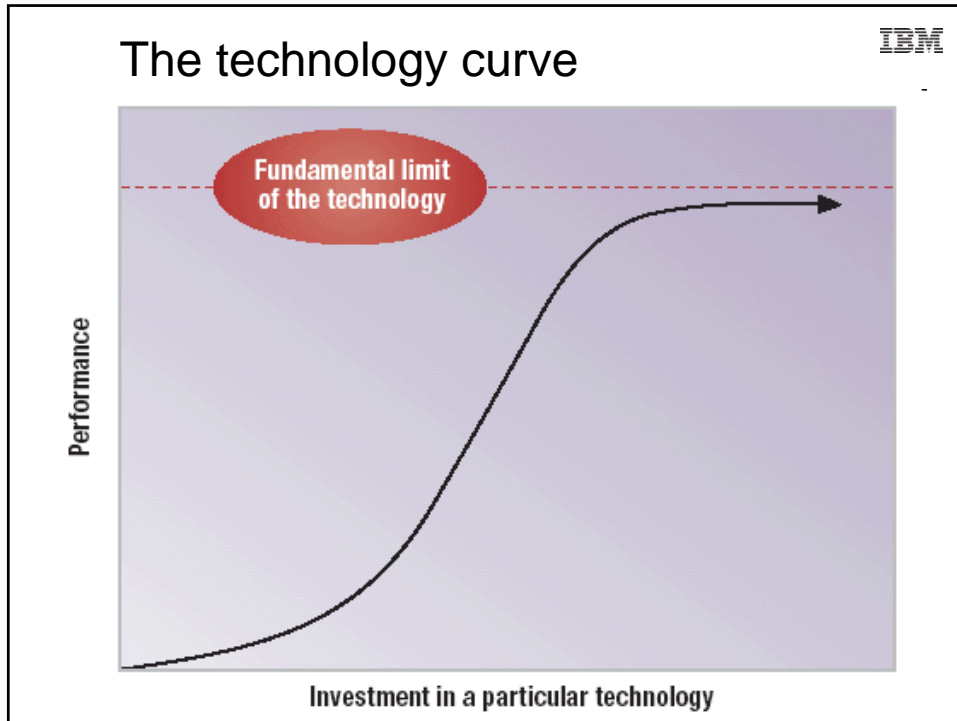


## Disruptive Technology: Let's Upset Your Quiet Mainframe Life!



Winter SHARE  
March 2014  
Session 15112





## The technology curve implications

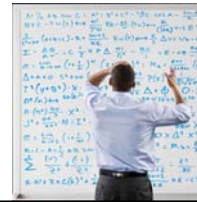
- The extent and nature of payoff from technologies depends on their position on the curve
- Payoff and performance of new technologies can actually be lower than the payoff and performance of the technologies they are meant to replace

From The IT Payoff, by Sarv Devaraj and Rajiv Kohli

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## Disruptive technology

- New way of doing things that disrupts or overturns traditional business methods and practices
- Attributes initially not valued by customers
- May look financially unattractive to established companies



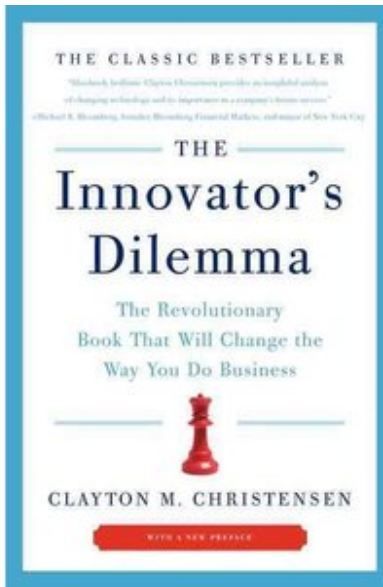
**Customers find little use for disruptive products ... at first**



