Consumer to Enterprise Tech

from ramen startups
to quarter-end white-knuckling

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consumer buzz

by coverage

Company	Millions	Press Clips
Google	$21,796	3,068
Apple	$32,479	2,835
Microsoft	$60,420	2,121
Twitter	N/A	1,336
Facebook	N/A	1,314
Amazon.com	$19,166	909
AT&T	$124,028	855
Sony	$79,618	808
Yahoo	$7,209	763
Intel	$37,586	695

by revenue

Company	Millions	Press Clips
Samsung	$191,138	393
AT&T	$124,028	855
HP	$118,364	636
IBM	$103,630	534
Hitachi	$103,003	43
Samsung Electronics	$99,487	548
Verizon	$97,354	694
Sony	$79,618	808
Nokia	$70,990	522
Dell	$61,101	519

Source: ITDatabase.com IT Memos

http://memos.itdatabase.com/index.php?report=bp&page=1

concerns

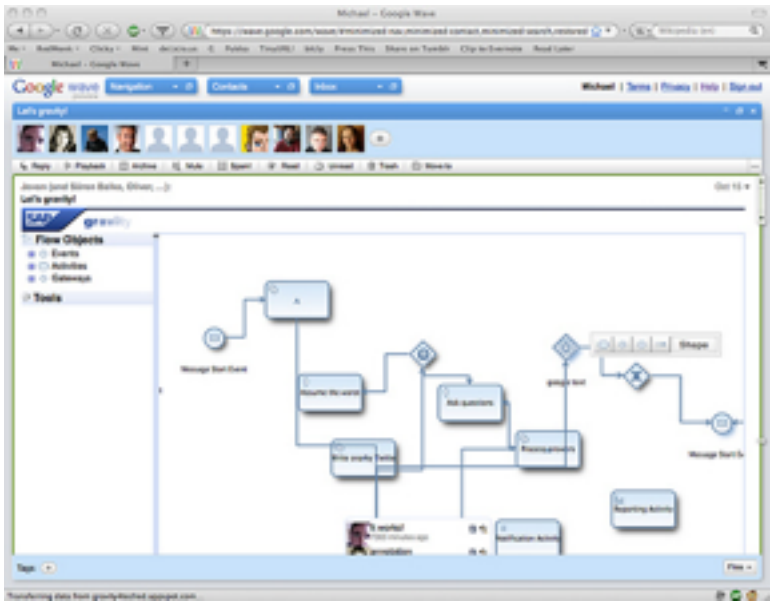
- Your employees & internal process
- Your customers & users
- Revenue and costs

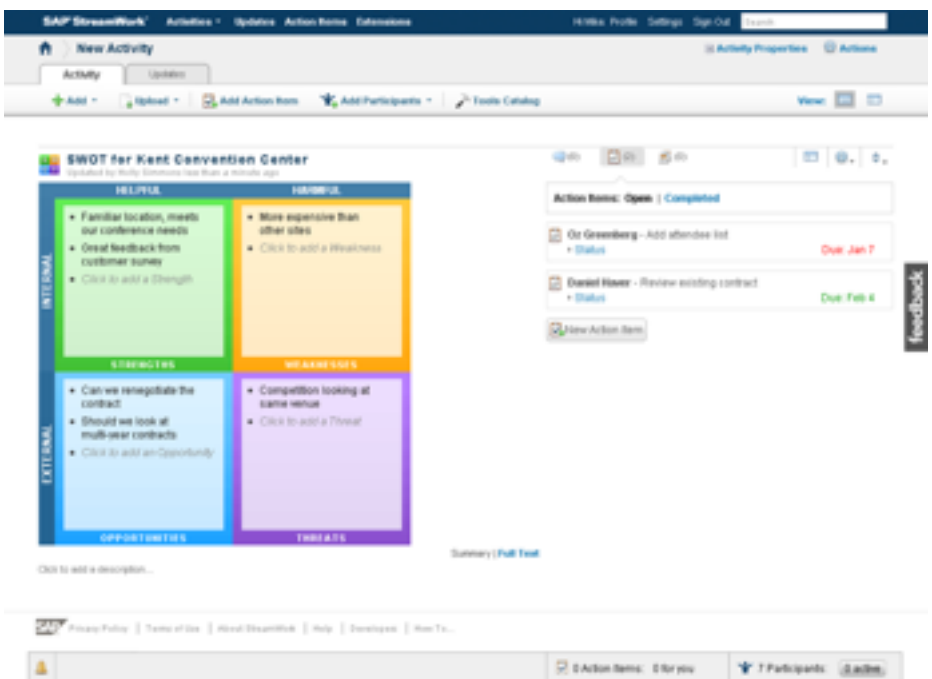
collaboration/enterprise 2.0

- Work/activity streams
- Being productive vs. goofing off
- Good enough vs. perfect

collaboration offerings

- Google Wave - high brand, zero $, poor functionality
- SAP's StreamWork (formally 12sprints)
- Yammer, MindTouch, SharePoint, Jive & co.
- SaaS: Lotus Connections, Google Apps, Zoho, etc.





