



The best way to **network!**

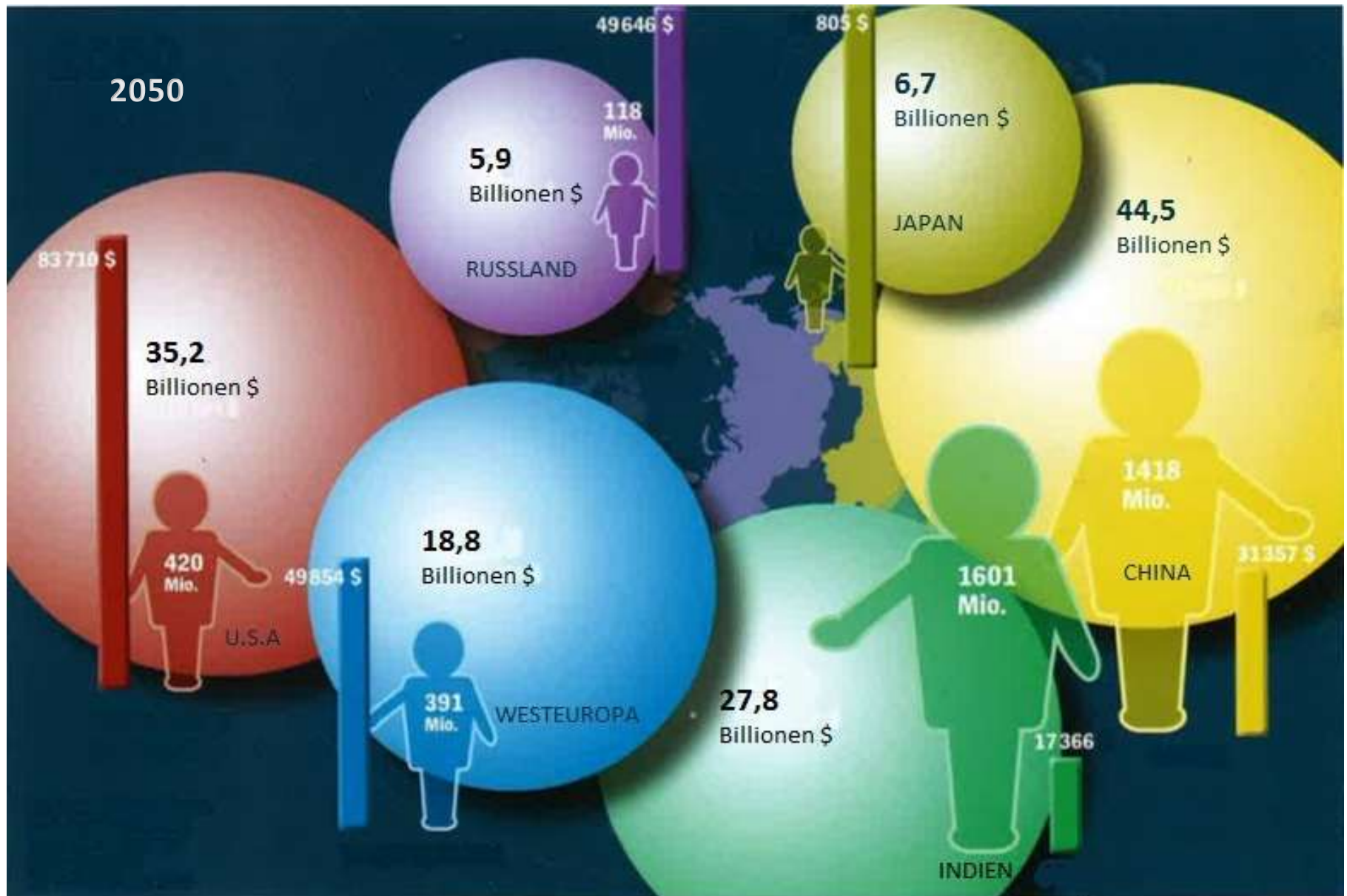
Alles Mobile ?!

Neue Risiken und Chancen der mobilen Kommunikation

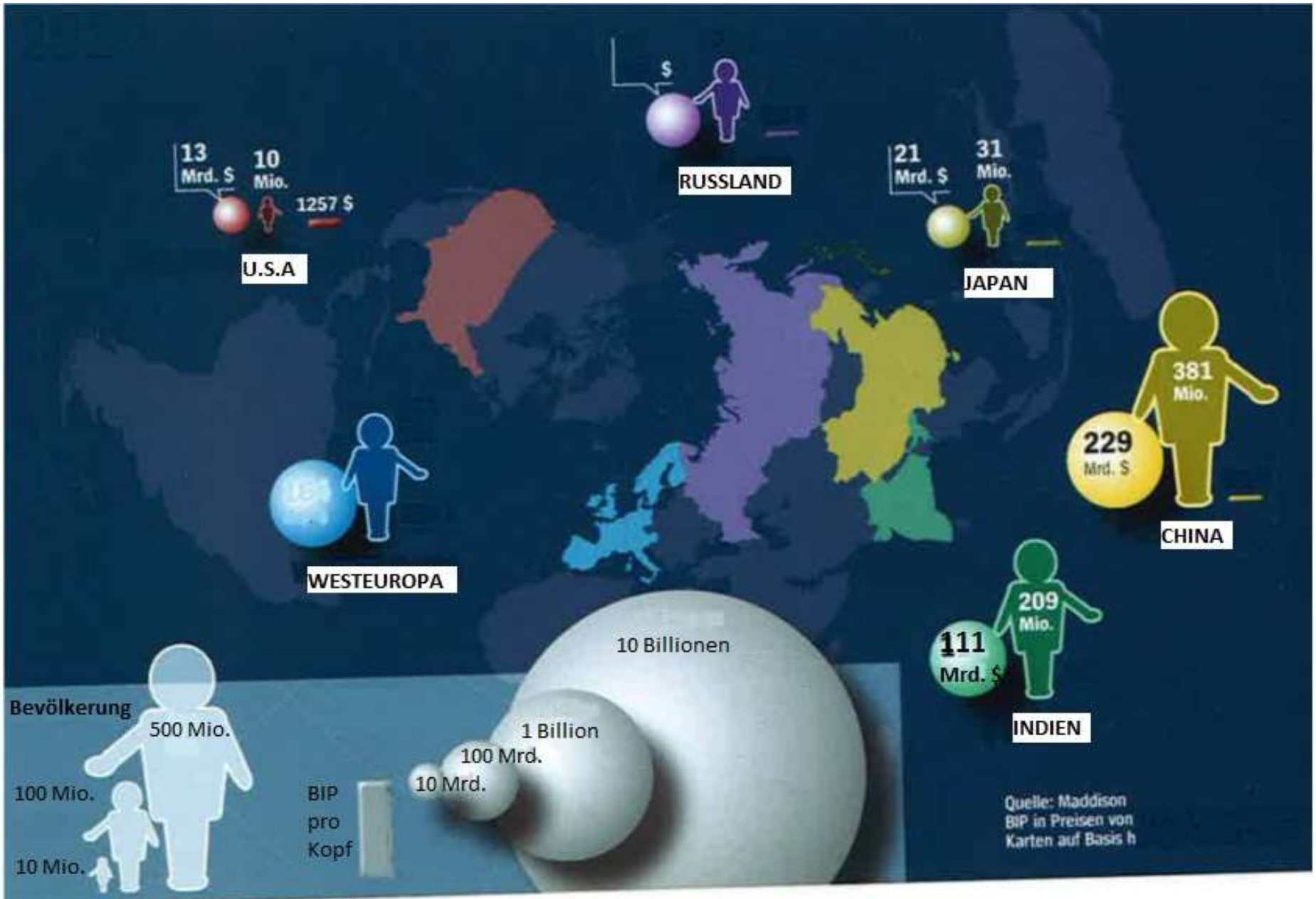
Wirtschaftsszenario 2011 – 2014

Dr. Alexander Loisel / L.S.Z Consulting

19. Mai 2011 / Fachhochschule Salzburg

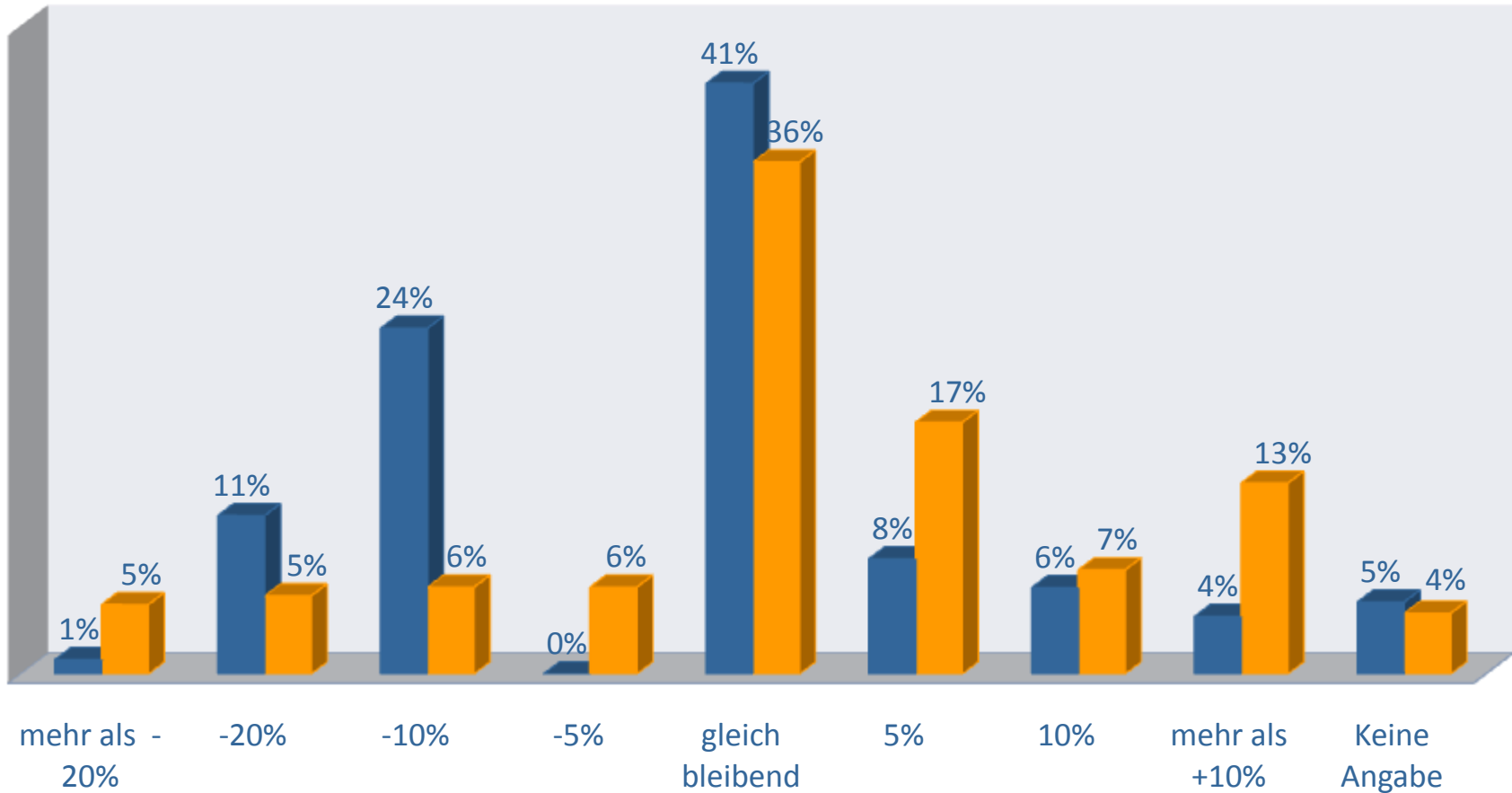


Quelle: „Weltkrieg um den Wohlstand“ von Gabor Steingart, 2006



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Vergleich Investitionsbudget 2010 vs. 2011

