



Cloud Superpowers for Web Apps

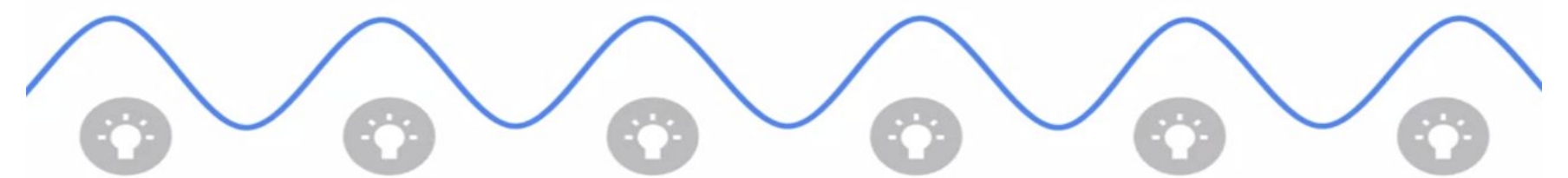
Agenda

1. Cloud Revolutionize Apps
2. Innovation Culture
3. Questions

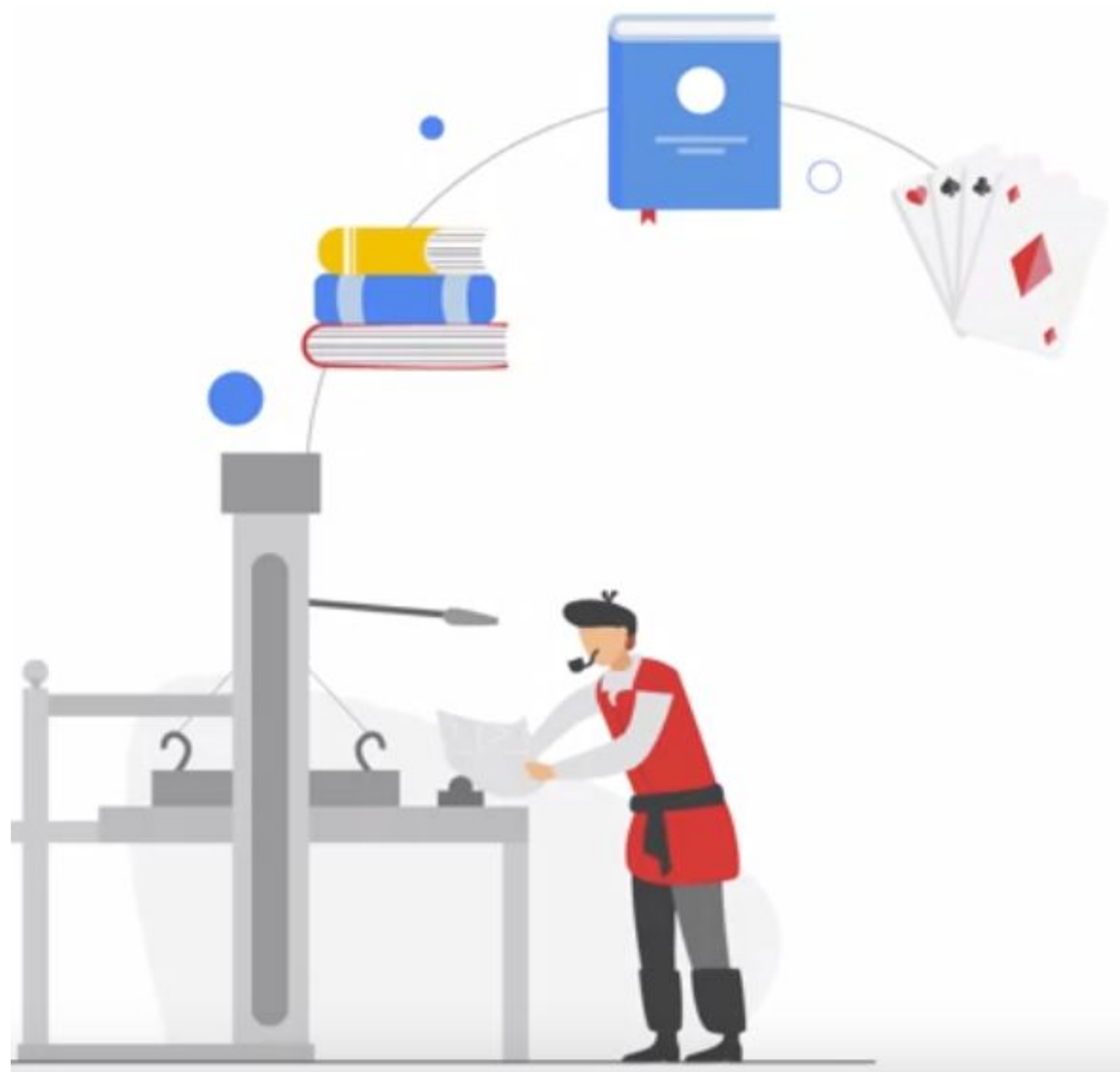
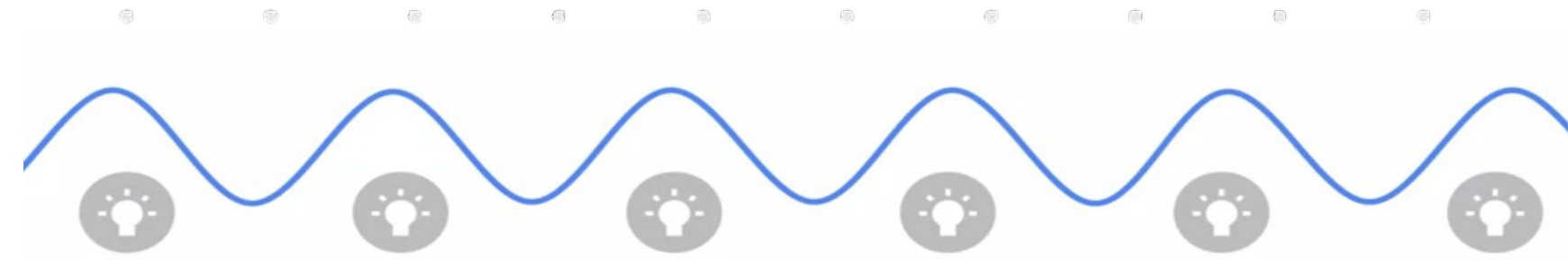


Cloud Revolutionize Apps

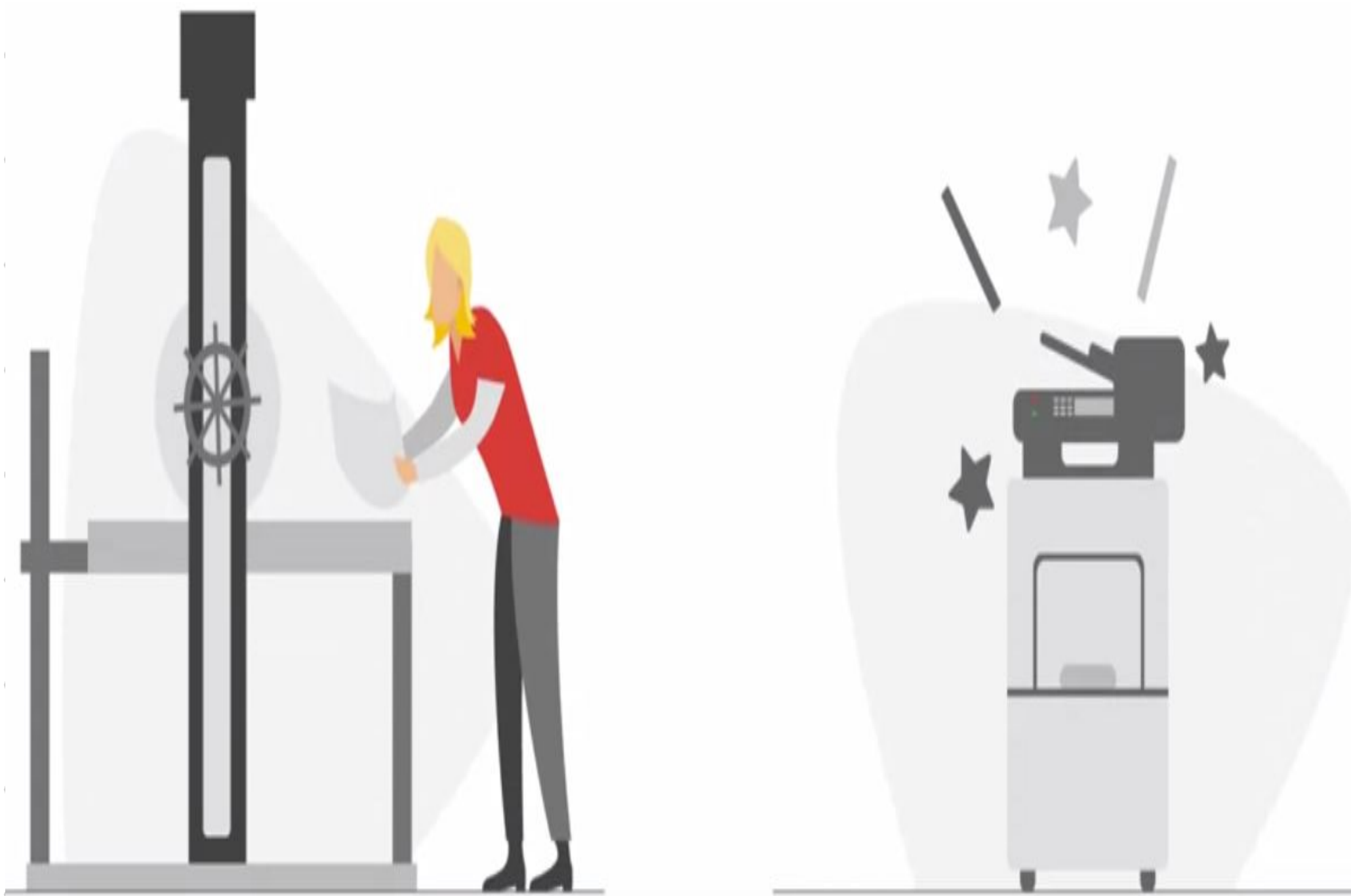
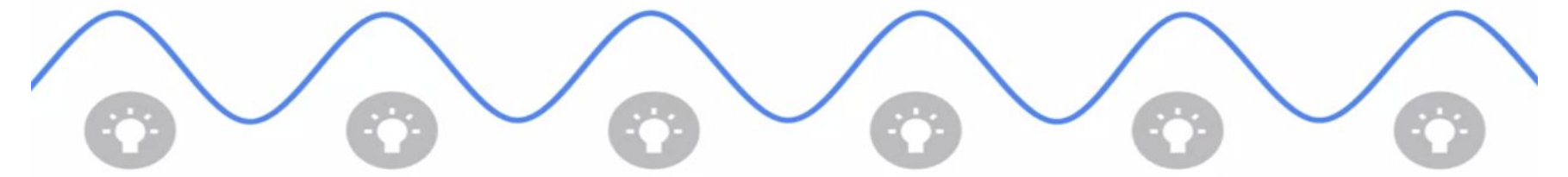
Innovation Comes in Waves



