



# MENTALITET OBILJA I PODATKOVNA HARMONIJA



**EL. HROUG**  
godišnja konferencija  
**18.-22.10.2016.**

• **Velimir Srića**



# Data = Power

[Acxiom](#) - one of the biggest companies you've never heard of

DB with 500 million potential clients – the data obtained from „analysis” of 50,000 billion „transactions”

Audience Solutions, Data - X  
www.acxiom.com

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## The power of better connections.

When you help connect your audience to things they truly care about, something powerful happens. You become a part of the conversation. That's a pretty awesome place to be.

LEARN MORE

Acxiom's data and technology have transformed marketing - giving our clients the power to successfully manage audiences, personalize customer experiences and create profitable customer relationships.

**BREAKING NEWS: SEE HIGHLIGHTS OF ACXIOM'S STRONG PERFORMER RANKING IN THE FORRESTER 2015 CUSTOMER INSIGHTS SERVICE PROVIDER WAVE**

12:27 16.1.2016.



# Big Data Facts and Figures

- The amount of information stored worldwide in 2014 was 5.8 zettabytes ( $10^{21}$ ) of data; it is expected to grow 50 times by 2020.
- By 2018, the US will have 190,000 unfilled analytics positions and a shortage of 1.5 million managers and analysts skilled in big data analysis.
- In 2016, more than 80% of Fortune 500 companies are unable to effectively exploit big data.





# Extreme Data



The US National Security Agency has built a data centre in Bluffdale, Utah - codenamed Bumblehive - capable of storing a **yottabyte of data**



# Wi-Fi Trash Can

- The trash can designed to collect data from the smartphones of the people passing by
- Installed by Renew, the company cooperating with the „spy agencies” like NSA
- By using 12 spying trash cans, Renew managed to follow 4 million people over a period of one week





# Digital Disruption

- *Banking is necessary, but banks are not!*
  - *Tom Peters*
- *Disruptive business models: How to become „Uber“ and „Airbnb“ in your industry?*
- *The corporation is not likely to survive the next 25 years. Legally and financially yes, but not structurally and economically.*
  - *Peter Drucker*
- *New Models are based on New Values*





# Who Runs the World? Money and Information






The World's Biggest Public Companies

2016 RANKING

## The List

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Filter list by: All industries ▼ All countries ▼ All states ▼ Search by company name

Rank	Company	Country	Sales	Profits	Assets	Market Value
#1	 ICBC	China	\$171.1 B	\$44.2 B	\$3,420.3 B	\$198 B
#2	 China Construction Bank	China	\$146.8 B	\$36.4 B	\$2,826 B	\$162.8 B
#3	 Agricultural Bank of China	China	\$131.9 B	\$28.8 B	\$2,739.8 B	\$152.7 B
#4	 Berkshire Hathaway	United States	\$210.8 B	\$24.1 B	\$561.1 B	\$360.1 B
#5	 JPMorgan Chase	United States	\$99.9 B	\$23.5 B	\$2,423.8 B	\$234.2 B





# Banking Is Necessary, Are Banks?

- Apple pay
- Google walet
- Samsung smart pay
- Facebook „friend to friend payments”
- Facebook banking from Deniz Bank, Turkey
- PayPal on ebay







