

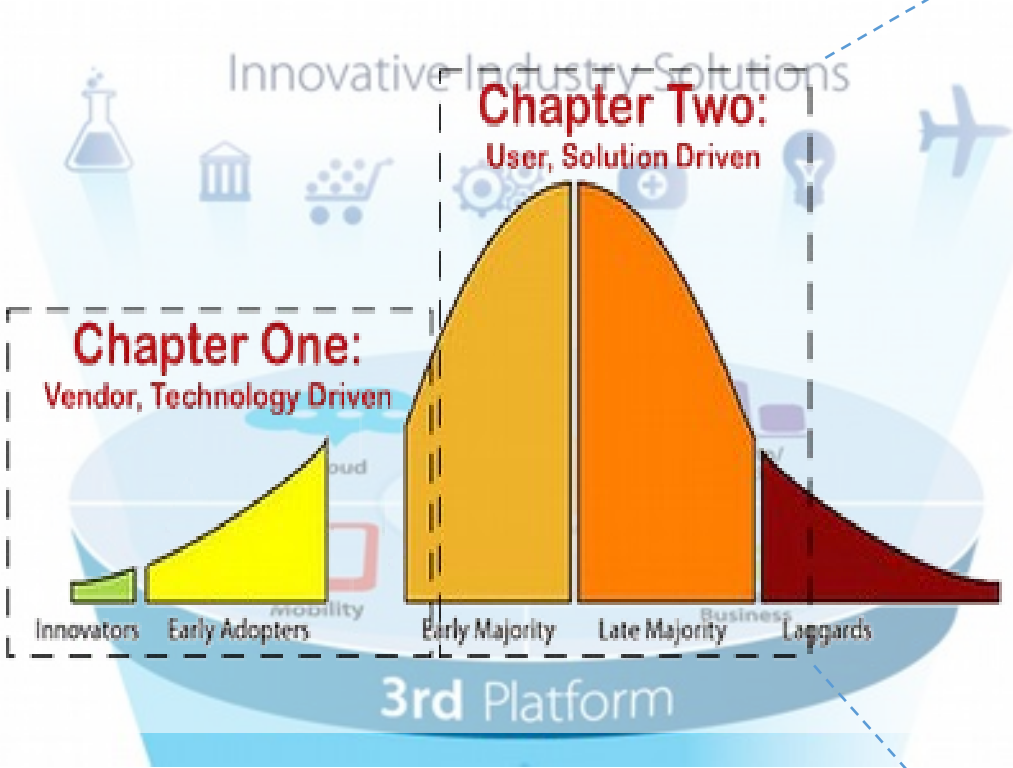
**Chmura w Biznesie Biznes z Chmury**

**PERSPEKTYWY ZMIAN NOWYCH TECHNOLOGII INFORMACYJNYCH**

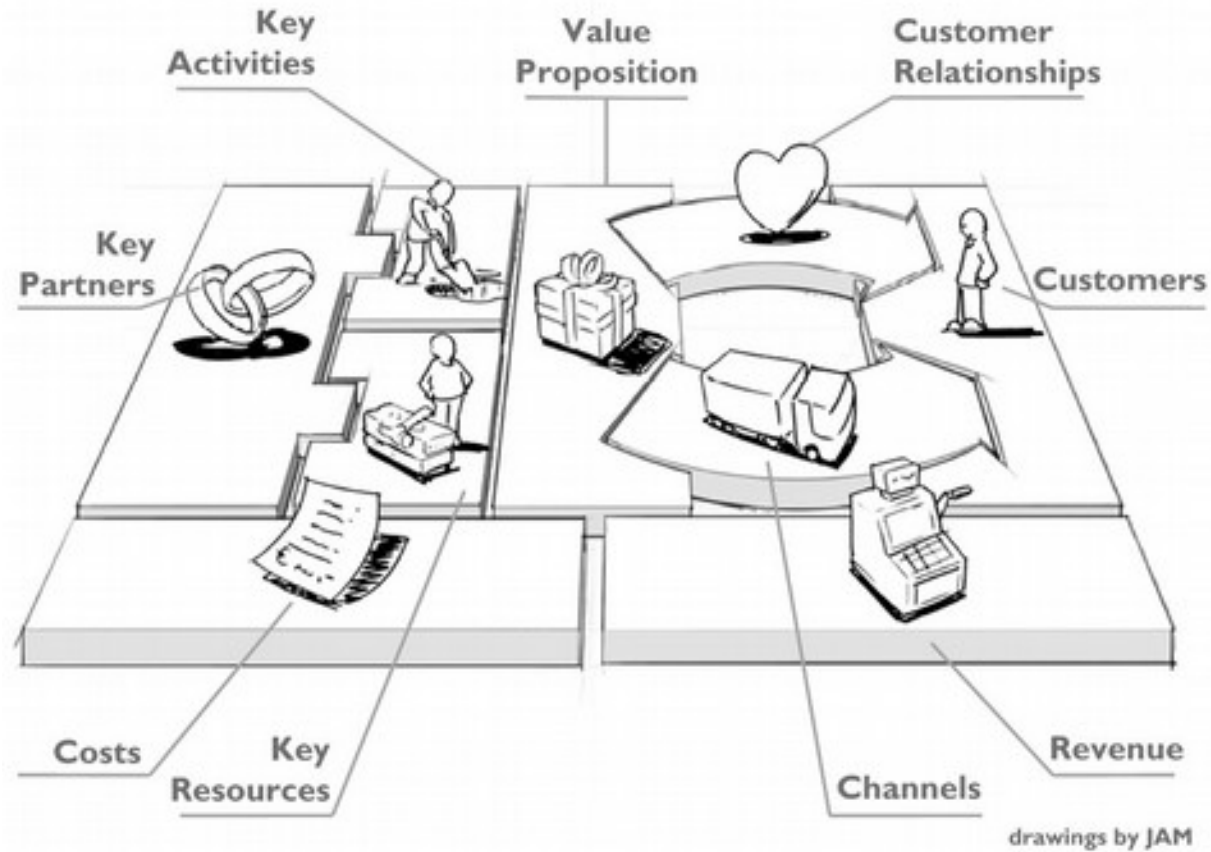
**Jarosław Sokolnicki | Microsoft | SGH**