Inventions triggers Innovations



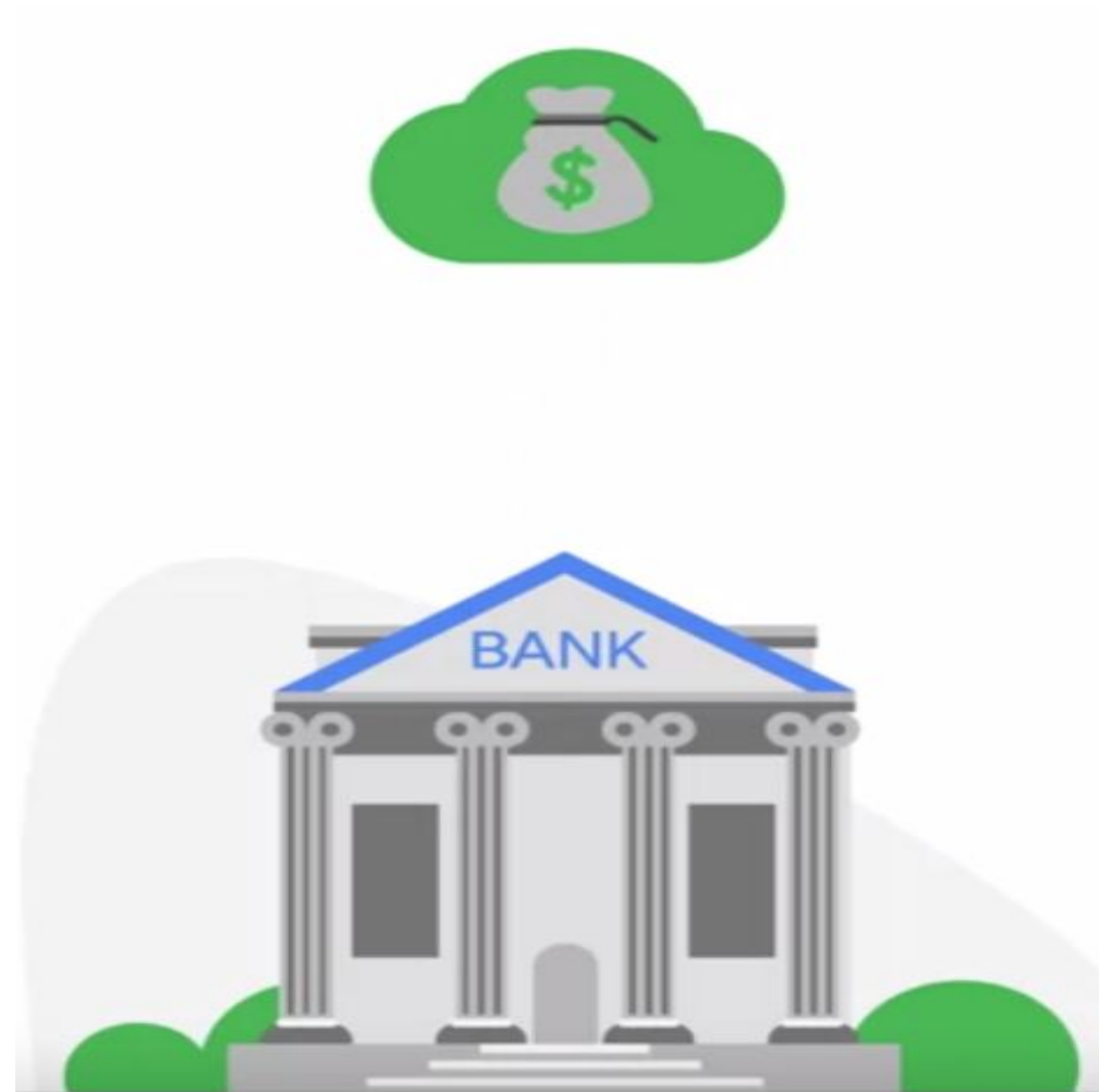
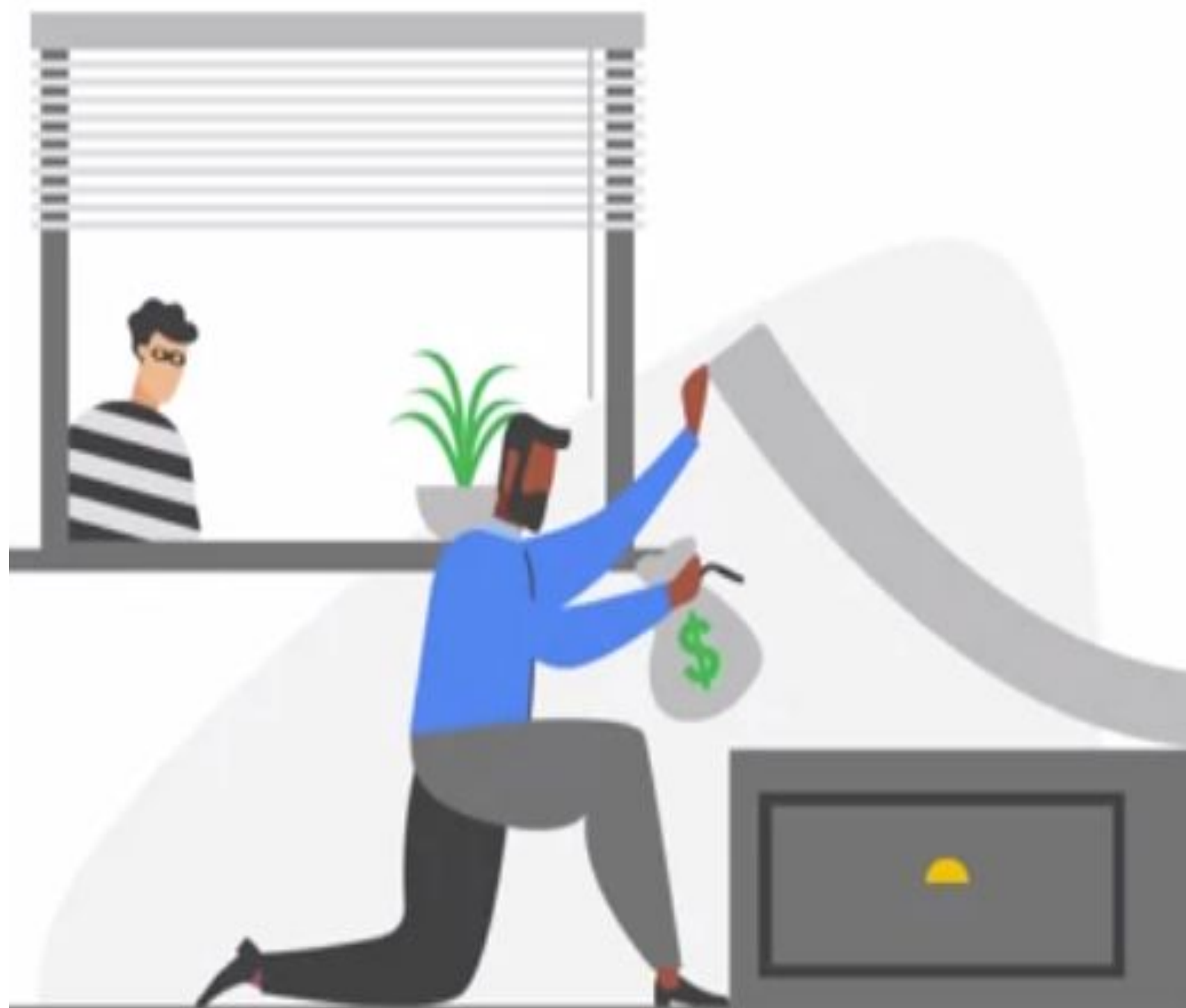
Copiers Evolution



Electricity Evolution



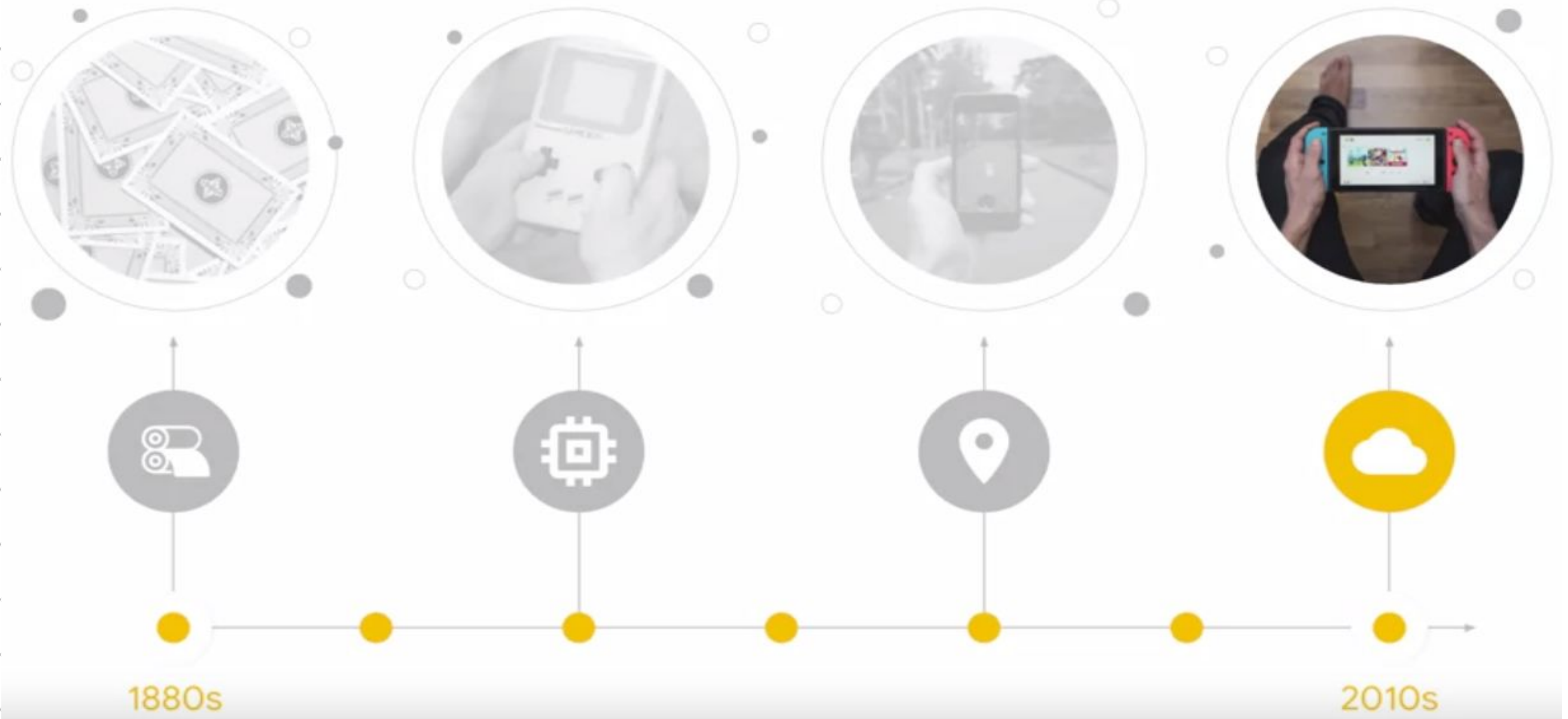
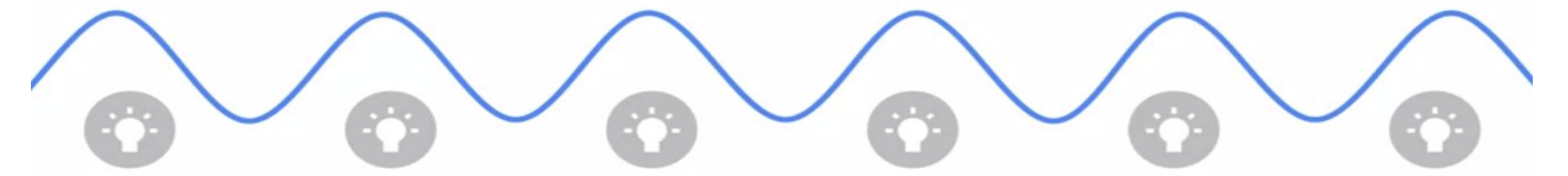
Banks Evolution



Example1: Encyclopedia



Example2: Nintendo



"Why" they exist, not "How" they operate

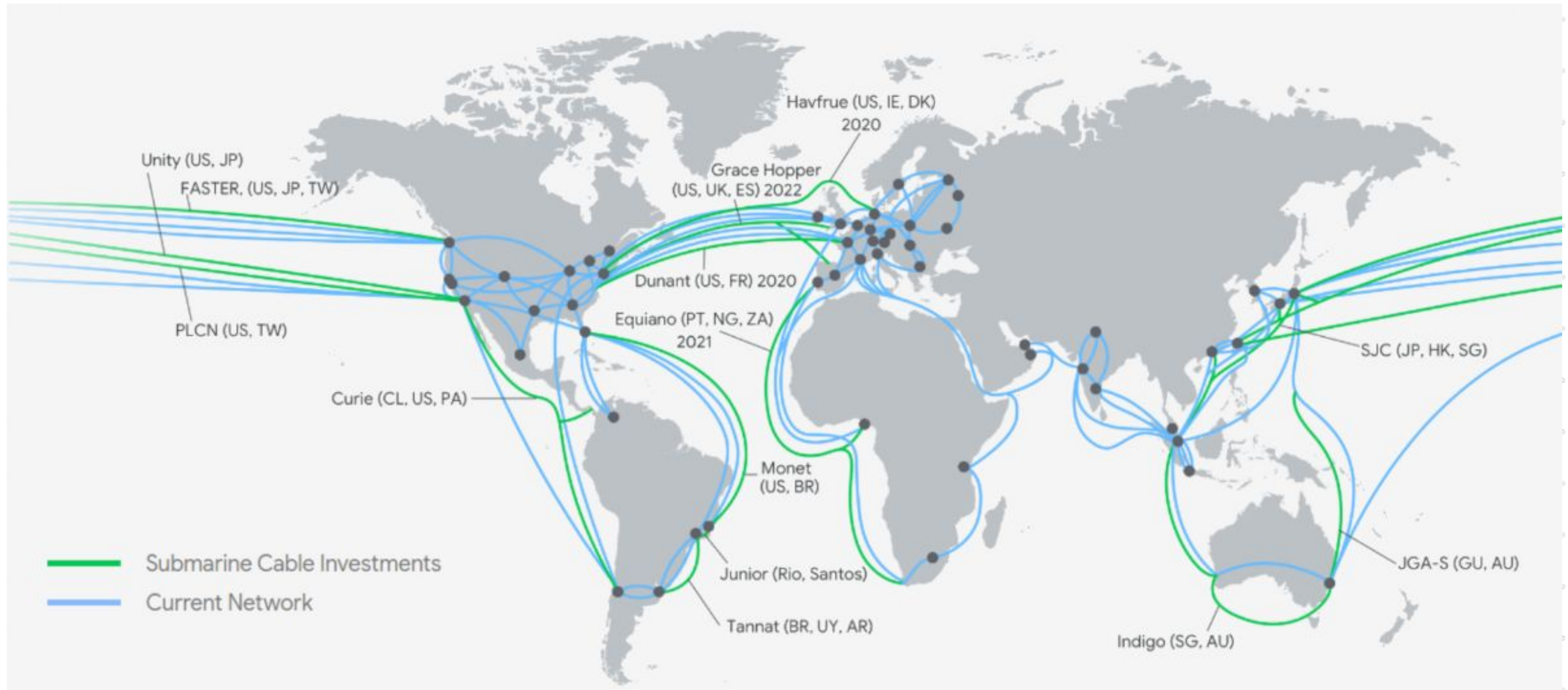
WHY?



HOW?

- Focus on why
 - capture potential of new platforms
 - revolutionize their industries
- There is still time to catch up
 - but now is the time to do it

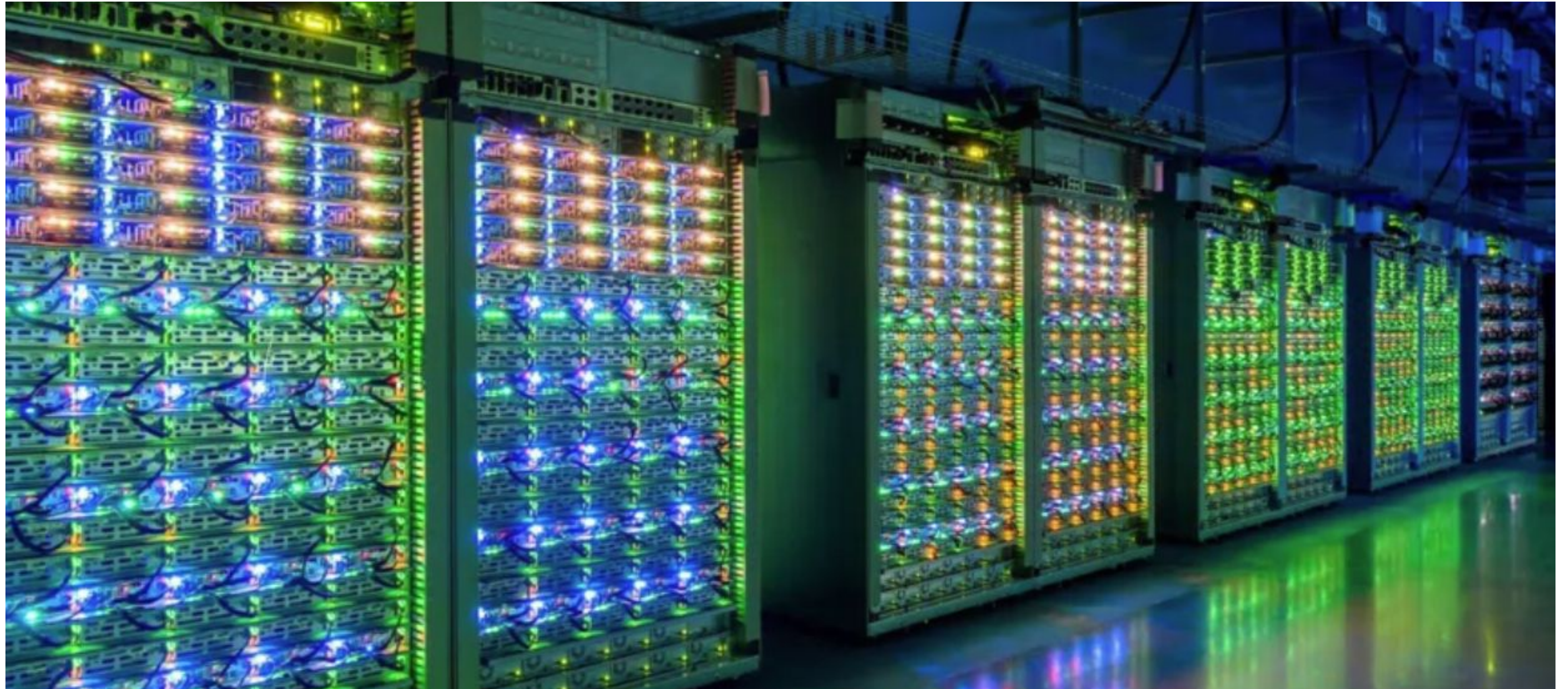
What is Cloud?