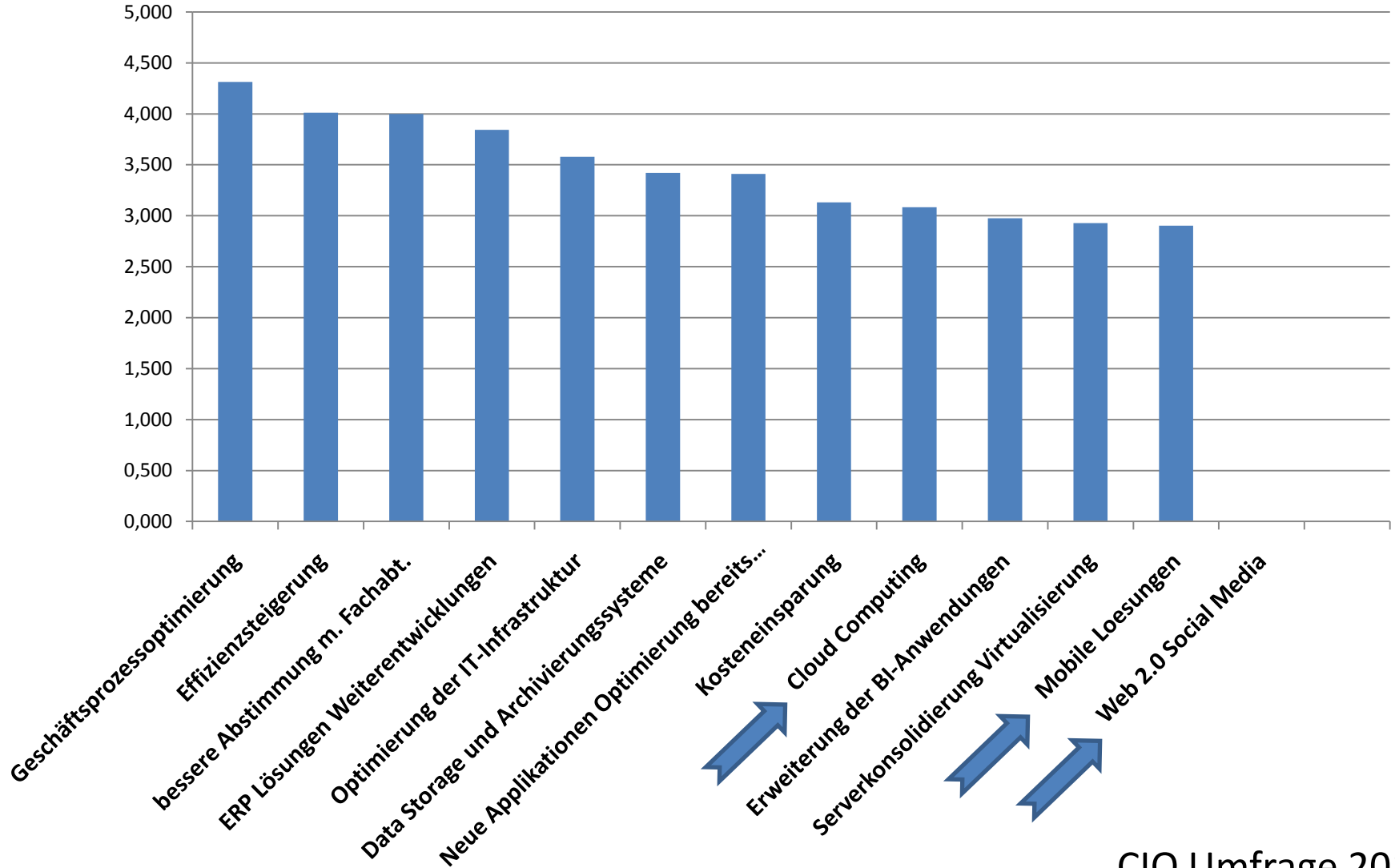


CIO Umfrage 2011 (in Österreich)

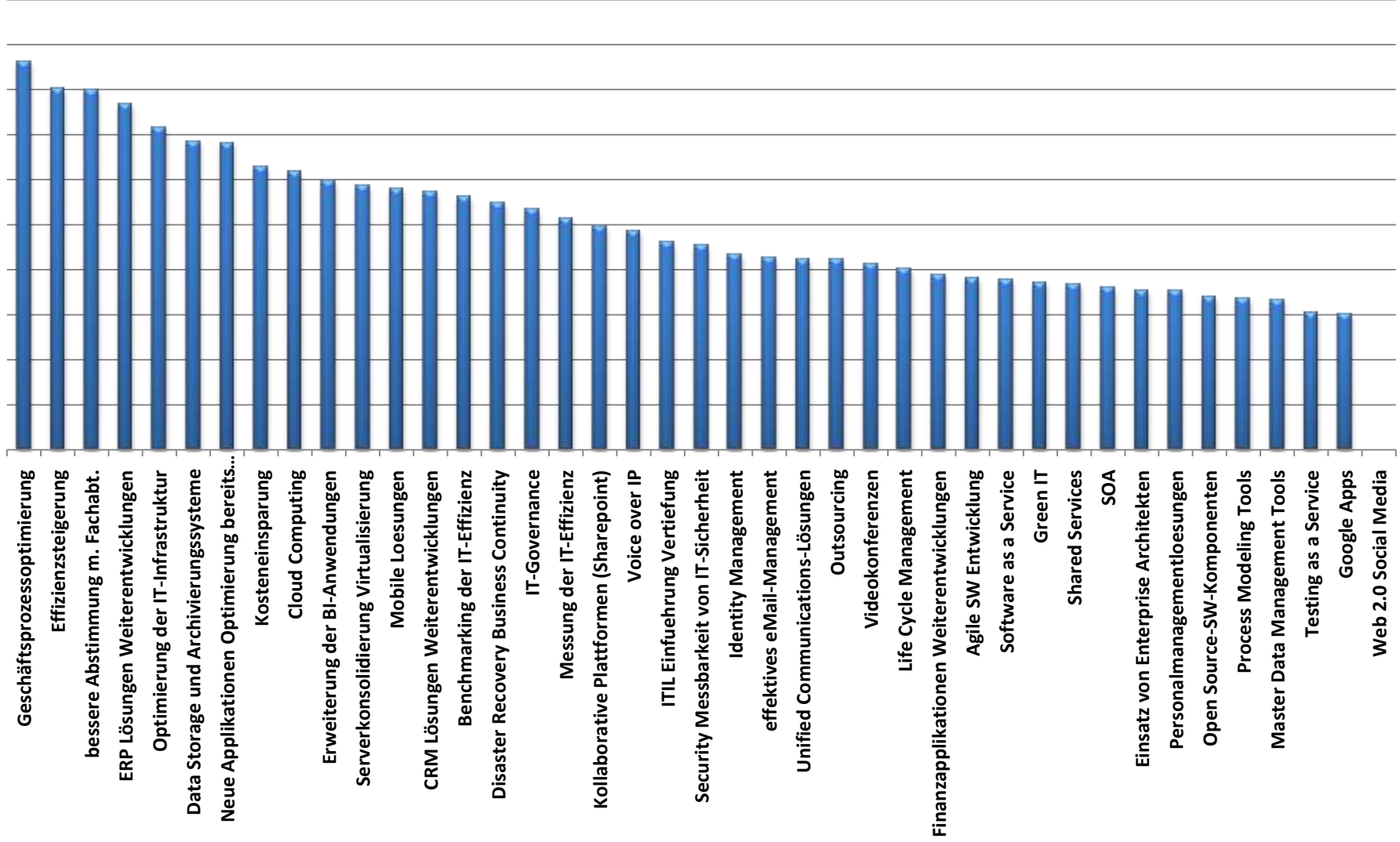
■ 2010 ■ 2011

166 Rückmeldungen

An 9. Stelle liegt Cloud Computing, an 12. Stelle liegen Mobile Lösungen und kein Ergebnis ergab Web 2.0 Social Media