# Money Is „Data”

- Bitcoin and still 744 other
- 

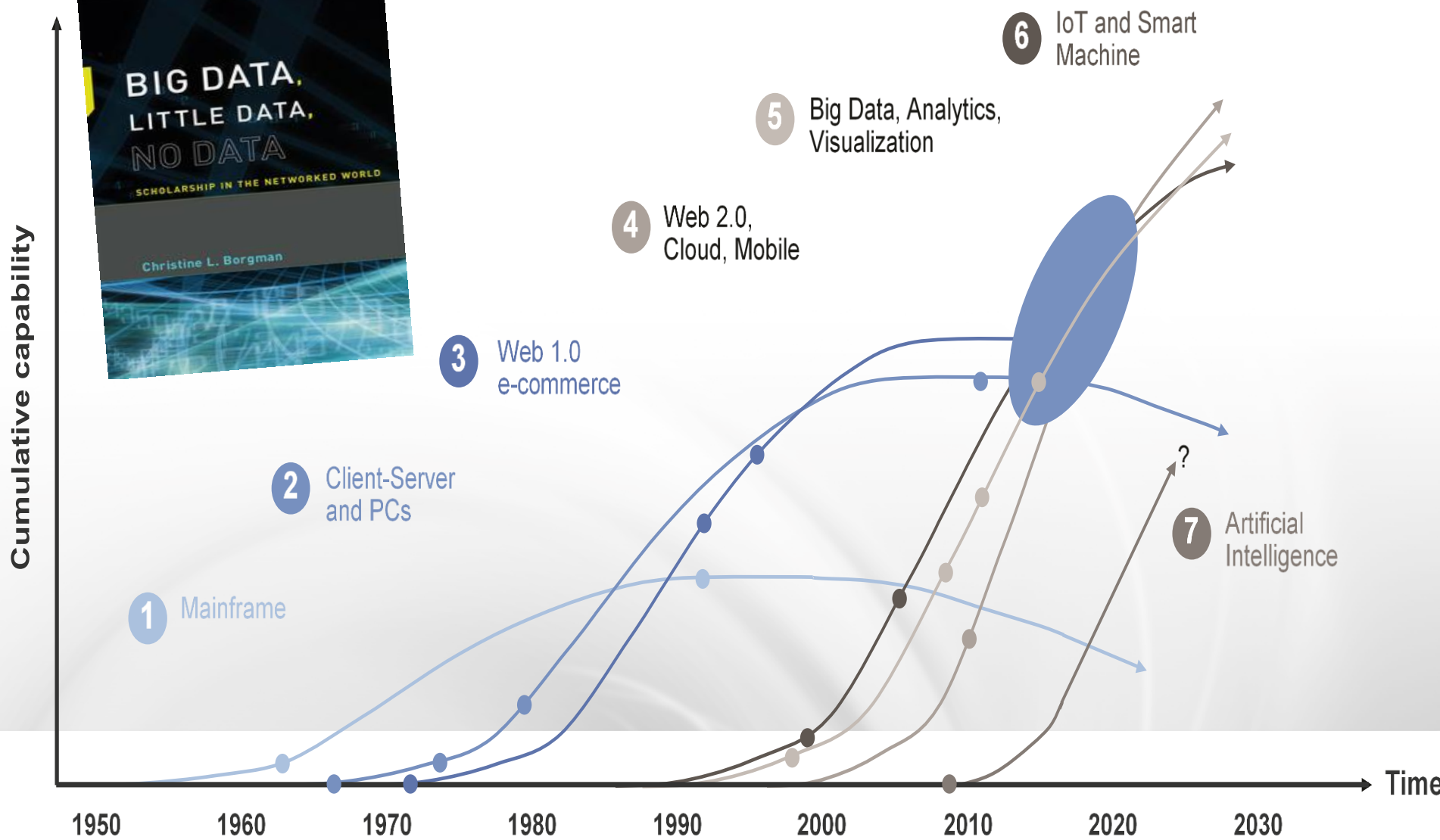
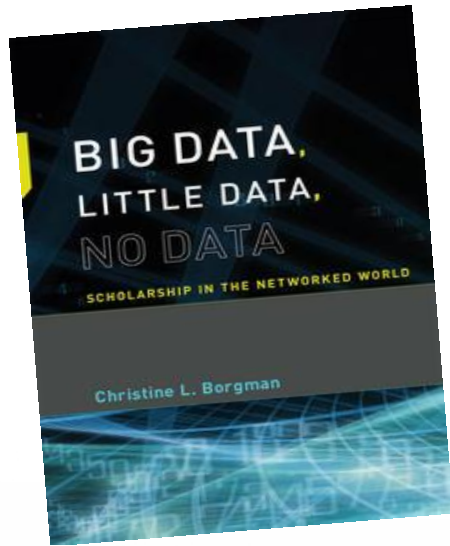
Total Market Cap: \$12,209,296,435

- [Cryptocurrency Market](#)





# Big Data Environment

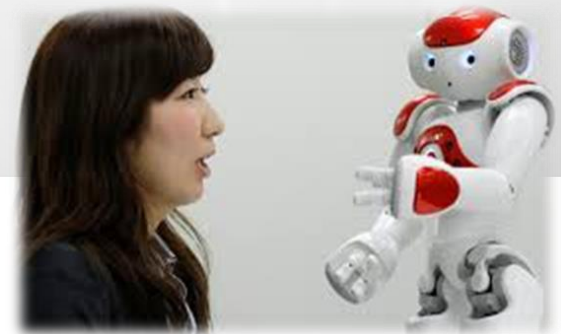




# Big Data Environment



- 3,5 billion people are Internet users, they control 92% of global wealth
- LinkedIn has more than 450 million registered users around the world, Facebook over 1,71 billion
- Since May 2015, the number of smart phones exceeds the number of toilets
- Mobile phone payments make for 620 billion US\$ globally
- By 2020 robots will replace tellers





# Big Data Environment



- In the US, young lawyers already don't get jobs. You can [get legal advice](#) by IBM Watson within seconds, with 90% accuracy (70% accuracy when done by humans)
- There will be [90% less lawyers](#) in the future, only specialists will remain
- By 2020 60% of „things“ will be [Internet of Things](#)
- In 2016 first [robot receptionist](#) in a Croatian hotel
- [Pattern recognition software](#) can recognize faces better than humans