data

- Better, cheaper technology for BI & analytics
- Self-service Junk Mail - 350M+ in Facebook
- Telemetry - using your own, or selling it
- Analytics - corporate, personal

big data & nosql

- Commodifying expensive Business Intelligence, HPC
- More "natural" & *ad hoc* modeling
- Cassandra, CouchDB, InfiniDB, MongoDB, Riak, Tokyo Cabinet, Hadoop, etc.
- Don't feel locked into RDBMS, but don't abandon it!

open data

- Not always well understood how it helps
- Look at Tesco and a handful of other examples
- BestBuy using micro-formats

development

- Practices from consumer tech cowboys
- Agile - beyond development, still simplifying
- Middleware, runtime, language explosion

cloud

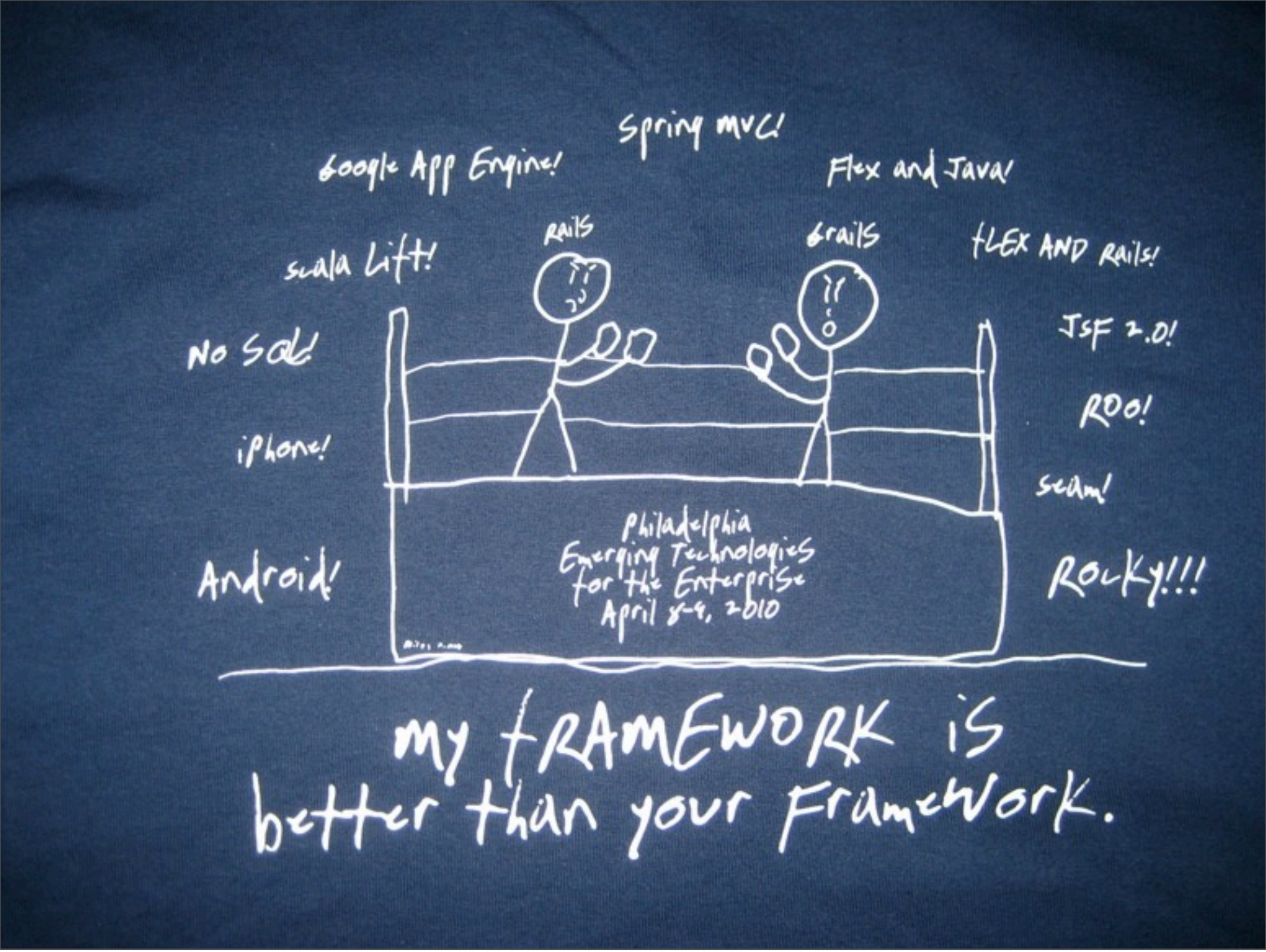
- Mostly in keynote tomorrow
- Self-service sysadmin
- Agile trickle of features
- dev/ops