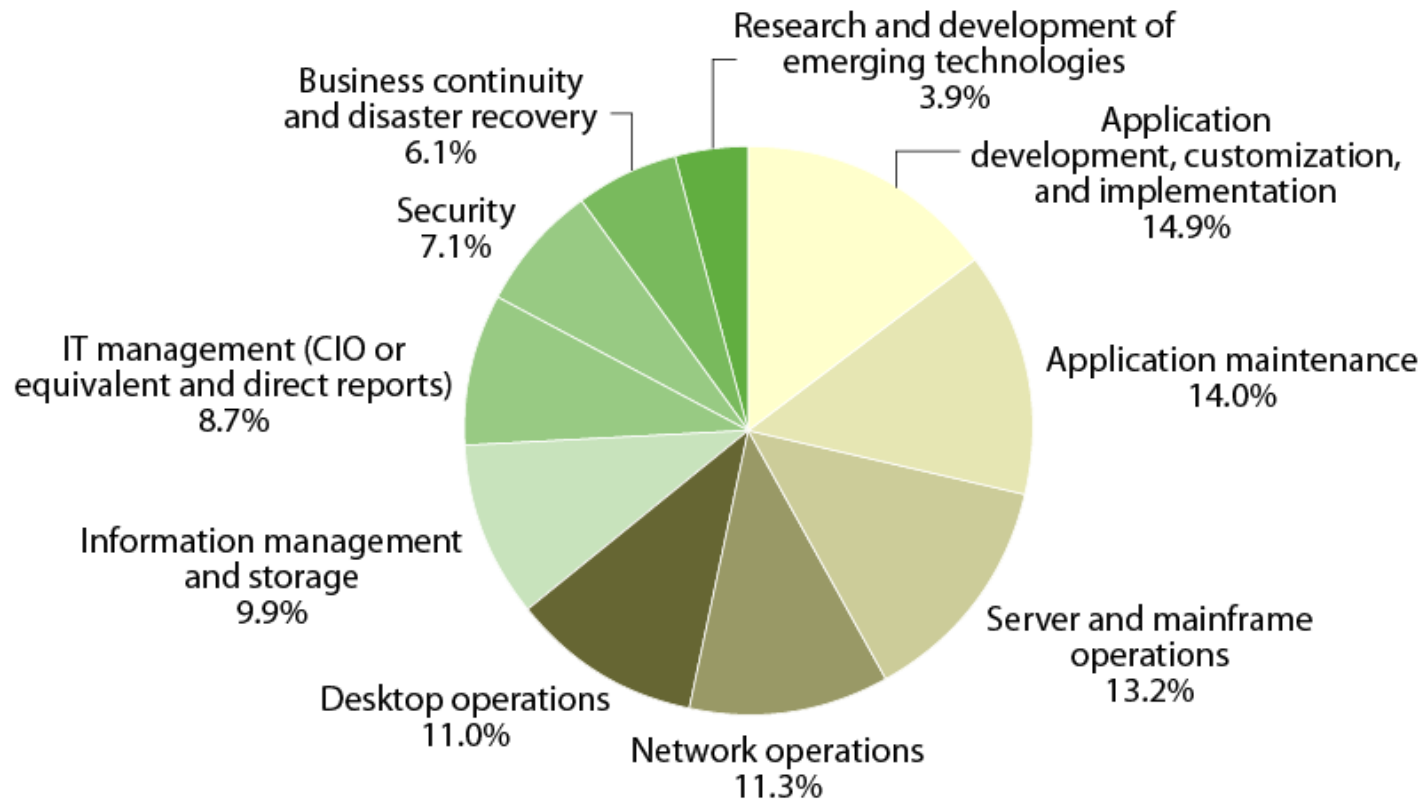
Top Themen 2011



2010 IT Budget Allocations: Planning For 2011

Overall allocations To IT Functional Activities

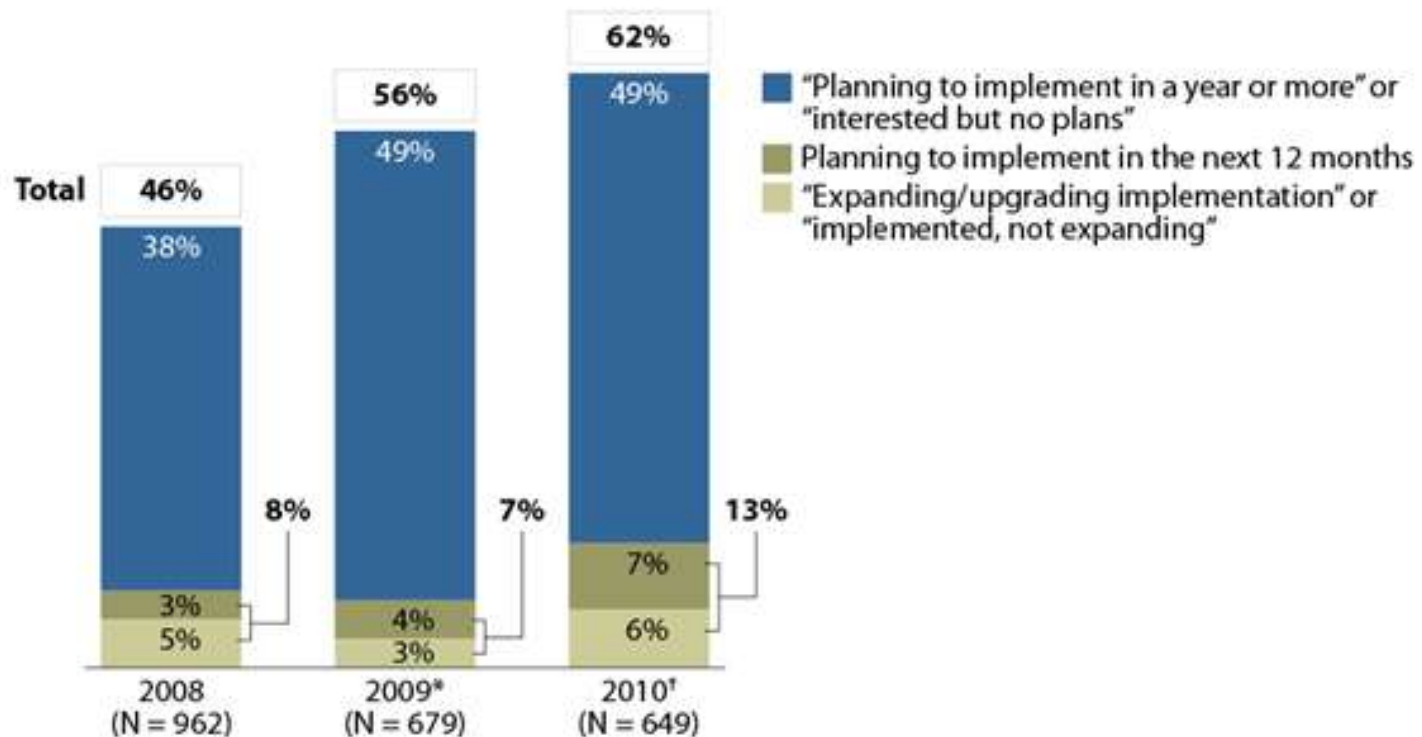
"In 2010, how much of your combined IT operating and capital budget will go to the following IT functional activities?"



Base: 904 IT decision-makers

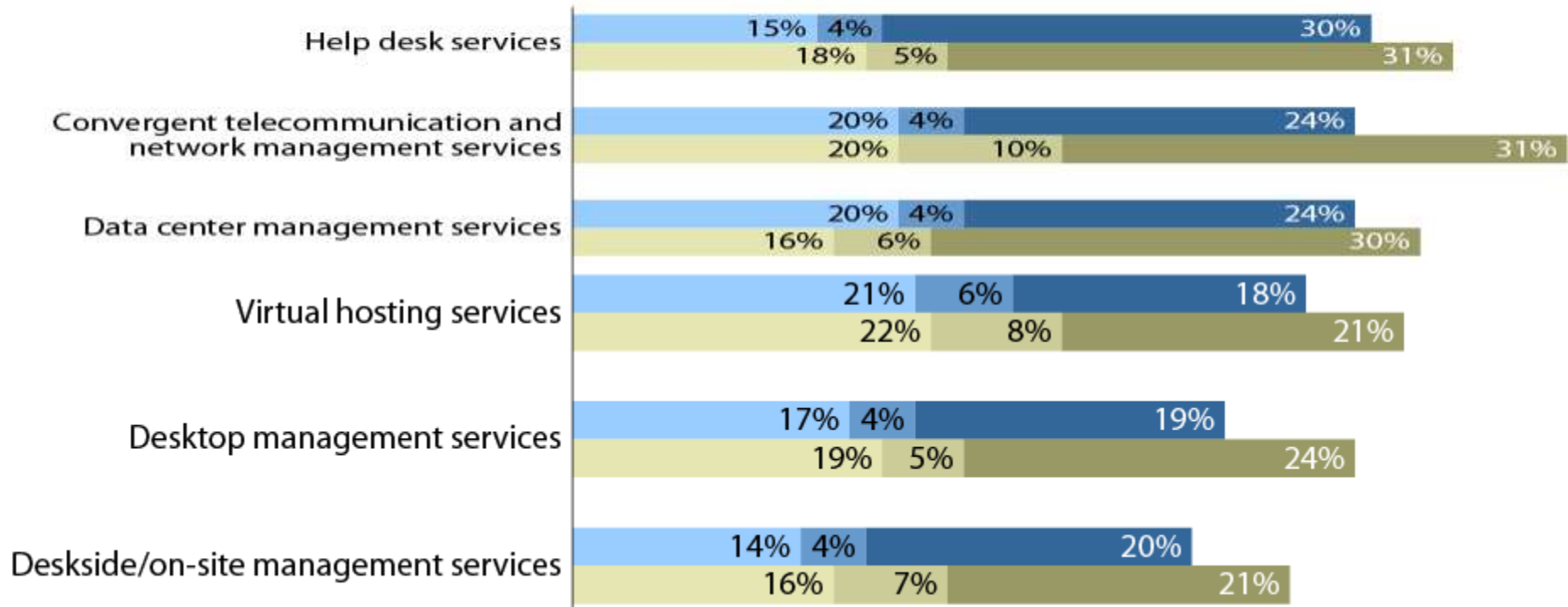
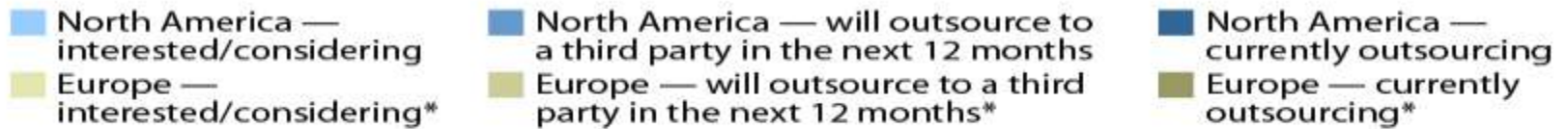
Enterprise IT Is Interested In Cloud IaaS, But Adoption Is Lagging

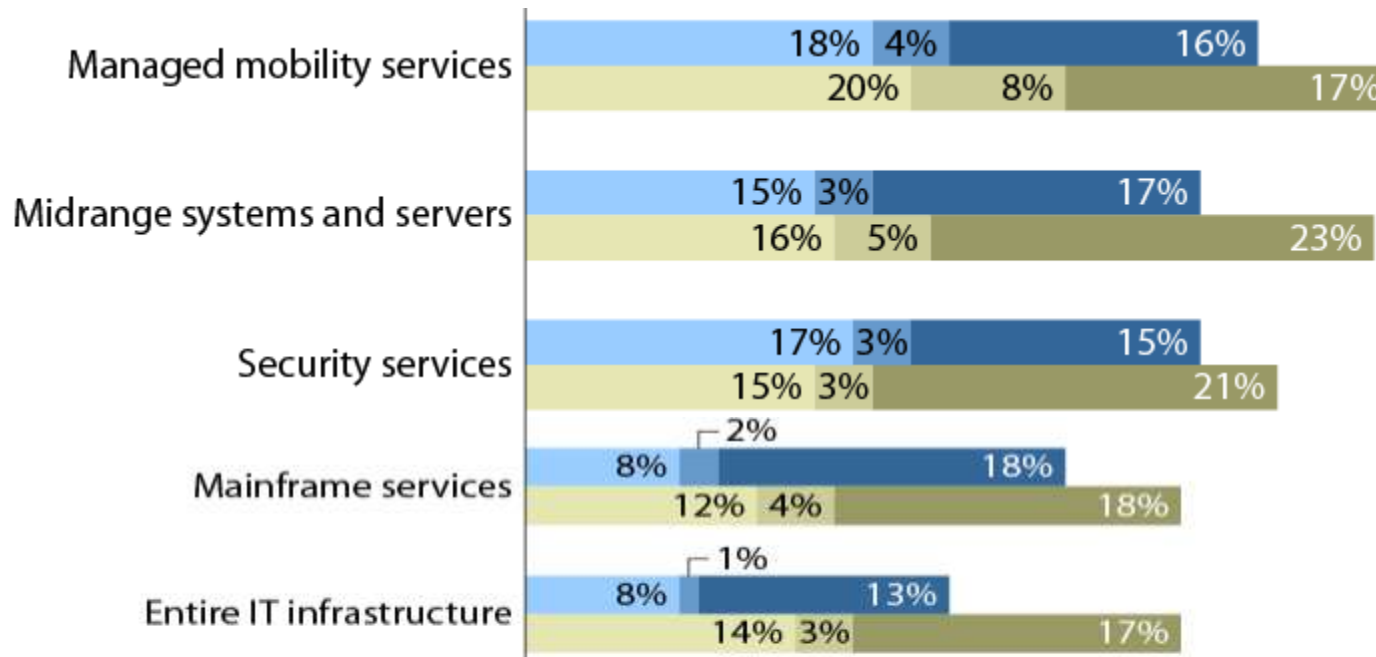
“What are your firm’s plans to adopt pay-per-use hosting of virtual servers (also known as cloud computing infrastructure-as-a-service or IaaS) at service providers such as Amazon Web Services, Terremark, Savvis, or Rackspace/Mosso?”