# Cloud Services Are The Foundation For Future Growth

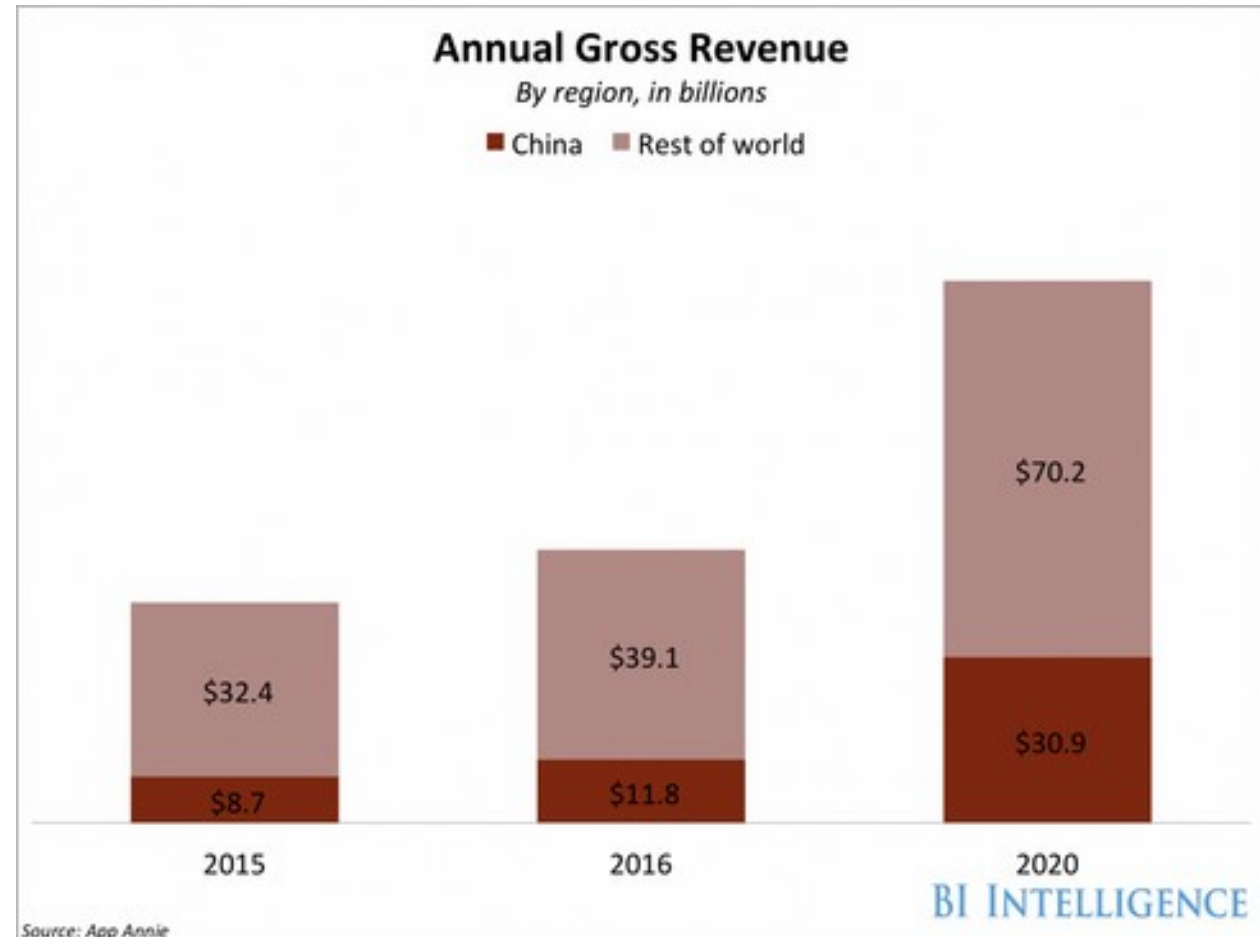
## “Chapter Two” Megatrends



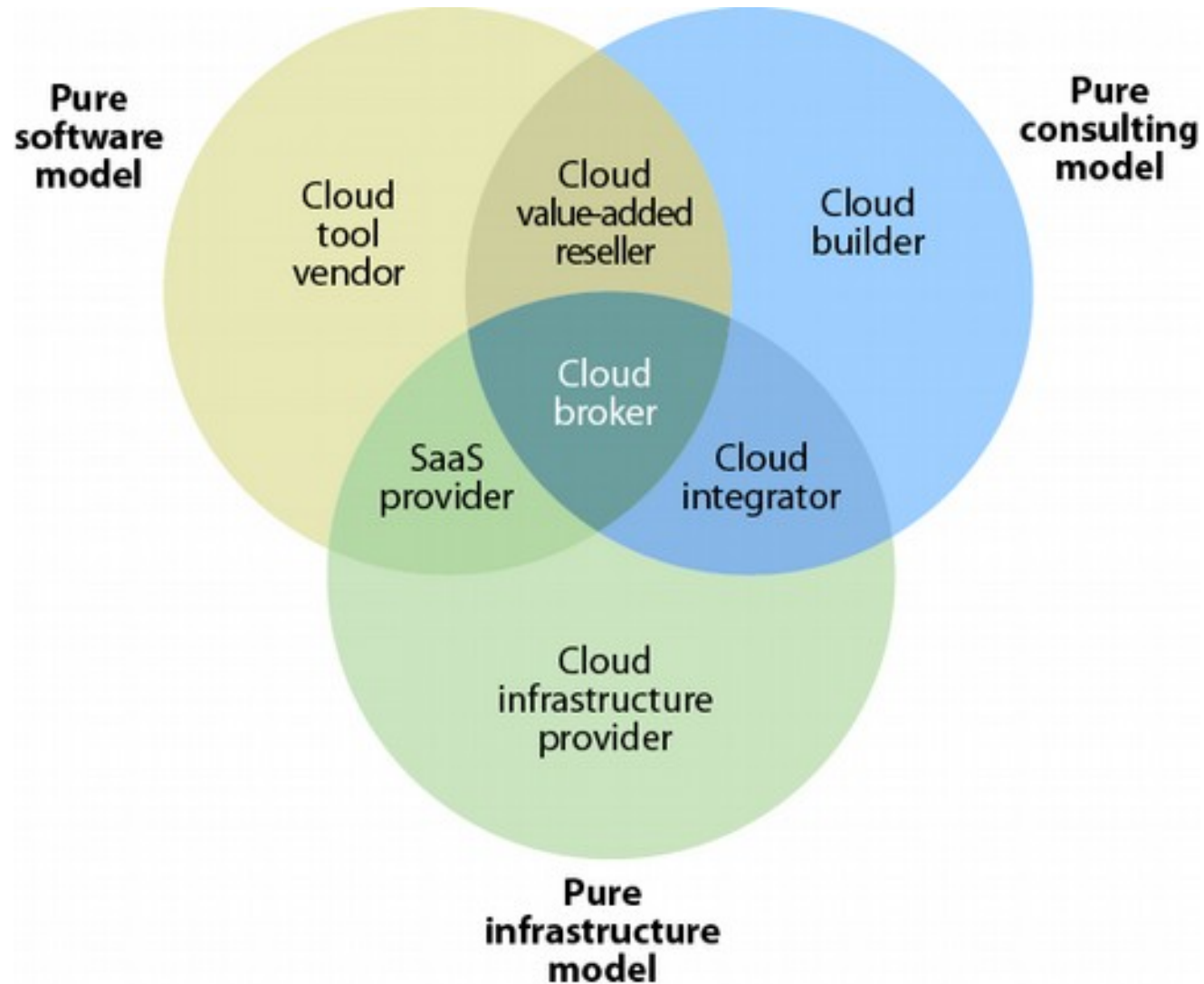
# Business Model



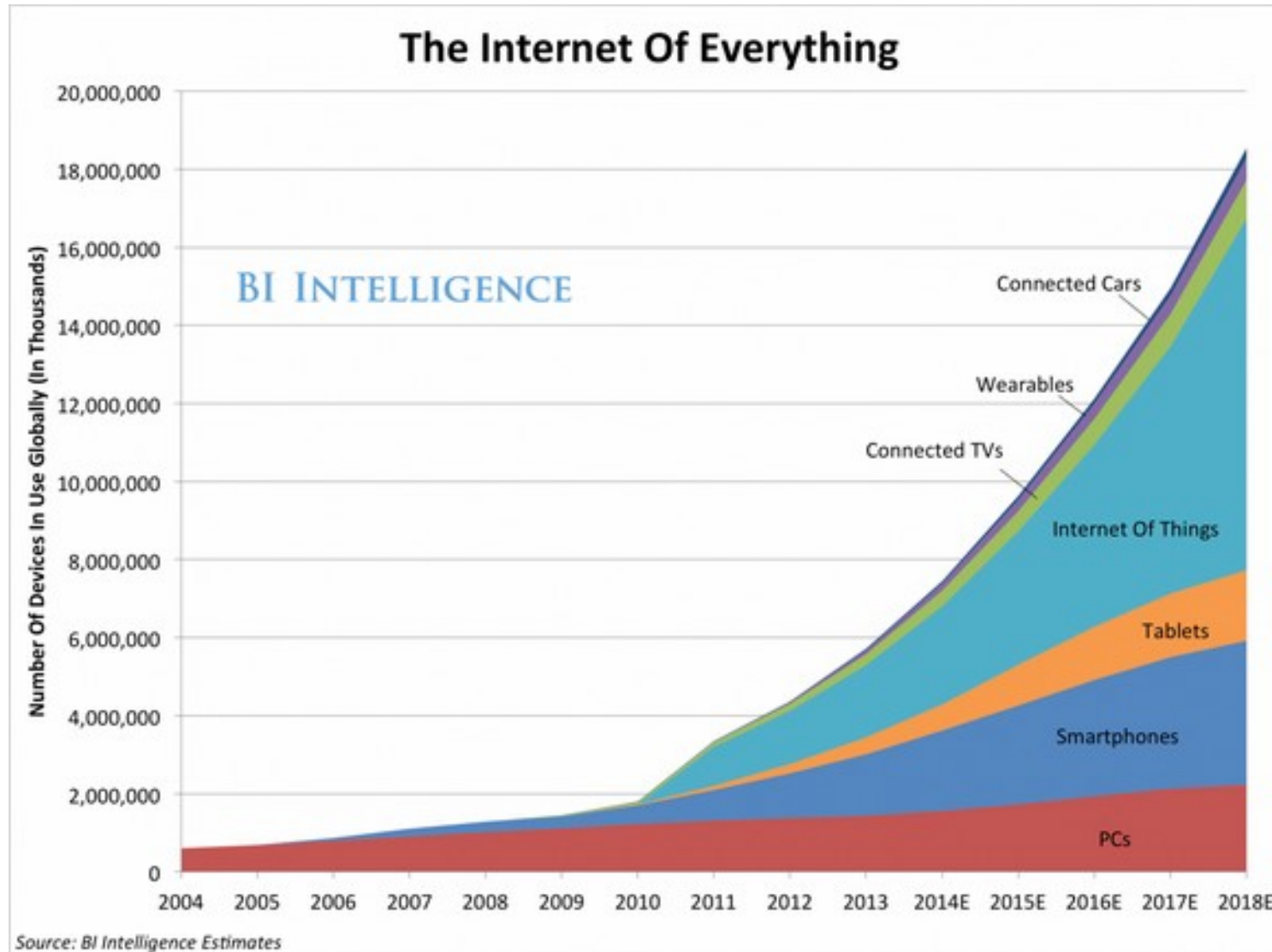
# 1. Mobilność








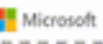









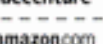
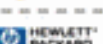


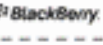
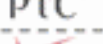

