

# Telco 2020

## The Digital Lifestyle Opportunity

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# What's Driving the Digital Economy?

Internet saturation  
growing at 8%  
annually



**Globalization**

4300% data  
generation increase  
by 2020



**Data Explosion**

Smartphone  
shipments to top 1B  
annually by 2016



**Rise of Mobility**

13+ million  
business pages on  
Facebook



**Social Is Business**

Productivity costs  
up 70-75% w/ legacy  
within 7 years



**Modernize To Survive**



Sources: United Nations / International Telecommunications Union, internetworldstats.com  
IDC/EMC 2011 Digital Universe Study, 2010 Digital Universe Decade Study, Data Evolution Sept 2011, CSC's Leading Edge Forum  
Portio Research Mobile Factbook 2012  
Facebook Director of Global SMB Markets Dan Levy, BIA/Kelsey's Interactive Local Media West Conference  
IDC: "Time for Change: Optimizing Datacenter Infrastructure with Technology Refresh"









Anything one man can imagine, other men can  
make real.

(Jules Verne)



facebook

December 2010



What is next?



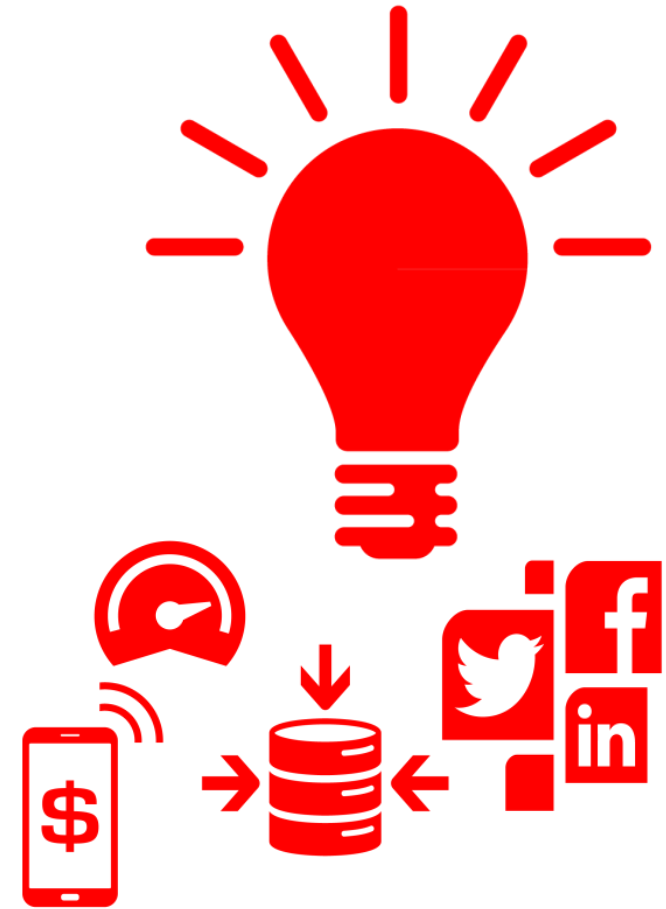


# What is Listening?

- ***Listening*** is receiving language through the ears. Listening involves identifying the sounds of speech and processing them into words and sentences. When we listen, we use our ears to receive individual sounds (letters, stress, rhythm and pauses) and **we use our brain to convert these into messages that mean something to us.**
- Listening in any language requires **focus and attention**. It is a skill that some people need to work at harder than others. People who have difficulty concentrating are typically poor listeners. Listening in a second language requires even greater focus.

# Digital Transformation

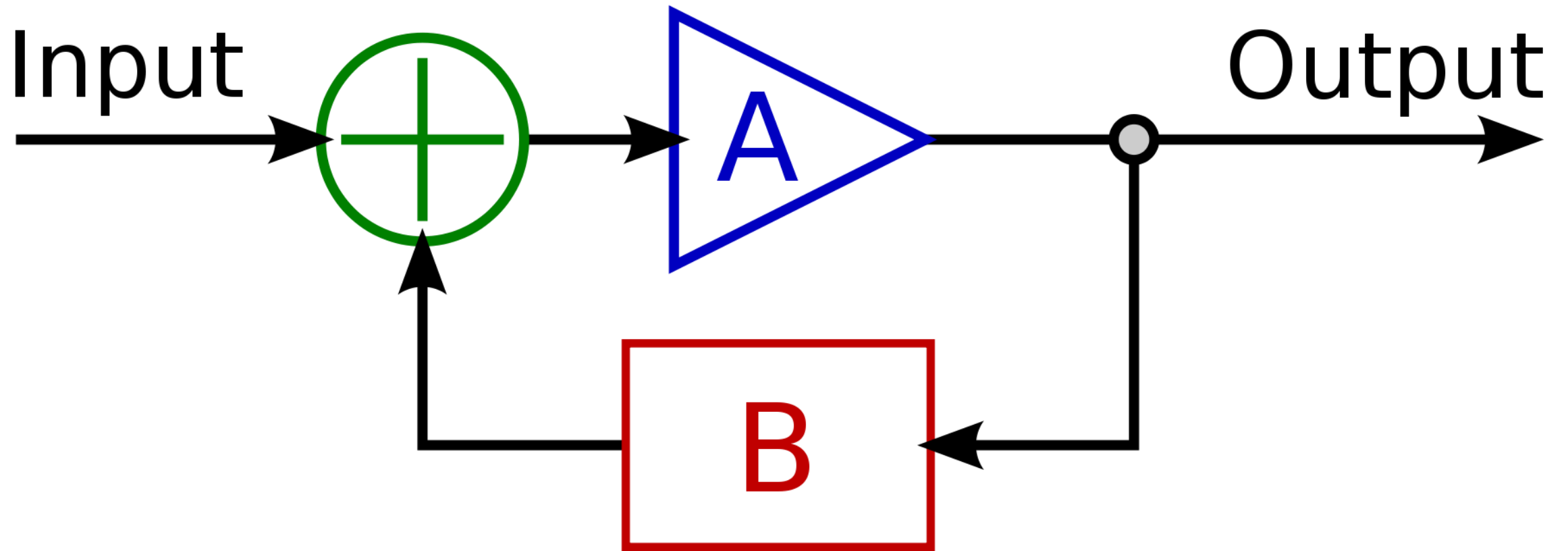
The **re-alignment** of, or **new investment in**, technology and business models to more effectively engage consumers or employees, digitally