Base: North American and European enterprise IT infrastructure and software decision-makers

“Which of the following infrastructure services does your firm outsource to a third-party company?”





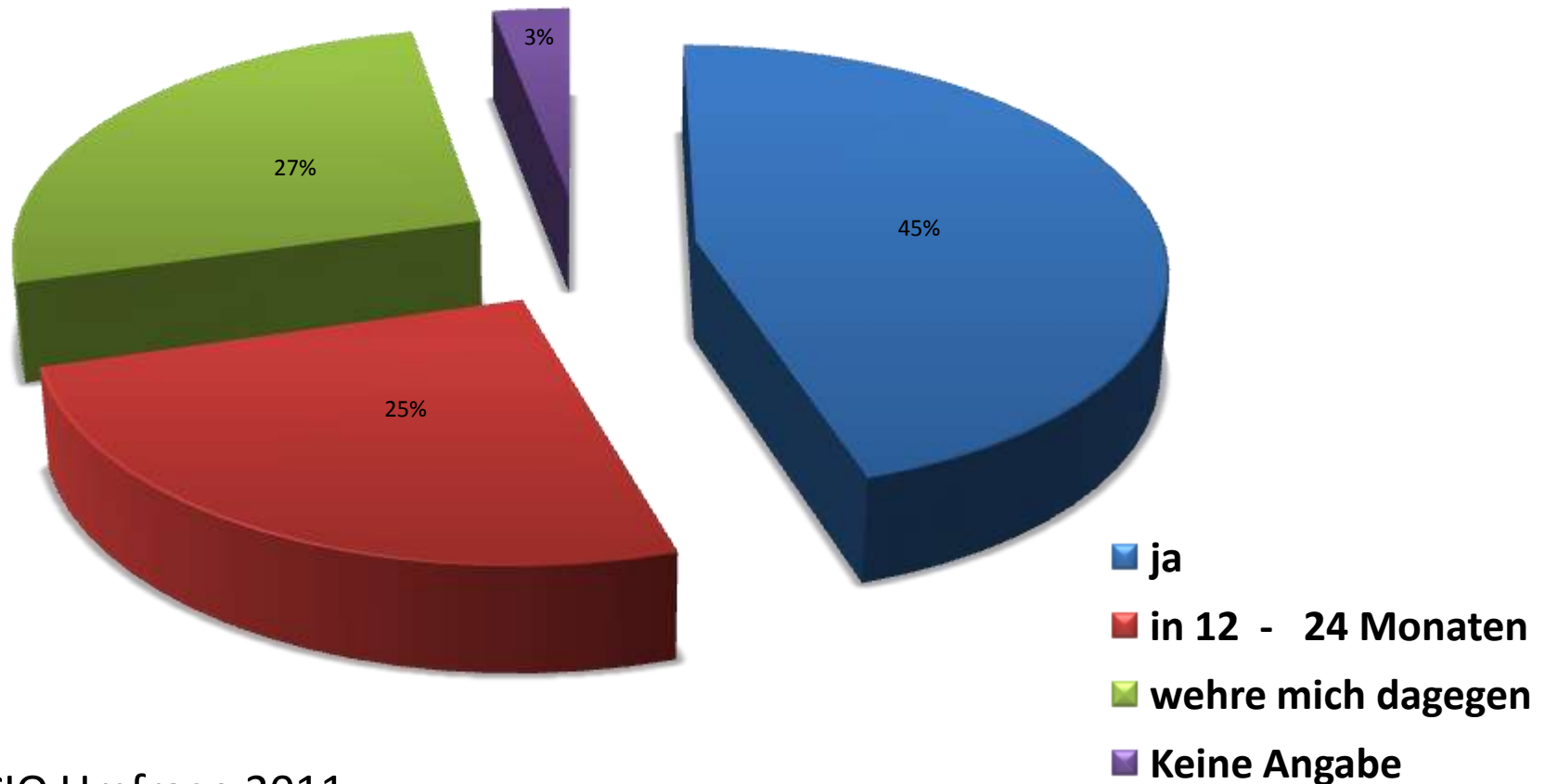
Base: 660 North American executives and technology decision-makers from enterprise companies with 1,000 or more employees

*Base: 347 European executives and technology decision-makers from enterprise companies with 1,000 or more employees

Source: Forrsights Services Survey, Q3 2010

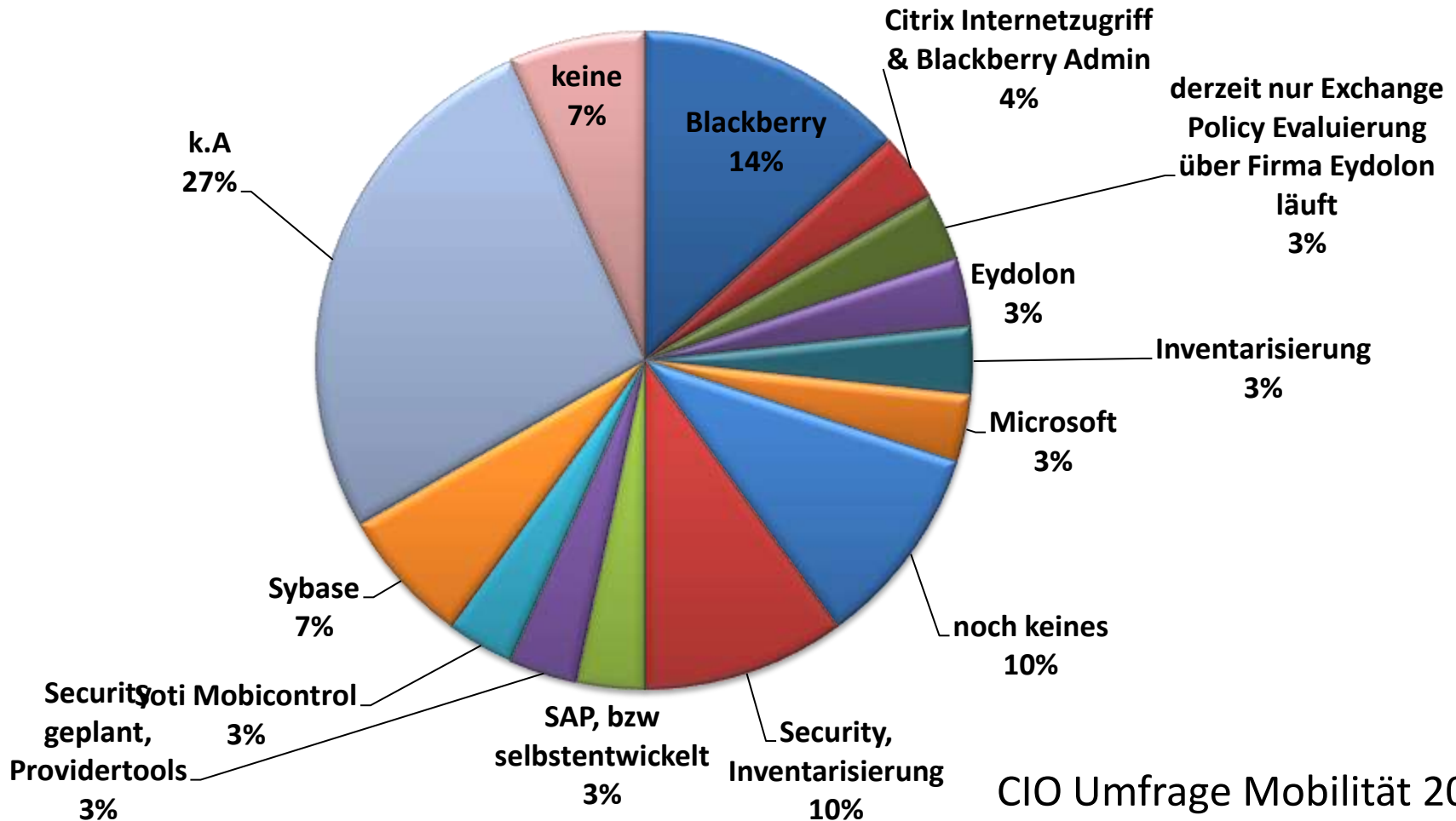
Note: Responses "don't know" and "not outsourcing/does not apply" are not shown.

Unterstützen Sie bereits Firmenanwendungen auf privaten, mobilen Endgeräten?

