Leading in the connected era

Neetan Chopra
Senior Vice President, Emirates Group IT
From a five man operation in 1959…
Our Purpose
To connect globalistas and inspire the new world
From a five man operation in 1959…
...to one of the largest air services providers in the world today
Tectonic changes are underway
Impact of technology disruption

“Since 2000, 52% of companies in the Fortune 500 have either gone bankrupt, been acquired or ceased to exist.

Source: Constellation Research"
The irony of the digital age

1894 ad for Kodak Camera

Kevin Systrom and Mike Krieger
Brands we grew up with
Digital Artisans

- Facebook
- Airbnb
- Starbucks
- Nike
- TripAdvisor
- Google
- Booking.com
Amazon’s digitally enabled ecosystem

**Amazon.com Retail business:**
180 million active customer accounts.
13 countries: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Netherlands, Spain, United Kingdom.

**think retail... think amazon**

**Amazon.com (Seller business):**
2 million sellers on Amazon websites. Sellers can also use Amazon technology for their own websites. Sellers can leverage Amazon’s massive fulfillment centers

**Amazon Cloud:**
IT infrastructure business. Cloud computing infrastructure for hosting massive solutions. 1 million active customers in over 190 countries

**Amazon Media:**
Acquired Washington Post for USD 250 million. Transforming the media business

**Amazon Prime Air:**
Testing drones for product delivery. Possibly will lead the digital transformation of the shipping industry in the future
Owning the customers, not inventories

- Uber: The world’s largest taxi company, owns no vehicles.
- Facebook: The most valuable retailer, has no inventory.
- Alibaba: The world’s largest accommodation provider, owns no real estate.
- Airbnb
Exponential world

Airbnb

Facebook Users In Millions

Disruption

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Technology is underpinning the disruption
MOBILE WEB USAGE IN 2015 AND ONWARDS

"THE AVERAGE USER ENGAGES WITH THEIR MOBILE DEVICE 200 TIMES A DAY"

INCREASING MOBILE USAGE

GLOBAL SMARTPHONE USE WILL REACH 2 BILLION IN 2015

AVERAGE TIME SPENT ON MOBILE: 2 HRS 21 MINS

MOBILE WEB WILL DOMINATE DESKTOP USE BY 2015
Internet of Things
You are brushing too hard!

You brushed for 2 minutes.

60% of your brushing is your top teeth.
Big and fast data

“There were 5 exabytes of information created between the dawn of civilization through 2003, but that much information is now created every 2 days.”

Eric Schmidt, of Google
The singularity

ARTIFICIAL INTELLIGENCE IS HERE
Robotics are entering the workforce
Sharing economy
Subscription economy
Uncertainty and change

Economic and political uncertainty and turbulence are the ‘New Normal’
New distribution models

Music Store 1980

Music Store 2000

Music Store 2010

Music Stores 2014

iTunes

Google Play

Spotify
Business Models - Finance

Internet vs. Banks: Social lending, crowdfunding…

- Kickstarter
- Kiva: loans that change lives
- Lending Club
- Prosper
- WeLend: Social Lending
  Powered by WeLab Limited
- Indiegogo
Business Models - Media

TV Revolution
Business Models - Transport

Future of commuting?
Business Models - Payment

Wallets reimagined: Contactless, mobile…

PayPal, MasterCard PayPass, VISA PayWave, coin, Square, Apple Pay, Google Wallet
Societal - Personal

On-demand services

TaskRabbit

Push For Pizza

Dr On Demand

THIRSTIE
Digital Darwinism is unkind to those who wait

“We need to move
To disrupt the industry
To leapfrog the competition
To lead the digital revolution in Aviation"
A digital blue ocean
The digital genome

Design Thinking
velocity
co-create
Biz models
transparent
platform
predict me
Leadership
“Do not quench your inspiration and your imagination; do not become the slave of your model”

Vincent van Gogh
Thank you