**The Disruptor - Honda**

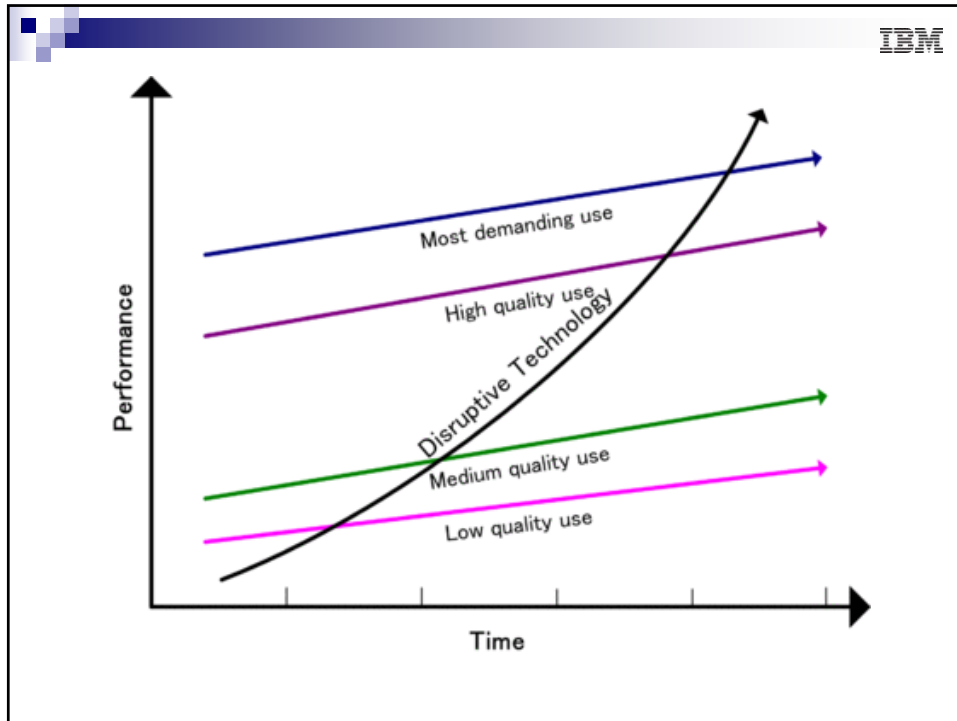


**The Disrupted**



## Disruptive innovation

- Helps create a new market and value network
- Disrupts an existing market and value network, displacing an earlier technology
- Improves a product or a service in ways market did not expect
- Designing for a different set of consumers in the new market, later lowering prices in existing market



- ## Examples of disruptive innovations
- Online retailing
  - Distance education
  - Outpatient clinics
  - USB flash drives
  - Digital Photography
  - LCD
  - Plastic




Disruption in the music industry

**Don't sue your customers!**



IBM



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**The Disruptor**





Music > R&B/Soul > Marvin Gaye

### What's Going On (Remastered)

**iTunes Review**

Preserved & gently used (in the context of its best Marvin Gaye album) (remastered) (period of a season). When it reemerged it was with a new kind of soul record, one that gave voice to his (and many others') anger and worry. The Vietnam War, widespread ghetto drug abuse and a damaged environment all led What's Going On, an orchestrated suite that reflected...

...More

#	Name	Time	Popularity	Price
1	What's Going On	3:58	10000000	\$1.29 BUY
2	What's Happening Brother	2:15	10000000	\$0.99 BUY
3	Flyin' High (in the Friendly Sky)	3:49	10000000	\$0.99 BUY
4	Save the Children	4:03	10000000	\$0.99 BUY
5	Good Is Love	1:41	10000000	\$0.99 BUY
6	Mercy Mercy Me (The Ecology)	3:16	10000000	\$0.99 BUY
7	Night On	7:32	10000000	\$0.99 BUY
8	Wholy Holy	3:07	10000000	\$0.99 BUY
9	Inner City Blues (Make Me Wanna Holler)	5:38	10000000	\$0.99 BUY
10	God Is Love	2:19	10000000	\$0.99 BUY
11	Sad Tomorrows	2:22	10000000	\$0.99 BUY

Total: 11 Songs

**Top Marvin Gaye**

- 1 Ain't No Mountain High
- 2 Sexual Healing
- 3 Let's Get It On
- 4 What's Going On
- 5 I Heard It Through the Grapevine

## The Disruptor

IBM

disc one

THE VERY BEST OF MARVIN GAYE

© 1992 World Circuit Records, a division of World Circuit Records Inc. All Rights Reserved.

