

# Consumerization of IT

Meeting the Expectations of a New Enterprise Worker

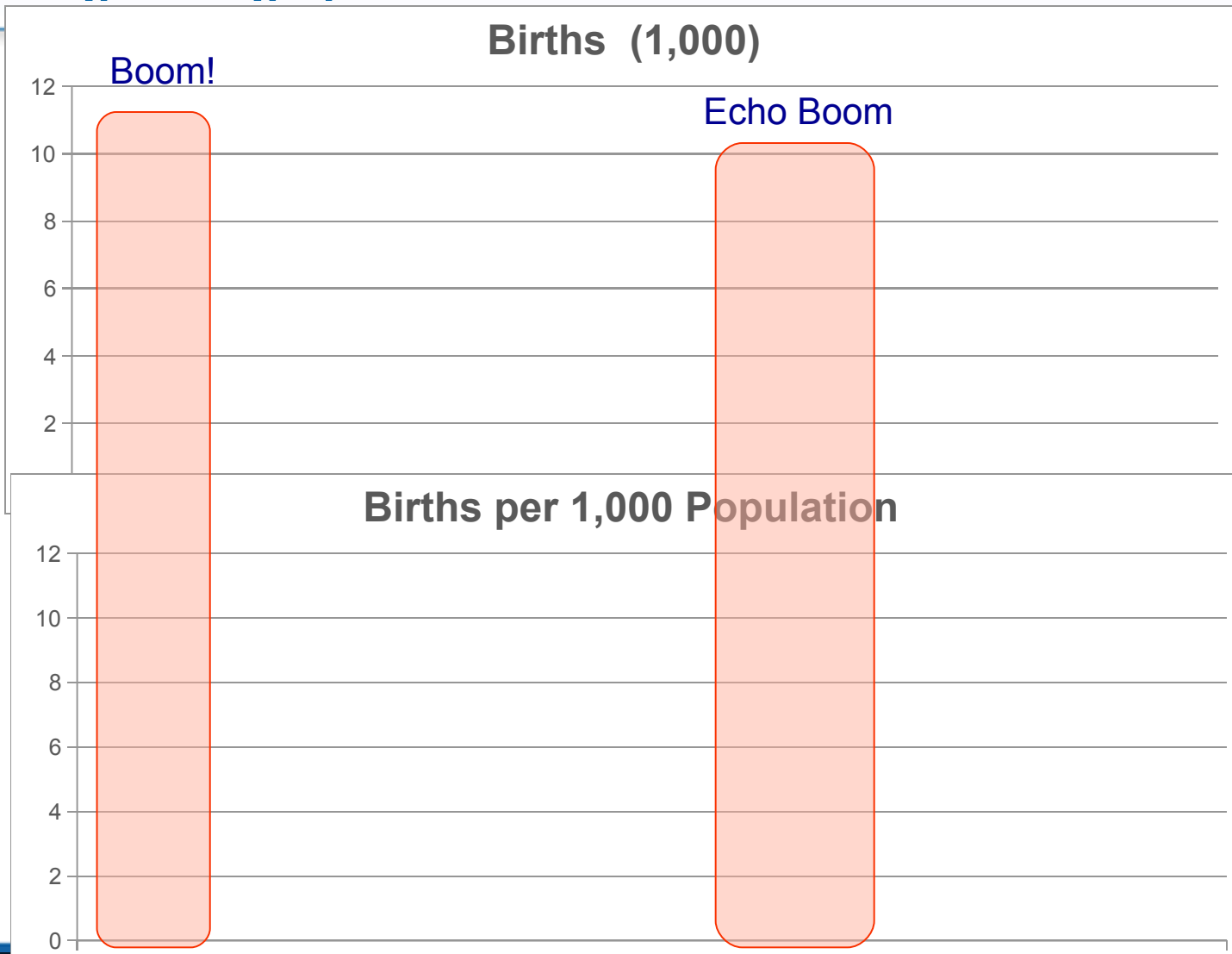


Brian Gentile  
Chief Executive Officer  
Jaspersoft

- Demographic Trends Cause Largest Workplace Shift Ever
- Younger Workers Have Different Expectations
- IT Systems Must Accommodate
- The New Strong Will Thrive
- Questions

