



A Day in the Life 2020:

The Journey of Mr & Mrs Smith

Jan van Vonno

Senior Analyst, European Research
Lead European Digital Transformation Strategies

October 4th 2020



Your 'Smart Mobility Platform (SMP)' senses that you and your partner are hungry and orders your pizza of preference and drives you to pick it up at next Pizza Hut





MasterCard + Add to myPT

MasterCard to start trialing Pepper the robot in Pizza Hut

Childlike android Pepper comes of age taking orders and payments



Pepper the robot © Bloomberg



MAY 24, 2016 by: Alistair Gray in New York

The childlike humanoid billed as the world's first robot that can read p may be about to come of age. Pepper is being put to work in a pizza tak

TECH | MASTERCARD

MasterCard Wants To Power Payments In Robots

by Leena Rao

@leenarao

MAY 24, 2016, 7:15 AM



You'll be able to pay your robot for Pizza Hut

Financial services giant MasterCard is bringing p The company said Tuesday that its digital wallet, being integrated into Pepper, the humanoid robot SoftBank and Aldebaran Robotics, so that robots payments.

WELCOME TO THE Engagement Bureau

Share Subscribe

Press Releases

MasterCard Powers First Commerce Application within SoftBank Robotics' Humanoid Robot "Pepper"

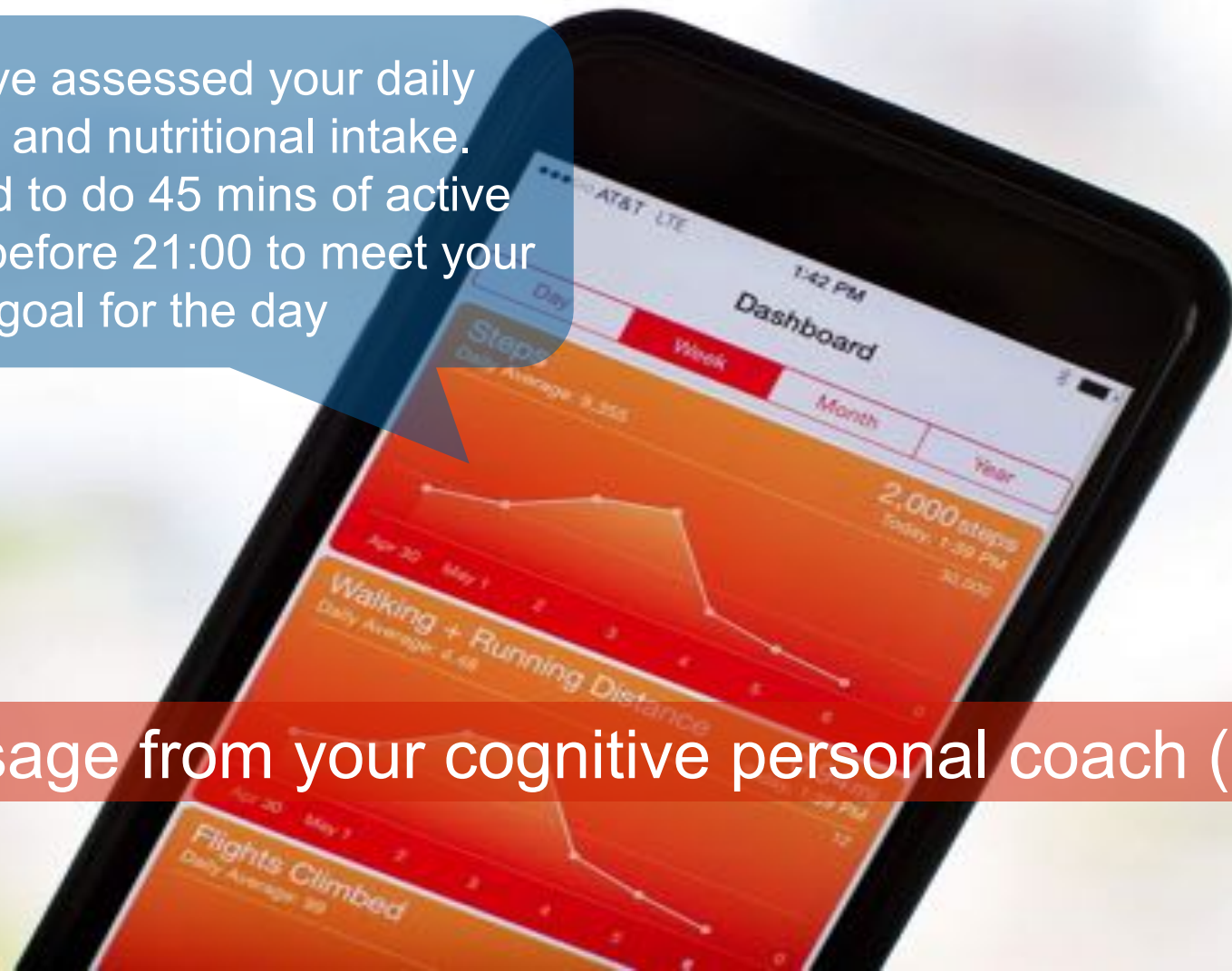
Pizza Hut Restaurants Asia P/L to pilot commerce-based application of Pepper to deliver a range of new in-store consumer experiences