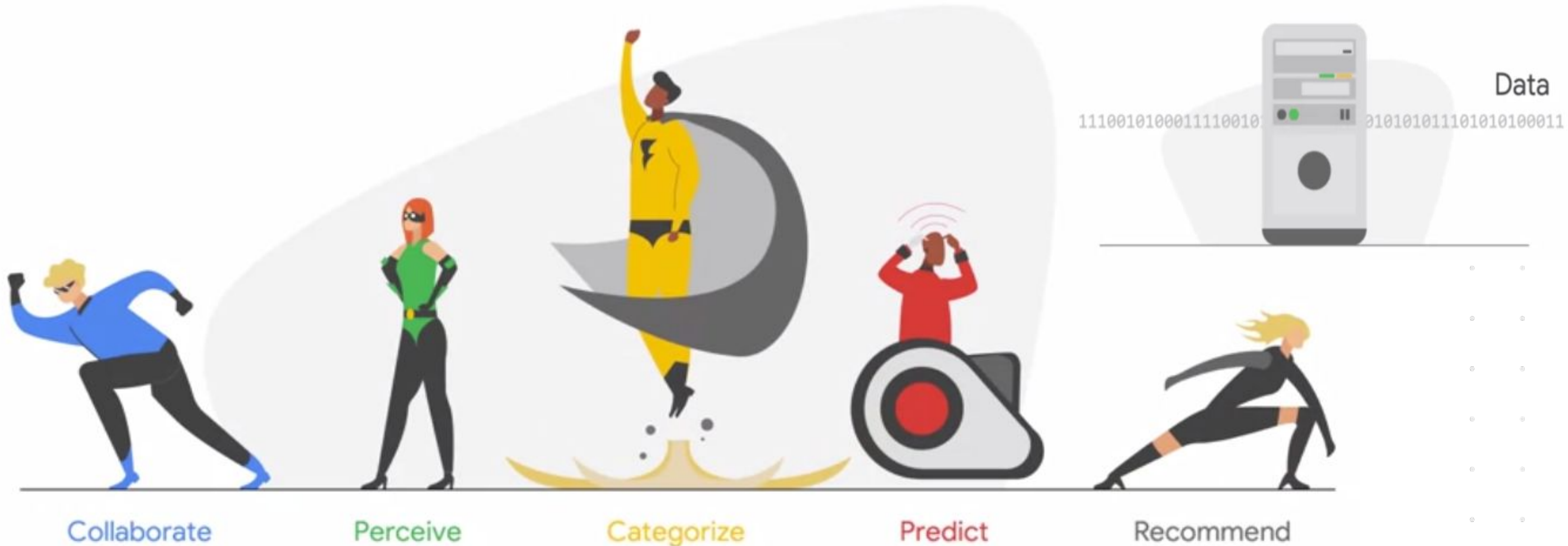
Data Centers (Outside)



Data Centers (Inside)

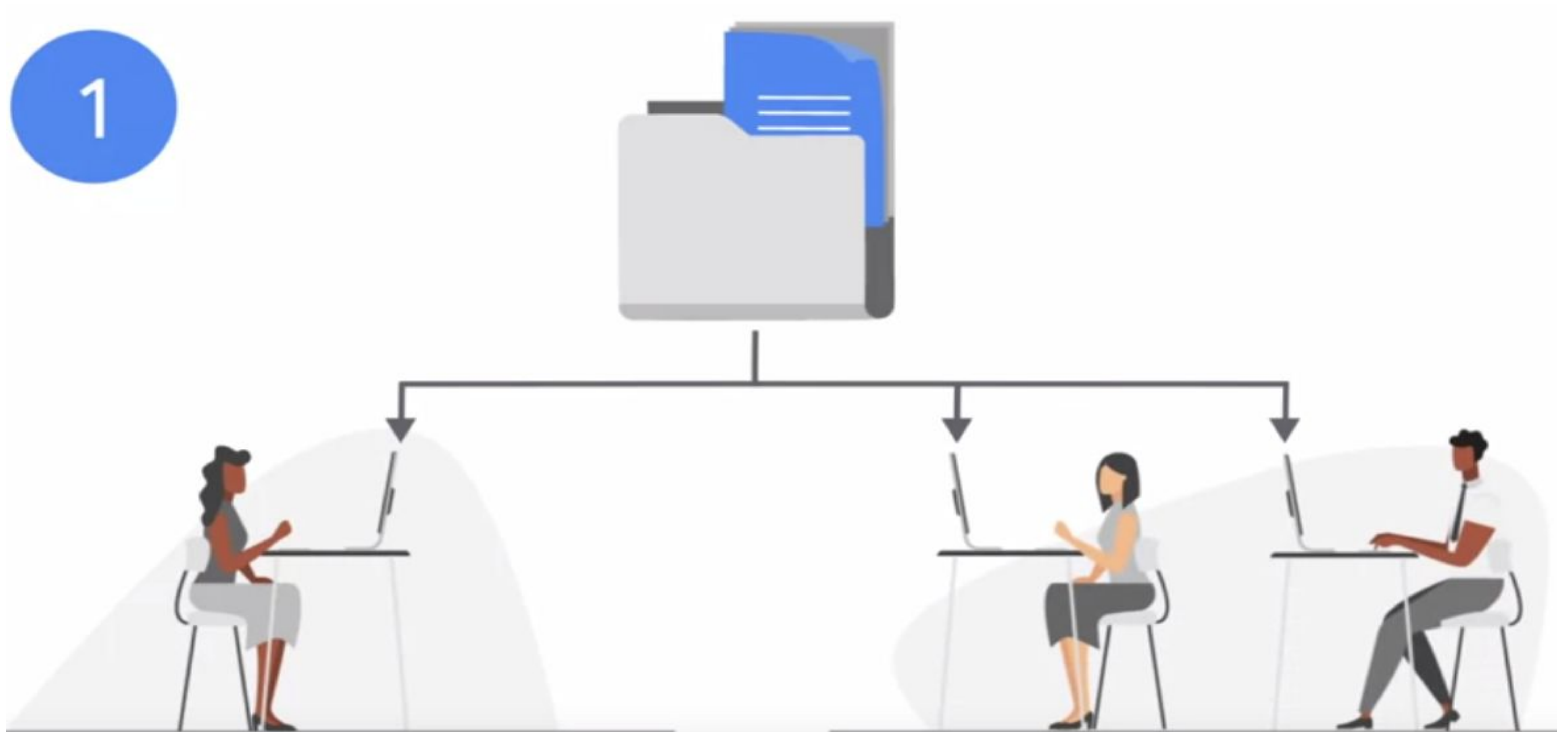


Cloud Superpowers



Collaborate

1



Perceive

2

Can you simplify complex tasks to better understand them?



Categorize

3

Are there categories that are hard to define but would make life easier?



Recommend

4

Would I benefit from clear recommendations?



Predict

5

Would predicting the future
help me save money and time?



Cost

Revenue

Risk

Innovate

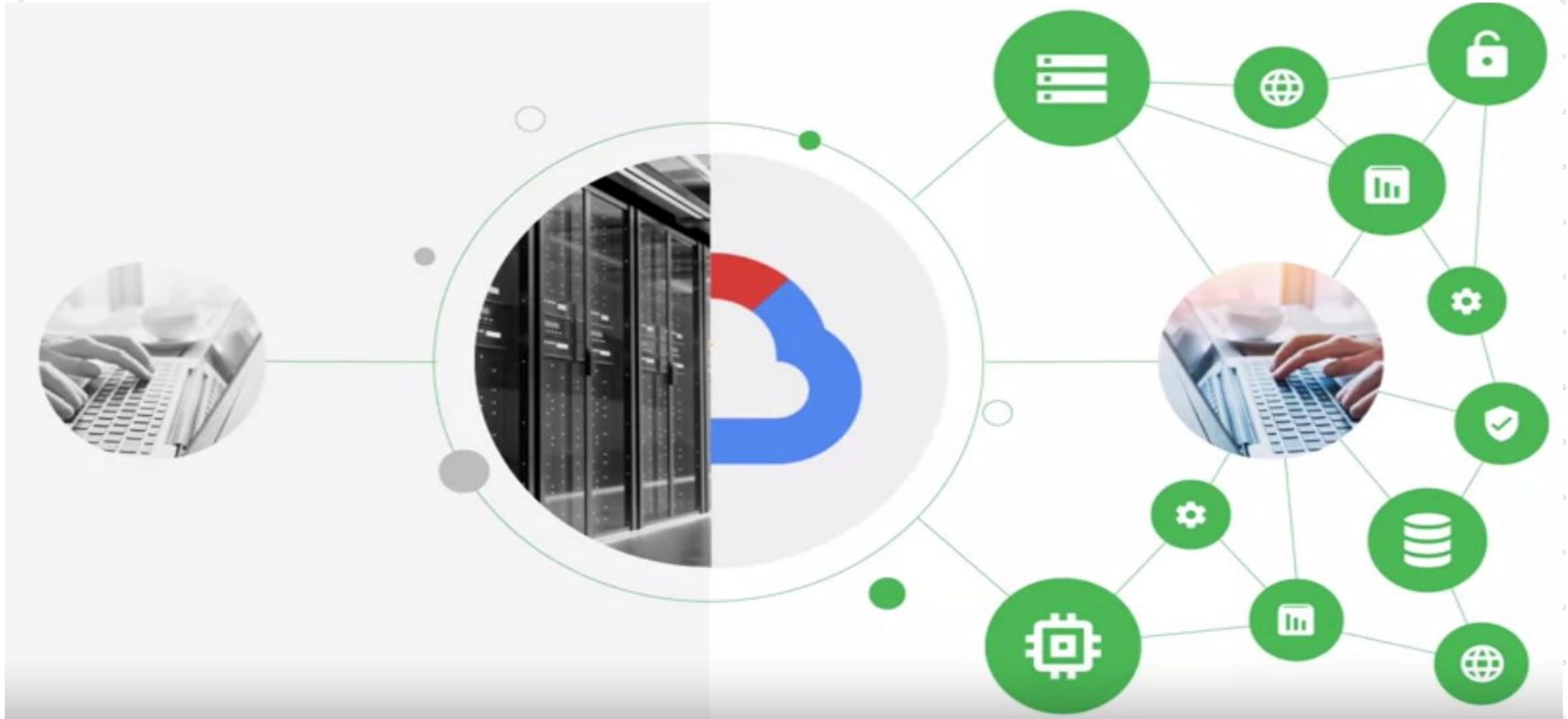
Paradigm Shift: Typewriter or Laptop (1/2)



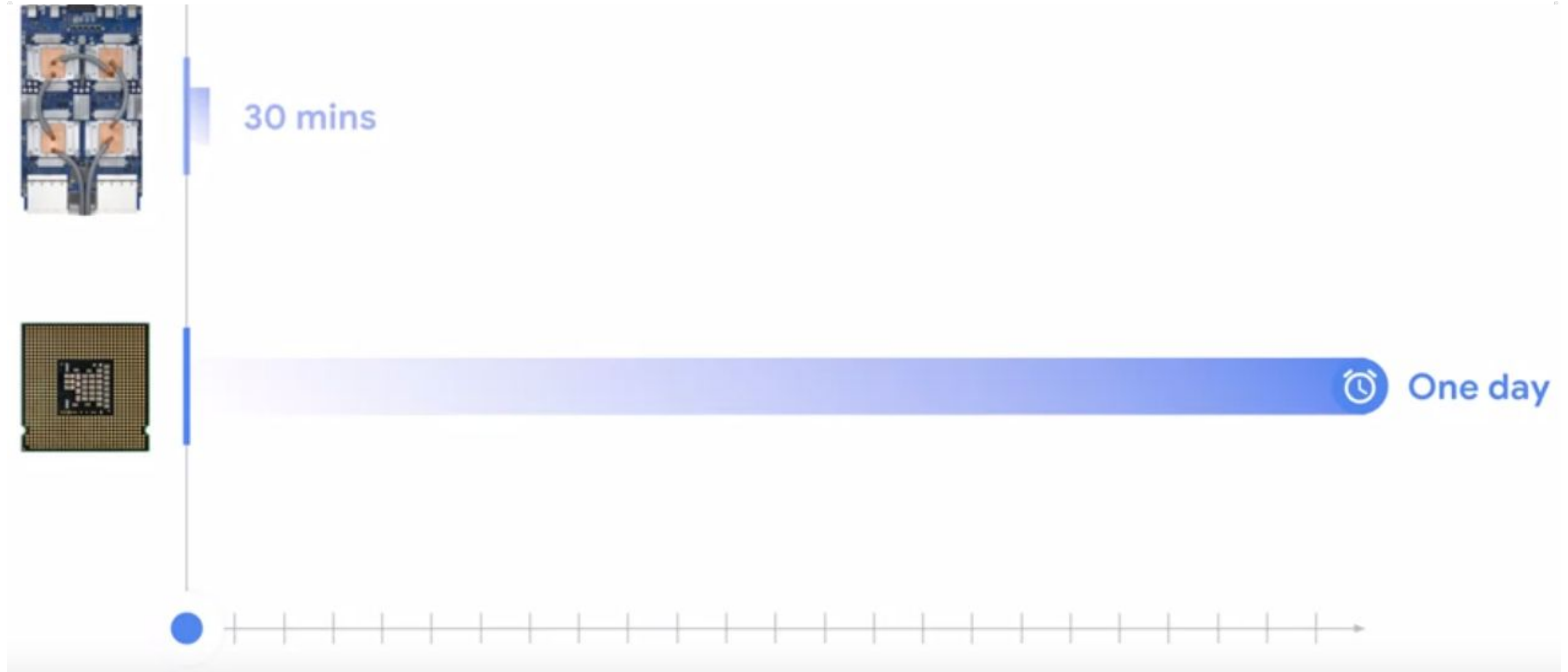
Paradigm Shift: Typewriter or Laptop (2/2)



