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Building a Smarter Planet: THE NEXT LEADERSHIP AGENDA



Something Meaningful is Happening

We know the world is becoming
SMALLER.

In many ways the world is becoming
FLATTER.

But something else is going on that
may ultimately have a greater
impact on business and society...



Something Meaningful is Happening

We know the world is becoming
SMALLER.

In many ways the world is becoming
FLATTER.

The world is about to get a whole lot
SMARTER.



We now have the ability to measure, sense and monitor the condition of almost everything.

30 billion

By 2010, 30 billion RFID tags will be embedded into our world and across entire ecosystems.

1 billion

By 2010, there will be more than 1 billion camera phones in existence.

85%

Nearly 85% of new automobiles will contain event data recorders by 2010.



Instrumented



Interconnected



Intelligent



People, systems and objects can communicate and interact with each other in entirely new ways.

2 billion

There will be an estimated 2 billion people on the internet by 2011.

4 billion

There are an estimated 4 billion mobile phone subscribers worldwide.

1 trillion

Soon, there will be 1 trillion connected devices in the world, constituting an "internet of things."



Instrumented



Interconnected



Intelligent



We can now respond to changes quickly and accurately, and get better results by predicting and optimizing for future events.

15 petabytes

Every day, 15 petabytes of new information are being generated. This is 8x more than the information in all U.S. libraries.

1 petaflop

Scientists are working to prevent influenza pandemics by modeling the viruses with a supercomputer that can operate at one petaflop, or one quadrillion operations per second.

1 square kilometer

New analytics enable high-resolution weather forecasts for areas as fine as 1 to 2 square kilometers.



Instrumented



Interconnected



Intelligent





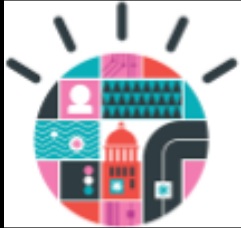
Smart is about organisations and societies becoming
instrumented, interconnected and intelligent.

The World is Getting Smarter: Because it Must

- Economic downturn and future uncertainty.
- Frozen credit markets and limited access to capital.
- Increasingly complex supply chains and empowered customers.
- Emerging economies offering new markets for growth.
- Market conditions forcing consumers everywhere to alter spending habits.

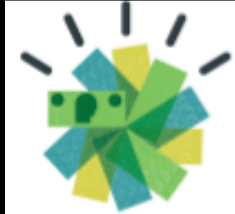
The world is connected:
economically, socially and technically.

The World is Getting Smarter: Because We Want It To



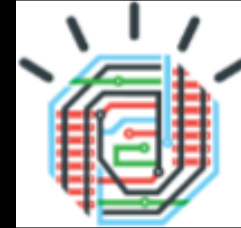
Smart government

Smarter government will interconnect dynamically with citizens, communities and businesses in real time to spark growth, innovation and progress.



Smart money

Build a safer, more transparent and intelligent financial system.



Smart rail

Increase capacity and utilization, adjust schedules dynamically, cut delays, monitor safety and analyse passenger travel patterns.



Smart food

Improve the quality and reduce the cost and environmental impact of what we eat.



Smart oil

As we move toward a renewable future, shape our hydrocarbon present to be more efficient, affordable and protective of the environment.



Smart water

Monitor, measure and analyze water ecosystems, and provide a single, reliable, up-to-the minute and actionable view of water use.



Smart communications

Build smart networks which can identify instrumented things and collect relevant data from them.



Smart healthcare

Improve research, diagnosis and treatment of serious illnesses.



Smart products

With smarter ways to make all the things we want and need, we could do for product creation in the 21st century what mass production did in the 20th.

Smarter thinking applies to just about every industry.
What is the opportunity? What wouldn't you do?

Success will require innovative business models that rely on real-time insights to meet changing demands and expectations.

instrumented, interconnected and intelligent.



An opportunity to think
and act in new ways.



We've only just begun to uncover what is possible on a smarter planet.

The world will continue to become smaller, flatter and smarter. We are moving into the age of the globally integrated and intelligent economy, society and planet.

The question is, what will we do with it?