The Information Economy

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John Perry Barlow

(poet, essayist, cattle rancher, Grateful Dead lyricist, EFF founder)
The last century was defined by companies that successfully built economies of scale.
Ford Model T, 1910
But, barriers to entry that once protected companies are falling
Honeywell 6-Series Thermostat

Nest Thermostat
This century will be defined by companies that successfully build *economies of information*
These companies will deliver information at scale
...to their employees
...to their partners
...to their customers
...in their products/services
But our legacy business tools do not enable this way of working
37 years ago...
Oracle RDBMS

OS: VAX/VMS
UNIX
Network

Tools:
SQL*DBA
SQL*Forms
PL/SQL

ERPs
CRM
HRM
App Servers

...
33 years ago…

IBM PC, 1981
Then this happened
Which resulted in this

Source: Asymco, January 2012
And this
And this?
Our workforce is changing

53% use 3 or more devices for work

37% work from 3 or more locations

82% use 7 or more apps for work

Source: Forrsights Workforce Employee Survey, Q4 2012
We have a **BYOD** challenge

- 60% 'Allow' BYOD... but no formal policies
- 25% Formal BYOD policy
- 15% Don't allow BYOD

Source: IDC
And we have a BYOA challenge

- 70% of companies report “active use” of employee introduced apps
- 69% of social software apps are introduced by employees
- 40% of collaboration or productivity apps are suggested by employees

Source: ZDNet
And we have a collaboration challenge

50% time spent by workers collaborating with others each week

67% of workers collaborate with people outside their company each week

Source: IDC, May 2013
We need platforms and solutions that fit how we work today.
New Systems of Engagement

Traditional Systems of Record

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Cloud content challenges in 2014

Content Collaboration
Internal and external sharing

Mobile
Extend content to mobile devices

Security
Handle BYOD/BYOA securely

Content Platform
Custom, targeted content use
Any data, any device

Work like a consumer app

Easy collaboration
Full Resolution Health
App for families with autistic children
Network Map: Construction

Red = internal collaboration
Blue = external collaboration
Network Map: Retailer

Red = internal collaboration
Blue = external collaboration
Network Map: Financial Services Company

Red = internal collaboration
Blue = external collaboration
Network Map: Internet Company

Red = internal collaboration
Blue = external collaboration
Network Map: Big Pharma

Red = internal collaboration
Blue = external collaboration
Network Map: Computer Hardware

- Red = internal collaboration
- Blue = external collaboration
The Information Economy will be defined by your ability to deliver information at scale.
The key will be how you connect people to information
We at Box look forward to helping you do that 😊
Thank you.

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