## The Disrupted

## Principles of disruptive technology

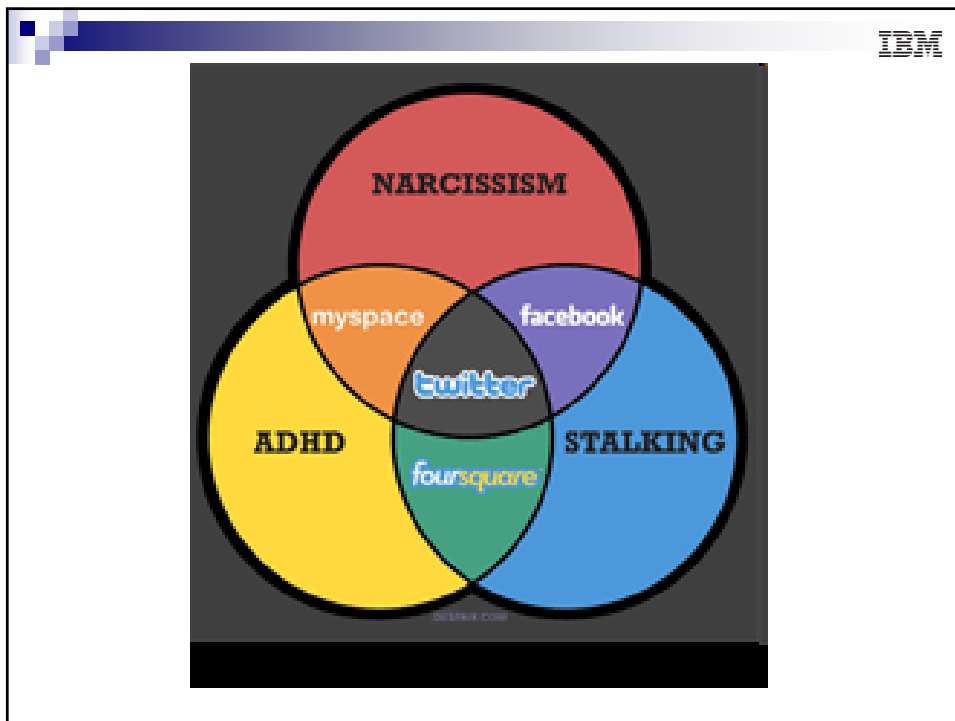
- Companies depend on customers and investors for resources
- Small markets don't solve the growth needs of large companies
- Markets that don't exist can't be analyzed
- Technology supply may not equal market demand

## Augmented reality



# Google glass

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Data is the.....