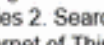

## 2. Nowe modele biznesowe



### 3. Mierzenie i analizowanie czyli rzecz o IoT

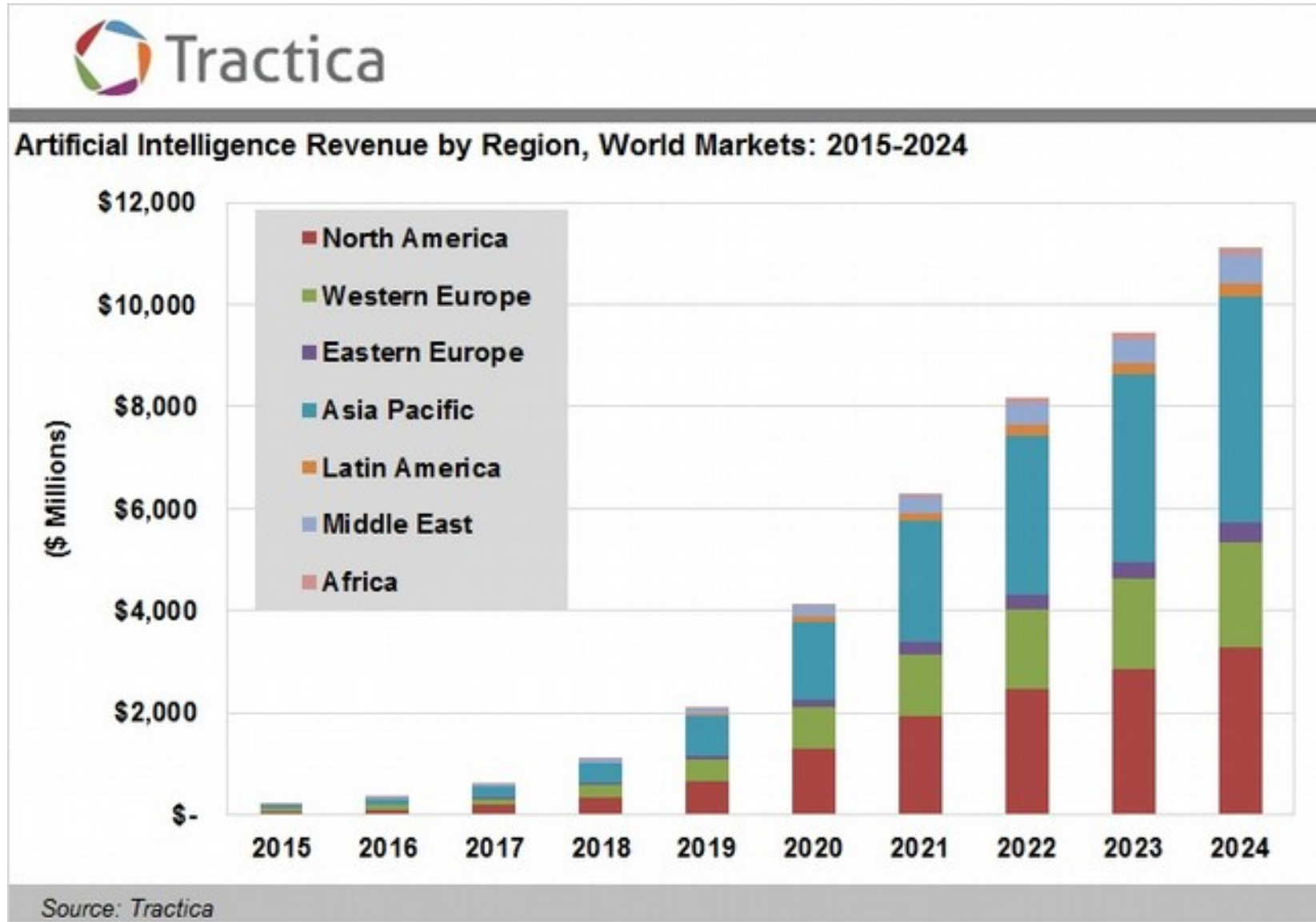




Company	Category	Overall rank <sup>1</sup>	Scores			
			 <sup>2</sup>	 <sup>3</sup>	 <sup>4</sup>	 <sup>5</sup>
①  Intel	Semiconductor	72%	1k	2.6k	4k	616
②  Microsoft	Software	69%	480	1.6k	26k	545
③  Cisco	Hardware	66%	1k	1.4k	5k	719
④  Google	Several	59%	390	3.1k	21k	99
⑤  IBM	Software	55%	720	1.5k	7k	504
⑥  Samsung	Consumer prod.	34%	590	1.6k	5k	29
⑦  Apple	Consumer prod.	31%	170	1.3k	15k	37
⑧  SAP	Software	26%	320	0.4k	5k	260
⑨  Gartner	Market research	24%	390	1.2k	3k	40
⑩  Oracle	Software	22%	170	0.3k	6k	277
⑪  ARM	Semiconductor	20%	90	1.0k	9k	57
⑫  GE	Ind. equipment	19%	70	0.4k	3k	319
⑬  accenture	Consulting	17%	170	0.4k	<1k	249
⑭  amazon.com	Software	15%	110	0.4k	7k	67
⑮  HEWLETT PACKARD	Software	15%	90	0.1k	7k	151
⑯  ALUCENT	Hardware	15%	390	0.5k	<1k	-
⑰  IDC	Market research	15%	210	0.4k	5k	30
⑱  BlackBerry	Software	13%	210	0.3k	4k	25
⑲  PTC	Software	12%	110	0.6k	<1k	123
⑳  verizon	M2M	11%	70	0.2k	6k	51

1. The highest ranking company in each aspect received a rating of 100%, with all other receiving a lower percentage in linear relation to the actual frequency. The overall result is the average of all four categories 2. Searches on Google in conjunction with IoT. 3. Tweets on Twitter in conjunction with IoT 4. Newspaper and blog mentions in conjunction with IoT 5. Number of employees that carry the tag "Internet of Things" on LinkedIn. All numbers valid for Dec 2014 to Feb 2015. Sources: Google, Twitter, LinkedIn, Company websites, IoT Analytics