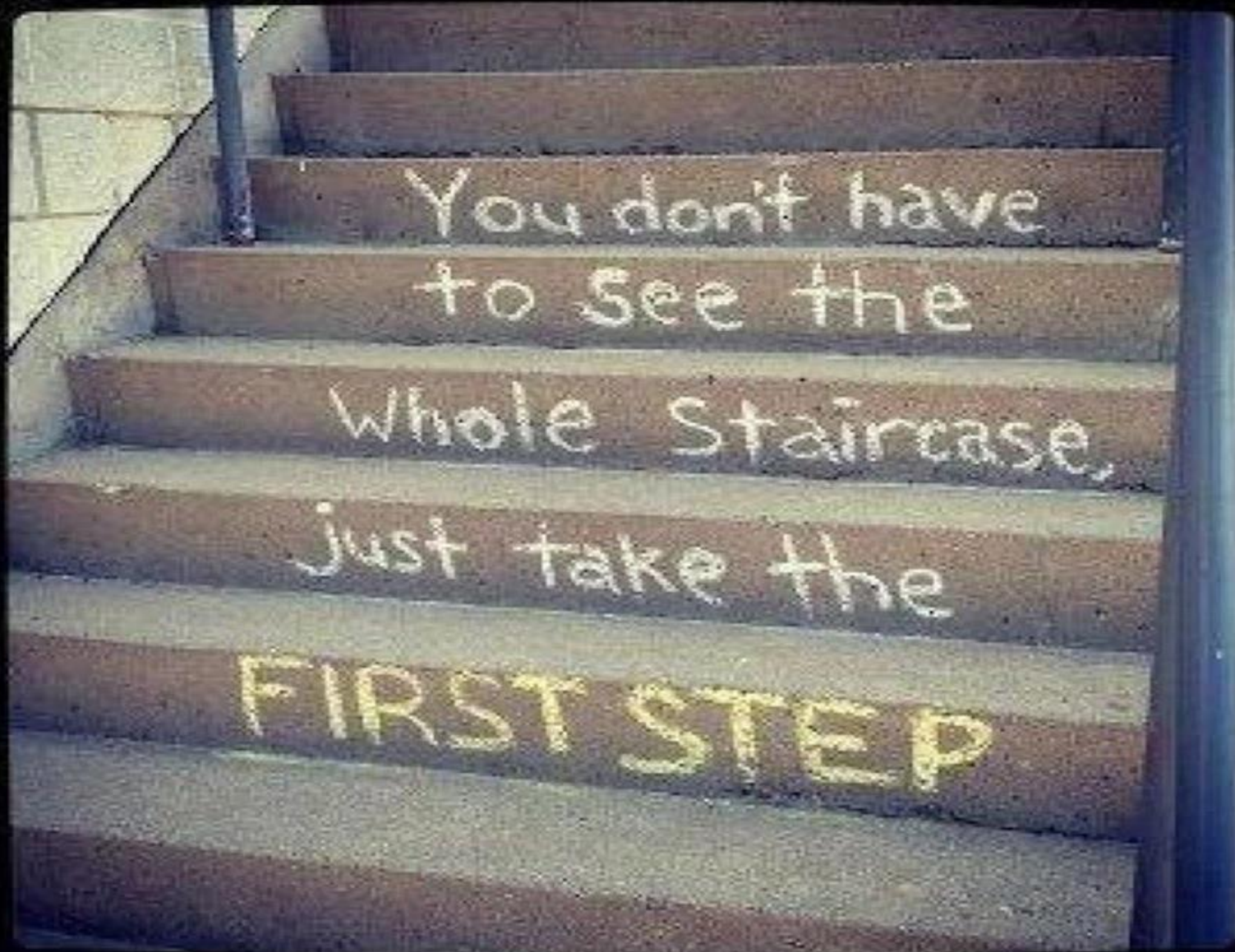


# Three things to think about









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