"**Everything's called cloud now.** If you're in the data center, it's a private cloud. There's nothing left but cloud computing. People say I'm against cloud computing - **how can I be against cloud computing when that's all there is?**"

-Larry Ellison

version control

- Developers are crazy for git
- GitHub - collaboration, social discovery
- “Fork” is no longer a four letter word
- Will it add speed, quality, and features?
- Sub-teams, sometimes better


Spring MVC!
Google App Engine!
Flex and Java!
Rails
Grails
Flex and Rails!
Scala Lift!
No SQL!
JSF 2.0!
iPhone!
ROO!
Seam!
Philadelphia
Emerging Technologies
for the Enterprise
April 8-9, 2010
Android!
ROCKY!!!
my FRAMEWORK is
better than your FrameWork.

framework fragmentation

Flash GWT Silverlight HTML5 EJB Spring

dojo

Glassfish

rails

PHP

ObjectiveC

ExtJS

C/C++

jquery Grails drupal python

JavaScript MySQL Tomcat Oracle DB Java .Net

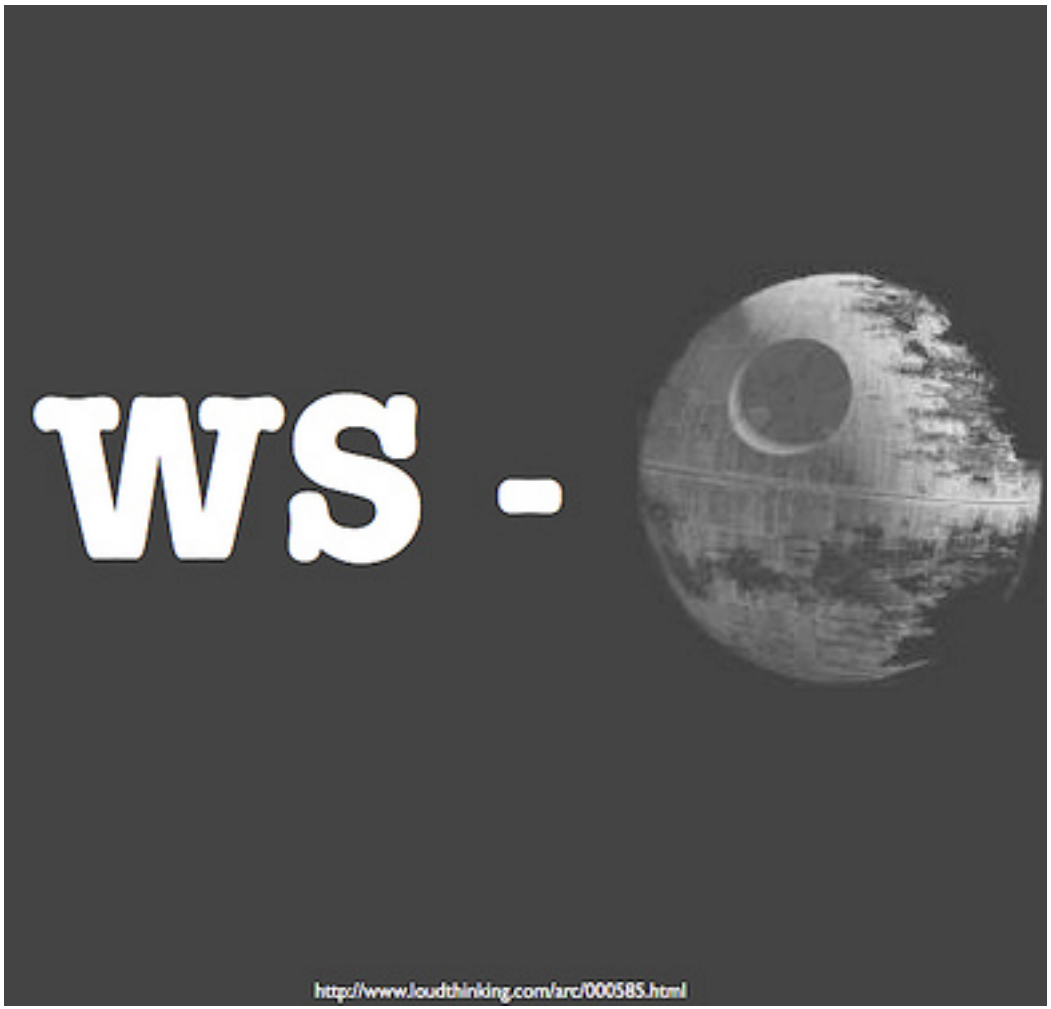
"The CIO's job is going to get harder in 2010, because picking a winner from the **myriad language, framework and platform options** will be much more difficult than picking a safe option."

