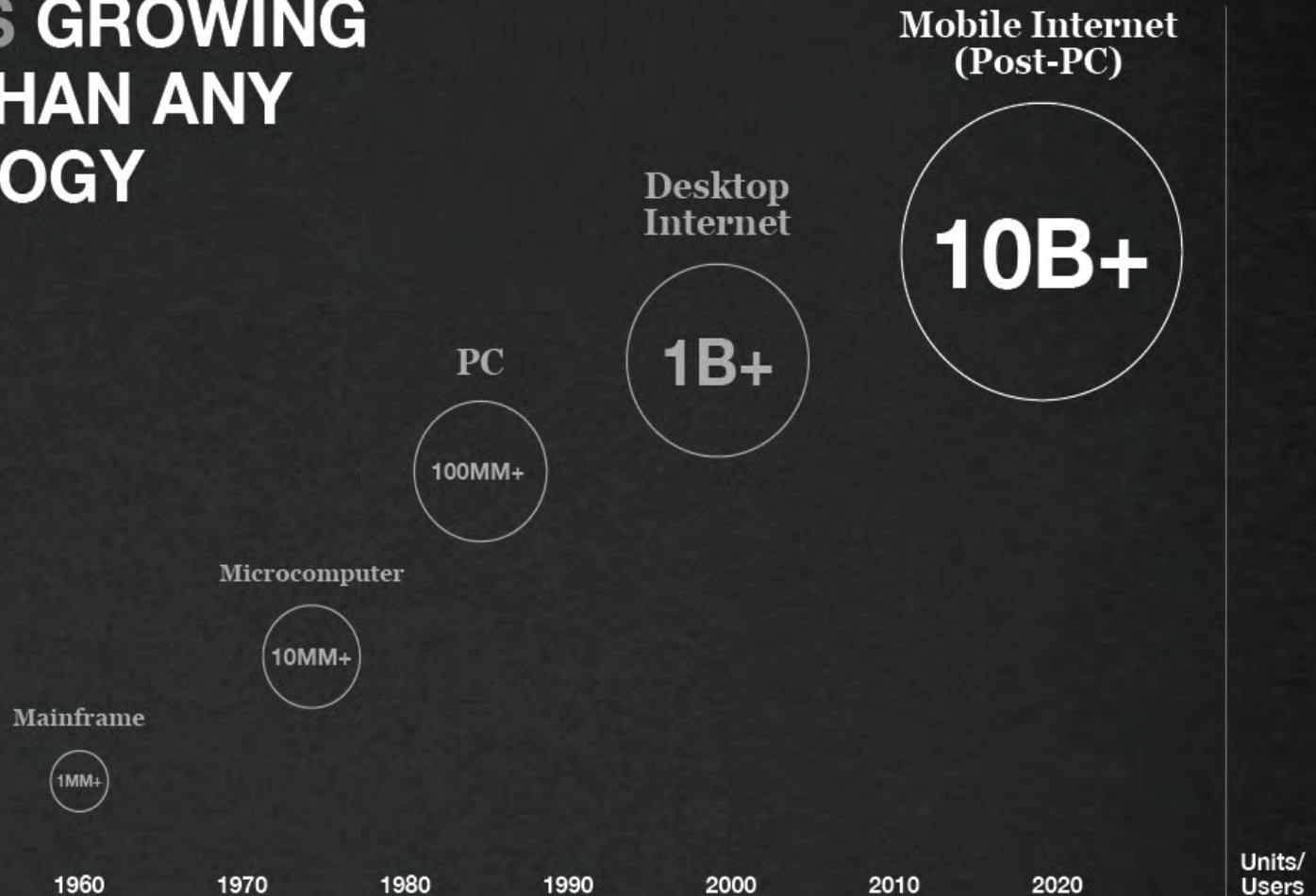


**Global tablets annual sales will grow  
to 369.3 million in 2016**

**[Gartner; Apr 2012]**



# MOBILE IS GROWING FASTER THAN ANY TECHNOLOGY BEFORE.



Source: KPCB - <http://www.slideshare.net/kleinerperkins/kpcb-top-10-mobile-trends-feb-2011>

# 2014

Mobile will become the most common way of accessing the Internet

# Social Technologies



# Welcome to The Post-PC Era



PRODUCTS

BUSINESS

APPS



SUPPORT

MY ACCOUNT

NEWS | ABOUT SAMSUNG | LOGIN

Search

Home > Cameras >

## New! NX1000 (Black) 20.3 Megapixel Compact System Camera

Tweet 3

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NX1000 JUNE 2012 ★★★★★ 0 REVIEWS