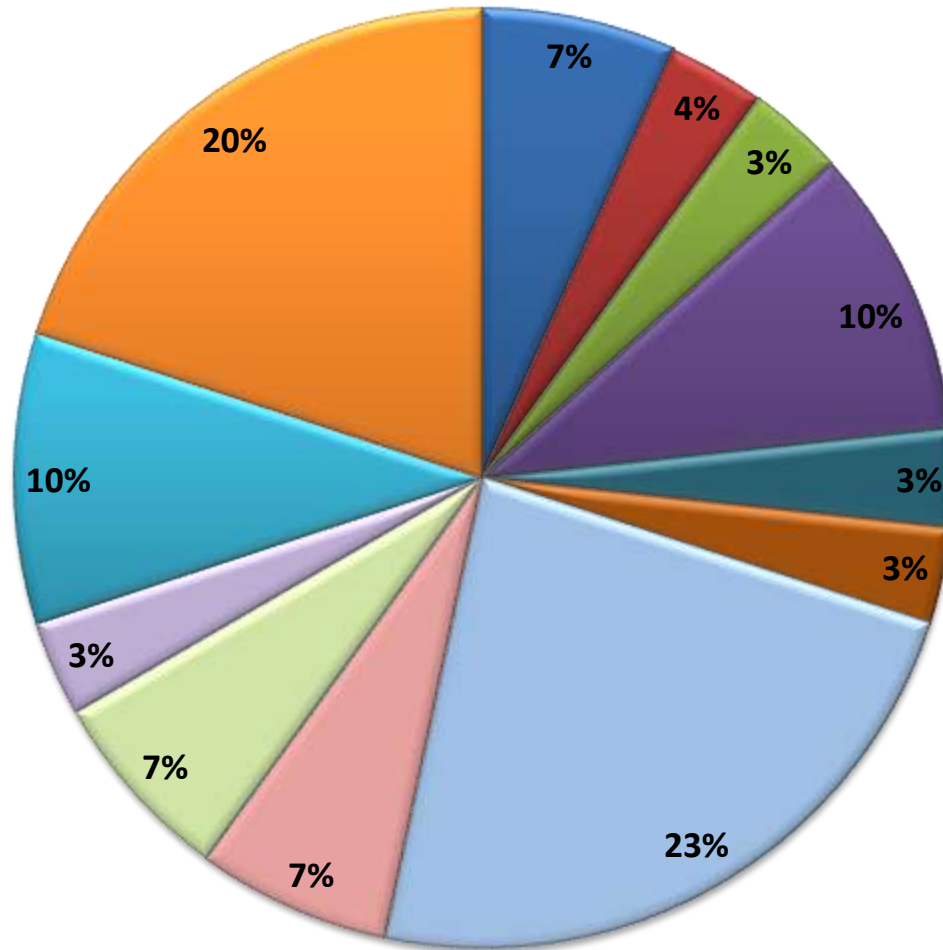


CIO Umfrage 2011

Welche Tools verwenden Sie, um die mobilen Endgeräte zu verwalten?



Auf welcher Plattform werden Sie aus heutiger Sicht in 2-3 Jahren entwickeln - hinsichtlich mobiler Lösungen?

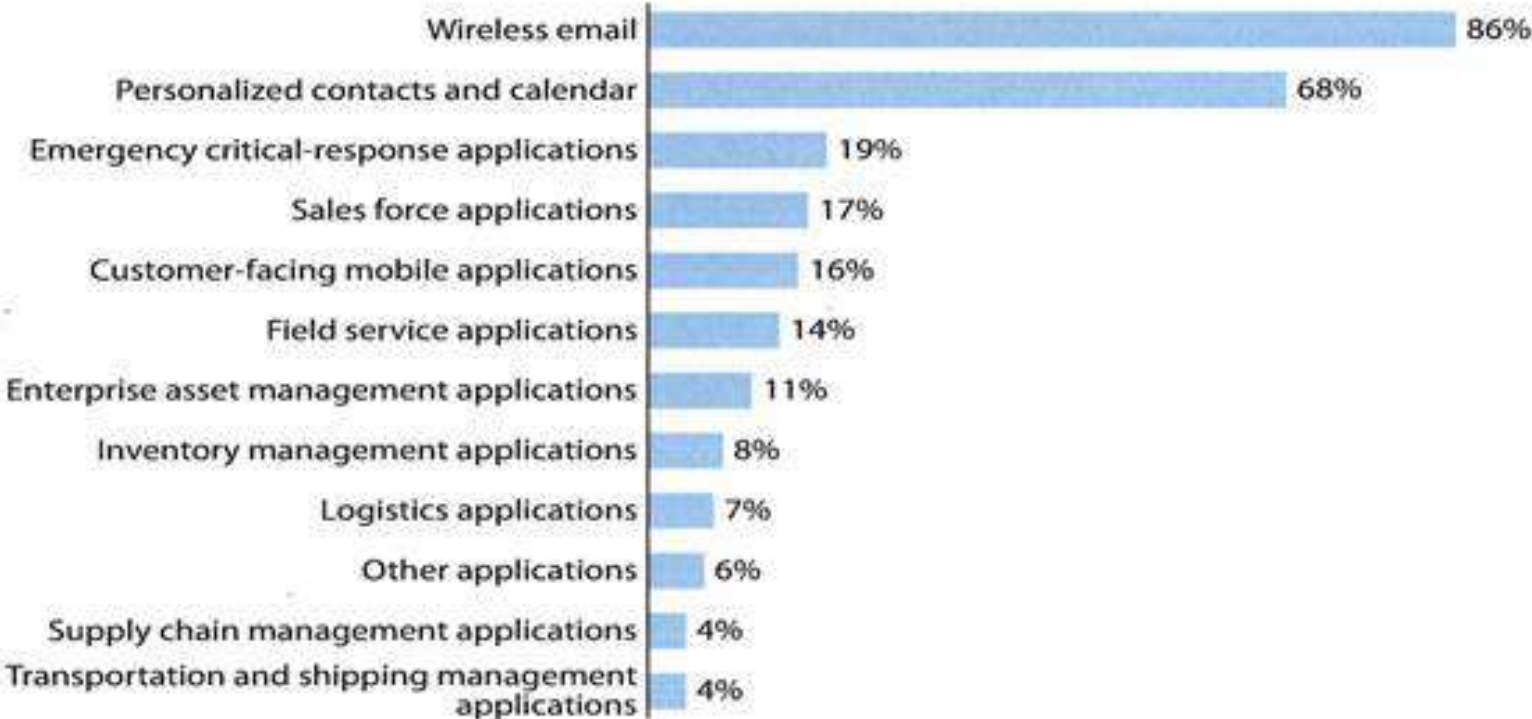


- Android
- Android, Blackberry
- Android, MS
- Apple, Android
- Citrix, Desktopvirtualisierung wo möglich
- HTML5
- Microsoft
- MS, Apple, Android
- noch offen
- Offen webbasiert
- keine
- k.A.

Forrester Research, Inc. zu Mobilien Geräten und Lösungen

Figure 4 Email And Calendar Are Widely Deployed; Mobile LOB Apps Are The Next Opportunity

“What are your firm’s plans to adopt the following mobile applications?”
(respondents choosing “expanding/upgrading” or “implementing/implemented”)



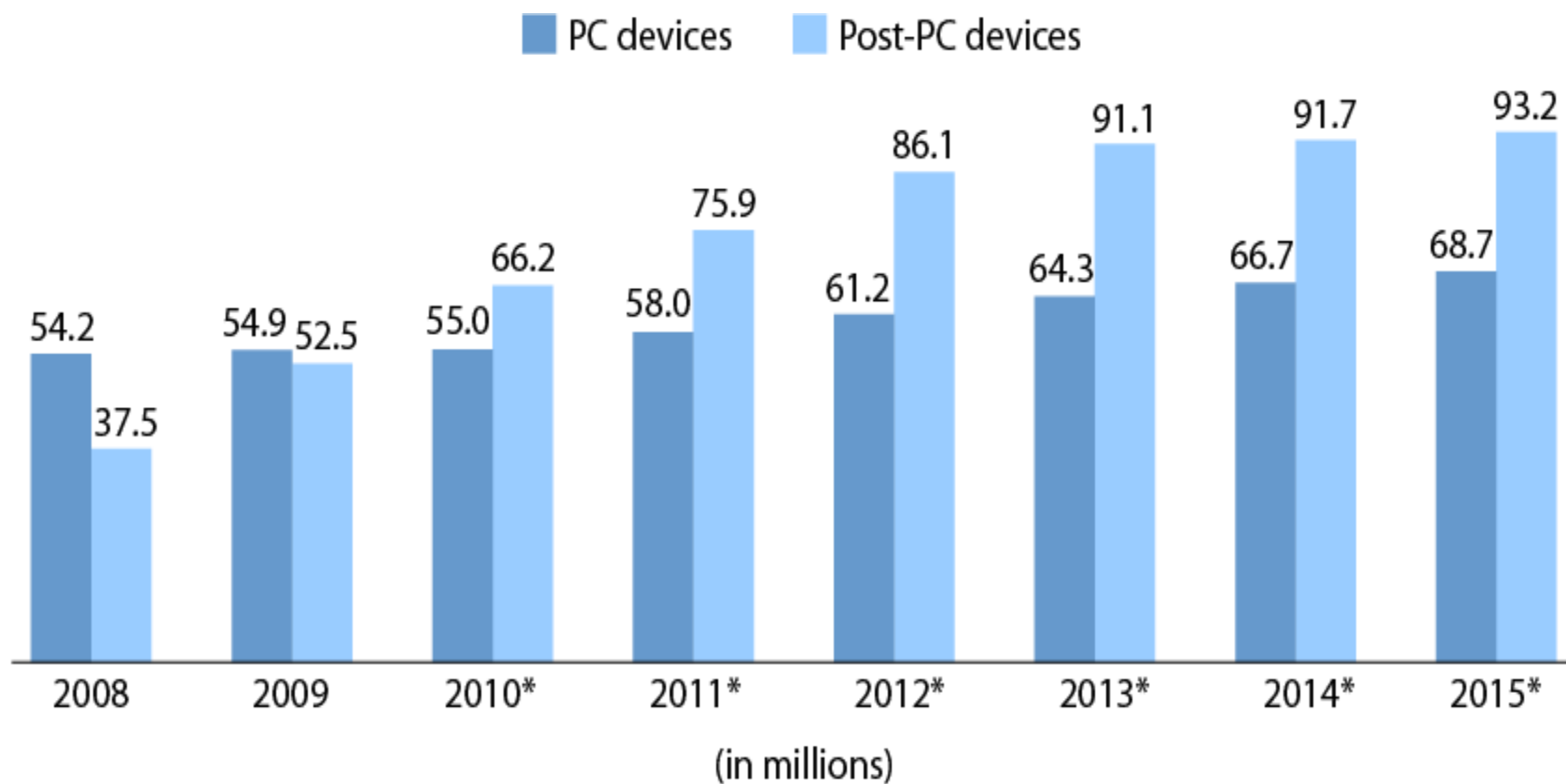
Base: 2,247 network and telecom decision-makers

Source: Enterprise And SMB Networks And Telecommunications Survey, North America And Europe, Q1 2010

Neue Anwendungen

- Mobile Banking
- Mobile Commerce
 - „mobile Geldbörse“
- Ferndiagnostik im Gesundheitswesen
-