# U.S. Population: 1950 - 2006

## Shifting Demographics



Source: U.S. Census Bureau, May 2008

# The New Knowledge Worker

- Younger . . .
  - **64M U.S. residents between ages of 15-29 (2007)**
  - **1/10 of world population is an Indian under the age of 25**
  - **~ 1/2 of world population is under 25**
  - **Median age worldwide is 27 for males and 29 for females**
- Well Connected . . .
  - **WW Internet use: more than 1.6B connected**
  - **305% growth since 2000**
  - **24% of WW population**
  - **About 60% of Internet users are 15-34 years old**
- Ascendant . . .
  - **127M U.S. residents older than 55 (2007)**
  - **57M U.S. residents older than 65 (2007)**



# The New Knowledge Worker



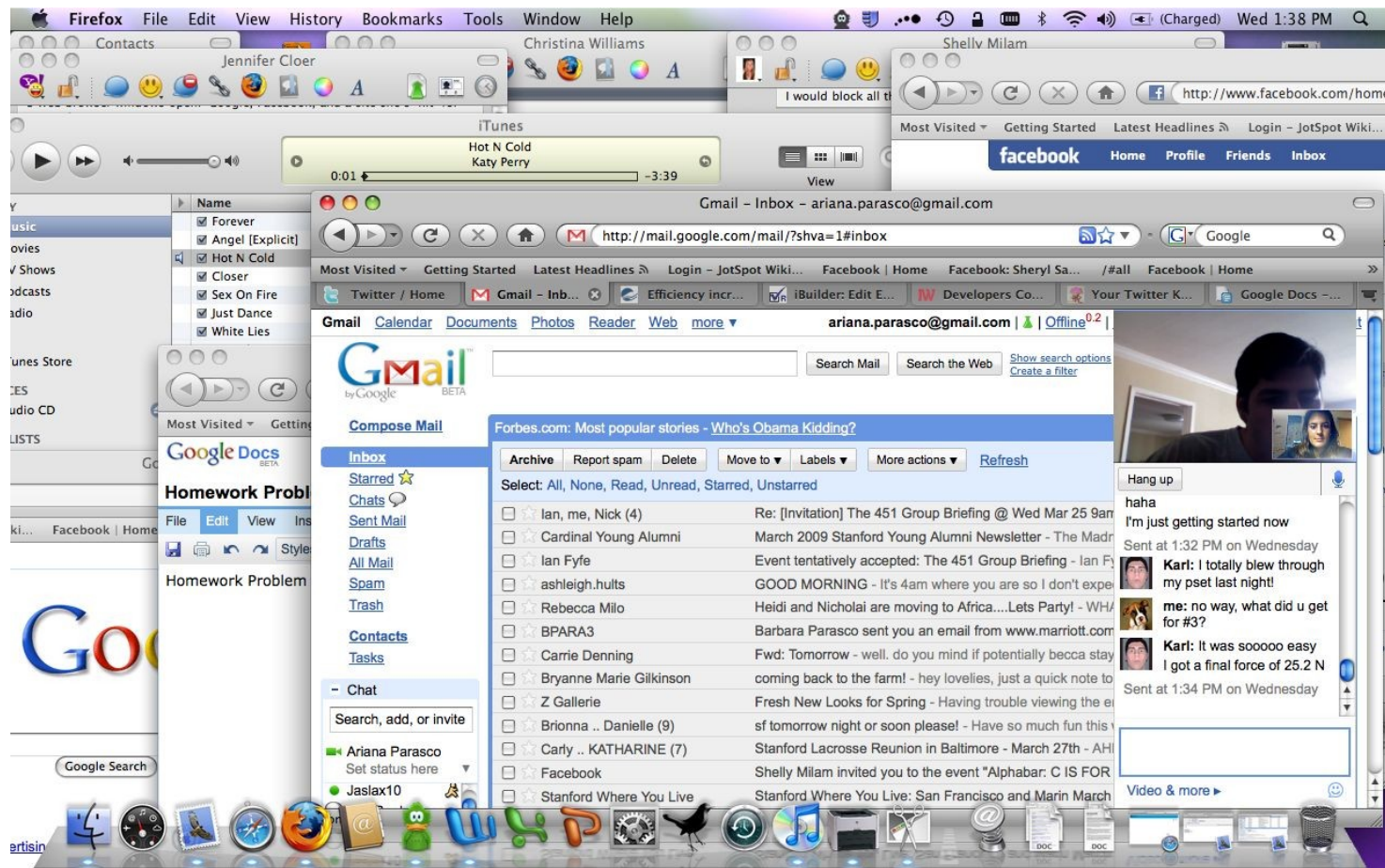
PHOTO: MIKE MCGREGOR



# The New Knowledge Worker



## A Day in the Life of a 15-year old . . .





# The New Knowledge Worker



- Information Systems Expectations: dynamic, easy to navigate.

facebook



YouTube

facebook home search global social.net invite help logout

Kathryn Ortland's Profile (This is you) Oregon

Quick Search

My Profile edit  
My Friends  
My Photos  
My Groups  
My Events  
My Messages (1)  
My Account  
My Privacy

Oregon Flyer  
We made Announcements better  
Check out the new Facebook Flyers.  
Starting at only \$5!  
Advertise to your campus now.

[create | see all]

Information edit

Account Info  
Name: Kathryn Ortland  
Member Since: August 2, 2005  
Last Update: November 10, 2005

Basic Info [edit]  
Geography: Seattle, WA  
School: Oregon '05  