PURCHASE, N.Y. and PARIS, France – 24 May, 2016: MasterCard today unveiled the first commerce application for [SoftBank Robotics'](#) humanoid robot [Pepper](#). The application will be powered by [MasterPass](#), the global digital payment service from MasterCard that connects consumers with merchants, enabling them to make fast, simple, and secure digital payments across channels and devices. Pizza Hut Restaurants Asia P/L will be the inaugural launch partner working together with MasterCard to create innovative customer engagement with Pepper. [Twitter](#)

A major first step forward in bringing conversational commerce experiences to merchants and consumers, this new app extends the robot's ability to integrate customer



We have assessed your daily activity and nutritional intake.
You need to do 45 mins of active exercise before 21:00 to meet your goal for the day



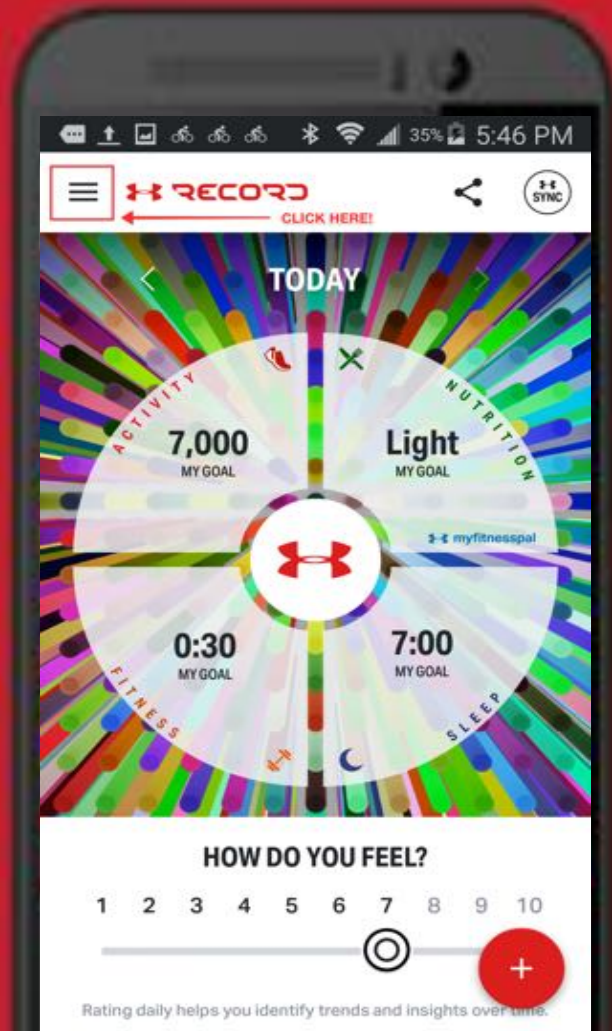
Message from your cognitive personal coach (Fred)





htc

Under Armour (UA) HealthBox, a new connected system that works to monitor, measure and manage your health and fitness