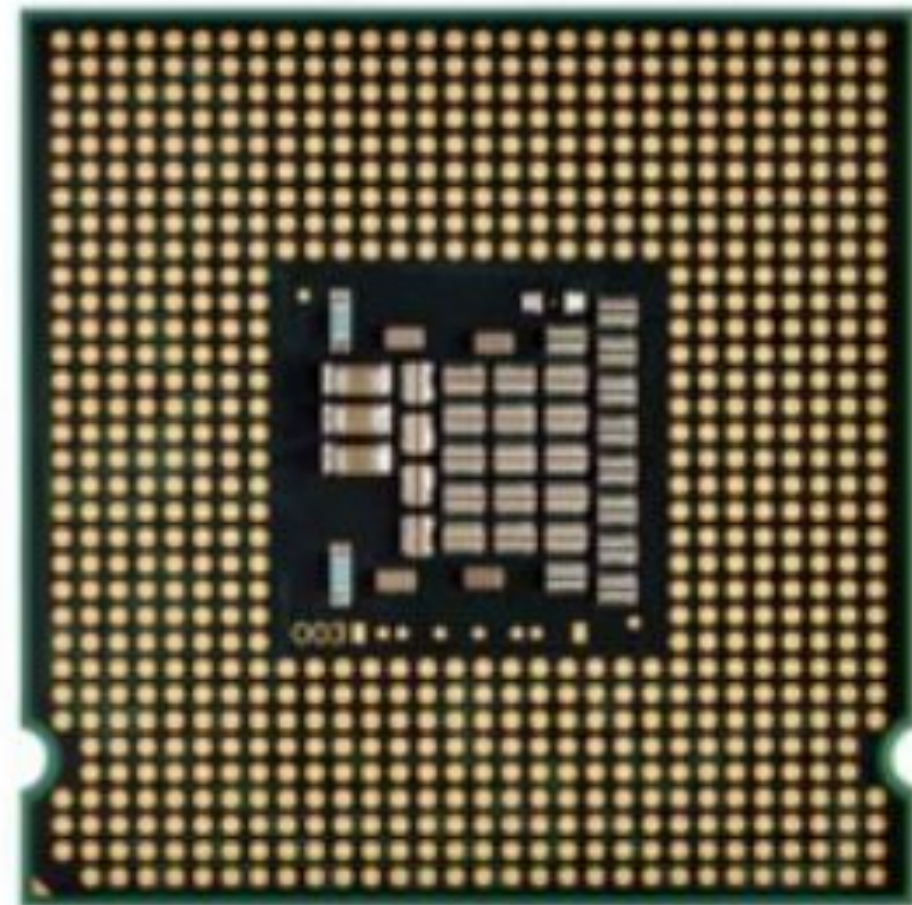
Paradigm Shift: On-prem or Cloud



Paradigm Shift: CPU vs TPU



Paradigm Shift: CPU vs TPU vs Quantum



Paradigm Shift: Example



- Unix 10,000 LoC (1971)
- Photoshop 100,000 LoC (1990)
- Google 2,000,000,000 LoC (now)



Innovation Culture

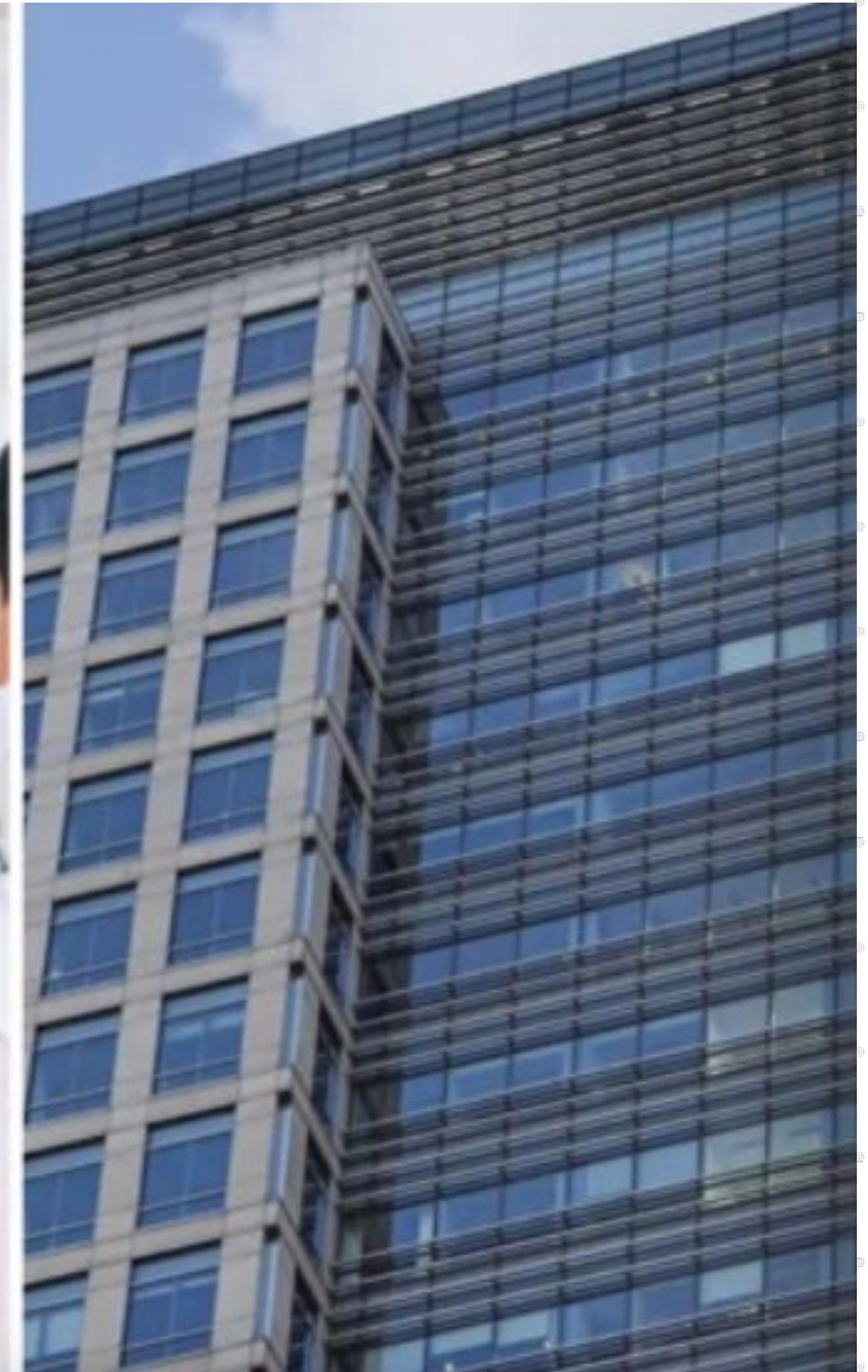
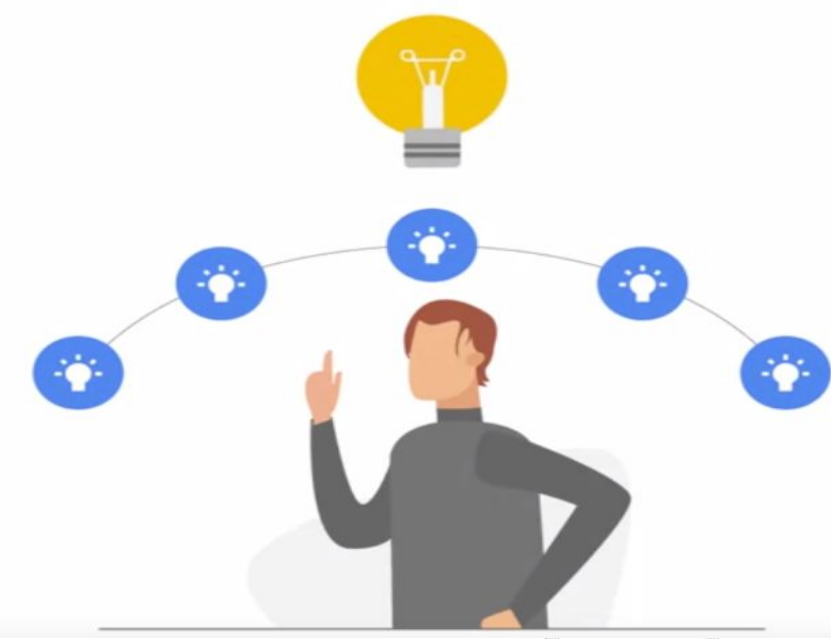
Garage Mindset (Innovation Mindset)



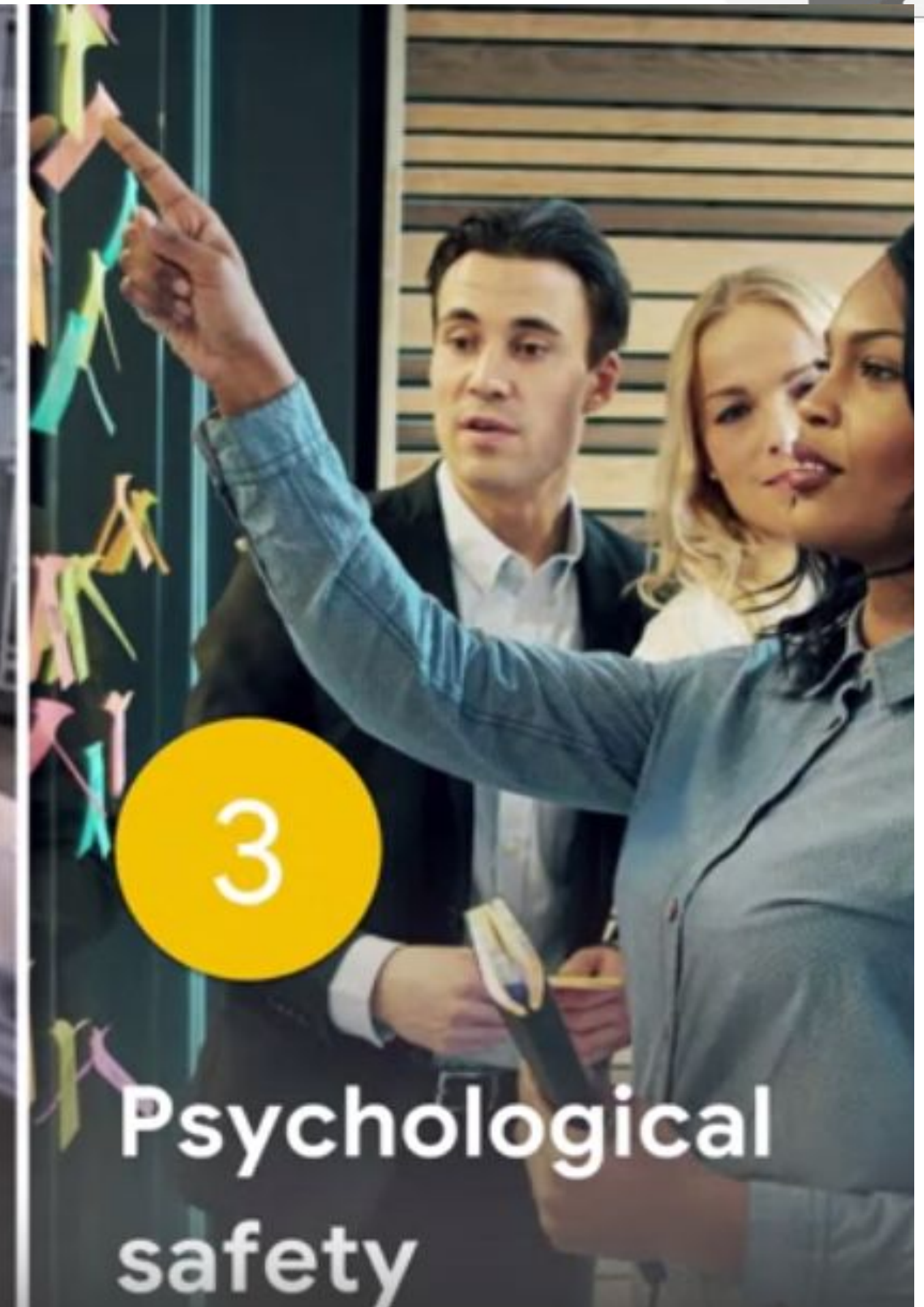
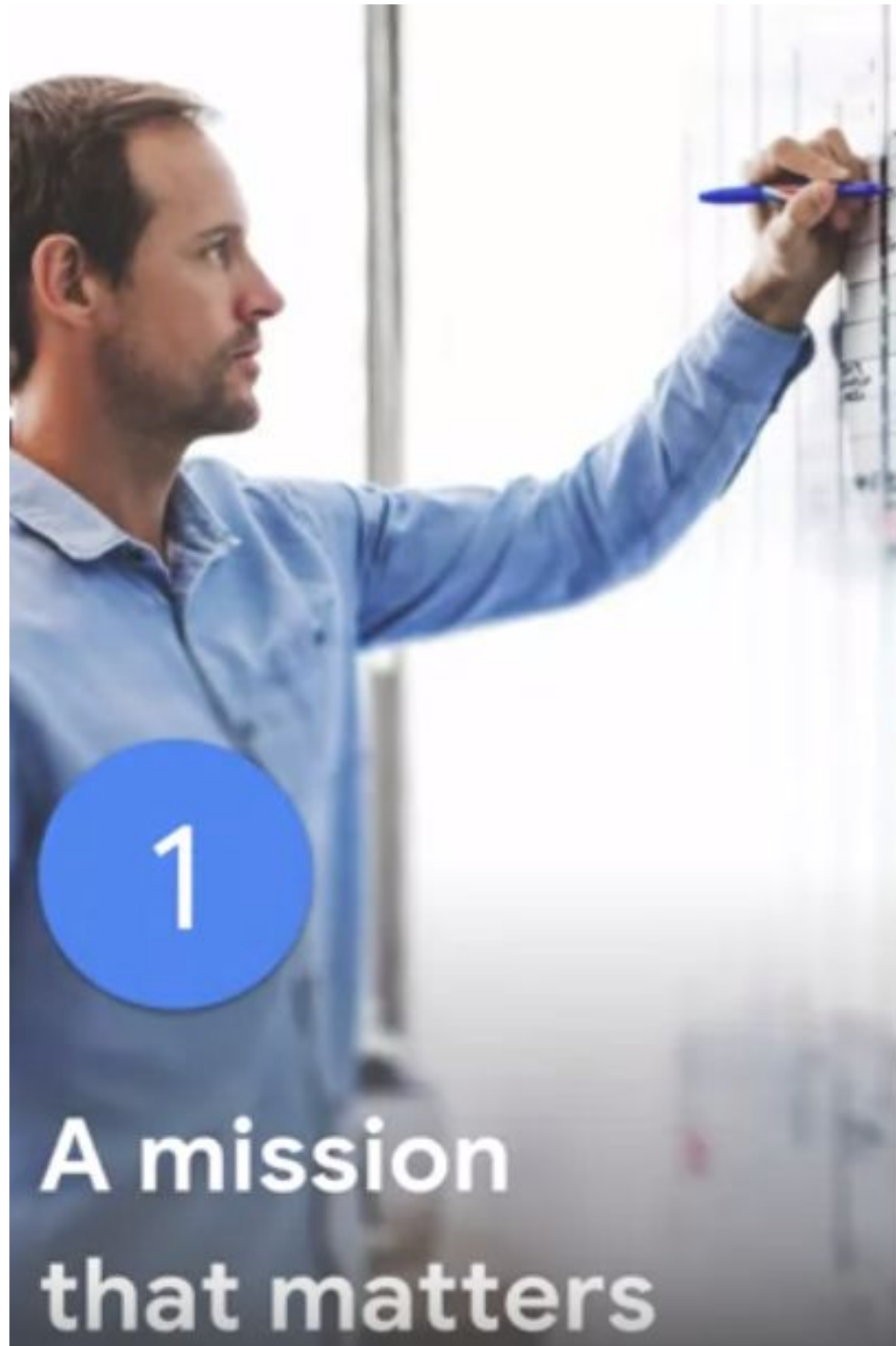
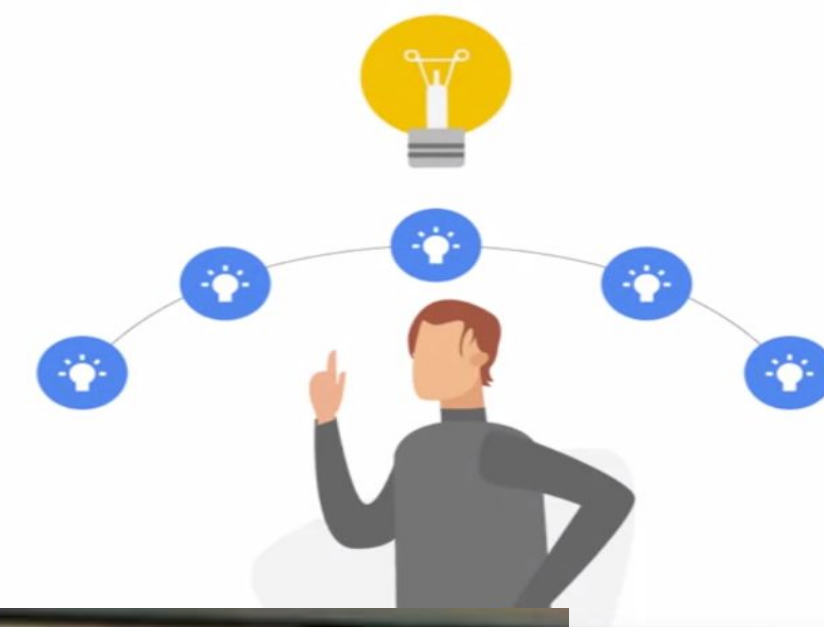
- HP → audio oscillator
- Walt Disney → animated pictures
- Apple → Apple computers
- Google → Google search