# 4. AI i ML





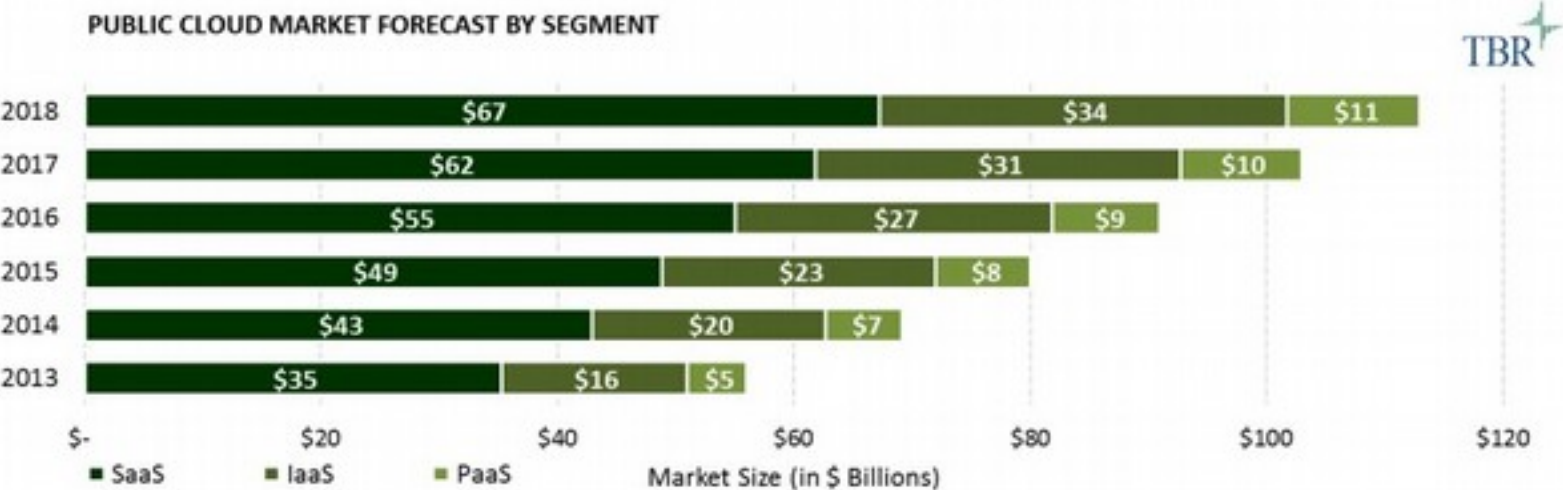
# 5. PaaS współczesny Middleware, główny model budowy aplikacji

PaaS Market Trends



**Public cloud PaaS is critical to the cloud marketplace; the race is on for PaaS vendors to attract and retain top talent and ISVs**