Status: Alumnus/Alumna  
Sex: Female  
Concentrations: Journalism: Magazine  
Japanese  
Birthdays: 10/16/1982  
Home Town: Bellevue, WA 98006  
High School: Newport High School '00

Contact Info [edit]  
Contact Email: ortland@gmail.com  
School Email: kortland@uoregon.edu  
Website: http://www.numne.com

Personal Info [edit]  
Looking For: Whatever I can get  
Interested In: Women  
Men  
Relationship Status: In a Relationship  
Political Views: Liberal  
Interests: Photography, computers, hiking, scuba, Japan

Professional Info [edit]  
Job: Rising star at SEOmoz.org

twitter Home | Your profile | Invite | Public timeline | Badges | Settings | Help | Sign out

What are you doing? Characters available: 140

Update

Welcome back

Currently Reading: Tech Bit » Blog Archive » Why It's So Easy To Impersonate On Twitter (DistroOut)

0 Direct Messages  
0 Favorites  
2669 Friends  
715 Followers  
7 Updates

Send Notifications To: web-only  
Activate Phone! Activate your IM!

What You And Your Friends Are Doing

RonLandreth building an xml page out of a MySQL database [half a minute ago](#) from web ...

Fit Just got off the phone with Lopez. He's gona go easter egg hunting on sunday. [half a minute ago](#) from web ...

Sofia legend [half a minute ago](#) from im ...

nzko thinks gardening is house-owning-1.0. Gotta be some kinda social tag cloud house keeping [half a minute ago](#) from [twitterrific](#) ...

GeekLady Leo Laporte is nuts. Aye tuhs, they'll confuse an acronym with a verb. Oh my. Sheah. [half a minute ago](#) from web ...