-Stephen O'Grady, RedMonk

soa without the soa

"REST gives the basis for a decent, lightweight separation between client and server in a web environment without forcing a technology, protocol or language decision."

-Mark Cathcart,
Director of Systems Engineering,
Distinguished Engineer,
Dell



customer engagement

- Trying to (re)connect with the people who pay you
- Use technology to promote respect and dignity
- ...and to pry open customer's wallets

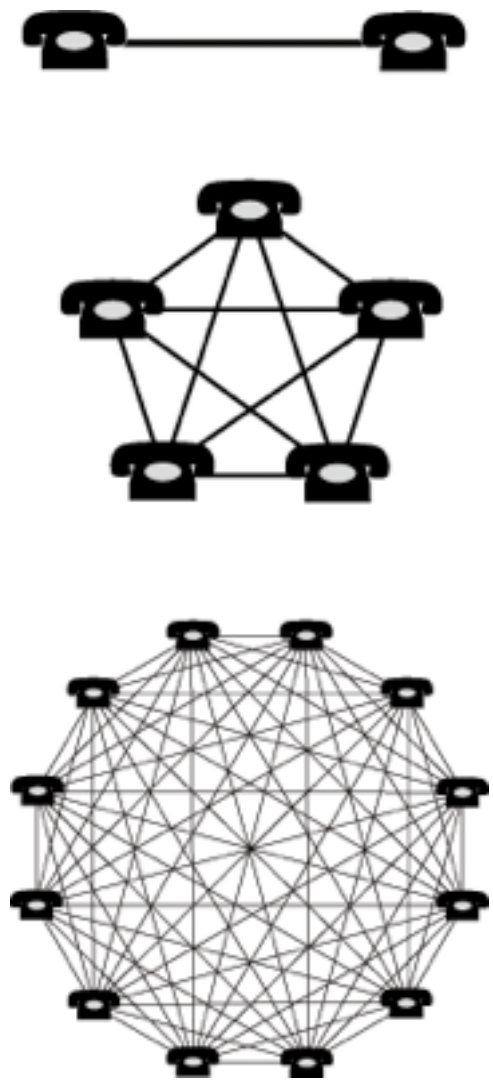
consumer expectations

- Fast Performance
- Always Available
- Rich Experience
- Frequent Functionality

always on, for better or worse

"This is the first time in human history that we have truly a ubiquitous device… **What you can do with a transaction across a mobile platform is very different** than what you can do with it a point of sale."

–Matt Quinlan,
CTO for Visa, Inc.



mobile

- “Remote control for the cloud”
- Self-service transactions
- Browsing & Task focused

marketplaces

- Decidedly anti-enterprise
- Paying for software
- Encourages fast, frequent, small delivery
- Internal marketplaces, self-service

Thank you!