Under Armour's new UA Record™ combined with a Cognitive Coaching System will serve as a by providing athletes **personal health consultant, fitness trainer and assistant** with timely, **evidence-based coaching** around sleep, fitness, activity and nutrition, including **outcomes achieved based on others "like you."**



UA HealthBox™

Fitness Device

★★★★☆ 50 | Style #1292219

~~\$350.00~~ \$400.00

Color: Black (001) / Red



Size: One Size Fits All




Quantity: In Stock



FREE Standard Shipping On Orders \$49.00+ & FREE Returns [Details](#)



During your video conference with your kids, Fred senses that you need a new pair of trainers for your session, and automatically has them delivered...



To the boot of your car....

A DHL, Amazon and Audi Partnership

/ News / Audi Teams Up with DHL & Amazon to Deliver Packages to Owners' Trunks

NEWS



Audi Teams Up with DHL & Amazon to Deliver Packages to Owners' Trunks

No more missed packages.

By: Conner Golden | April 22, 2015



**Let's look at the
supply chain
behind that...**

The background of the slide is an aerial photograph of a large port facility. In the foreground and middle ground, there are vast stacks of colorful shipping containers in shades of yellow, red, blue, and green, organized in neat rows. Several large gantry cranes are visible, some positioned over the container stacks and others near the water. In the background, more port infrastructure and a body of water are visible under a clear sky.

Hamburg Port Authority currently has 9 million containers flowing through the port each year.

This is expected to double by 2025

Which emerging technology could link Hamburg Port Authority with Under Armour?



+








ARCHITECH

WE NOW HAVE THE BLUEPRINT FOR INFINITE FOOTWEAR INNOVATION.

This is the UA ARCHITECH, a performance training shoe featuring a functional 3D-printed midsole that gives us the key to the future: custom underfoot innovation for every athlete.

SOLD OUT

27-09-2016

A man with short brown hair and a light beard is wearing a blue athletic shirt and white earbuds. He is looking down at a black smartwatch on his left wrist, with his right hand touching the screen. The background is a blurred outdoor setting with green foliage and a warm, golden light. A semi-transparent dark grey text box is overlaid on the middle of the image.

After your intense exercise session (Fred is now happy), you realize that this whole connected health and fitness area is a future potential investment opportunity...



Deutsche Bank



Deutsche Bank has announced that it will be expanding Maxblue, an online investment platform, to include the AnlageFinder robo-advisor to put together individual portfolios for investors



[Topics](#) |
 [Company](#) |
 [Technology](#) |
 [Markets](#) |
 [Corporate](#) |
 [Private](#) |
 [Investment](#) |
 [Banking](#) |
 [Currency](#) |
 [Gutsche](#) |
 [Opportunity](#)

Rosario | Frankfurt/Main, December 1, 2015

Deutsche Bank launches maxblue robo-advisor

AnlageFinder robo-advisor for experienced and first-time investors / Development in cooperation with fintech
 fincite / maxblue app for mobile securities trading

maxblue, Deutsche Bank's online investment platform, is expanding its services to include the AnlageFinder robo-advisor. The robo-advisor uses algorithms to put together individual portfolios for investors who are looking to make investment decisions without using advantage of advisory services. AnlageFinder is suitable for experienced and first-time investors in equities alike. It informs clients of potential investment-related risks, such as an excessive focus on certain sectors, and highlights investment alternatives. The tool is free for maxblue clients and was developed in cooperation with the fintech company fincite.

Markus Hertweiser, Chief Operating Officer (COO), Private & Business Clients, at Deutsche Bank says, "With our AnlageFinder robo-advisor, clients can professionally put together their portfolios and optimize their investment outcomes with just a few clicks." In particular, the system makes it easy for first-time investors in equities to get started. "AnlageFinder provides clients with extensive support in making investment decisions with the help of tutorials and comprehensive financial market information," says Hertweiser, adding, "The investment tool helps Deutsche Bank position itself as the digital natives among its clients who are keen on seizing the opportunities offered by capital markets."