OVERVIEW | FEATURES | SPECS | GALLERY | REVIEWS | ACCESSORIES | SUPPORT

- 20.3MP APS-C Sensor
- 8 Frames Per Second
- 1080P Full HD Stereo Movie Recording

Instant Sharing via Wi-Fi

June 2012



Black



White





# เครื่องวัดความดัน

For an easy and accurate self-measurement of your blood pressure

With your iPhone, iPad or iPod touch

Introduction in video

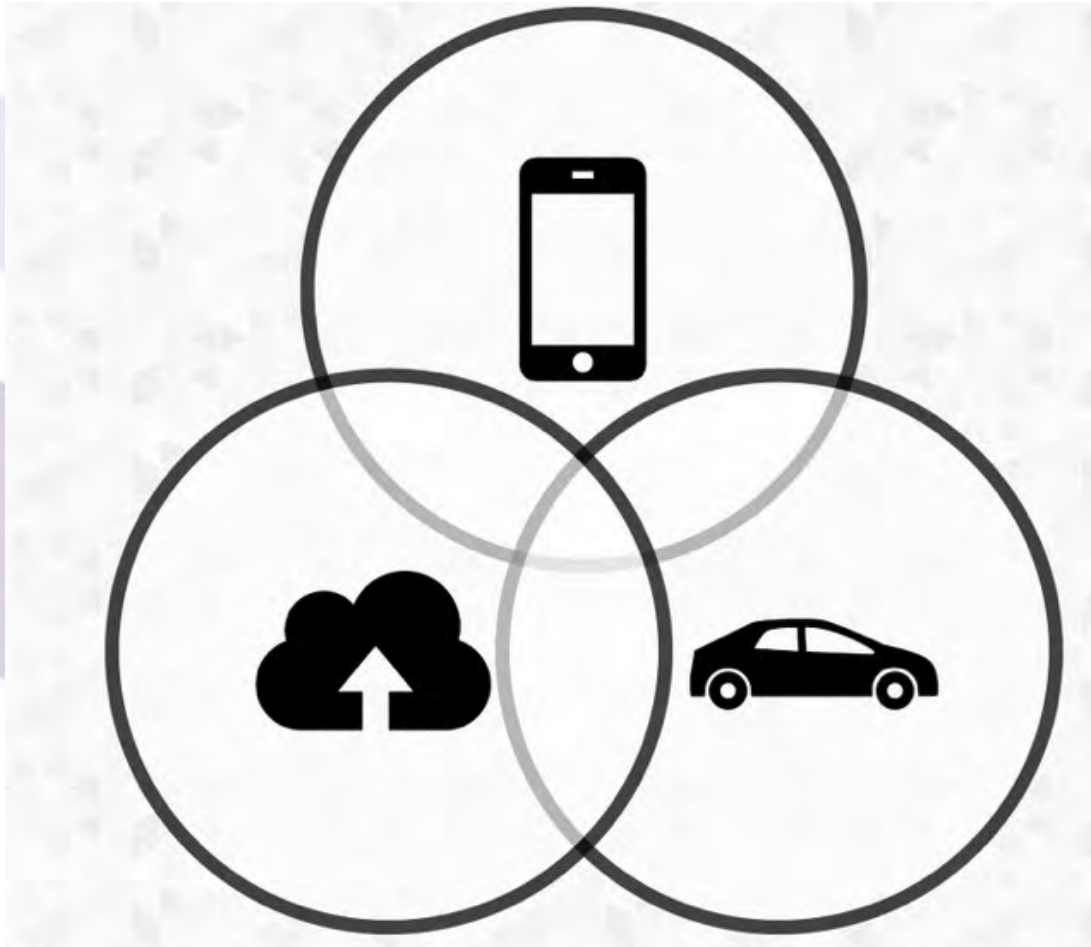


Available soon!