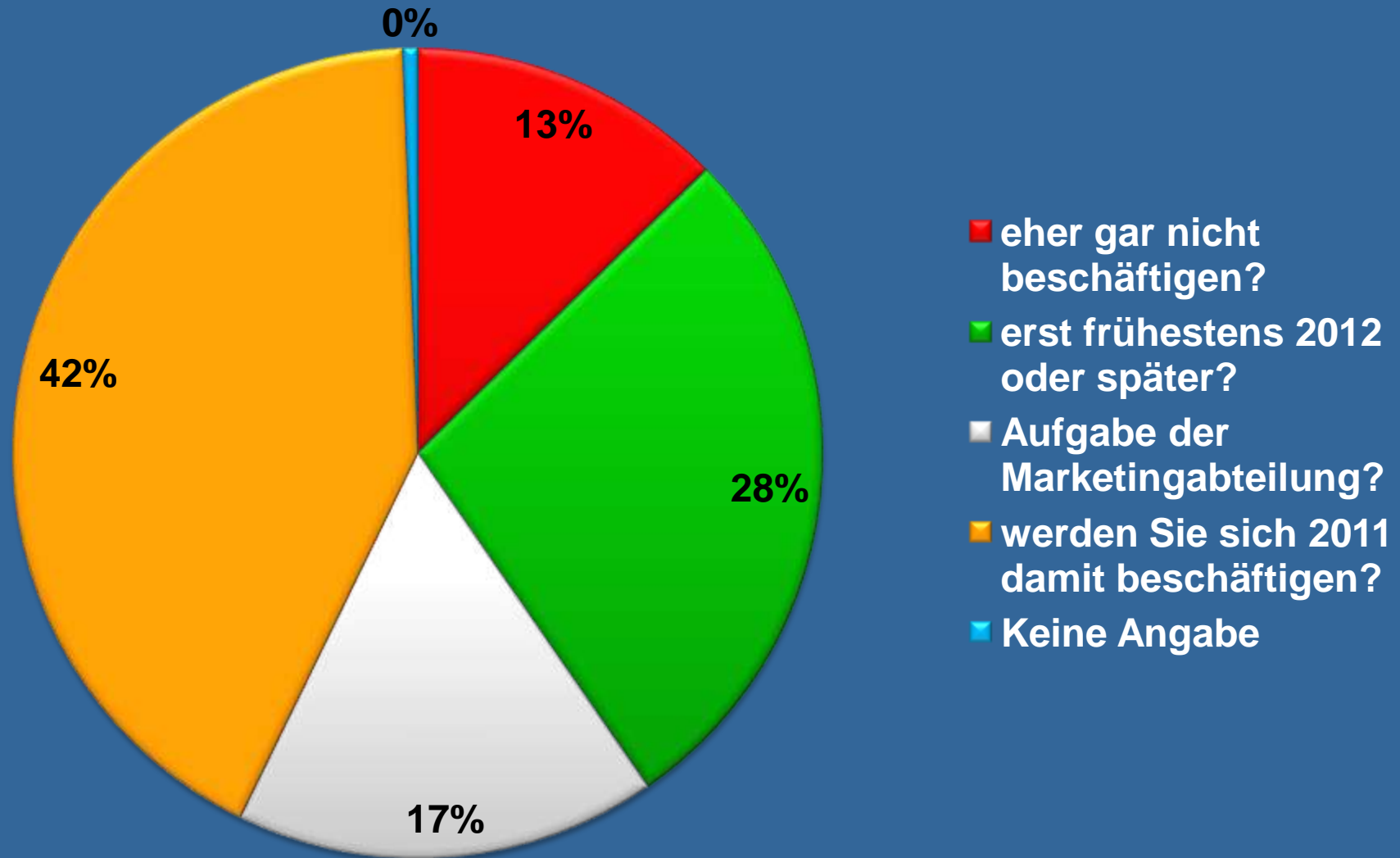
Post-PC Device Sales Eclipse PC Devices



Source: Forrester Research eReader Forecast, 2010 To 2015 (US)

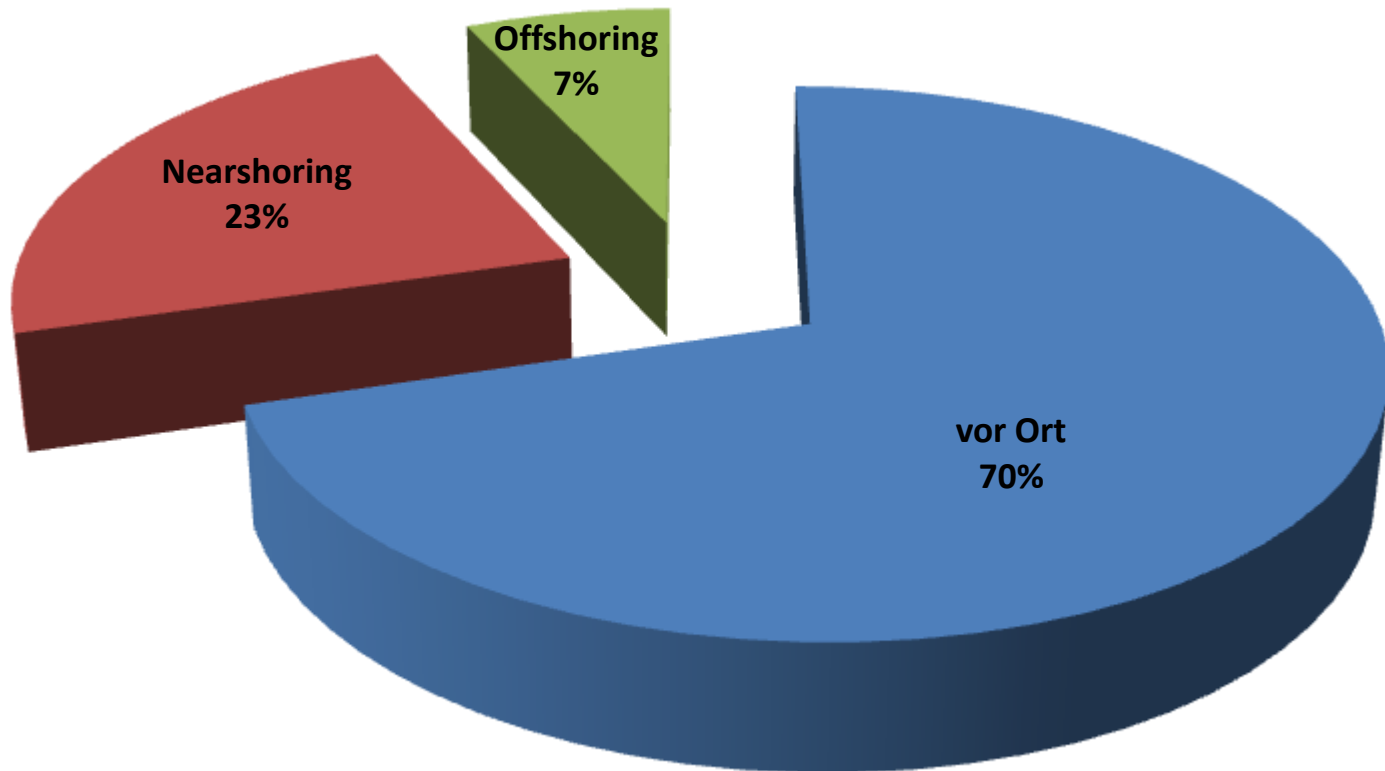
*Forrester forecast

Beschäftigung mit Social Media im Unternehmen



**Überall steht eine
mobile Facebook-
Generation
(zum Machtwechsel?)
bereit!**

Wo werden Dienstleistungen inklusive Softwareentwicklungen zugekauft?



CIO Umfrage 2011

Global Banking Plattform- Übersicht

The best way to network!