Public Cloud Segment Forecast

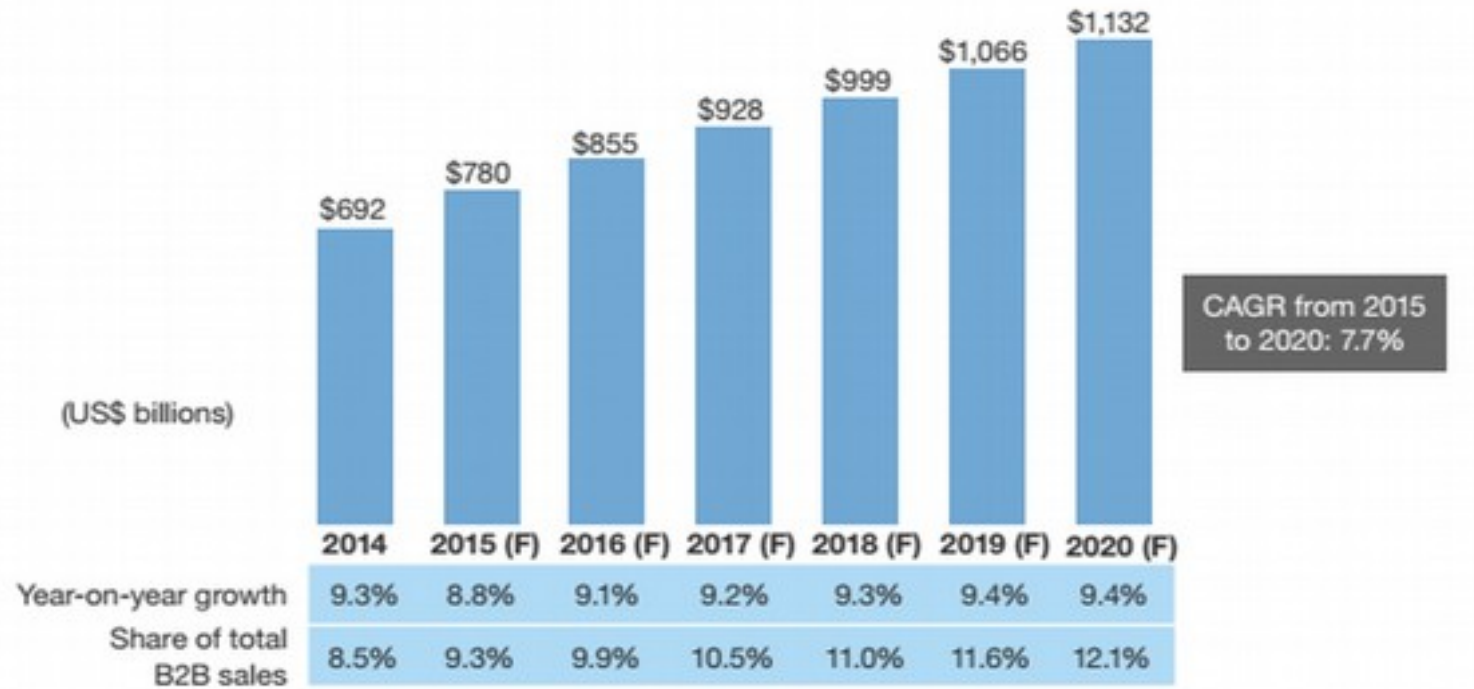


SOURCE: TBR

# 6. eCommerce w każdym biznesie w każdej firmie



Figure 1 Forecast: US B2B eCommerce Sales, 2015 To 2020



Note: (F) = Forecast

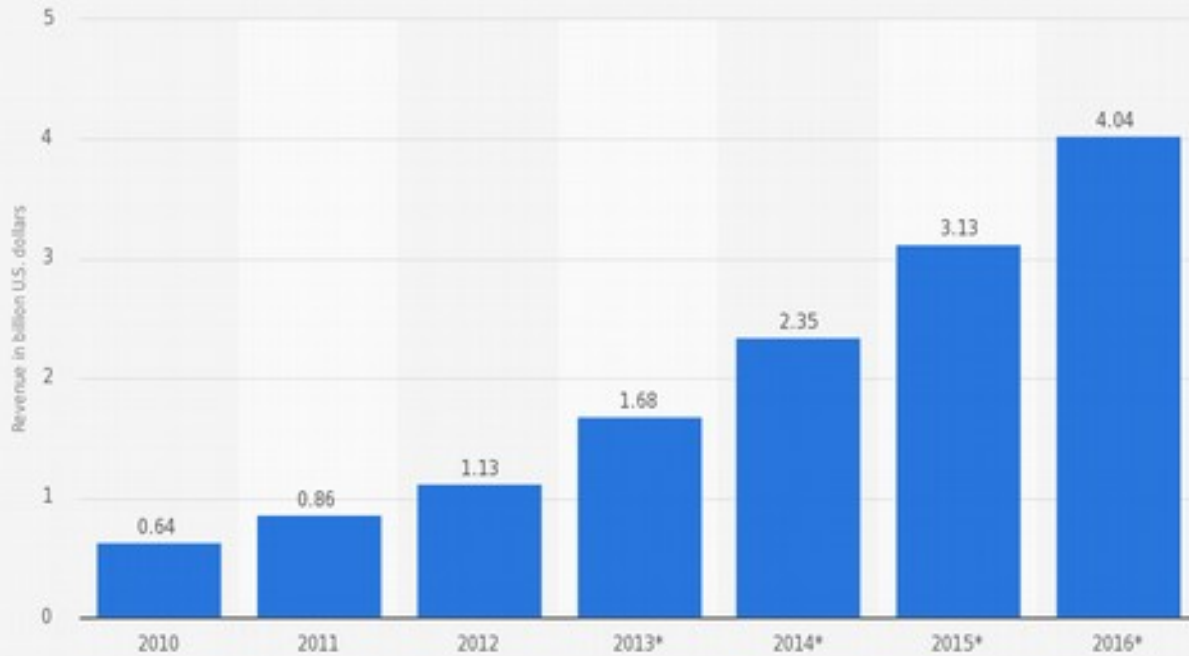
Source: Forrester Research B2B eCommerce Forecast, 2015 To 2020 (US)

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Source: Forrester Research, Inc. Unauthorized reproduction or distribution prohibited.

# 7. Kopia w chmurze

Global cloud service revenue from storage services from 2010 to 2016 (in billion U.S. dollars)



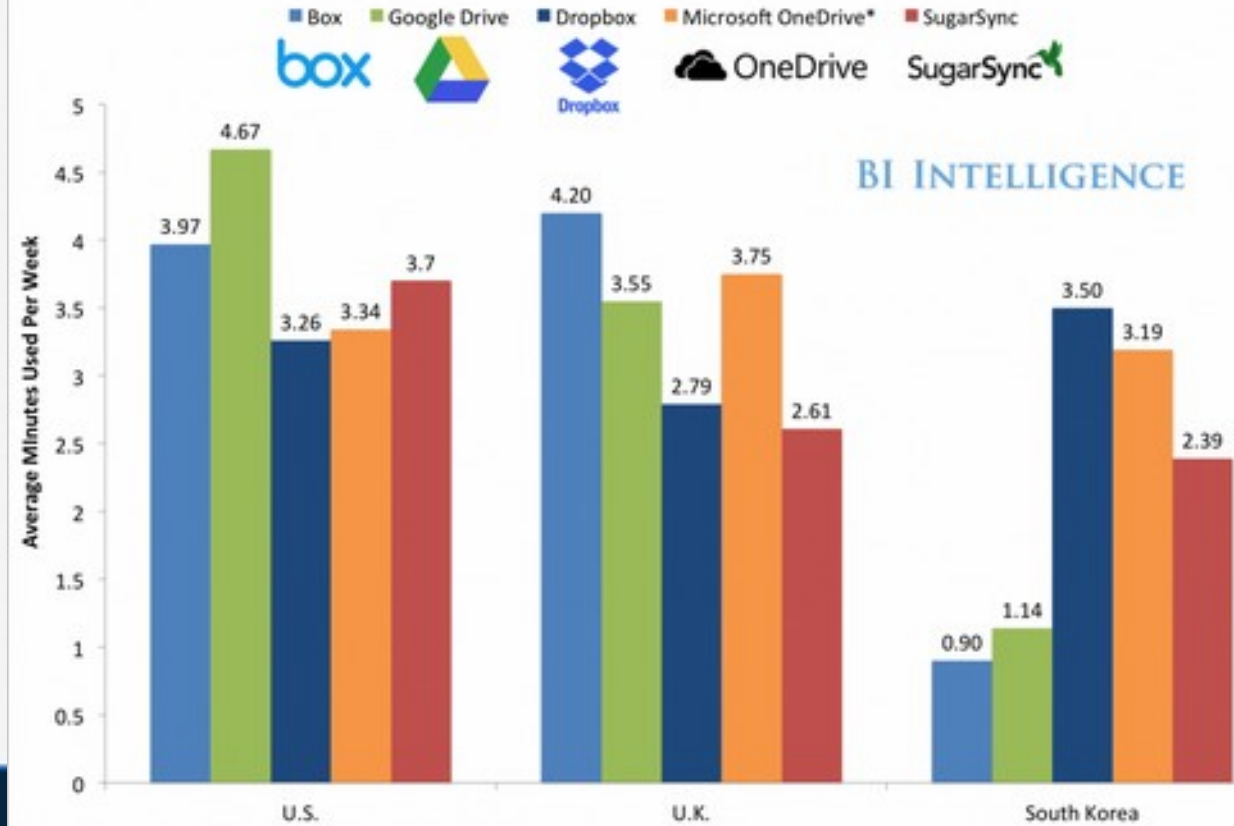
Source:  
Forbes; Gartner  
© Statista 2015