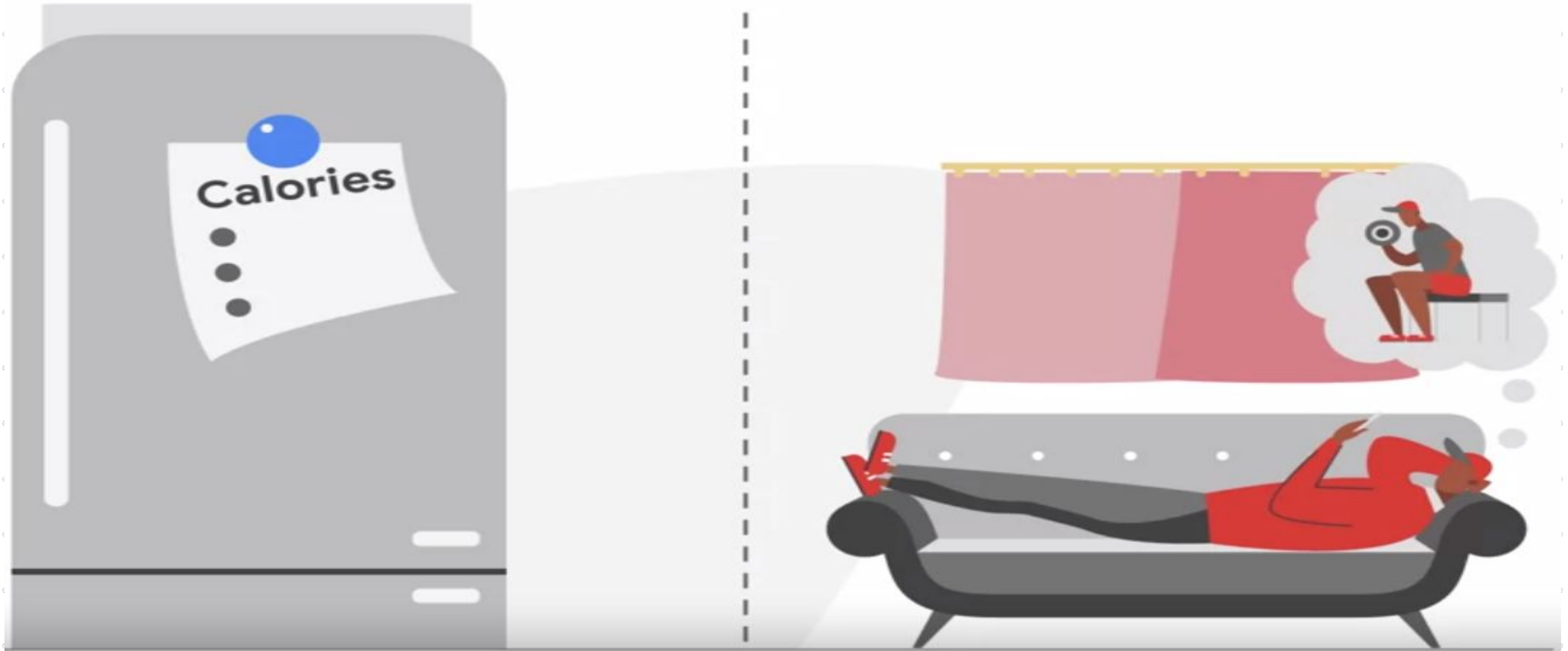
Garage Mindset (Innovation Mindset)



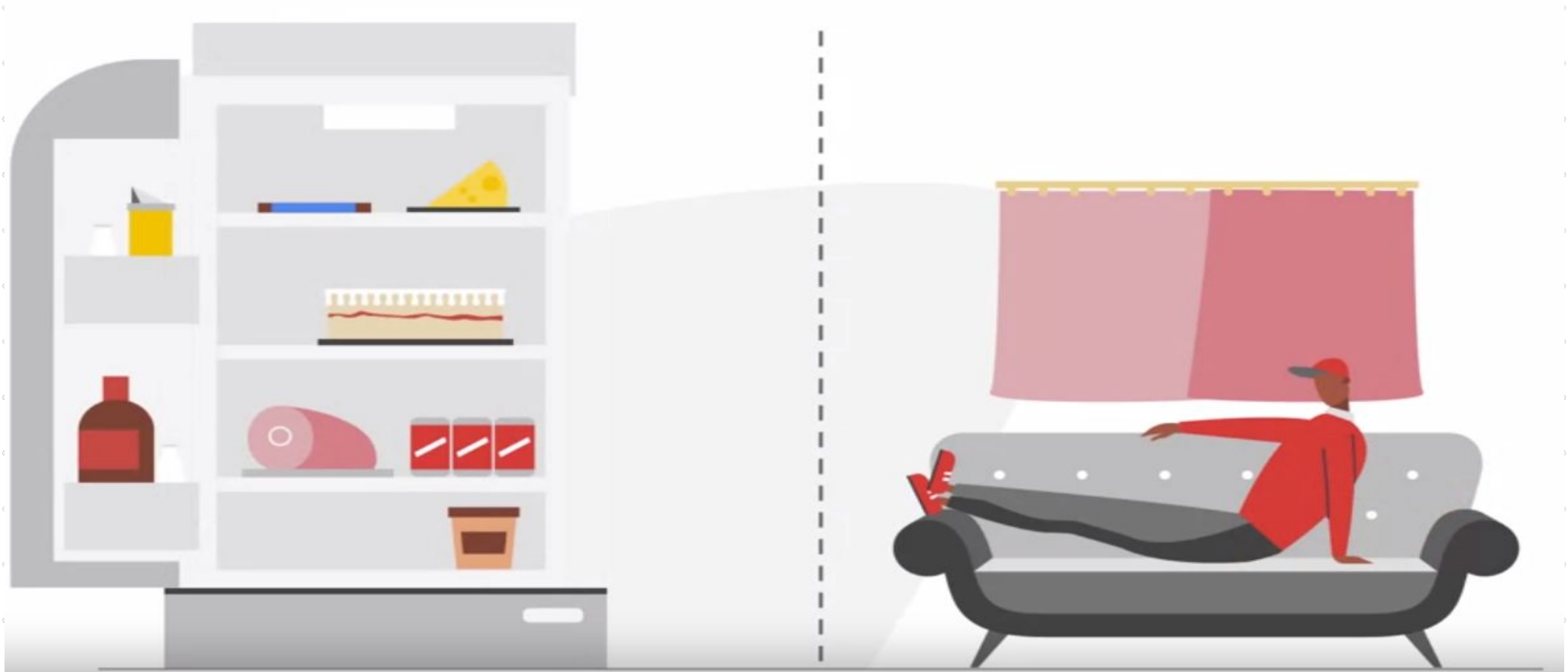
Innovation Culture



Yourself (1/3)



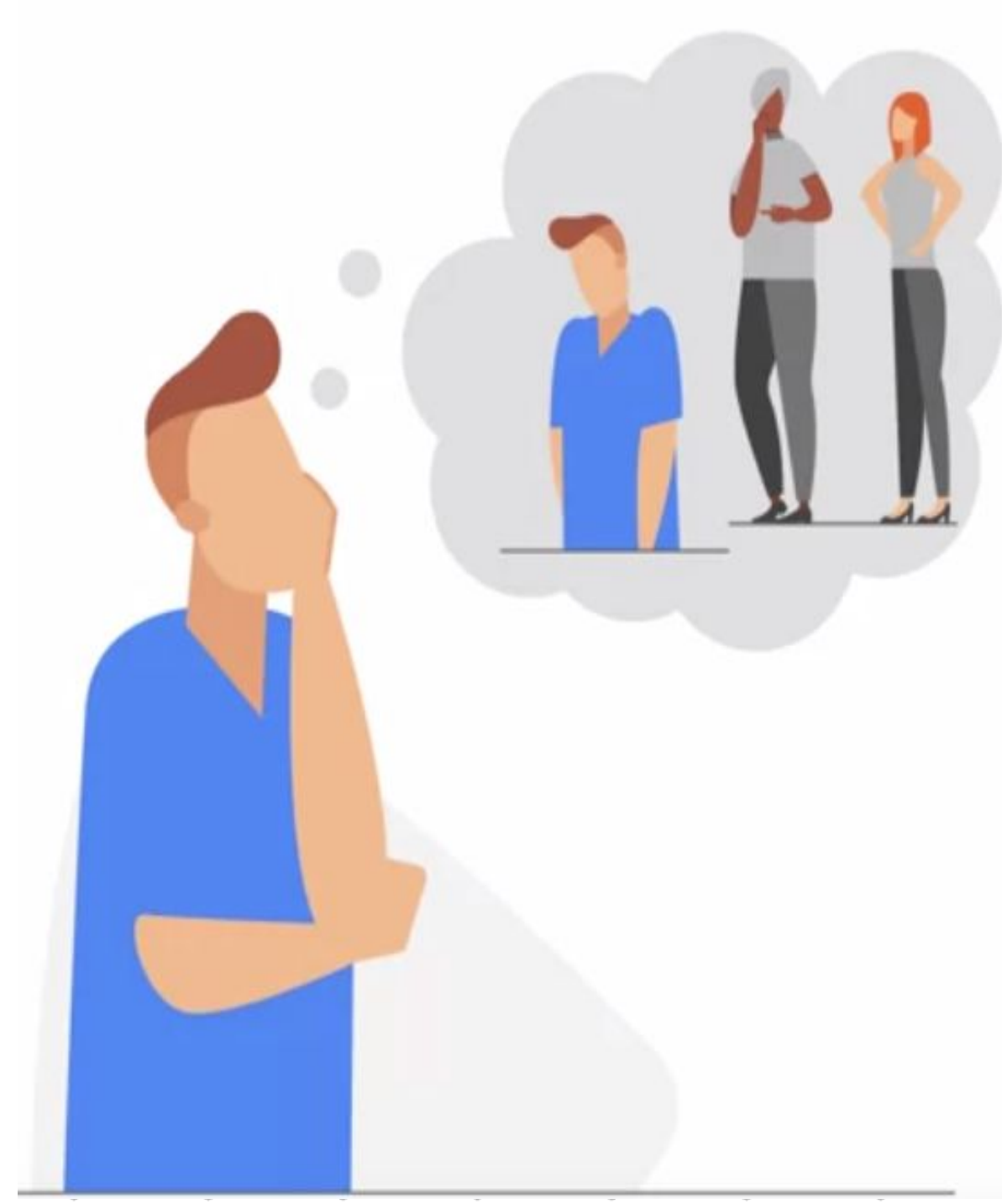
Yourself (2/3)