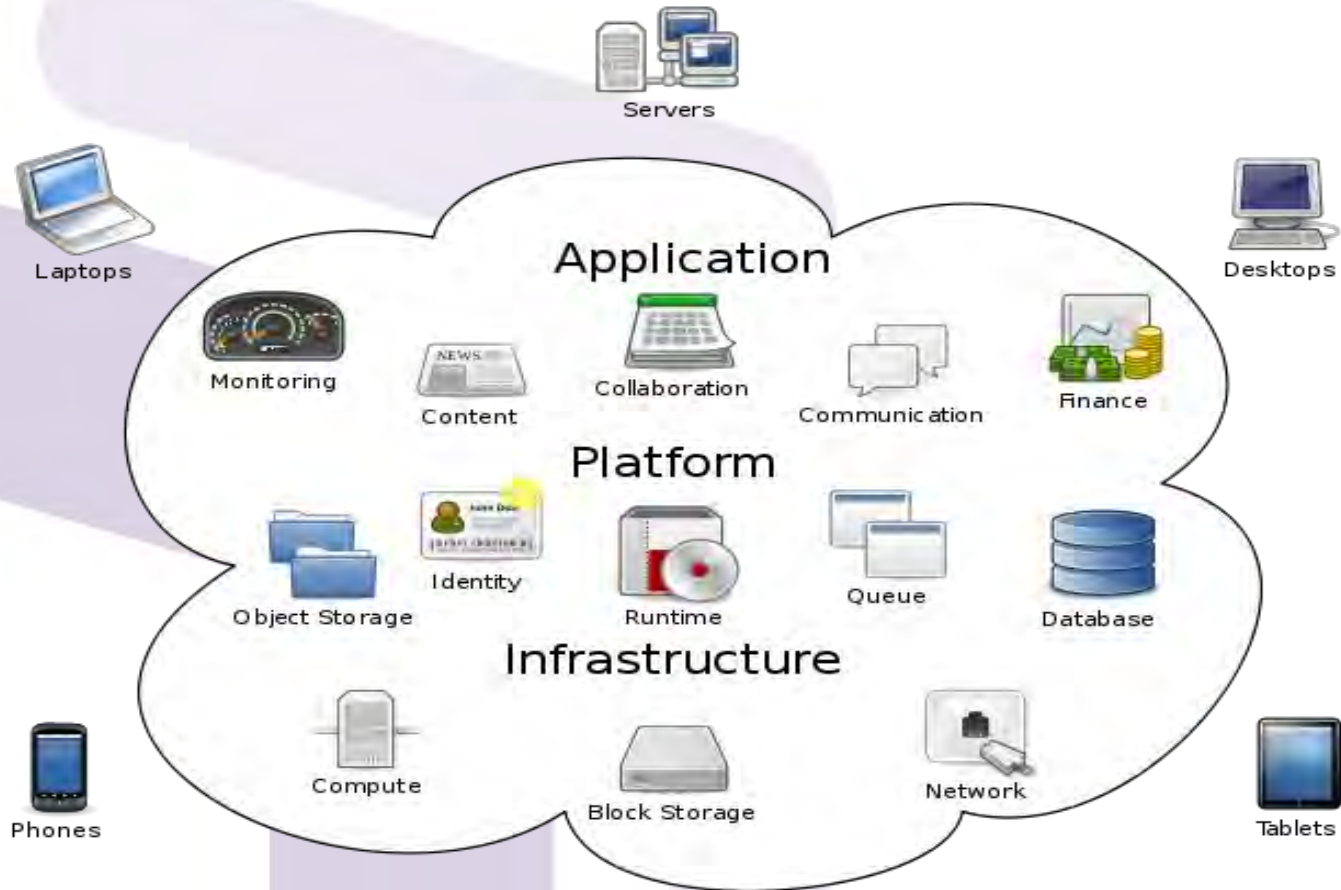




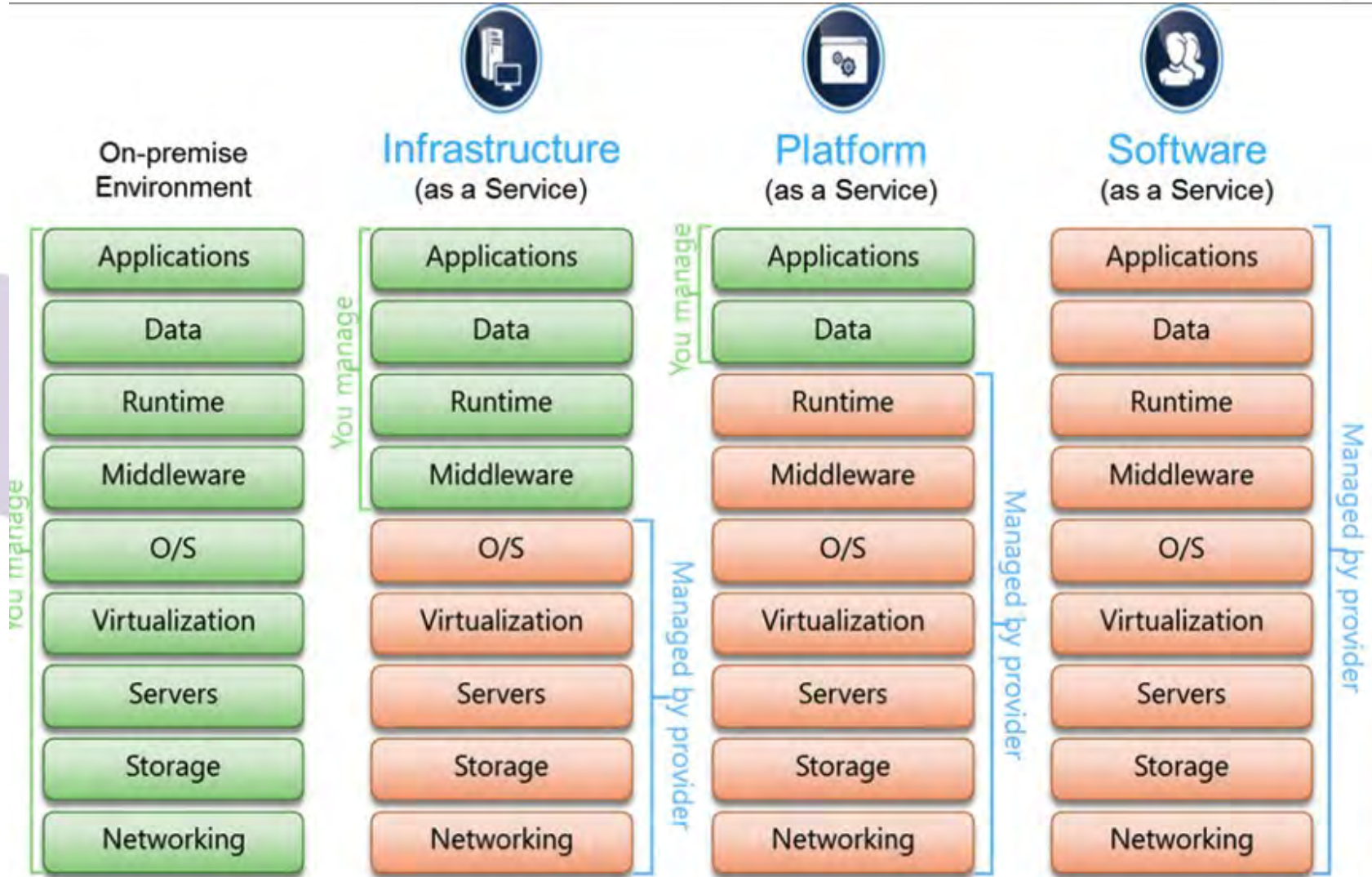




# Cloud Computing



## Cloud Computing



# Cloud Storage



**Dropbox**



**iCloud**



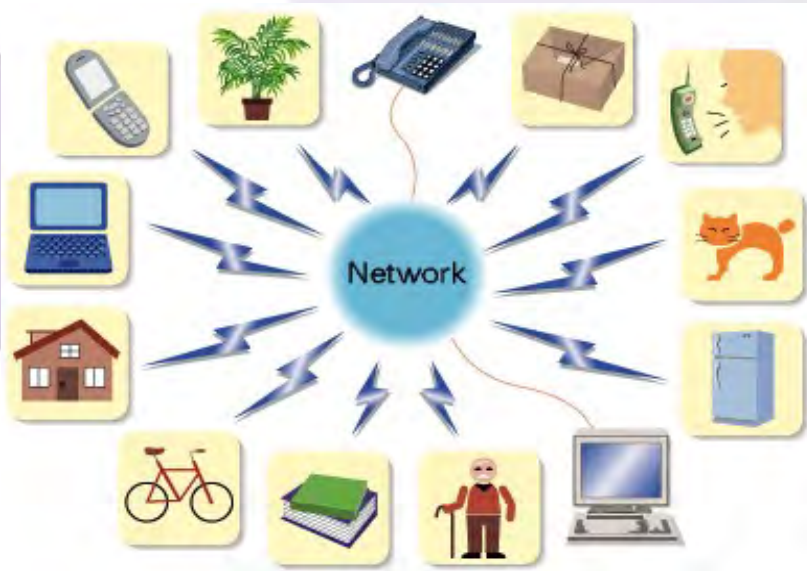
Google Drive

# Cloud Computing : SaaS

- Gmail
- Google Apps
- Dropbox
- Salesforce.com
- Zoho
- Microsoft Office 365



# Impact



Ubiquitous  
Computing



Consumerization  
of IT



# Industry Focus

- Global Focus
- Patent War
- Maturation/Convergence
- Digital Transformation

# The enterprise world we live in 2010 and beyond

## Global

(Customers, Resources, IPs are acquired everywhere)

Direct, Open Customers

Communication

(e.g. Social Media)

## Digital Life Convergence

(Work and Personal lines are blurring)

## Work Remotely

(Mobility Trend)