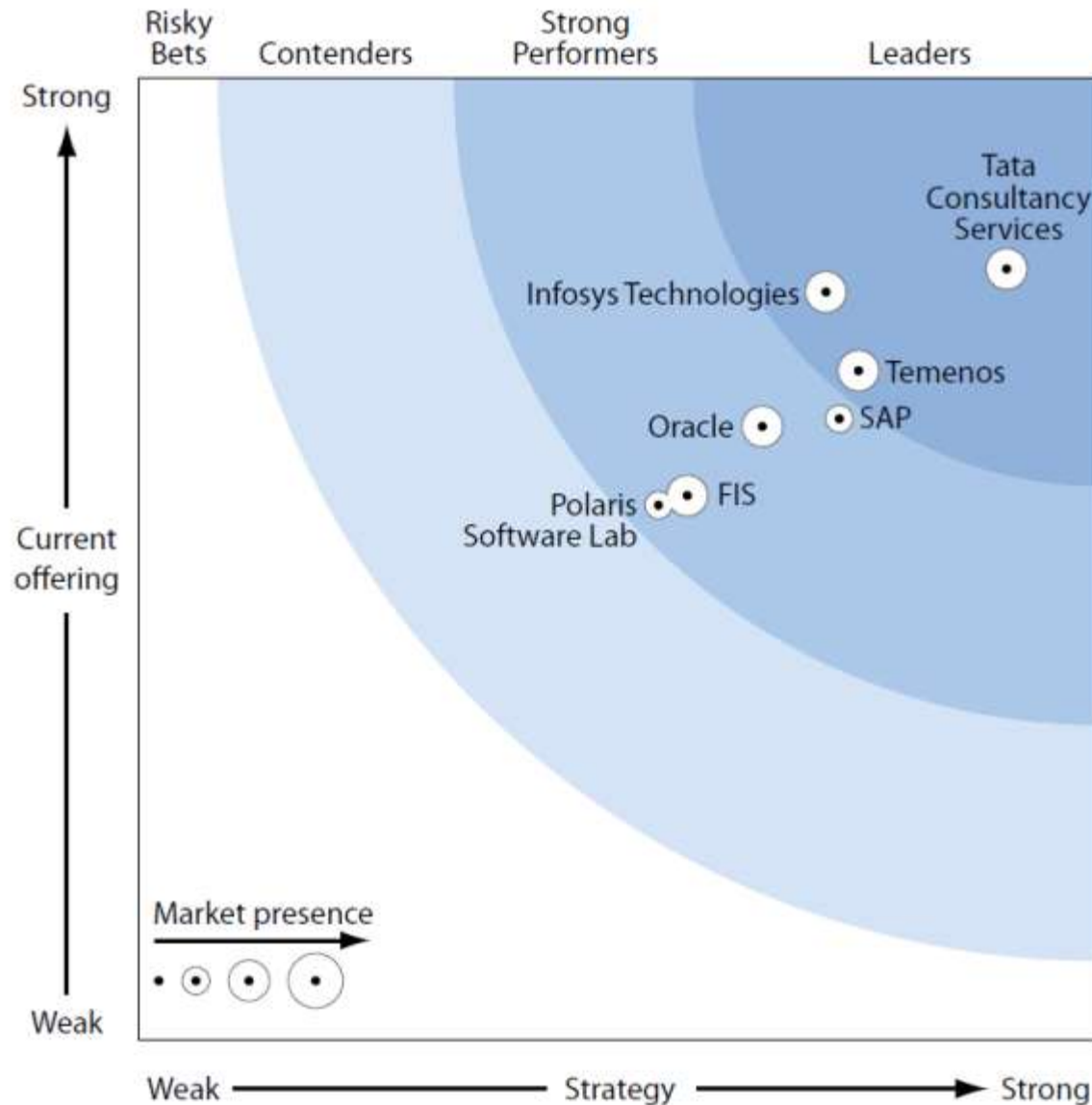
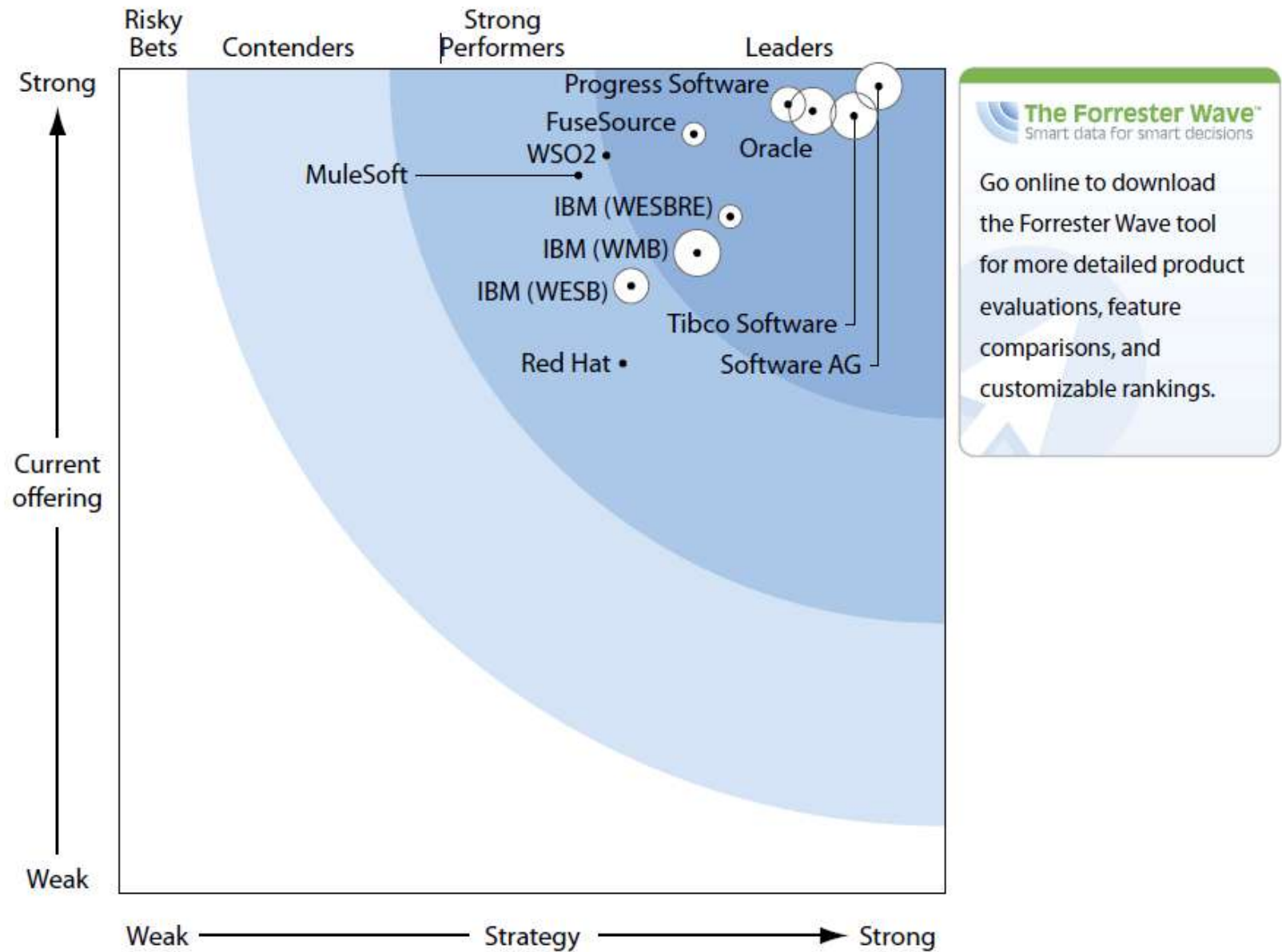


Figure 5 Forrester Wave™: Enterprise Service Bus, Q2 '11

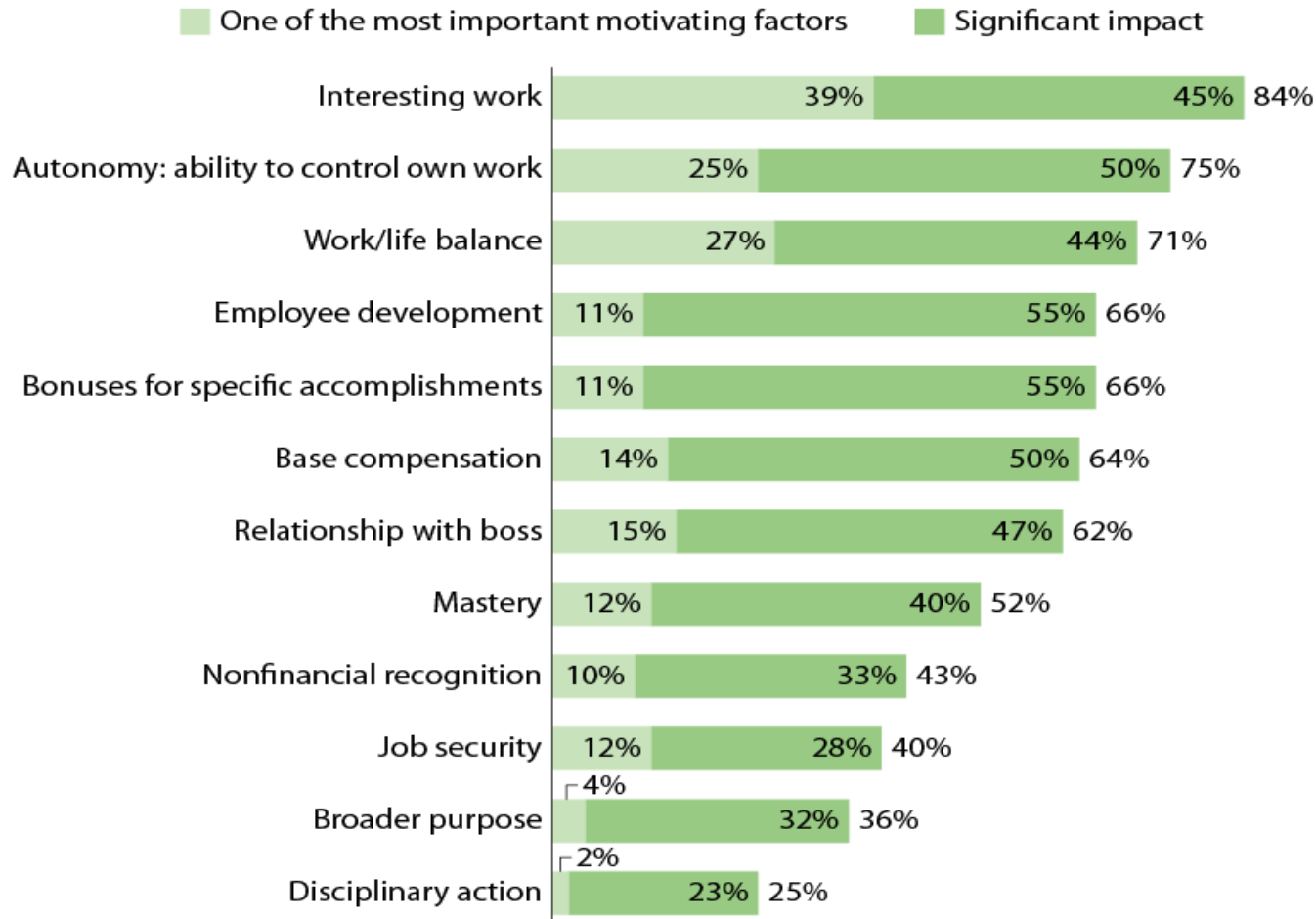


Was motiviert IT-Mitarbeiter?

Forrester Studie: Motivating IT-Employees

The best way to network!

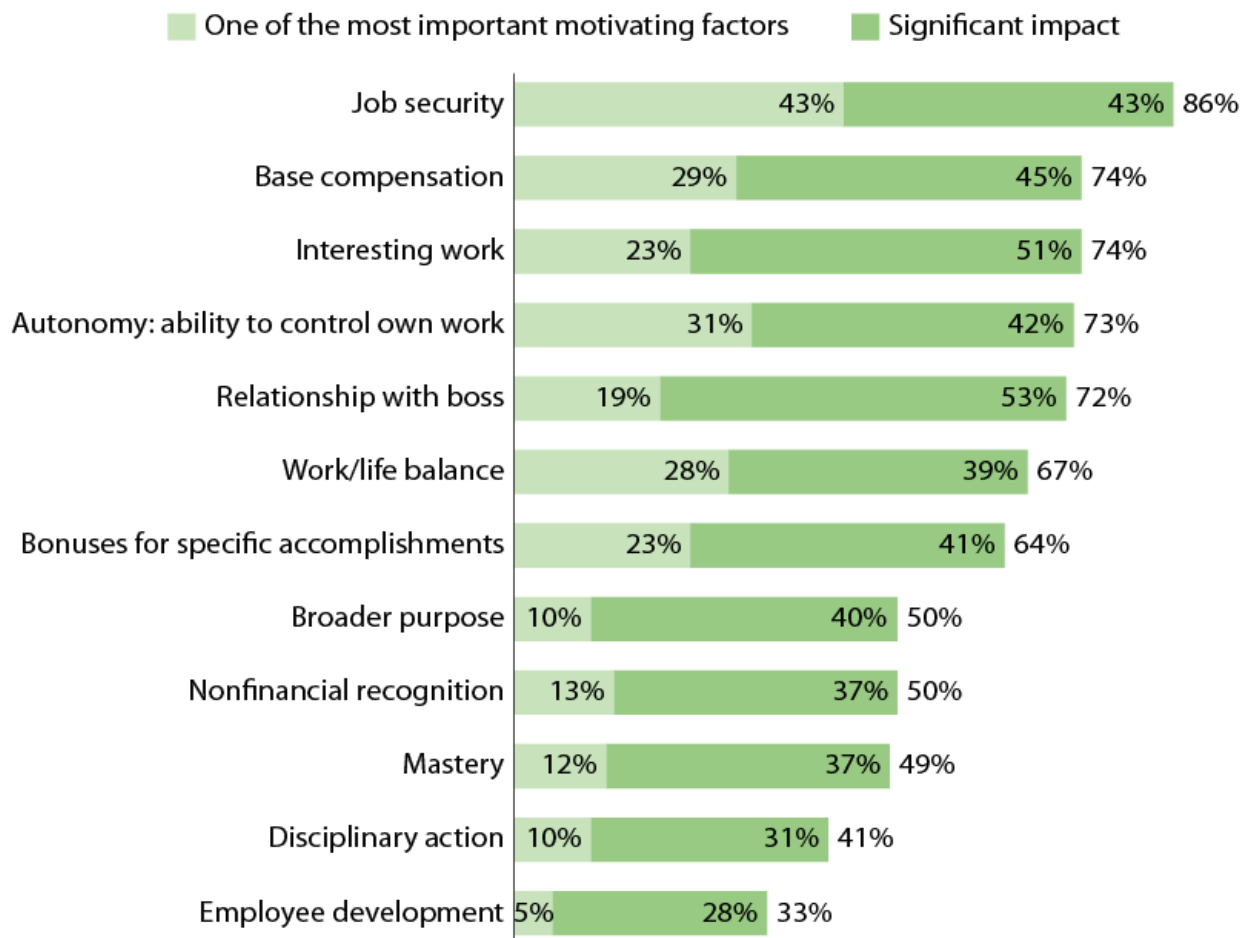
Rate the following in terms of how they motivate employees **YOUNGER** than 45 years of age



