

IT als Katalysator für Agilität und Flexibilität in einem dynamischen und globalen Umfeld

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23.05.2014

A group of people, mostly men, are participating in a tug-of-war competition on a grassy field. In the foreground, two men are pulling on a thick rope. One man, wearing a yellow shirt and blue shorts, is leaning forward with a determined expression. The other man, wearing a green shirt and dark shorts, is also leaning forward, smiling as he pulls. In the background, several other people, some wearing yellow shirts, are watching or participating in the event. The scene is set outdoors with trees and hills in the distance. The text "Technology WINS!" is overlaid in large, bold, black letters across the center of the image.

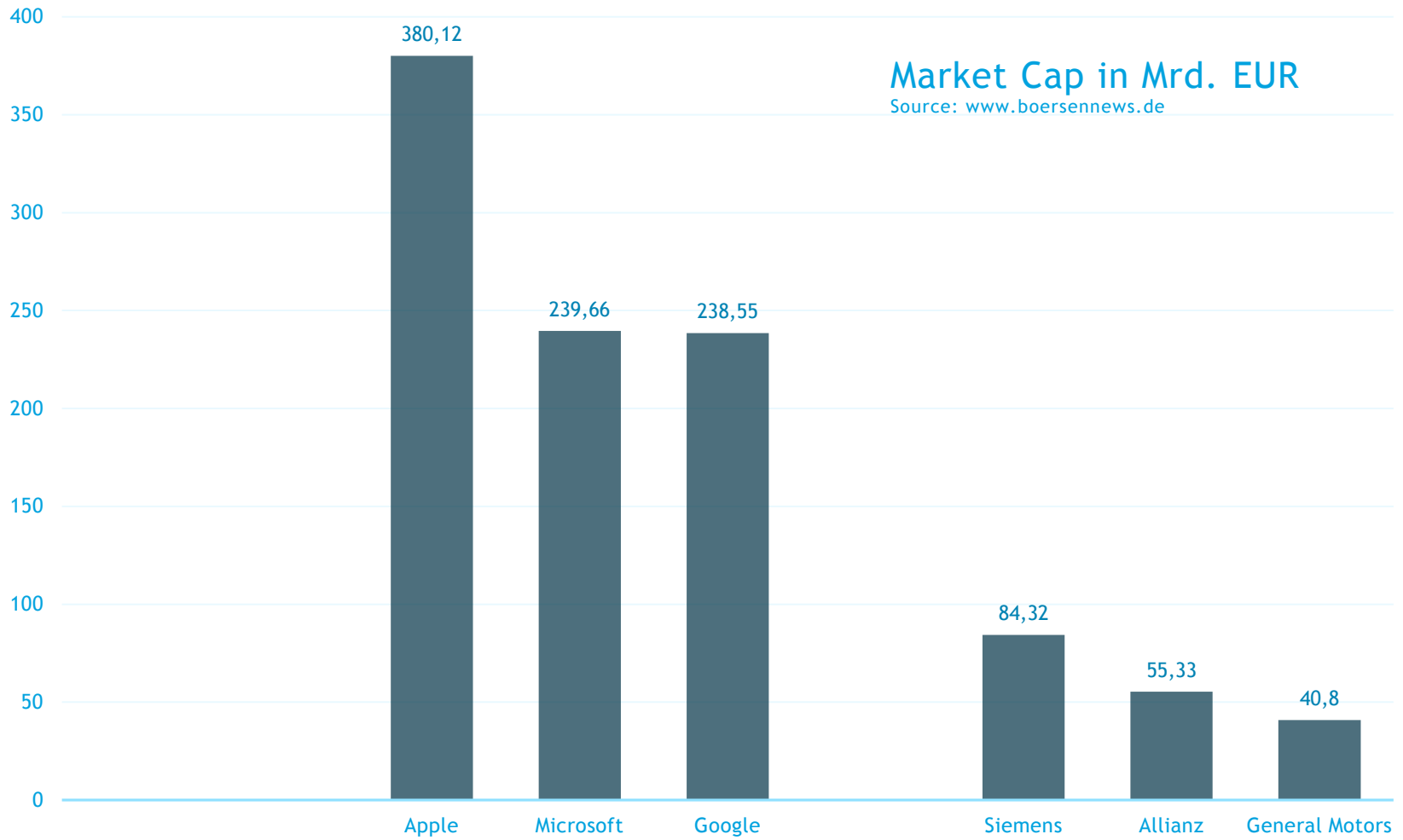
Technology WINS!

GANG OF FOUR



Market Cap in Mrd. EUR

Source: www.boersennews.de





Digitalisasi

Revenues



Profitability



Market Cap



DATA is EVERYTHING!



Connected devices + The Quantified Self

What problem
are you solving for?



I want to control my own
WELL BEING.

GE gas turbines - 500 GB/day!



Mmmhh...





The naked truth!

Cyber Security



Mobile Data Growth





IT Talent !!

„In short - Software is eating the world“

(Marc Andreessen 2011)





„...Wir haben erst 1% dessen erreicht,
was mit der Informationstechnologie
möglich ist. ...“

(Larry Page, Google I/O 2013)

WANTED

— DEAD or ALIVE —





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ANALYSIS

Technology investment returns to the CEO agenda

Cliff Saran

Wednesday 16 April 2014
11:00

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For the first time in nearly a decade, CEOs believe technology can make a difference. But is the CIO best placed to drive the technology business agenda?

Despite industry hype, IT has largely followed the arguments set out in [Nicholas Carr's 2003 Harvard Business Review](#) article, 'IT doesn't matter'.



Carr noted that, rather than using IT to gain an advantage, most companies should spend less on technology.

"Between 2003 and 2007, the ideas of

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WEITERE DEUTSCHE NEWS



IT 2014 - WANTED HEROES!



**WE WANT
DIGITAL
TALENT**

**DEAD OR ALIVE
(PREFERABLY ALIVE)**



Telefonica

BE MORE_