AnlageFinder: investing in just a few steps

Thanks to the new tool, the investment process consists of just a few steps, the first of which is setting key questions such as investment objectives, terms and risk appetite. Based on the client's personal opportunity/risk profile, AnlageFinder comes up with a customized asset allocation in the second part of the process. Clients are then free to use this asset allocation in their investment or change it as they see fit. This gives clients the opportunity to rule out certain asset classes, for example. When this happens, the robo-advisor rounds out the portfolio with new investment recommendations.

[Share this article](#)

[Linkin](#)

[Press Release](#)

[Christoph Blumenthal](#)
 Deutsche Bank AG
 Press & Media Relations

+49 89 202 47340
christoph.blumenthal@db.com

[Markus Wiele](#)
 Deutsche Bank AG
 Press & Media Relations

+49 89 202 47340
markus.wiele@db.com

[Subscribe to the RSS feed](#)



KENZAI

Kenzai is an online wellness platform that empowers our members to attain peak fitness and health.





+



In exchange for the secure transfer of your Personal Digital Health Record and a subscription to 'NikeConnect', Nike will give you a free pair of new trainers, reduce your health insurance premiums by 50% (in partnership with a health insurance partner)





Tickets for live viewing of the 100m final at the Tokyo 2020 Olympics



In Virtual Reality...



