

# LT in an Evolving ICT Landscape

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## The Stars Are Aligned

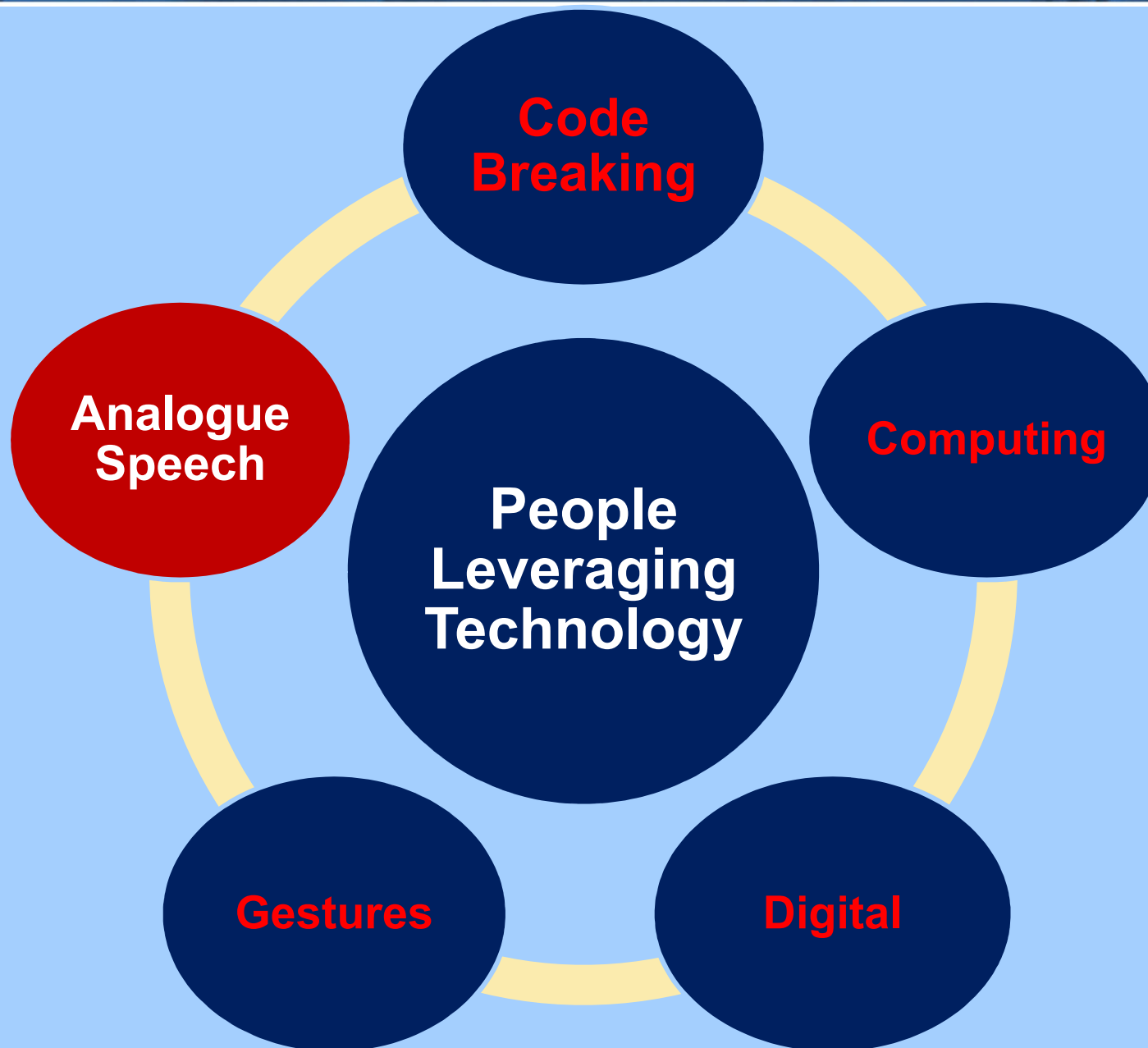
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# Computing Completes the Full Circle Back to Human Interaction?