Base: 129 IT professionals

Source: July 2010 Global Sourcing And Strategy Online Survey

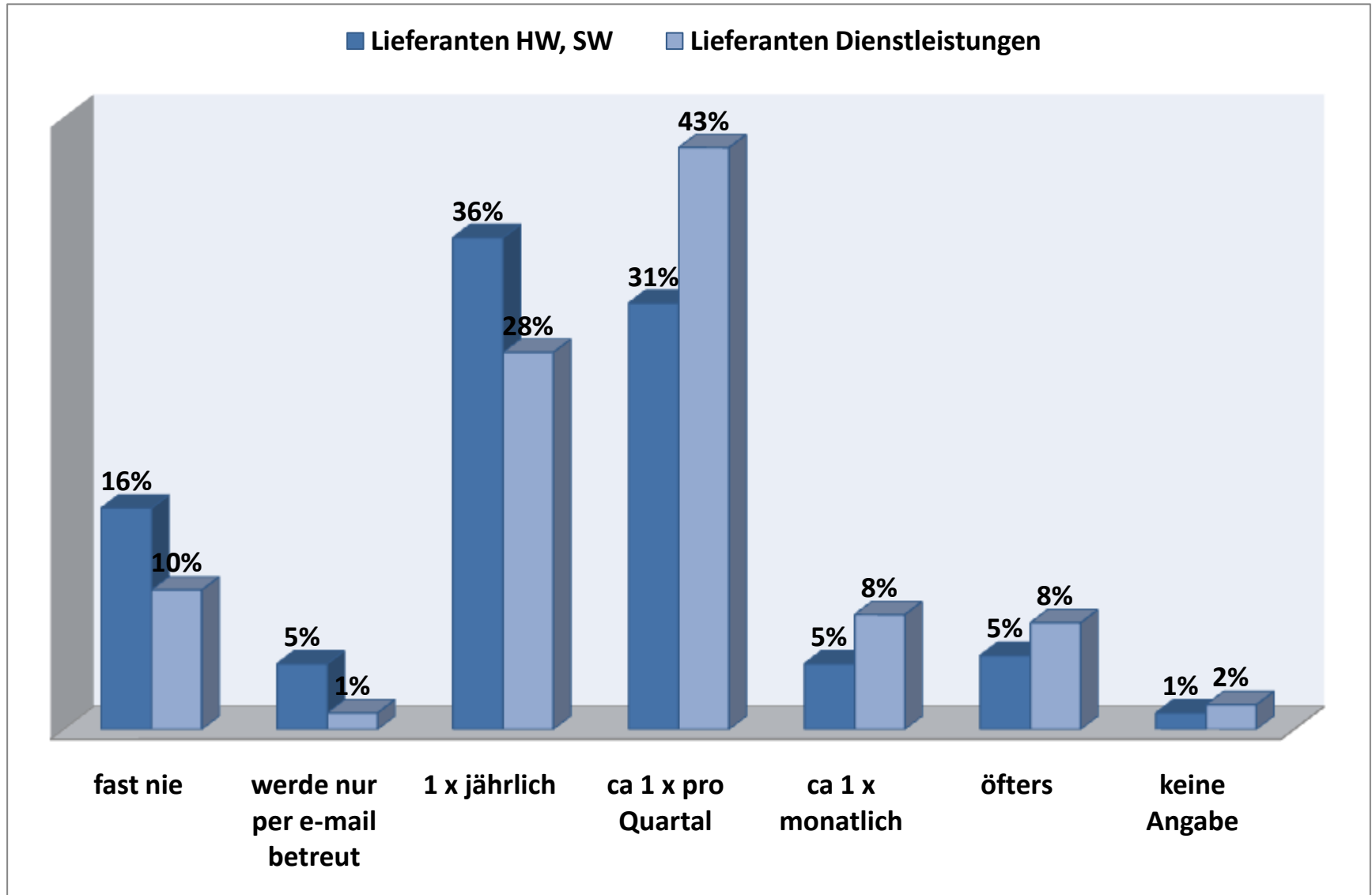
Rate the following in terms of how they motivate employees OLDER than 45 years of age



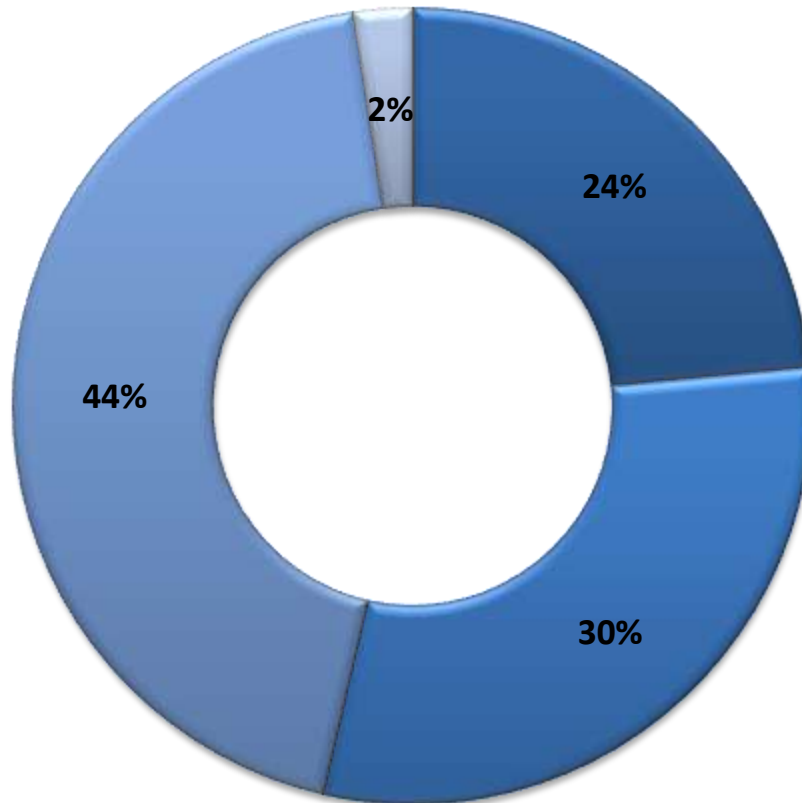
Base: 129 IT leaders

Source: July 2010 Global Sourcing And Strategy Online Survey

Betreuung durch Lieferanten

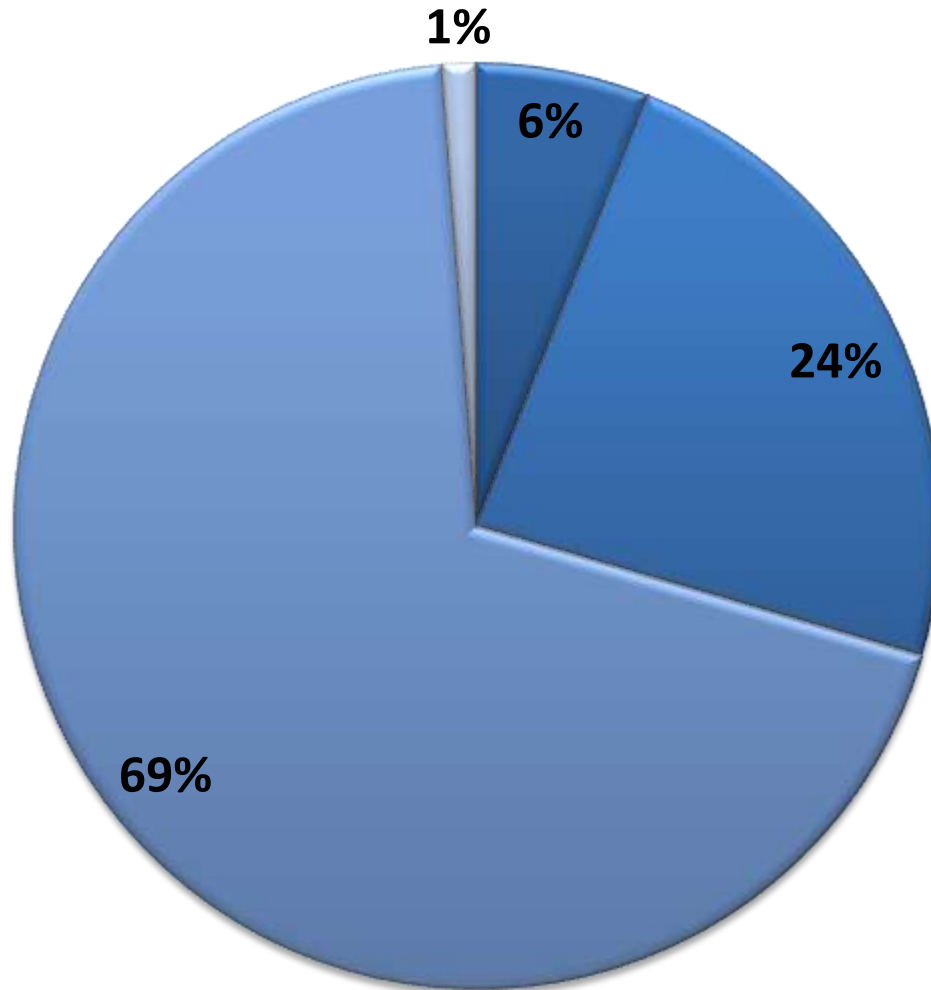


Rolle des CIOs



- bin ein "trusted supplier" für mein Unternehmen, kümmere mich um die rechtzeitige Projektfertigstellung
- technisch orientiert, kümmere mich um IT-Einsparungen, unterstütze die Fachabteilungen wenn sie mich benötigen
- trage mit der IT dazu bei, dass mein Unternehmen am Markt sich von anderen deutlich abhebt
- Keine Angabe

Gehaltskoppelung an Umsätzen/Wertbeitrag



- stimme zu
- teilweise vorstellbar
- trifft auf mich / meine Branche nicht zu
- Keine Angabe