YouTube Broadcast Yourself™ Home Videos Channels Community

Video Search Settings advanced search Upload

yael naim new soul clip

Rate: ★★★★★ 11451 ratings Views: 6,369,340

Share Favorite Playlists Flag

Commentary Statistics & Info

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- Yael Naim - New Soul 03:42 From: MusiqueEvous Views: 1,482,829
- New soul Live Yael Naim & Lucie Star Academy 03:44 From: amoz2007r

Promoted Videos

# The New Knowledge Worker



## Information Systems Expectations: Tired, Aged Enterprise Apps

Checking

Date	Number	Type	Account	Payee	Memo	Payment	✓	Deposit	Balance
12/10/07	284	BILFMT	Low Plumbing	Accounts Payable		1,000.00			25,154.33
12/10/07	285	TAXPMT	State Board of Equalization	5-487		1,469.30			23,685.03
12/11/07	DID	CHK	Bad Check Charges	ABCD 11-234567		10.00			23,675.03
12/11/07	289	BILFMT	Bank Service Charges			4,000.00			19,675.03
12/11/07	70	INV	Washuta & Son Painting	123-78		1,200.00			18,475.03
12/12/07		DEP	Teschner, Anton-Sun Room	Accounts Receivable [split]	Check returned by the bank			4,936.12	23,411.15
12/12/07	290	CHK	Sergeant Insurance			675.00			22,736.15
12/12/07	291	BILFMT	Fay, Maureen Lynn, CPA	Accounts Payable		250.00			22,486.15
12/12/07	292	BILFMT	East Bayshore Auto Mail	Accounts Payable	Monthly Truck Payment	532.97			21,953.18
12/12/07	293	BILFMT	Express Delivery Service	Accounts Payable		70.00			21,883.18
12/14/07		DEP	Natiello, Ernesto-Kitchen	Accounts Receivable				4,700.00	26,583.18
12/15/07	42000	PMT						13,560.39	40,143.57
									Ending balance 33,700.18

Oracle Developer - Workspace1.jws : Project2.jpr

File Edit Search View Project Run Debug Source Control Build Tools Windows Help

System Navigator

Workspaces

- Workspace1.jws
  - Project1.jpr
  - Project2.jpr
  - BiDesigner1
  - Presentation1

Presentation1: Crosstab

Dialog 12 B U

Page Items Time 2000

		Americas	Asia	Australia	Europe
Accessory Division	Online	866,878.00	866,878.00	866,878.00	866,878.00
	Retail	476,744.00	476,744.00	476,744.00	476,744.00
Audio Division	Online	12,596,011.00	12,596,011.00	12,596,011.00	12,596,011.00
	Retail	6,930,085.00	6,930,085.00	6,930,085.00	6,930,085.00
Video Division	Online	8,843,577.00	8,843,577.00	8,843,577.00	8,843,577.00
	Retail	4,754,294.00	4,754,294.00	4,754,294.00	4,754,294.00

D:\jdev50493\mywork\workspace1\Project2.jpr

1004 The Cannon Group PLC - Sales Invoice

General Invoicing Shipping Foreign Trade

No. 1004

Posting Date 24/01/08

Document Date 24/01/08

Sel-to Customer No. 10000

Sel-to Contact No. CT000001

Sel-to Customer Name The Cannon Group PLC

Sel-to Address 192 Market Square

Sel-to Address 2

Sel-to Post Code/City B27 4KT Birmingham

Sel-to Contact Mr. Andy Teal

External Document No.

Salesperson Code PS

Campaign No.