# IDC Sees Four Main Pillars of the ICT Industry Transformation: All Relevant to LT

*Cloud*



*Mobility*



*Big Data/  
Analytics*



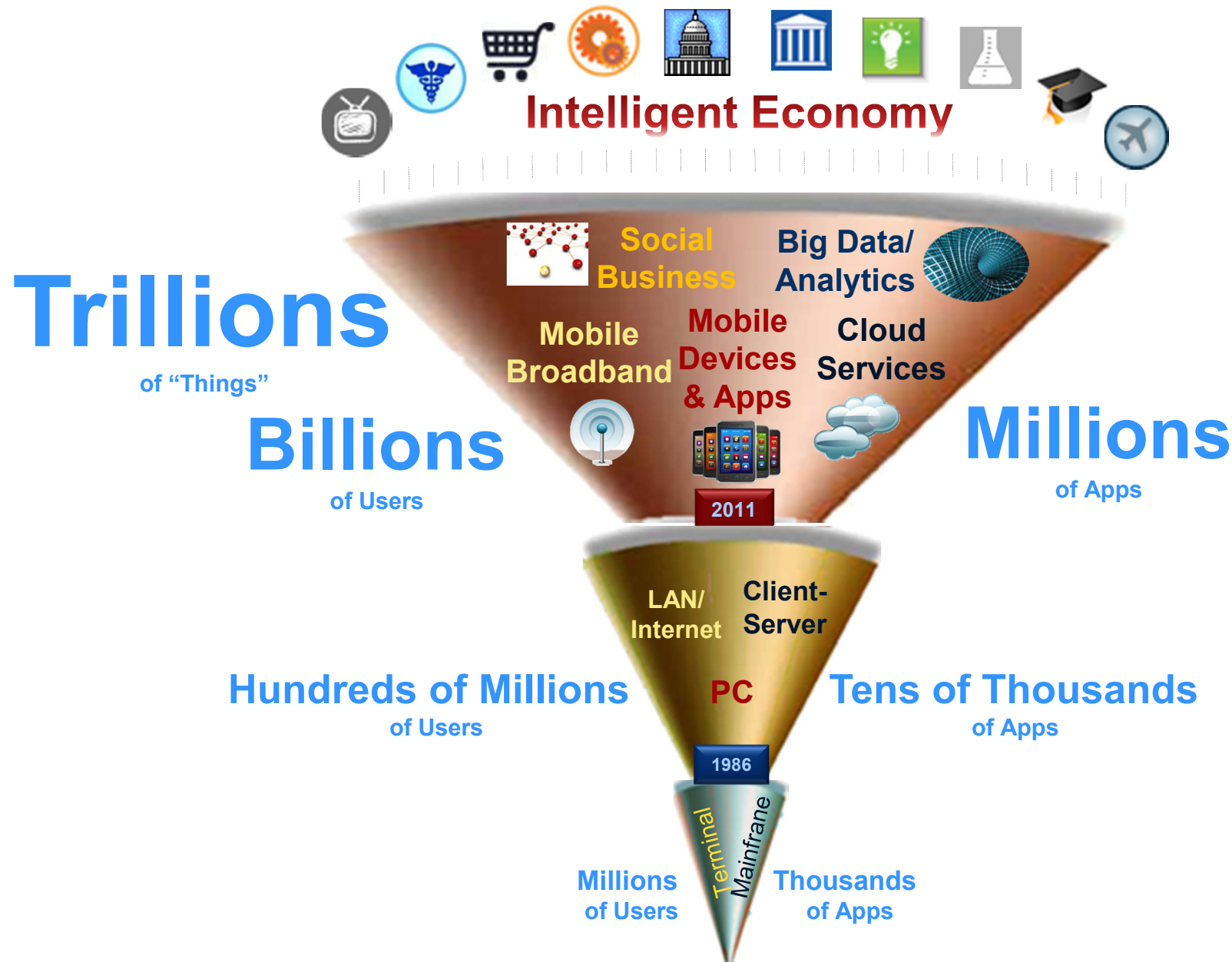
*Social  
Business / Unified  
Communications*