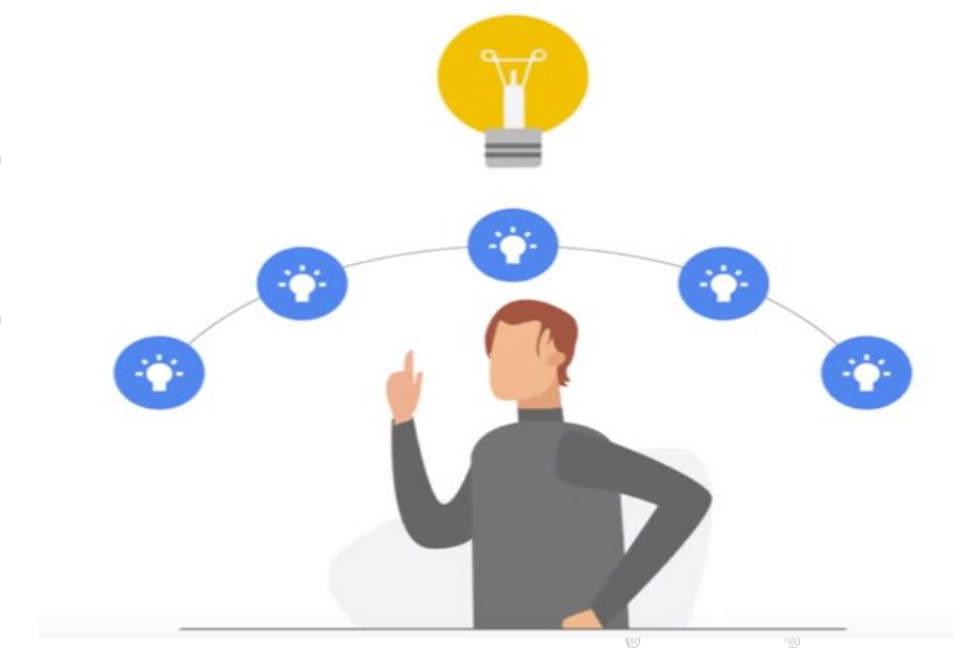
Yourself (3/3)



Your Project Team



Your Project Team: Upskill



First Innovation Principle

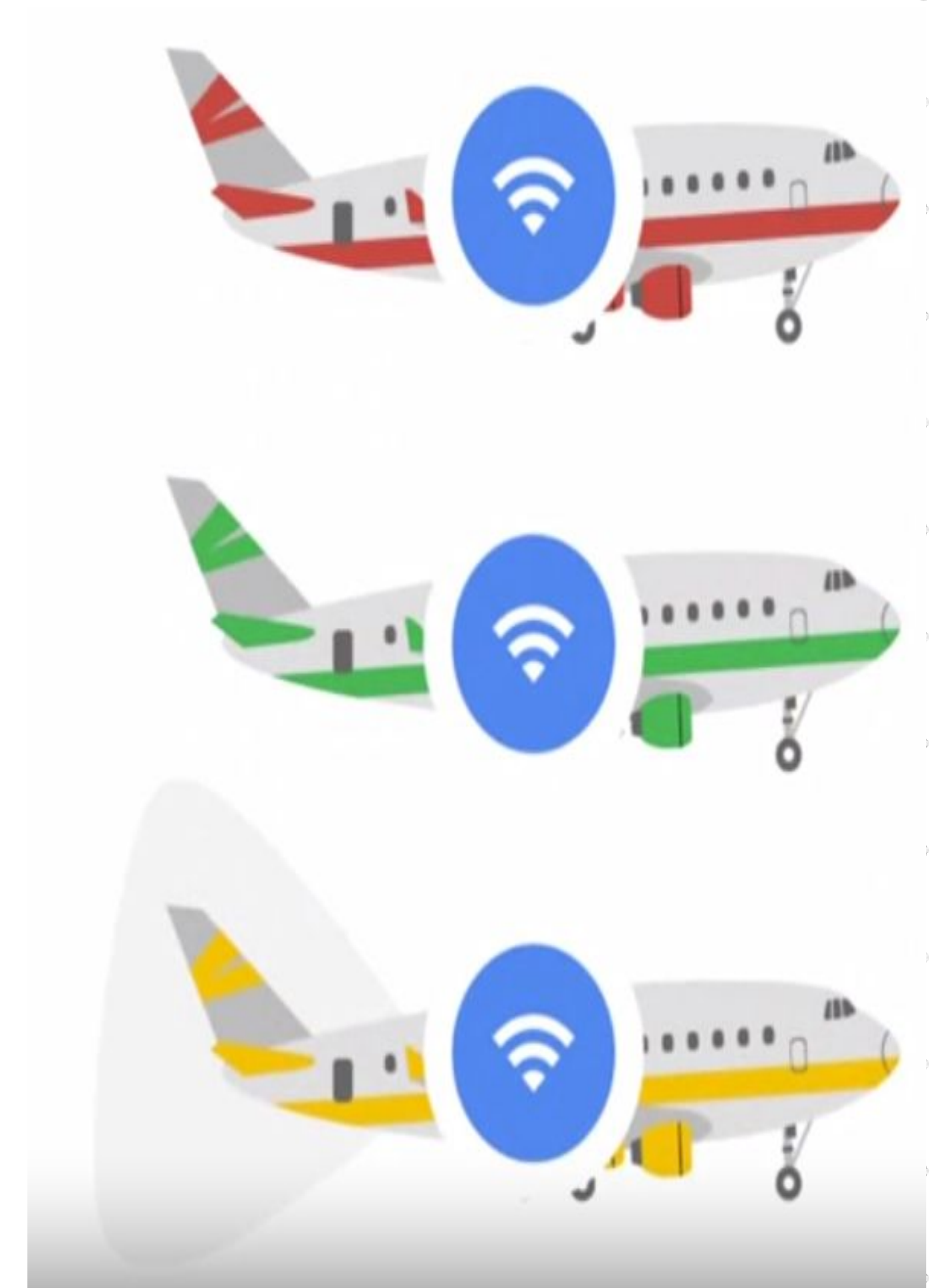
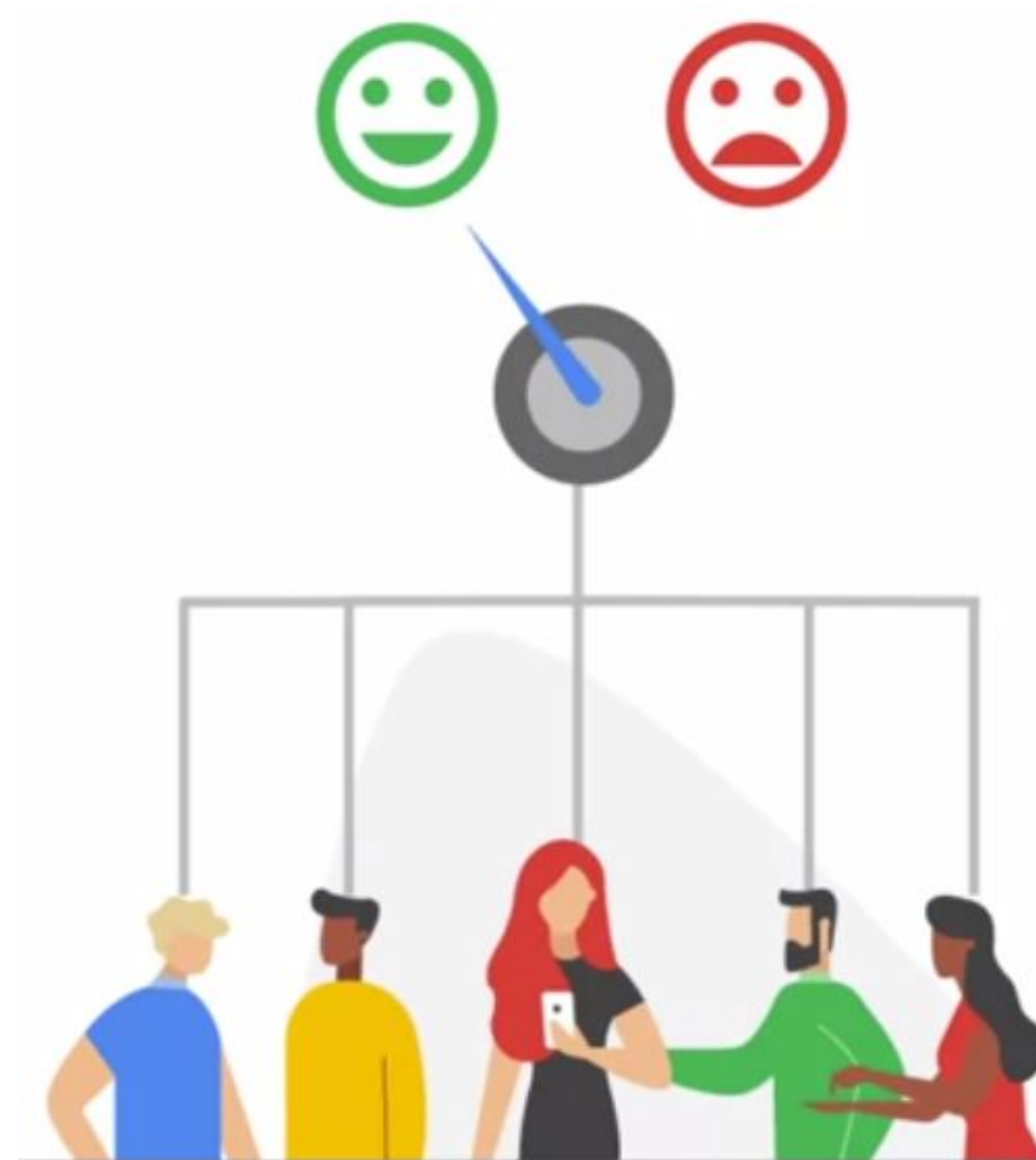
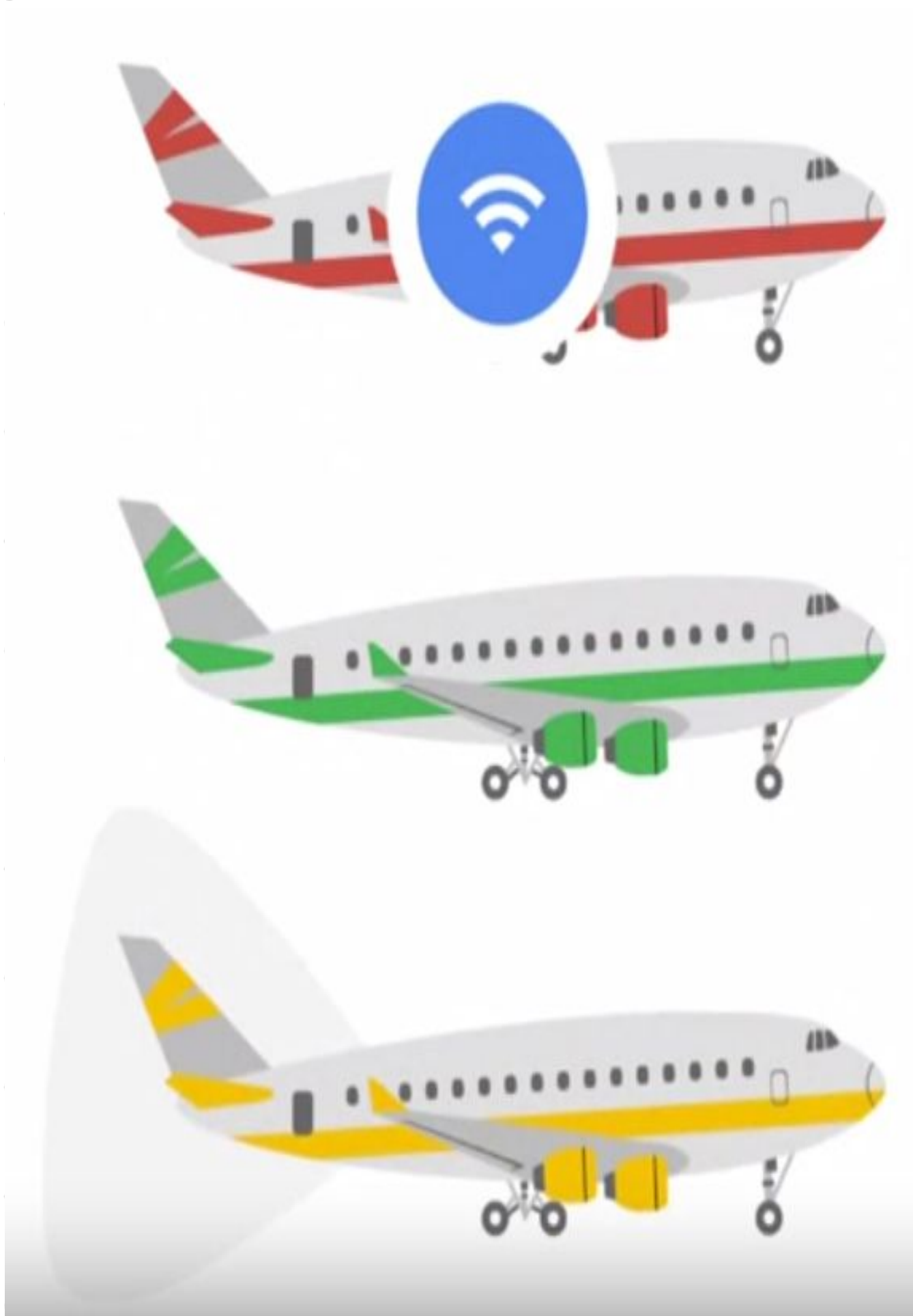


Customer First

- Paying customers
- People outside of our business
- Employees as customers



New Service vs Expectation



User Expectation (1/4)