Responsibility Center BIRMINGHAM

Assigned User ID

Status Open

Customer Information

- Sel-to Customer
- Ship-to Addresses (2)
- Contacts (5)
- Sales History
- Bill-to Customer
- Avail. Credit 0

Type	No.	Description	Location	Quantity	Unit of M...	Unit Pric...	Lr
Item	1920-5	ANTWERP Conference Table	RED	1	PCS	420.40	
Item	70000	Side Panel	BLUE	10	PCS	30.70	
Item	1964-W	INSTRUCK Storage Unit/G.Door	BLUE	5	PCS	292.00	
Item	70000	Side Panel	BLUE	50	PCS	30.70	

[Invoice] [Line] [Functions] [Posting] [Help]



- Accommodate expectations of younger workers
  - **Access:** systems and data
  - **Presentation:** purely web-based applications
  - **Customization:** mash-ups to create unique apps and views
  - **Collaboration:** re-publish to inform and advance



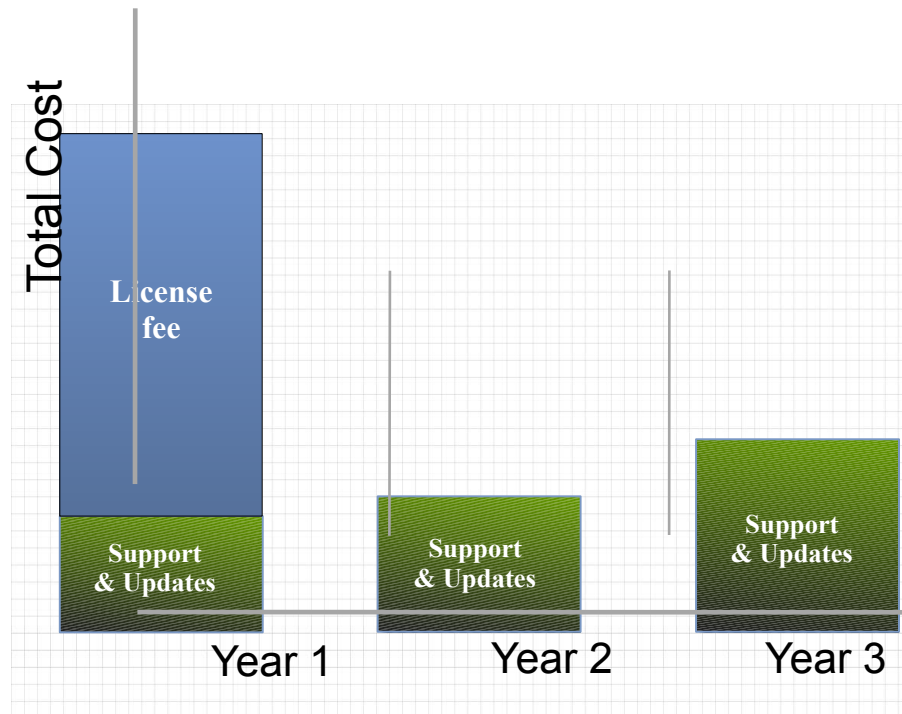
Presentation

Collaboration

Access

Customization

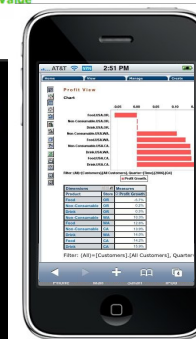
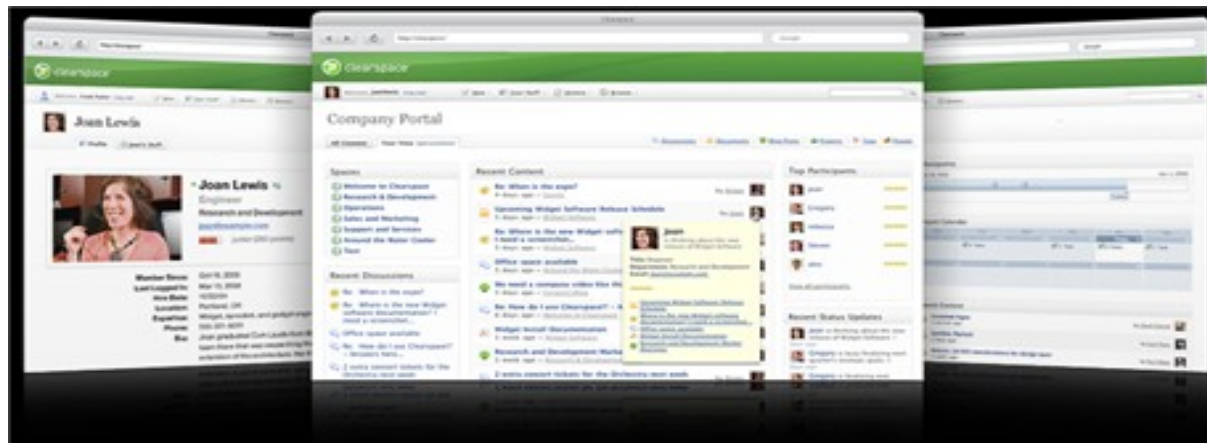
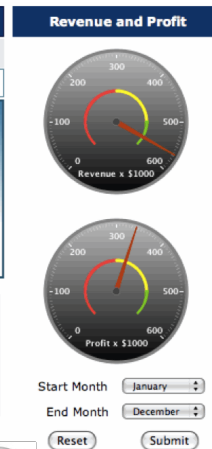
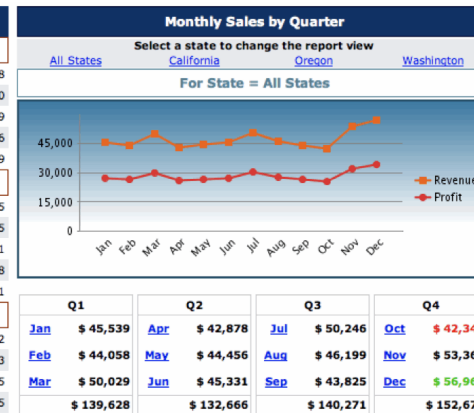
- Eliminate Cost and Complexity while Increasing Capability
  - **Avoid:** high up-front costs
  - **Eliminate:** vendor lock-in that drives costs higher
  - **Reduce:** complexity that comes with “mega-vendor” suites
  - **Improve:** accessibility and simplicity (and, therefore, ROI)



## The New Strong will Thrive



Top Fives	
<b>Customers</b>	