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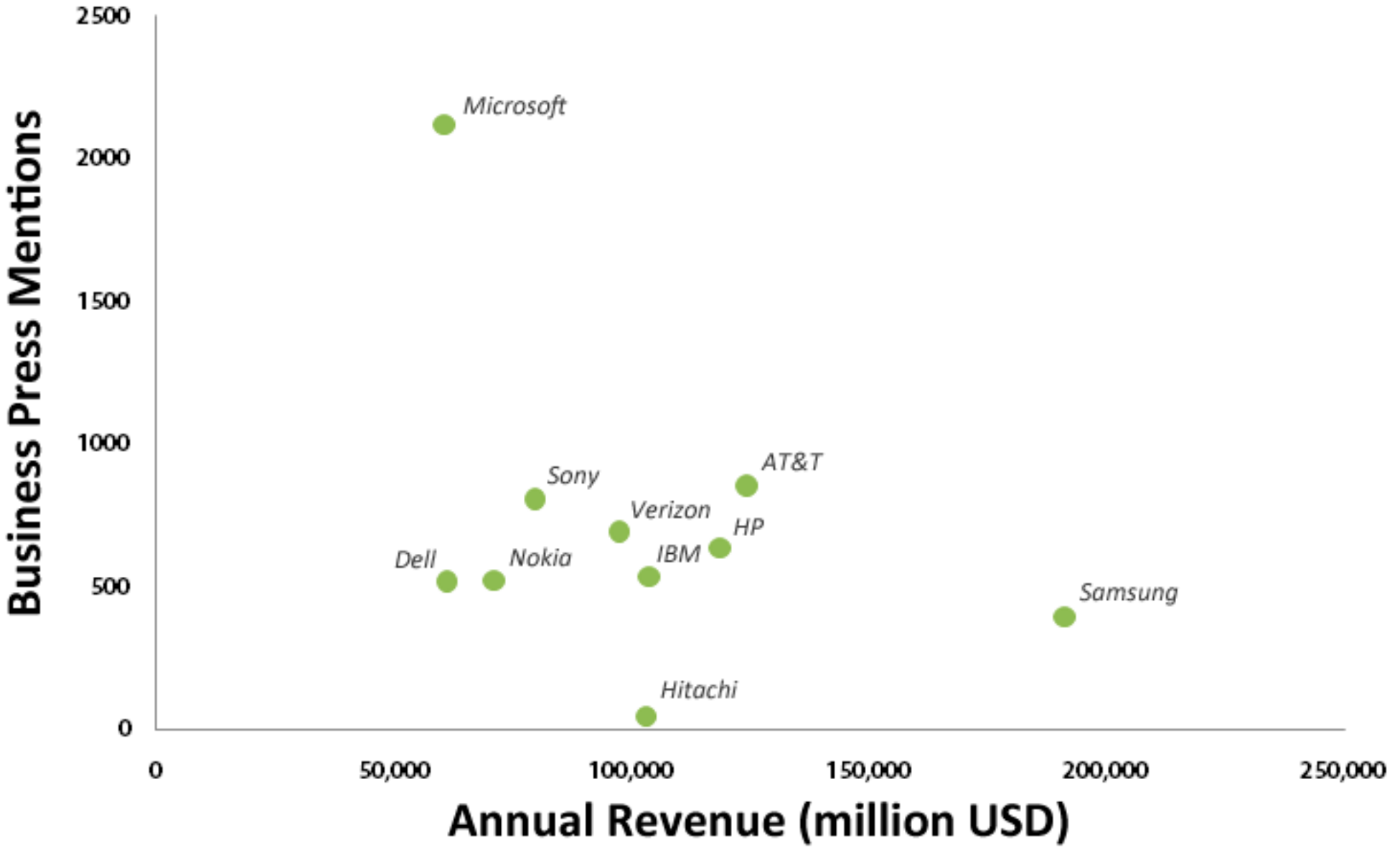
The Quiet Revenue Machines



Credits & Co.

- ITMemos/ITDatabase.com - http://memos.itdatabase.com/index.php?report=bp
- Stephen on frameworks: http://redmonk.com/sograd y/2009/11/12/2010-predictions/
- Matt Quinlan: http://www.redmonk.com/cote/2009/12/09/stgevent09_day01_afternoon/
- Eclipse 2010 community survey: http://monk.ly/d6K4d7
- Lego city: http://www.flickr.com/photos/billward/3214269332/
- Diskette “data cube”: http://www.flickr.com/photos/rintakumpu/2684989757/
- Zosh iPhone app: http://zosh.com/features/
- http://en.wikipedia.org/wiki/Metcalfe%27s_Law
- BestBuy & Microformats: http://jay.beweep.com/2008/10/13/deploying-experimental-hproduct-on-select-bestbuycom-pages/