1

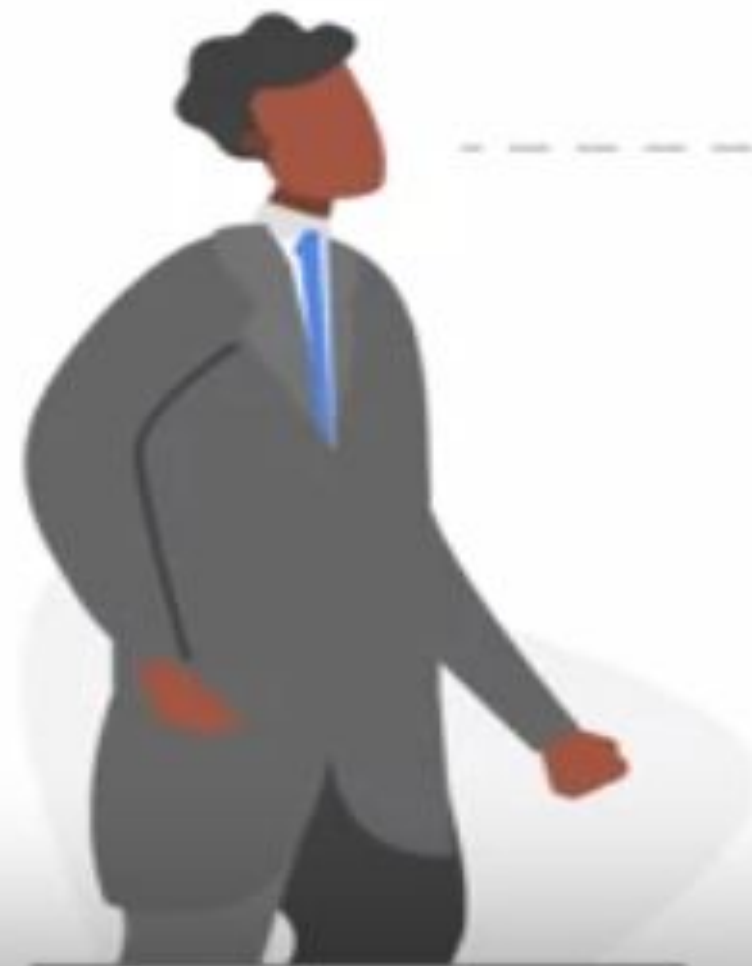
Access



User Expectation (2/4)

2

Engagement



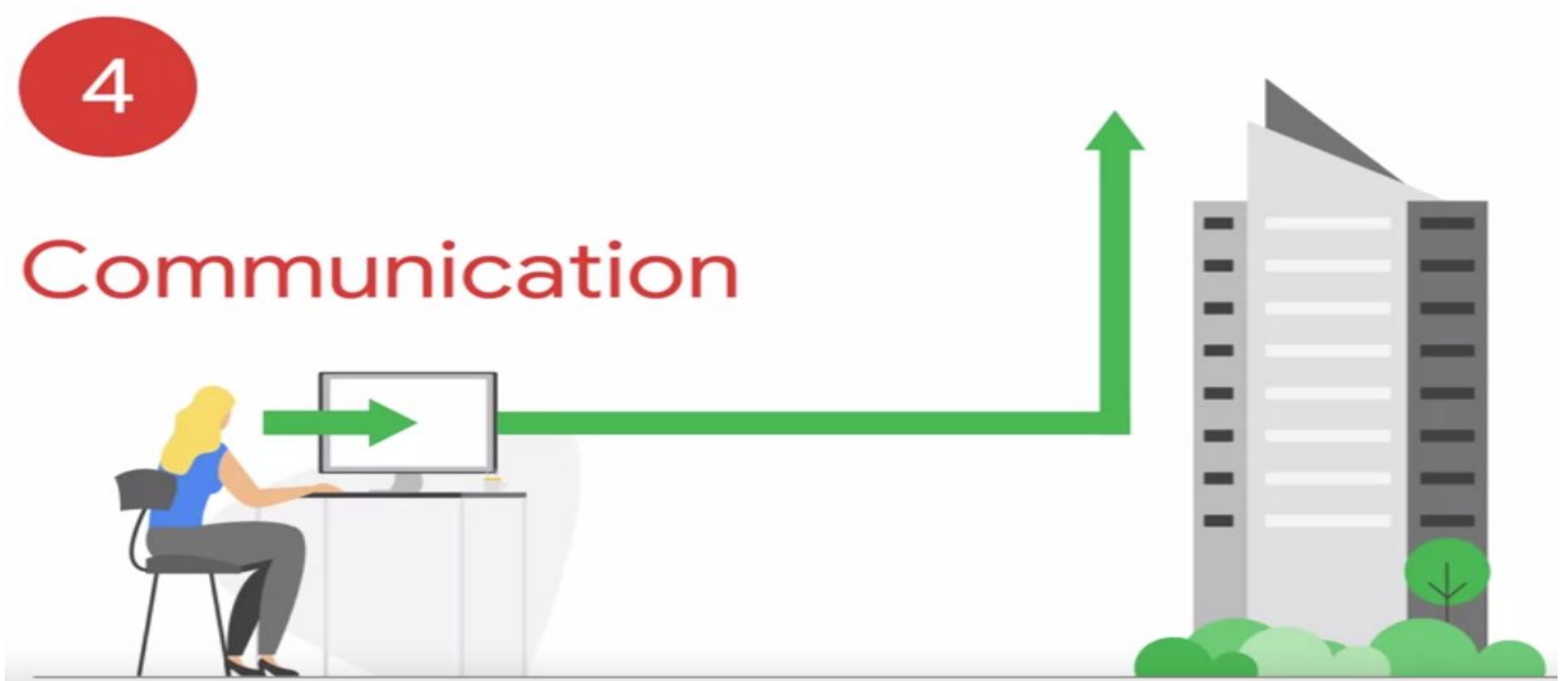
User Expectation (3/4)

3

Customization



User Expectation (4/4)



Second Innovation Principle



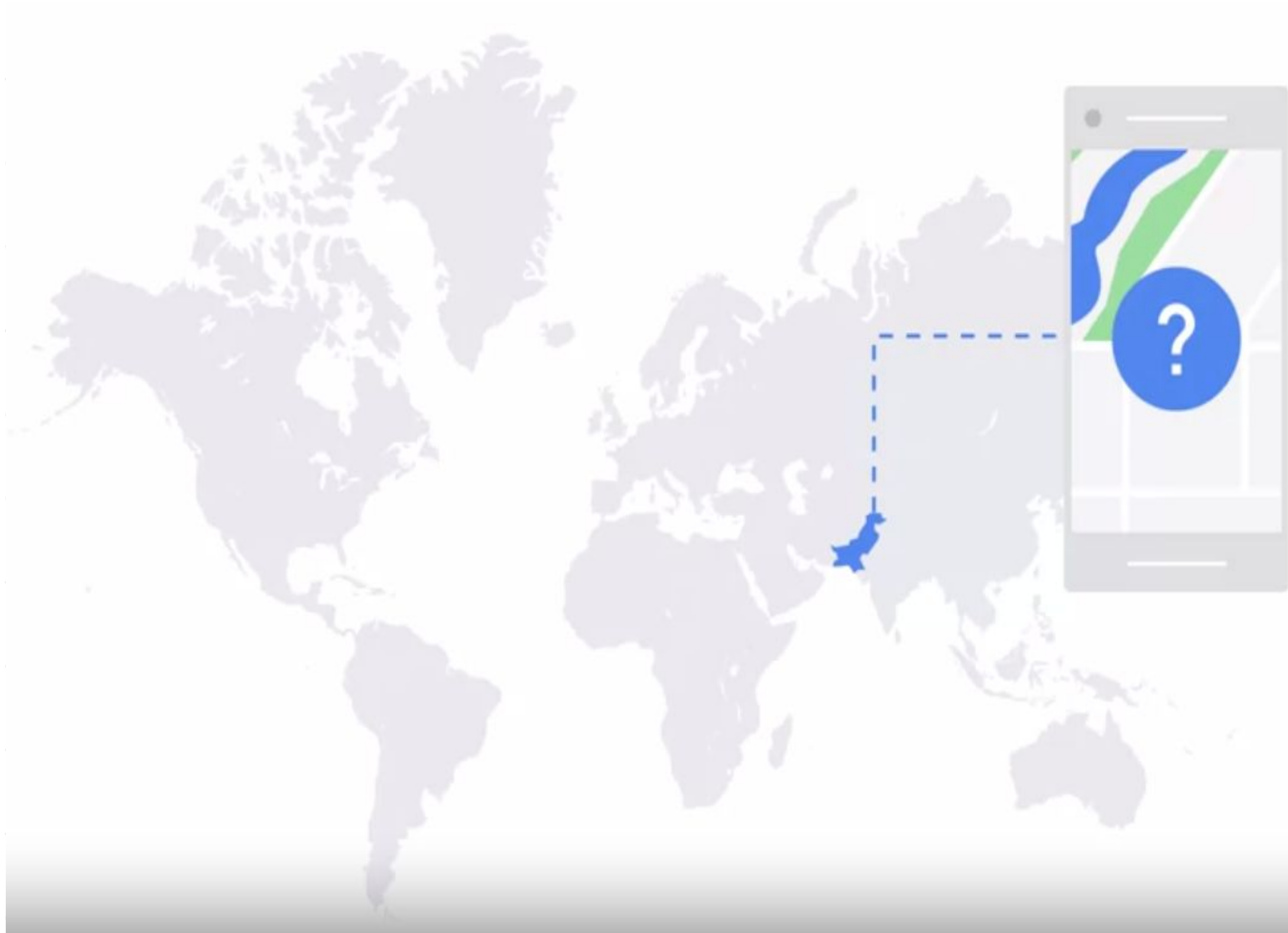
Improvement vs Transformation (1/2)



Improvement

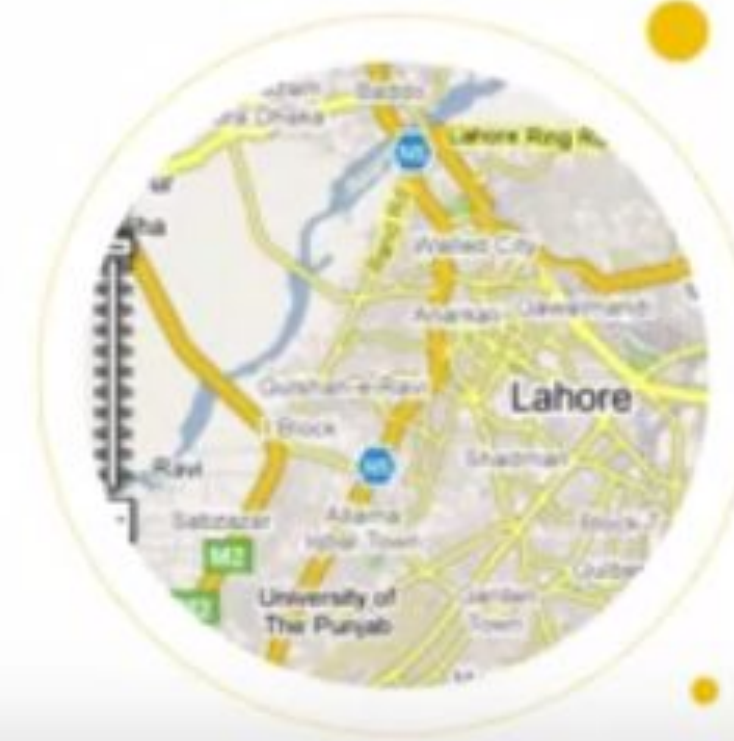
Transformation

Improvement vs Transformation (2/2)