PROGRAMMING & EVENTS

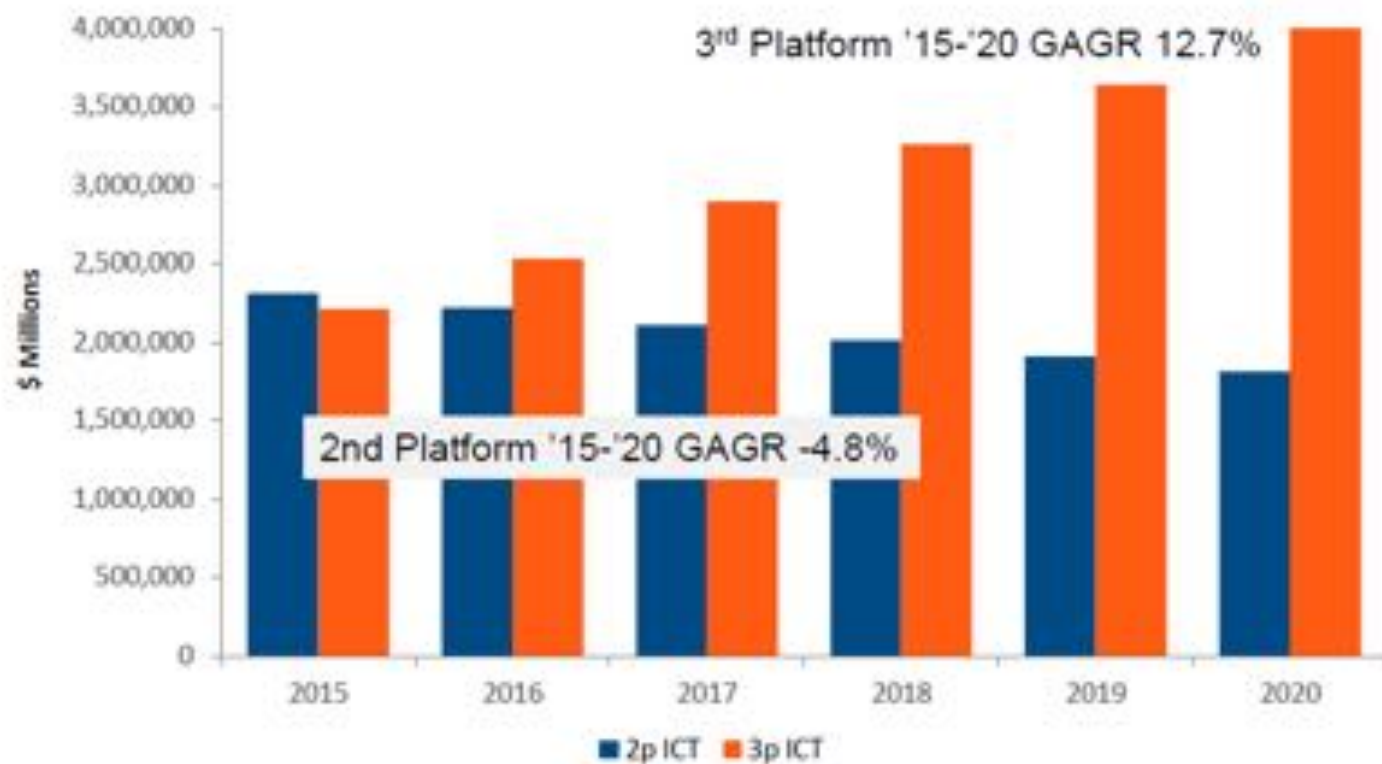
CHANNEL Featured



**October 4th
2016**

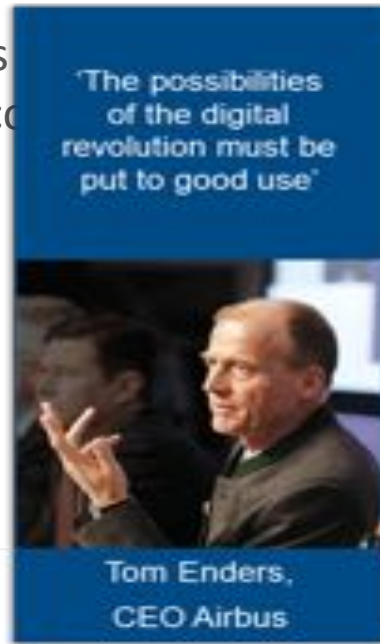


Source: IDC





Is
co



tion
of yo



Ye
No



89%

By the end of 2016, two-thirds of the CEOs of the European FT500 enterprises will have digital transformation at the center of their corporate strategy