Additional Information:  
Worldwide; Gartner; 2010 to 2012

statista

Cloud Storage Mobile Usage By Service

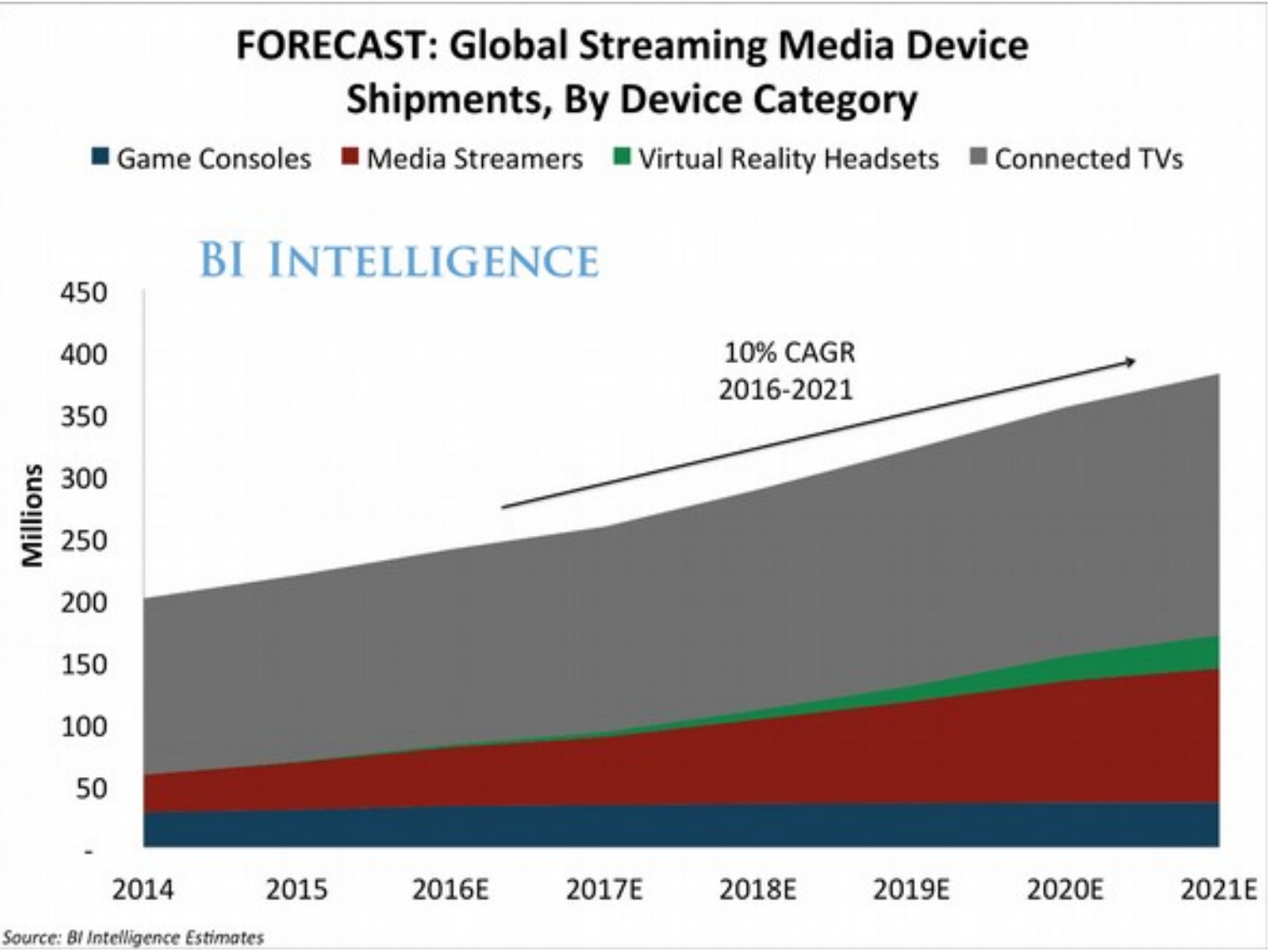
Android Devices, February 2014



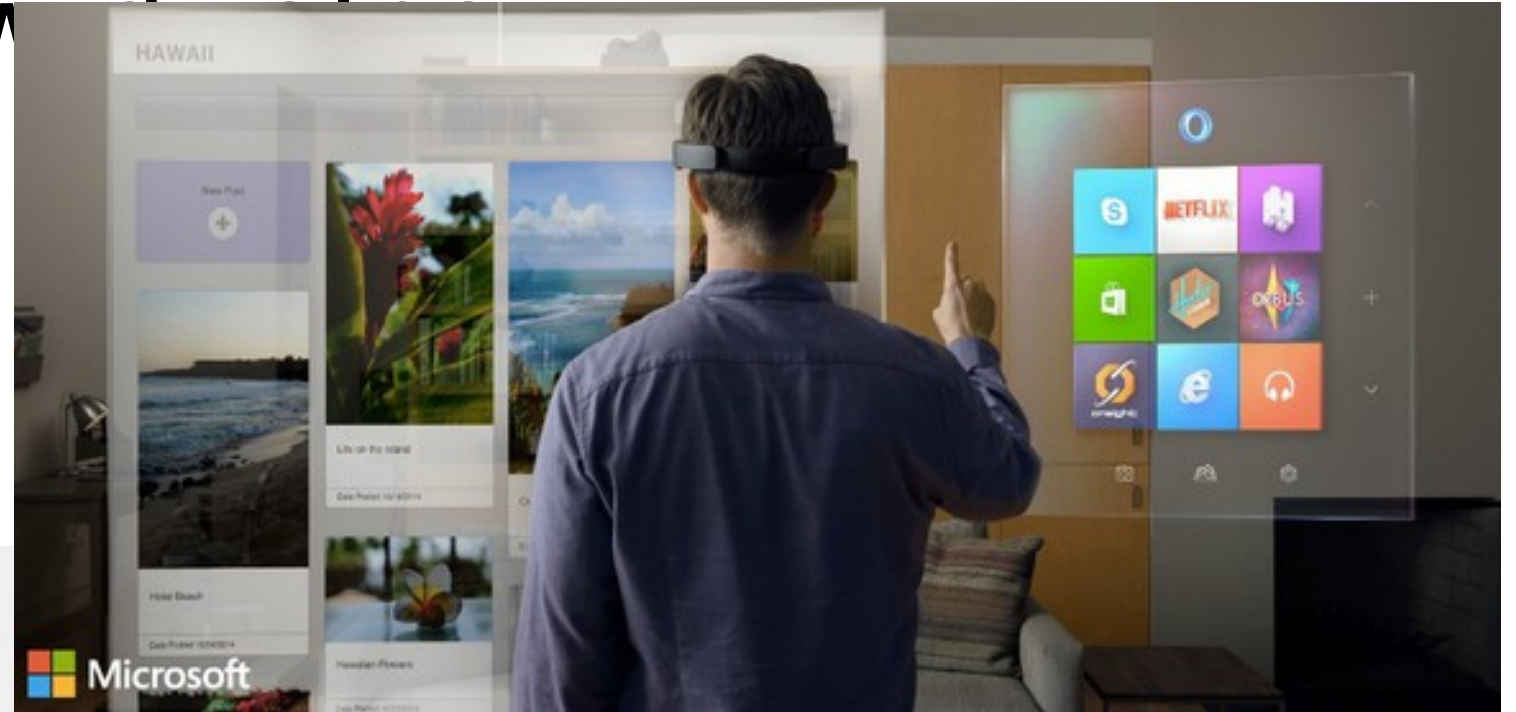
Source: Mobidia, April 2014; \*Formerly Known As SkyDrive

BI INTELLIGENCE

# 8. Media

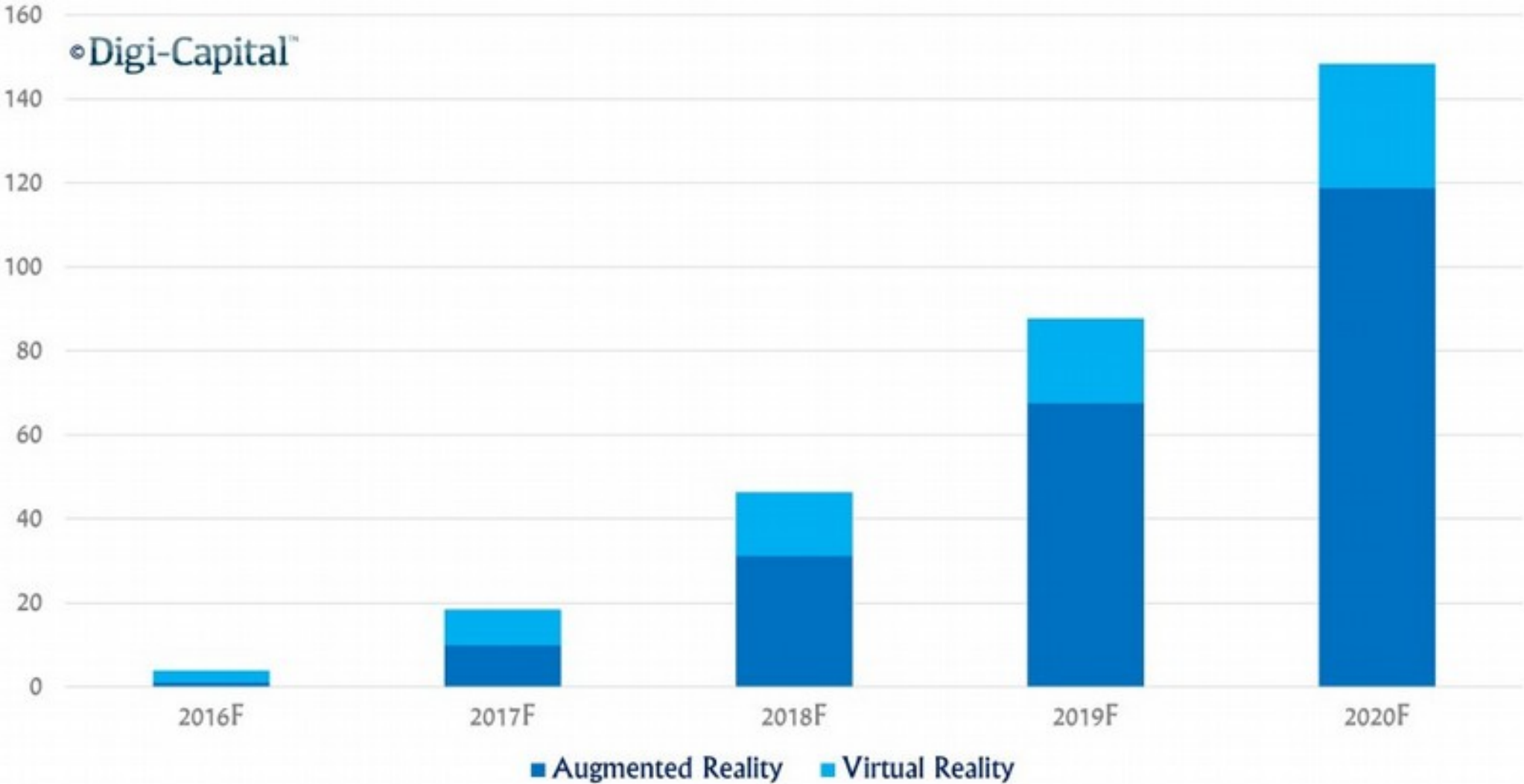


# 9. Rzeczywistość rozszerzona kontra rzeczywistość wirtualna



### Augmented/Virtual Reality Revenue Forecast (\$B)

©Digi-Capital™



# 10. Wirtualny asystent



Hi, I'm Cortana.



Cortana Analytics Suite  
Transform data into intelligent action



# Dziękuję



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