1. <a href="#">Mary Francis Benigar</a>	\$ 1,078
2. <a href="#">Wilton Cameron</a>	\$ 980
3. <a href="#">Jga Rodriguez</a>	\$ 949
4. <a href="#">James Horvat</a>	\$ 926
5. <a href="#">Kristin Miller</a>	\$ 879
<b>Promotions</b>	
1. <a href="#">High Roller Savings</a>	\$ 5,575
2. <a href="#">Cash Register Letters</a>	\$ 4,475
3. <a href="#">You Save Days</a>	\$ 4,141
4. <a href="#">Saving Days</a>	\$ 3,058
5. <a href="#">Big Promo</a>	\$ 2,741
<b>Products</b>	
1. <a href="#">Hermanos Green Pepper</a>	\$ 922
2. <a href="#">Just Right Rice Soup</a>	\$ 853
3. <a href="#">Urban Small Eggs</a>	\$ 845
4. <a href="#">Washington Apple Drink</a>	\$ 835
5. <a href="#">Carison Head Cheese</a>	\$ 821



- The World's Most Widely Used Business Intelligence Software
  - 8M+ Total Product Downloads
  - Estimated 100,000+ Production Deployments
  - 91,000+ Registered Developers in Community
  - 350 Active Projects
- The Open Source Business Intelligence Market Leader
  - 10,000+ Commercial Customers in 96 Countries
  - 80% Year-over-Year Sales Growth
  - More than 40 Key Global Partnerships



## The Jaspersoft Business Intelligence Suite



JasperReports



JasperServer



JasperAnalysis



JasperETL

- Jaspersoft on the web
  - [www.jaspersoft.com](http://www.jaspersoft.com)
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Thank You!

**QUESTIONS**