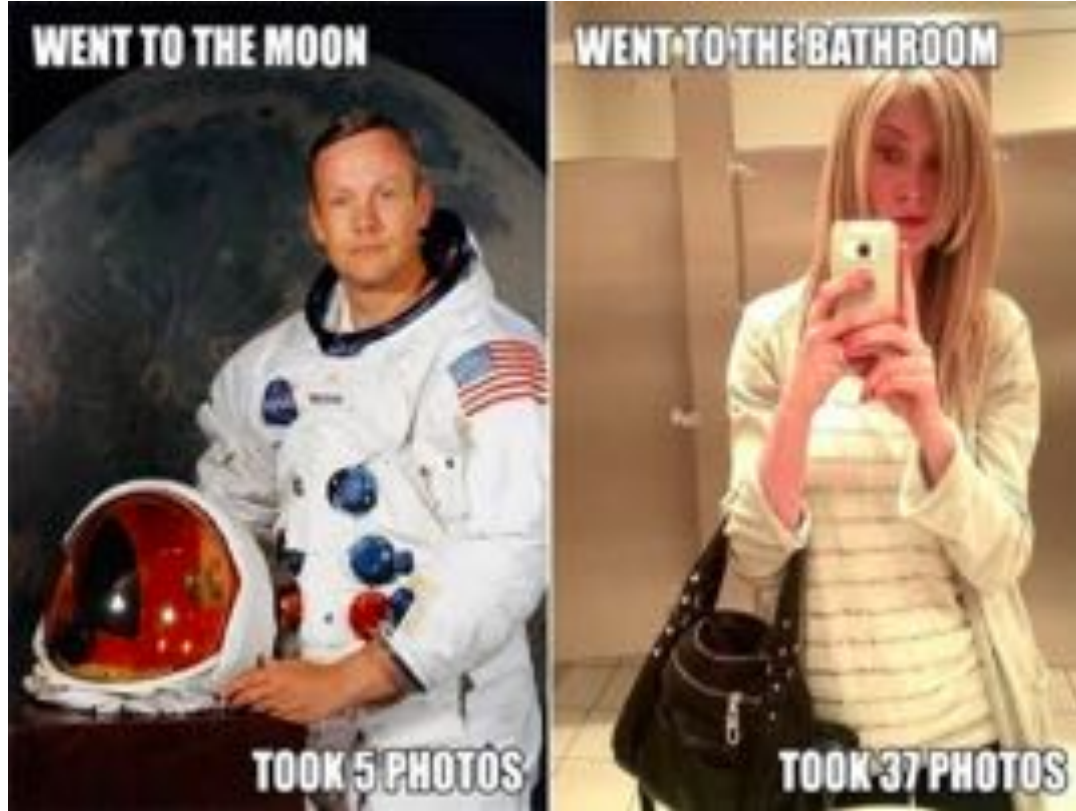


**Kasper Rorsted,
Newly appointed CEO of Adidas**



Basic
Human
Needs



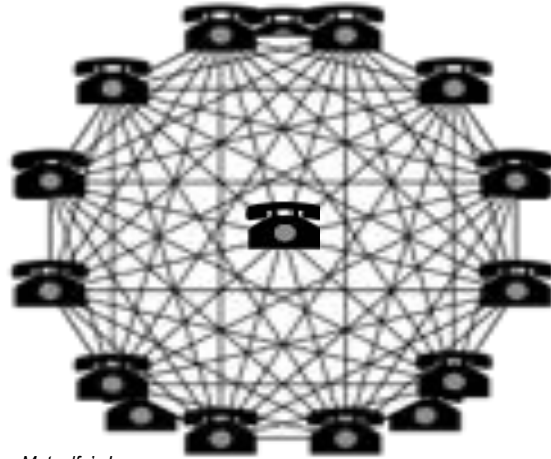


WENT TO THE MOON

WENT TO THE BATHROOM

TOOK 5 PHOTOS

TOOK 37 PHOTOS



Metcalfe's Law

Network Effects

Value rises as more people use the platform



Stats

500M+

Monthly Actives

300M+

Daily Actives

80%+

Outside The U.S.

4.2B

Likes Daily

95M+

Photos/Videos Per Day

IT/Business Transformation



**IT-enabled
Business Processes**
Automating Business
Processes



**Sheer
Driving Pleasure**



**IT-enabled
Services**
Transforming Business
Processes

Digital Transformation



IT is the product
Creating Digitally-
enabled Products and
Services



**Ecosystem driven
Offerings**
Creating new
connections and revenue
streams

What Are the Barriers Blocking Your IT Organization from Moving Forward?

