Telco 2020
The Digital Lifestyle Opportunity

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What’s Driving the Digital Economy?

Internet saturation growing at 8% annually

Globalization

Data Explosion

4300% data generation increase by 2020

Rise of Mobility

Smartphone shipments to top 1B annually by 2016

13+ million business pages on Facebook

Social Is Business

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

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"

Sources: United Nations / International Telecommunications Union, internetworldstats.com


Portio Research Mobile Factbook 2012

Facebook Director of Global SMB Markets Dan Levy, BIA/Kelsey’s Interactive Local Media West Conference

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

(Jules Verne)
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
You don't have to see the whole staircase. Just take the first step.