## Transparency

(Blogs, Social Computing)

## Brief Collaboration

(Assemble the best, Disassemble upon completion)

Source : I'm Cloud Confused

# AEC 2015



# Patent War



GETTY IMAGES

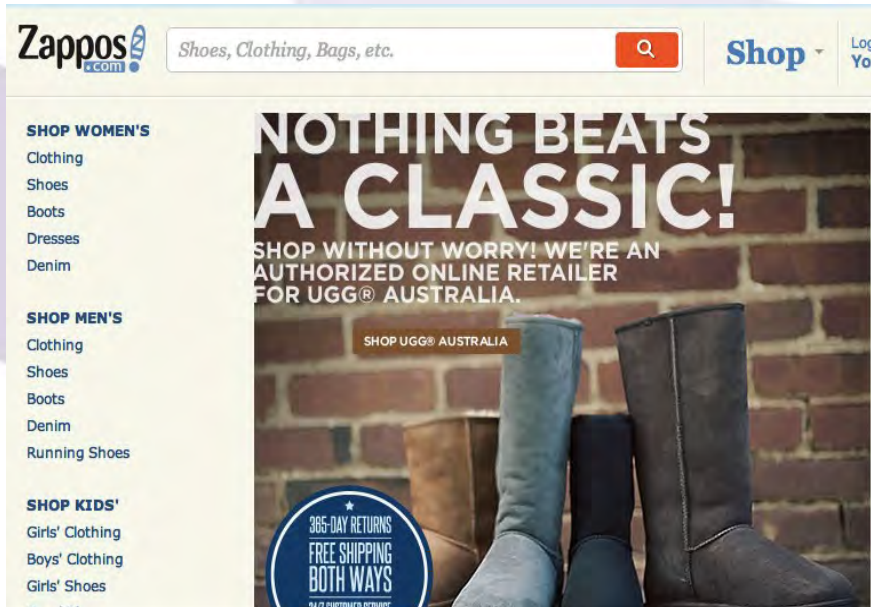
# Digital Transformation



**“Cloud computing will transform the IT industry as it will alter the financial model upon which investors look at technology providers, and it will change vertical industries, making the impact of the Internet on the music industry look like a minor bleep.”**

**Peter Sondergaard, senior vice president at Gartner**

# Impact

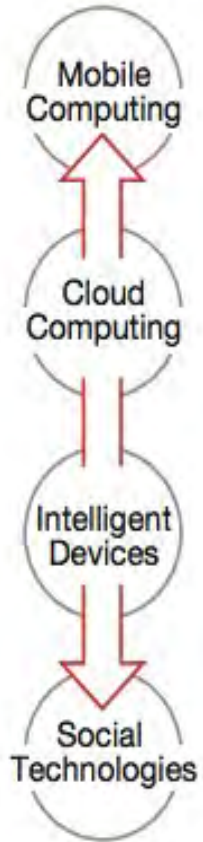


New Business Model

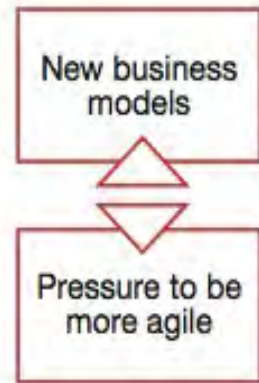
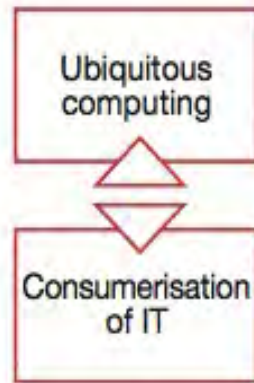
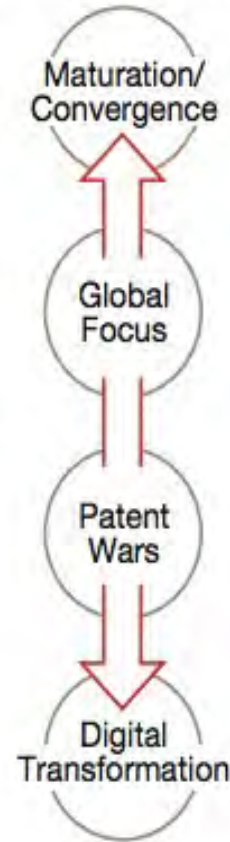


Pressure to be More agile

### Market Forces



### Industry Forces





# Innovate or Die

~~Innovate or Die~~

**Innovate with others or Die alone**

[www.facebook.com/softwareparkthailand](http://www.facebook.com/softwareparkthailand)

# Thank you

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