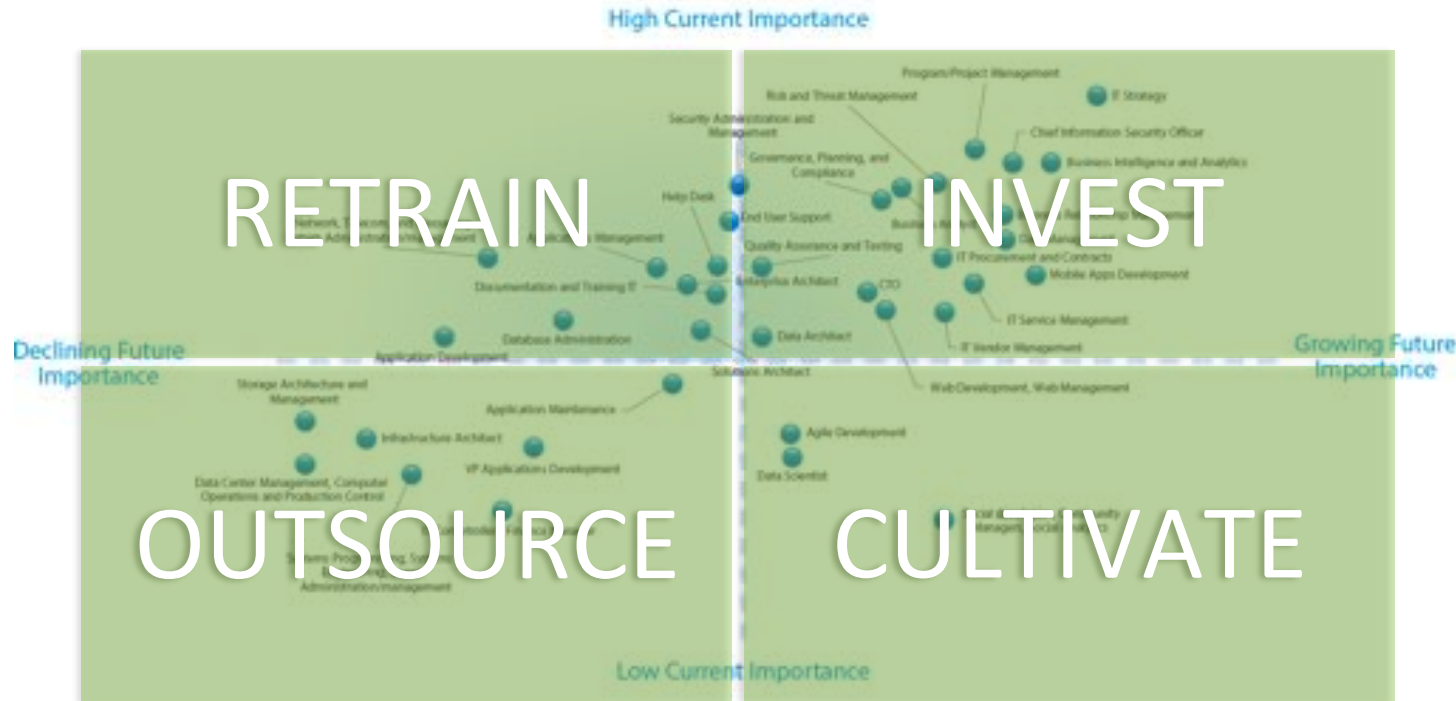
COMMON IT ORGANIZATION BARRIERS TO LEADING DIGITAL TRANSFORMATION



People

Rebalance IT Talent Portfolio for Digital Competencies

LEADING
IN 3D



Legacy Systems

Traditional IT



Digital
Platform

Islands of Innovation...

Create Customer-Facing and Ecosystem Business Services

LEADING
IN 3D



Ecosystem Business Services	<ul style="list-style-type: none">• INFORMATION AS A PRODUCT• CONNECTED SERVICES (AUTOMATION)• NEW BUSINESS MODEL
Customer-Facing Business Services	<ul style="list-style-type: none">• CUSTOMER ACQUISITION AND RETENTION• CONTEXTUALIZED CUSTOMER EXPERIENCE• NEW REVENUE STREAMS
Enterprise Business Services	<ul style="list-style-type: none">• DATA FOR IMPROVED DECISION MAKING• EFFICIENT BUSINESS PROCESSES• SECURE CORPORATE DATA
IT Services	<ul style="list-style-type: none">• RELIABLE COMPUTING AND COMMUNICATIONS• EMPLOYEE PRODUCTIVITY• SYSTEMS RESILIENT TO DISASTER

SERVICE LAYER

BUSINESS OUTCOMES

44

Culture

I&O is Domain Specific

- Deploy services in a silo
- Maintain the uptime of individual components

I&O Delivers Performance Optimization

- Deploy services *with* Development teams
- Optimize service performance holistically

Reactive IT

- Shadow IT
- LOB procures cloud to improve business agility
- LOB runs cloud projects independently

Proactive IT

- Business and IT Collaboration
- IT engaged on cloud deals
- Business input defines services and SLAs

“Technology leadership is not defined by patents but rather by the ability of a company to attract and motivate the world’s most talented engineers. We believe that applying the open source philosophy to our patents will strengthen rather than diminish Tesla’s position in this regard.”



Jan van Vonno

Senior Analyst,

Lead European Digital Transformation Practice

IDC Europe Software Research



Phone: +31 629 550 963
Email: jvanvonno@idc.com
Twitter: [@janvanvonno](https://twitter.com/janvanvonno)
LinkedIn: [In/janvanvonno](https://in.linkedin.com/in/janvanvonno)