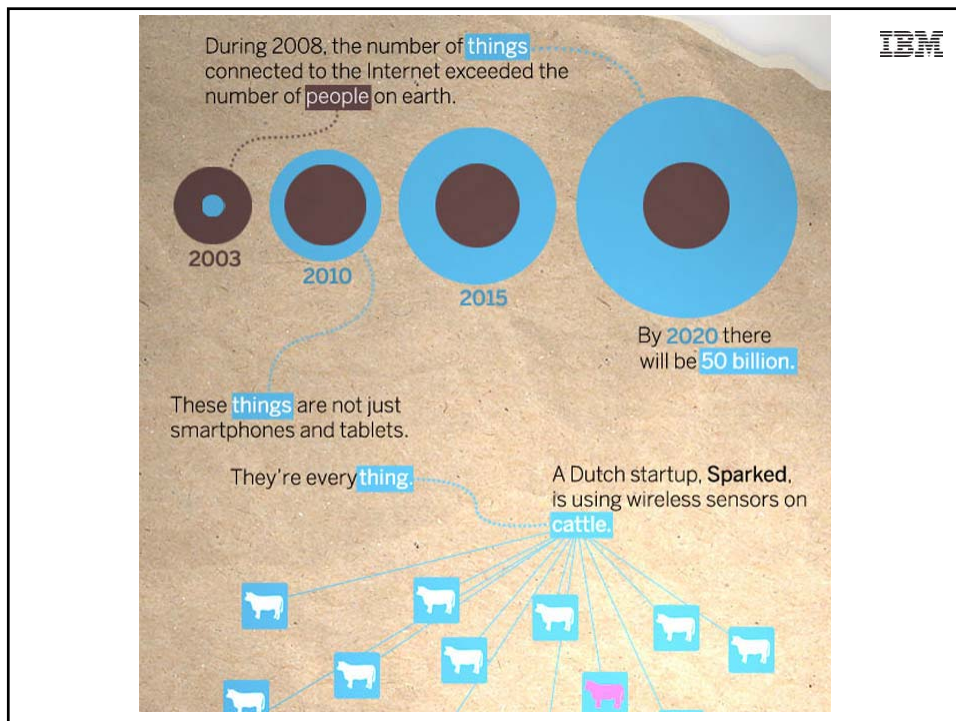
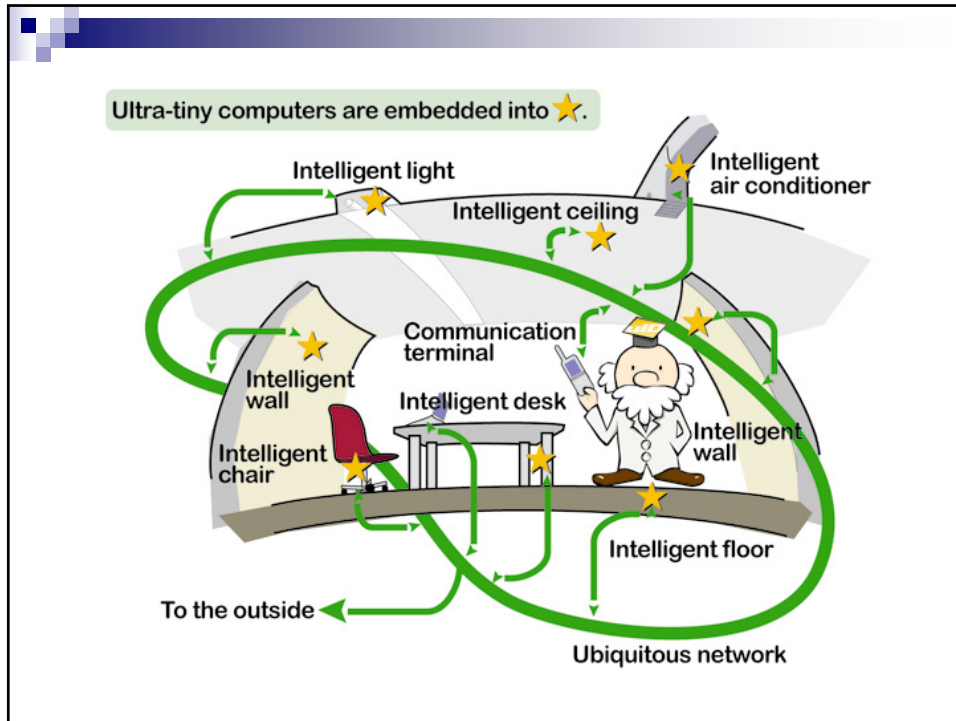


.....New Astrology

*The*  
**INTERNET**  
*of* **THINGS**

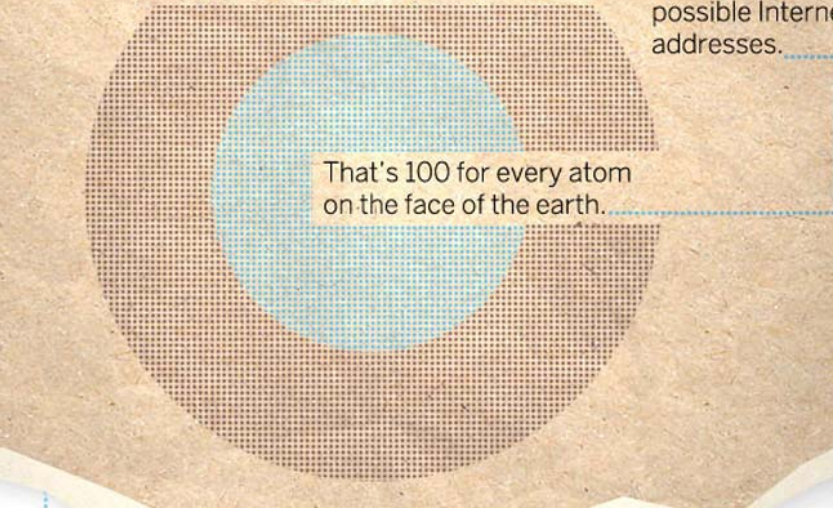
The logo for 'The Internet of Things' is displayed in a light blue, sans-serif font. The word 'The' is in a smaller, italicized font above 'INTERNET'. Below 'INTERNET' is the word 'of' in a smaller, italicized font, followed by 'THINGS' in a larger, bold font. Each letter of 'THINGS' has a small, blue icon hanging from it by a thin line. The icons are: 'T' (a clock), 'H' (a bus), 'I' (a person), 'N' (a house), 'G' (a person), and 'S' (a leaf).





