The Road Ahead in the Idea Economy

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In the Idea Economy, anyone can change the world

Digital everything... everywhere, every day, everyone connected

Every business is a digital business

Disrupting every industry
Creating disruptive waves of new demands and opportunities

- New types of apps, data & risks
- New ways to build, operate & consume
- New business models, solutions & revenue
Thriving in the Idea Economy requires a New Style of Business

- Create new outcomes from apps, data and experiences
- Contextually-aware and predictive
- Proactively manage all forms of risk
- Hyper-connected workplace and ecosystem
To respond, IT must become a value creator and bridge traditional and new

<table>
<thead>
<tr>
<th>Contain costs</th>
<th>Create outcomes</th>
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<tr>
<td>Efficiently host workloads &amp; services</td>
<td>Continuously create and deliver new services</td>
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<tr>
<td>Provide hardened systems &amp; networks</td>
<td>Manage and mitigate risk</td>
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<tr>
<td>Store and manage data</td>
<td>Provide real-time insight &amp; understanding</td>
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<tr>
<td>Software automates business systems</td>
<td>Software enables business outcomes</td>
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Automotive Market Challenges
Factors Impacting Automotive Manufacturers

Automotive companies must expand their value chains and adjust their business and technology objectives to include differentiated value propositions spanning pre-sale, sale and post-sale phases of product and service offerings.
Data fuels the New Style of Business

Big Data shift

Data centers
Photo sharing
Mobile apps
Wearable devices
Social networking
Internet of things
Sensors

Technology & skills gap

Human data
Machine data
Business data

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Security trends and implications

Cyber threat
56% of organizations have been the target of a cyber attack

Extended supply chain
44% of all data breach involved third-party mistakes

Financial loss
$8.9M average cost associated with data breach

Reputational damage
30% market cap reduction as a result of a security incident

Cost of protection
8% of total IT budget spent on security

Reactive vs. proactive
60% of enterprises spend more time and money on reactive measures vs. proactive risk management

Key points
- Security is a Board of Directors’ concern.
- Security leadership is under immense pressure.
- There is a need for greater visibility of business risks and to make sound security investment choices.

Source: HP Internal data, Forrester Research, Ponemon Institute, Coleman Parkes Research

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Internet of Things

Seamless and secure information sharing and analysis between IoT devices/services

• 9 billion connected devices growing to over 1 trillion in the next decade¹

• From toothbrushes to cities

• Potential economic impact in 2025 across sized applications of $2.7 trillion-$6.2 trillion²

• What does it mean for the IT industry, when everything in the world becomes IT?

1. Cisco Systems
2. McKinsey Global Institute
Wearables

Wearable, connected, personal devices and services

• From $5.9 billion and 18 million devices today to $14 billion and 134 million devices by 2018

• Consumer fitness and infotainment devices dominate, representing 70% of the market

• From separate devices to more intelligent versions of the things we use and wear today

• Ecosystems critical

Source: McKinsey Global Institute
Contextual Computing

A personalized computing experience based on your context

• Your social connections, interests, behaviors, personal information and environment

• Critical for wearables and IoT

• Essentially real-time Big Data applied to human experiences

• Required for all new user experiences, across all devices
Immersive Experiences

Immersive ways of experiencing content and services

- Multi-sensory—keyboard, touch, voice, gesture, visual, thought
- Blending physical and digital worlds
- Immersive ways of experiencing content and services
- Needs to be considered as part of every product design
- Commercial use cases as important as consumer
Thank you

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