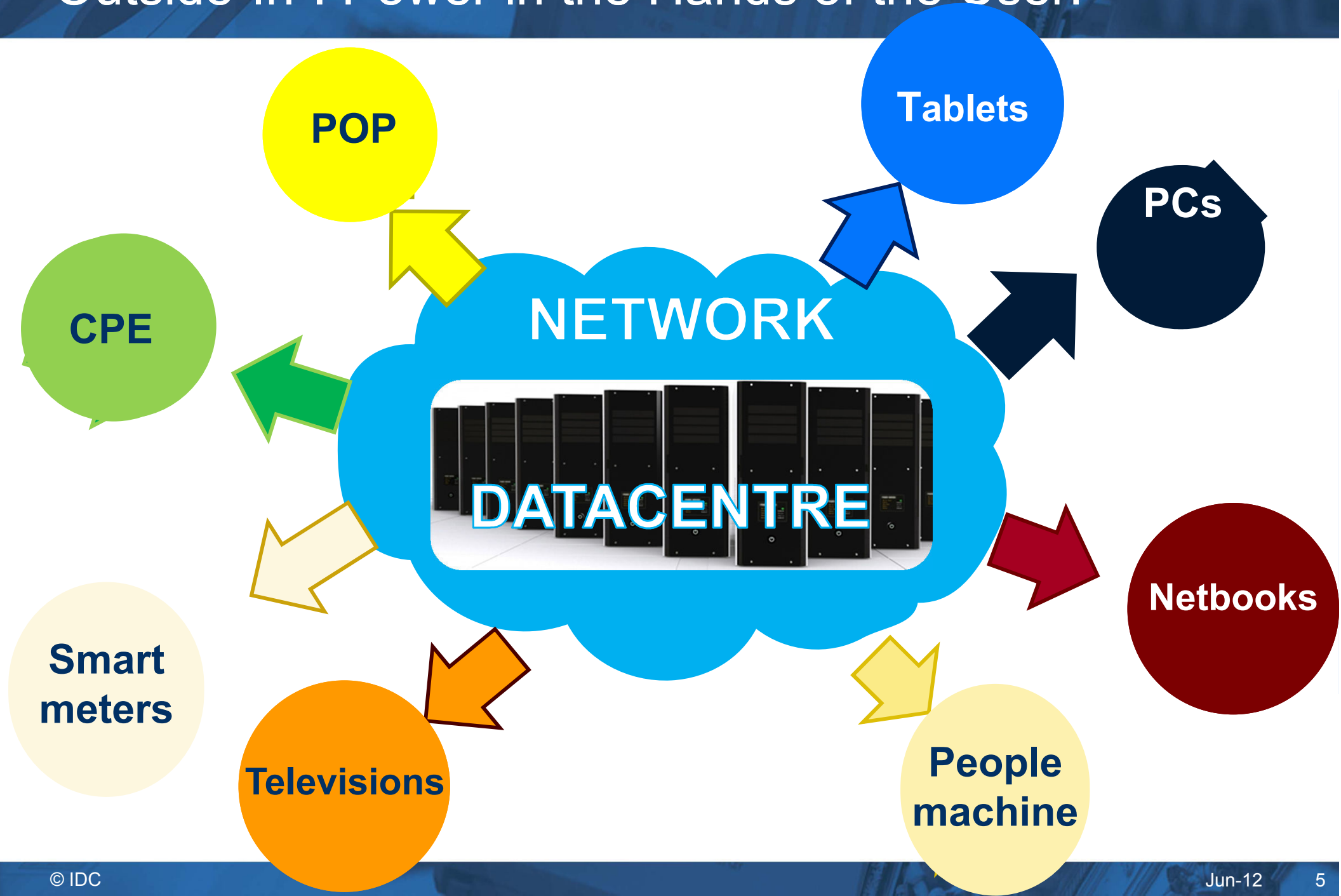
Based on the four forces of **cloud**, **mobile**, **social/UC** and **Big Data/business analytics** technologies, the ICT industry will be supporting millions of next-generation solutions and is designed to compete at emerging markets' scale and economics. The Third Platform, and the growing ecosystem of innovators around it, will be at the heart of over \$5 trillion of annual ICT spending by 2020.

*Can anyone doubt that leadership positions in this "new" ICT industry of 2020 are up for grabs?  
And that the competition for those leadership positions is being waged right now?*

# ICT Explodes its Reach Through the Third Platform



# The Old "Inside-Out" Model Gives Way to the "Outside-In": Power in the Hands of the User!



# N-Screen Consumption and Delivery Strategies

## Discrete Content and Services Per Device Blur

### 4 Stages of Consumption

- Each 'screen' is a window into content and applications; consumption will become seamless across them
- Content consumption and billing go cross platform
- Customer experience is fragmented but united
- Service supports lifestyle



# Cloud Leverages All Technology Components and Builds User-centric Services

## Dynamic permutation of devices, access services and applications management



# Digitisation of Content and Access Means Adding New Technology is Simplified and Users Choose Their Modes of Interaction