With the IPv6 protocol, we will have  
**340,282,366,920,938,463,463,374,607,431,768,211,456**  
possible Internet addresses.

That's 100 for every atom  
on the face of the earth.



## The Home of the Future



## Cognitive computing

- Sight
- Hearing
- Touch
- Smell
- Taste



## Leap Motion



## Leap Motion



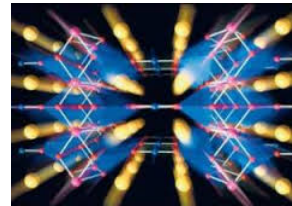
IBM Research: “In five years, buying local will beat online.”





Five corporation-crushing disruptive technologies that will empower the masses (disinfo.com)

- Decentralized Currencies (Bitcoin)
- Crowd Funding
- Graphene
- Psychedelics
- 3-D Printing and Digital Fabrication



# LIKEONOMICS

The new global currency isn't made of paper.  
It's made of relationships & affinity.





IBM

## Most trusted forms of advertising

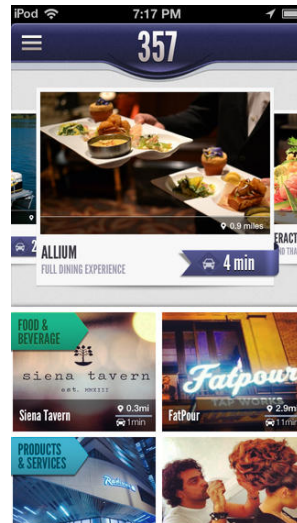
- Recommendations from people known – 90%
- Consumer opinions posted online – 70%
- Search engine result ads – 41%
- Online banner ads – 33%
- Text ads on mobile phones – 24%



Social influence is the new currency.....

*freebie*

We believe your social connectivity has a value and we have partnered with a series of clients that are willing to give you valuable things completely free based on your social media presence.



An advertisement for IBM. On the left, a woman with blue hair, wearing a brown steampunk-style jacket and goggles, holds a revolver. On the right, a light-colored background features the IBM logo in the top right corner. A speech bubble contains the text: "You can't treat a tweet like a billboard!". Below the speech bubble, the text "Disruption in marketing" is written.

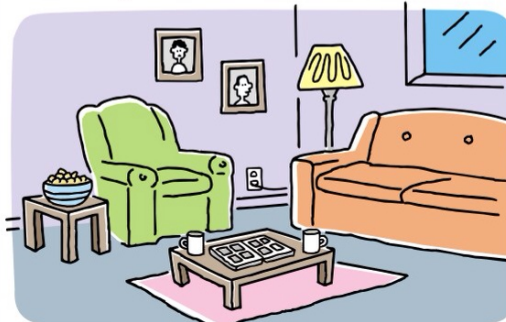


## People who find you on Facebook



**NEW** social networking site:  
**Yourplace**

- invite friends
- live chat
- share photos
- exchange ideas
- customize your domain
- put stuff on your wall
- show things you like
- real-time feedback



wronghands1.wordpress.com

© John Atkinson, Wrong Hands

Thank you for coming.....



Glenn Anderson, IBM Lab Services and Training

Disruptive Technology: Let's Upset Your Quiet Mainframe Life!

Thanks for attending!



Session 15112