# Change in Values Needed

- The story of five monkeys

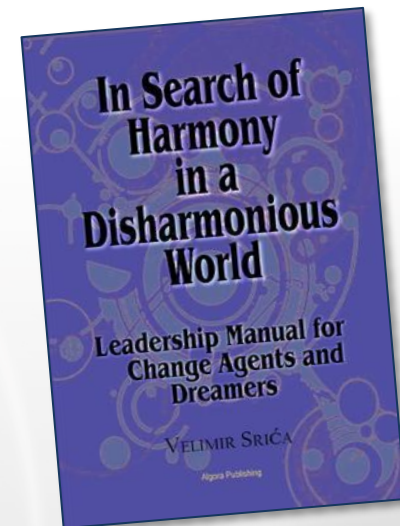
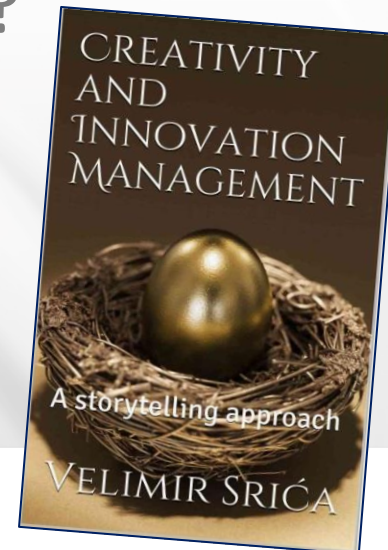


- You cannot solve the problems by the same thinking that created them (*A. Einstein*)



# What New Values?

- What is Abundance Mentality?
- What is Scarcity Mentality?
- What is Limited Resources Theory?
- What is Real Win-Win?
- What is Circular Economy?
- What is Cradle to Cradle?
- What is Open Source?
- What is Free Software?





# Examples of New Values

- Wikipedia, Free Apps
- Filantropy (Buffet, [Zuckerberg](#), Gates, Cook, Ellison, Goetz...
- MOOC ([Coursera](#), EdX...)
- No hierarchy, only „associates“
- Crowdsharing (airbnb, uber, [BlaBlaCar](#)...)
- Crowdfunding (Kickstarter, Indiegogo, [Tubestart](#)...)
- Crowdsourcing ([Clickworker](#)...





# Big Data Efficiency

	Encyclopedia Britannica	Wikipedia
Year founded	1768	2001
Articles	65.000	6,86.935
Languages	1	271
Words	40 million	3 billion
Updated	Annually	Real time
Mistakes per article	2.92	3.86
Cost	\$729	free





# Shift in Goals

- Profit
- Market share
- Growth
  
- Satisfied employees
- Satisfied clients
- Satisfied team-mates
- Happy stakeholders and environment
- Overall harmony





# Or Maybe Not: The Digital Dude


The Digital Dude - Anything is possible in the Networked Society

## DIGITAL DUDE

Price	<del>\$12800</del>
Special Price	<b>\$11000</b>

Includes:  
**8 small cables\***

J0tc335.no

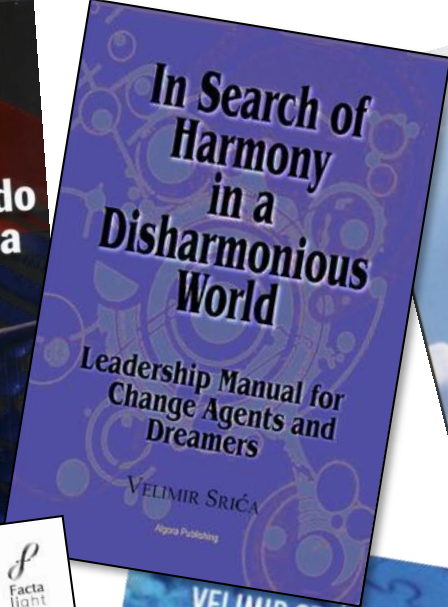
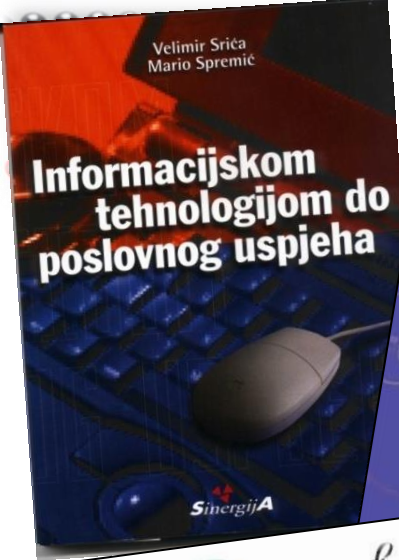


Digital Dude on Twitter:

about that?" #financedude "Can Digital Dude solve our problems?" #dudes "Just witnessed Digital Dude in

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2:29 / 2:41



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