2008

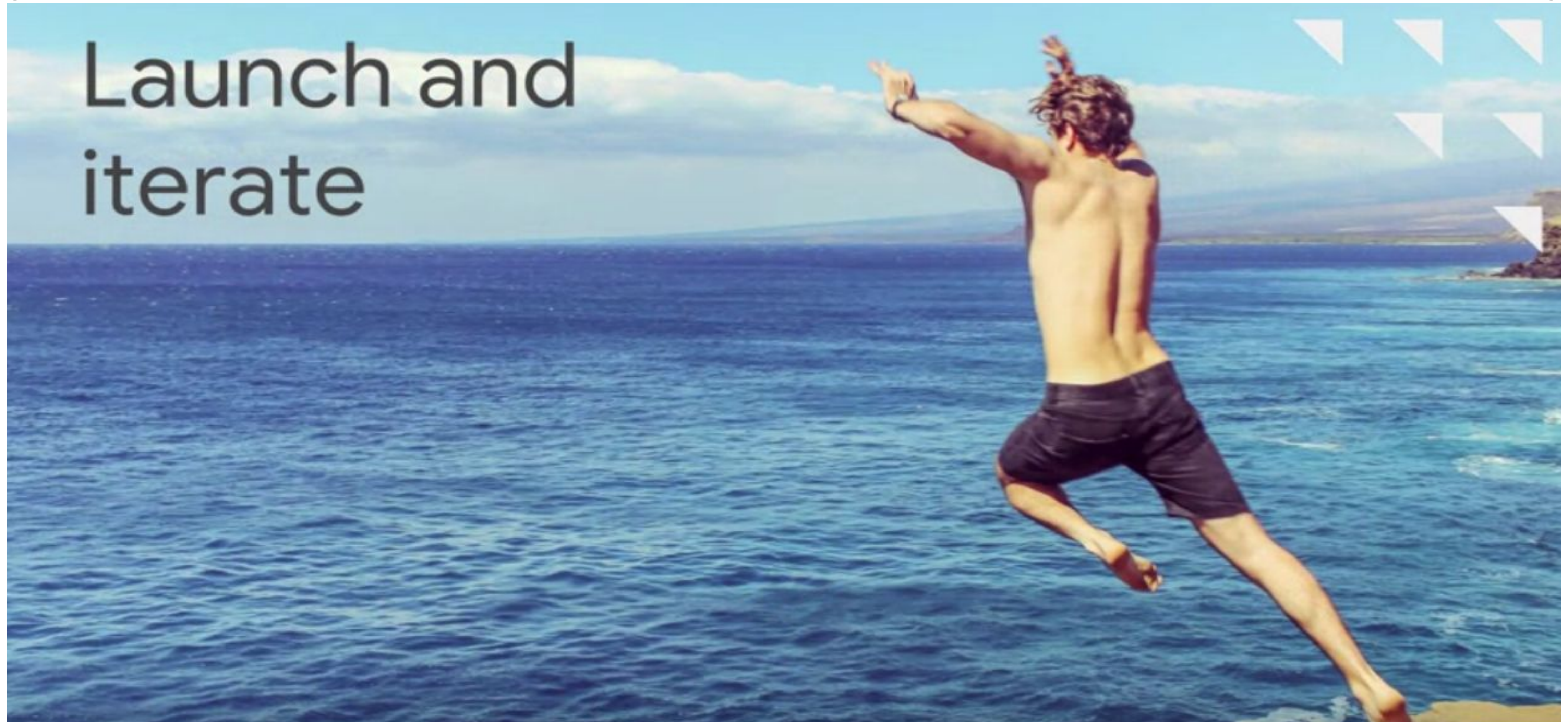
Global Launch
of Map Maker



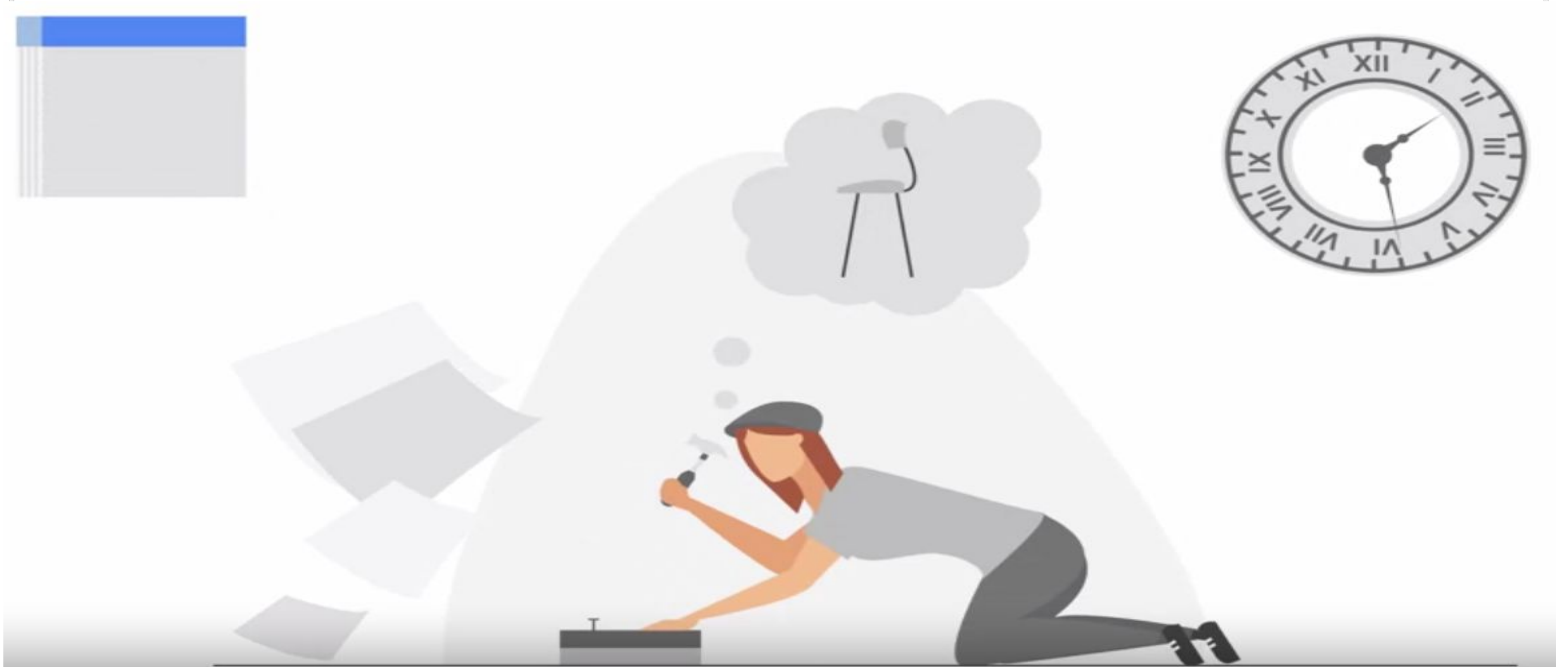
2010

400,000 lives saved
during the flood

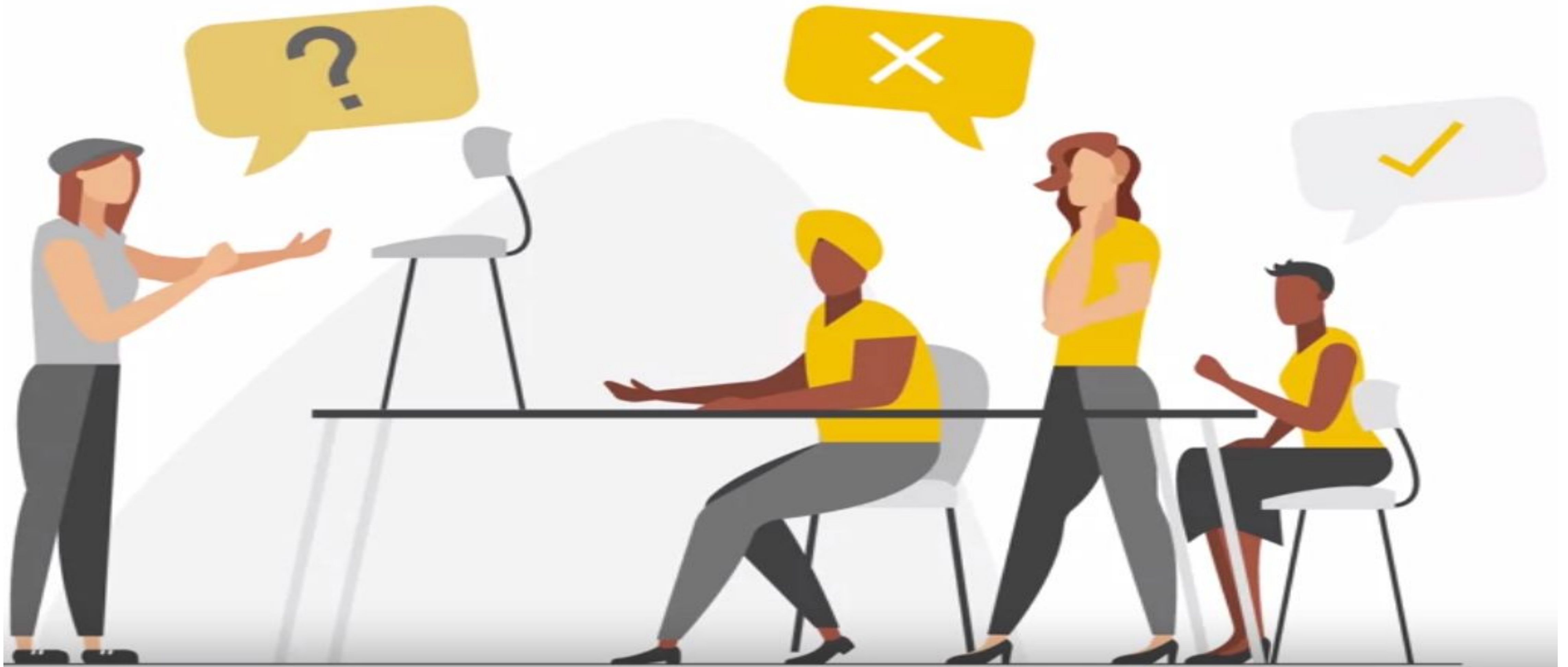
Third Innovation Principle



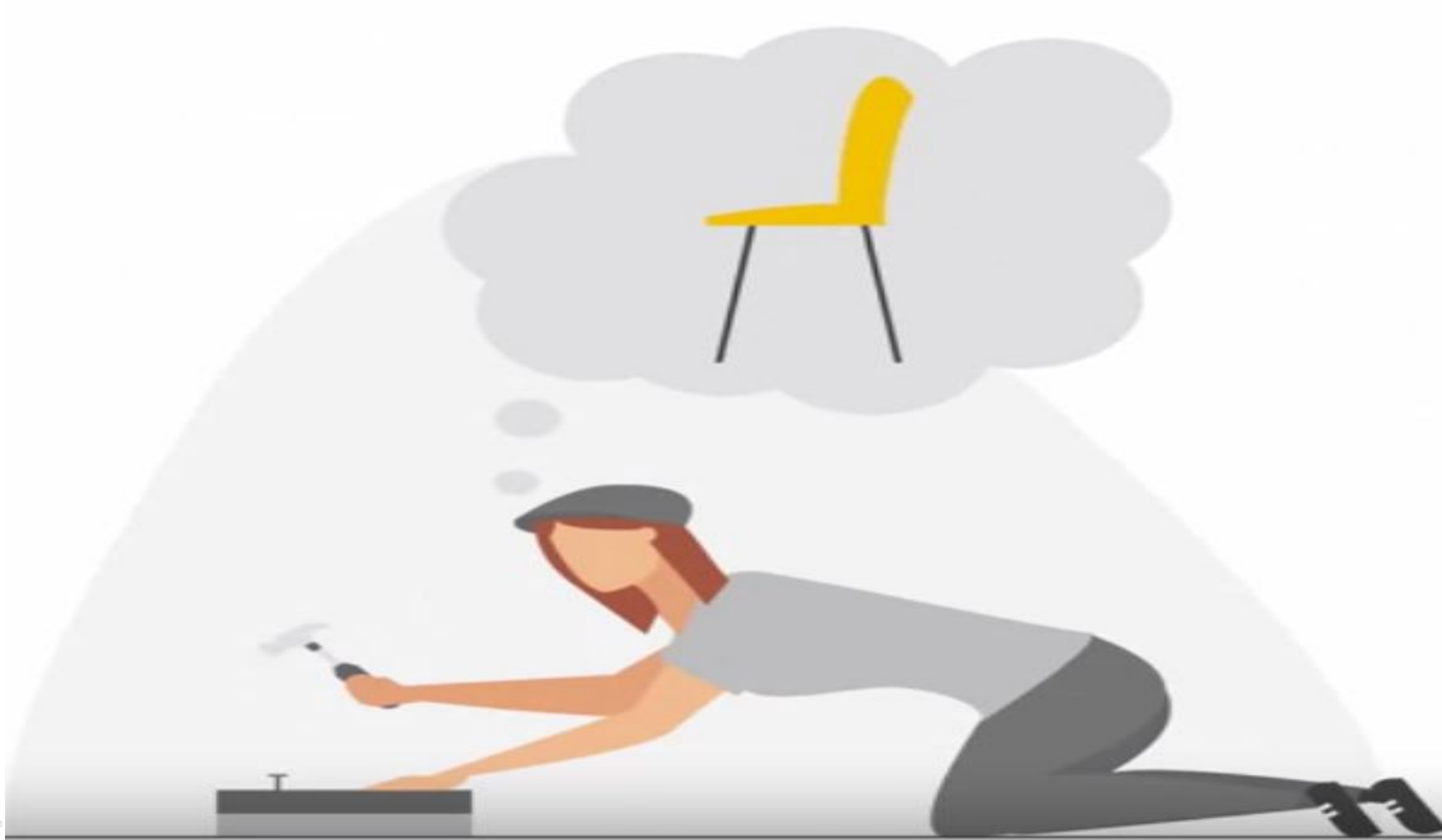
Launch and Iterate (1/3)



Launch and Iterate (2/3)



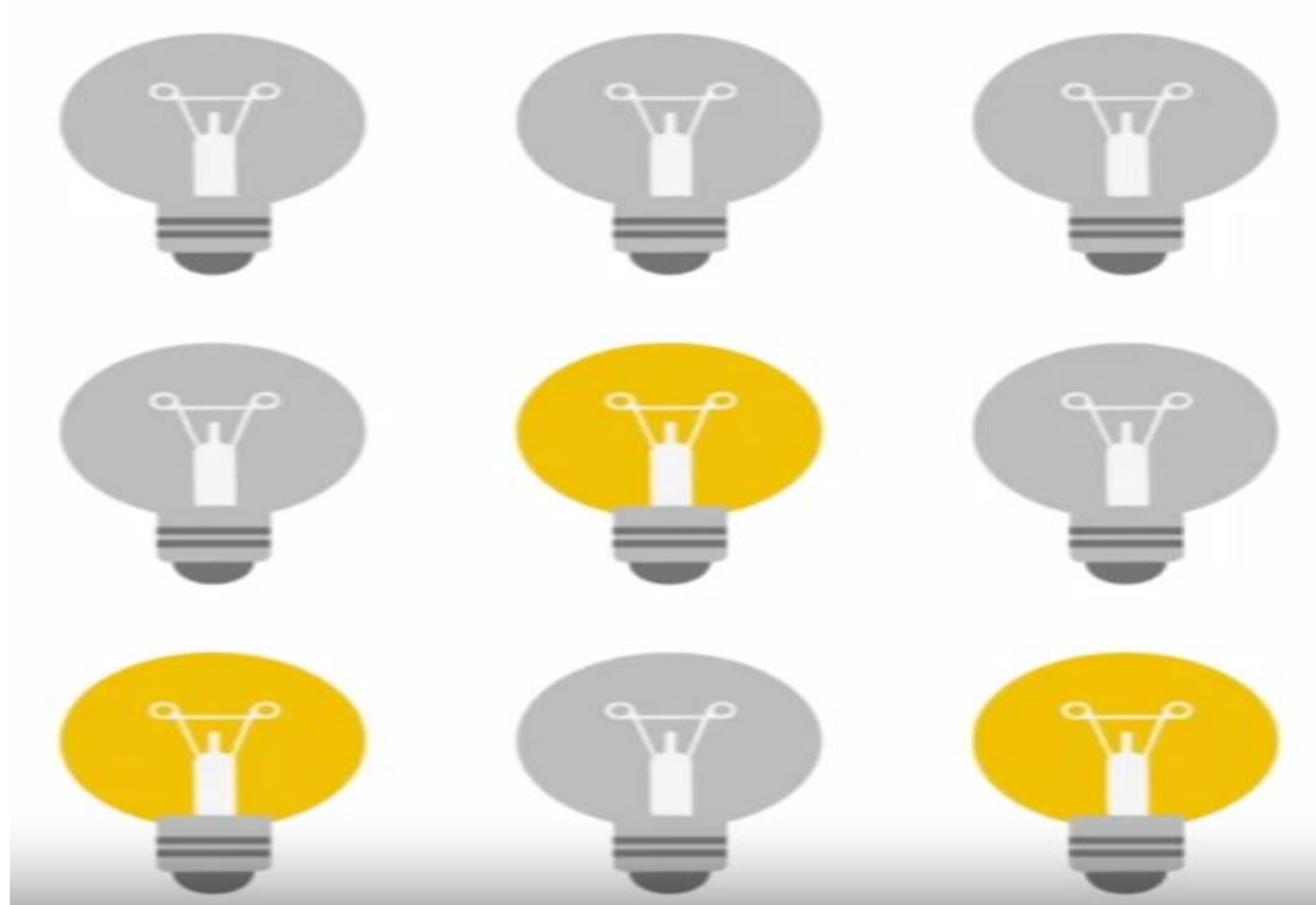
Launch and Iterate (3/3)




Launch and Iterate: Google Glass



Launch and Iterate: Try ... Try ... Try ...





Questions

Study List

1. <https://www.coursera.org/learn/business-transformation-google-cloud>