



Wandel in Systemen und Plattformen

Impulsvortrag zum
Münchener Kreis FA Strategie-Workshop 2010
in Berlin

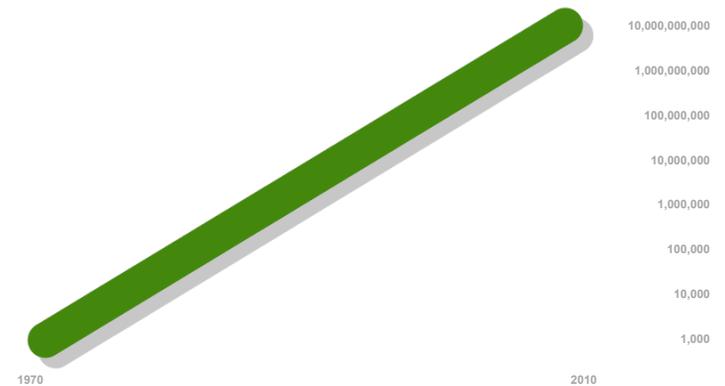
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[Link](#)

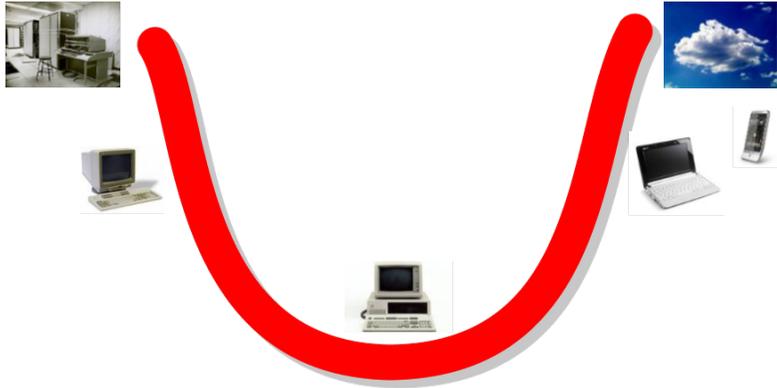


The Web changes
THE WAY WE
EVERYTHING
EVERYTHING



Technology
Moore's Law

CPU - Data - Power - Communication



Architecture The Cloud

Mainframe - PC - Browser - Mobile Device



Business Model The Long Tail

Sales vs. Market - Popularity vs. Products

130+ million blogs in
2008

15 hours of video
uploaded on YouTube
every minute

4m+ pictures uploaded
each day on Flickr

23B instant messages
each day, from almost 0
in 2002

60B emails sent every
day, from 9B in 2000

User Generated Content

Information revolution shifting from offline to online



Applications development and availability

Mobile Stores - Open Source - APIs - SDKs

The web is still growing strong and here to stay.



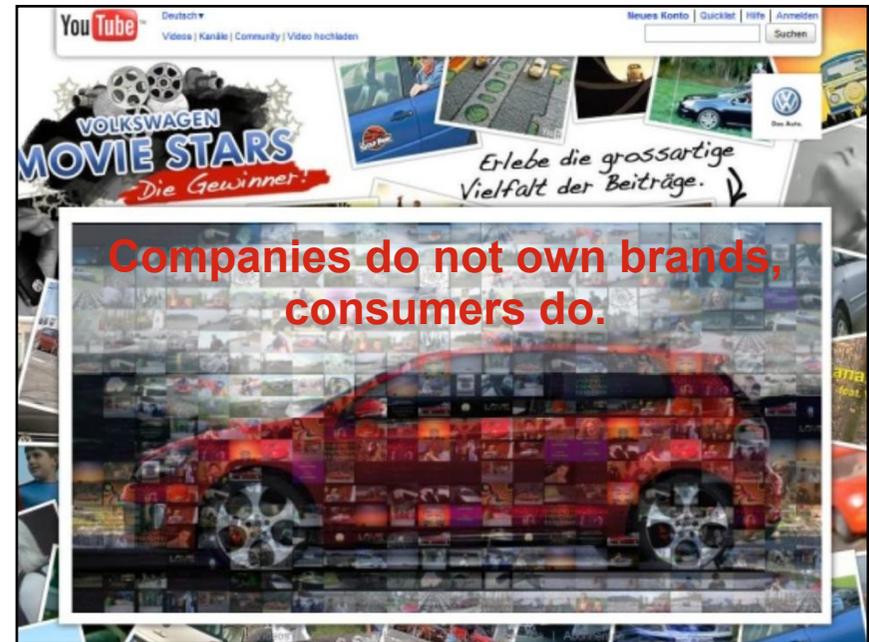
Everything is personalized - even mass-media.

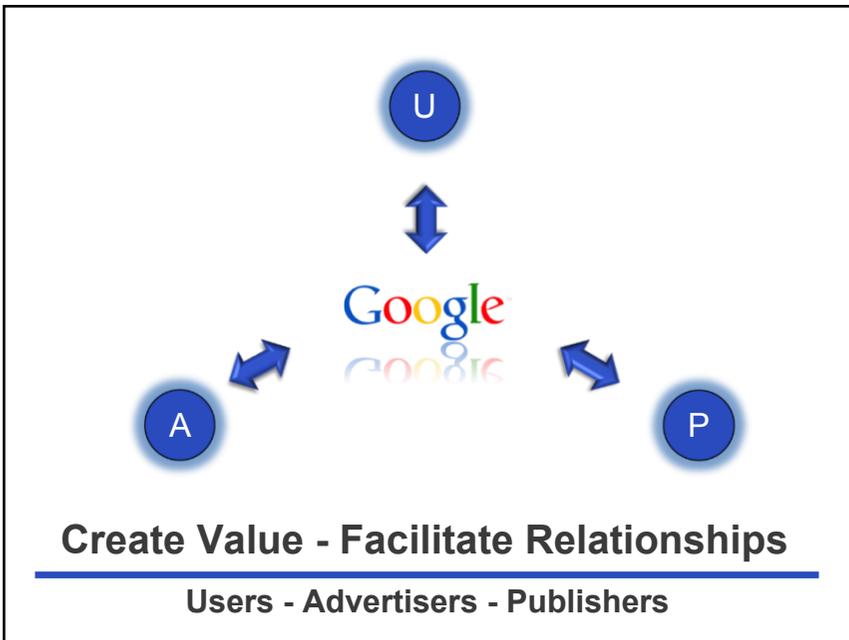


Consumers turned into producers, editors, promoters, actors, ...



Companies do not own brands, consumers do.





FIRST, BROWSERS NEED TO BE MORE **STABLE**. WHEN YOU'RE WRITING AN IMPORTANT EMAIL OR EDITING A DOCUMENT, A BROWSER CRASH IS A BIG DEAL.

BROWSERS ALSO NEED TO BE **FASTER**. THEY NEED TO START FASTER, LOAD PAGES FASTER --

-- AND FOR WEB APPS, JAVASCRIPT ITSELF CAN BE A **LOT FASTER**.

THEY NEED TO BE MORE **SECURE**. GIVEN WHAT'S KNOWN ABOUT MASS BROWSER EXPLOITS, BROWSERS NEED ARCHITECTURAL CHANGES TO DISADVANTAGE MALWARE.

Darin Fisher, Software Engineer

Kasper Lund, Software Engineer

Ian Fette, Product Manager

Google chrome

Open is better than closed.

android

10:10 AM

Life is mobile

Living in the cloud

S	M	T	W	T	F	S
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Google

... we probably only see the very beginning of something big & new.

Google

Thank You!

Discussion

DISCUSSION

(if you have questions, you can probably just Google it...)

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