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AGENDA

- 1. BACKGROUND**
- 2. FUTURE**
- 3. FUTURE TECHNOLOGIES, FOOD CHAIN, IMPACT**
- 4. ANSA PROGRAMME ACTIONS**



ANSA MC / TC

DECEMBER AGREED

- TALK TO INDIVIDUAL COMPANIES**
- WORKSHOP IN MARCH**

➔ CONSENSUS VIEW OF

- MAINSTREAM “HARD” TECHNOLOGIES**
- DISRUPTIVE TECHNOLOGIES**
- FOOD CHAIN**



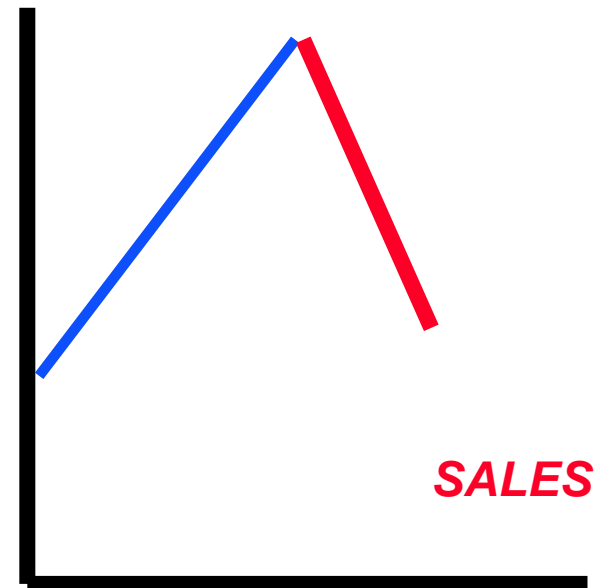
THE FUTURE



***“IN 1992 IBM WILL
HAVE 100% OF THE
MAINFRAME MARKET”***

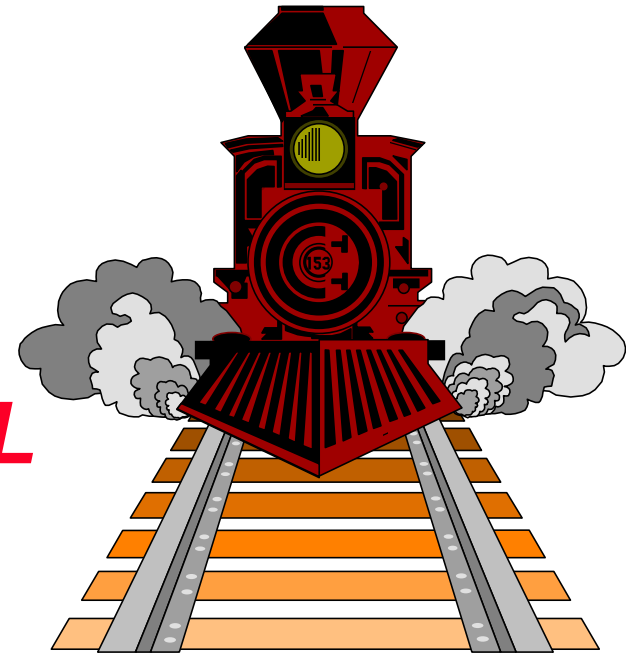
***“IN 1992 DEC WILL BE
AS BIG AS IBM”***

....WHATEVER HAPPENED?



TECHNOLOGY!!

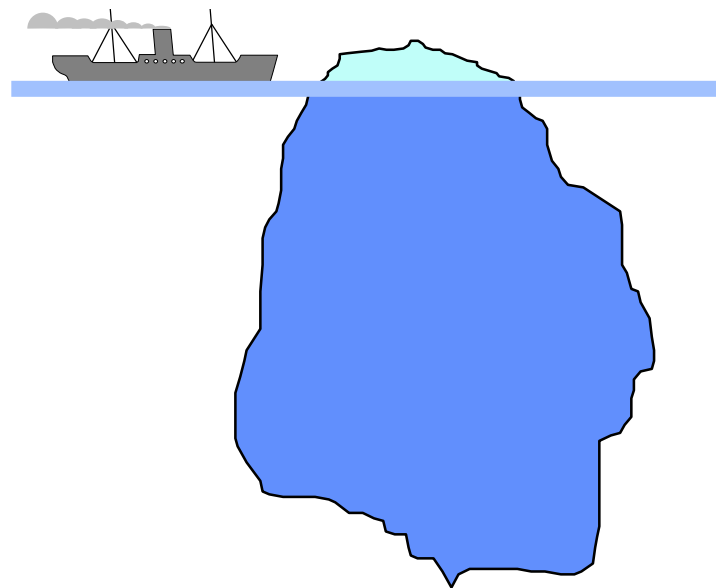
***... TECHNOLOGICAL
PERTURBATIONS DERAIL
BIG COMPANIES***



***.... THERE'S ANOTHER
ONE COMING***

***THE WWW IS THE TIP OF
THE INFORMATION
ICEBERG***

THE PRESENT WWW = THE COMMODORE PET



A HUGE MARKET WILL DEVELOP VERY FAST

- ***1995 60% OF EUROPEANS DO NOT KNOW WHAT THE WWW IS***
- ***BY 2000 95% WILL HAVE ACCESS***

.... EUROPEAN



SURVEY



DISRUPTIVE TECHNOLOGIES

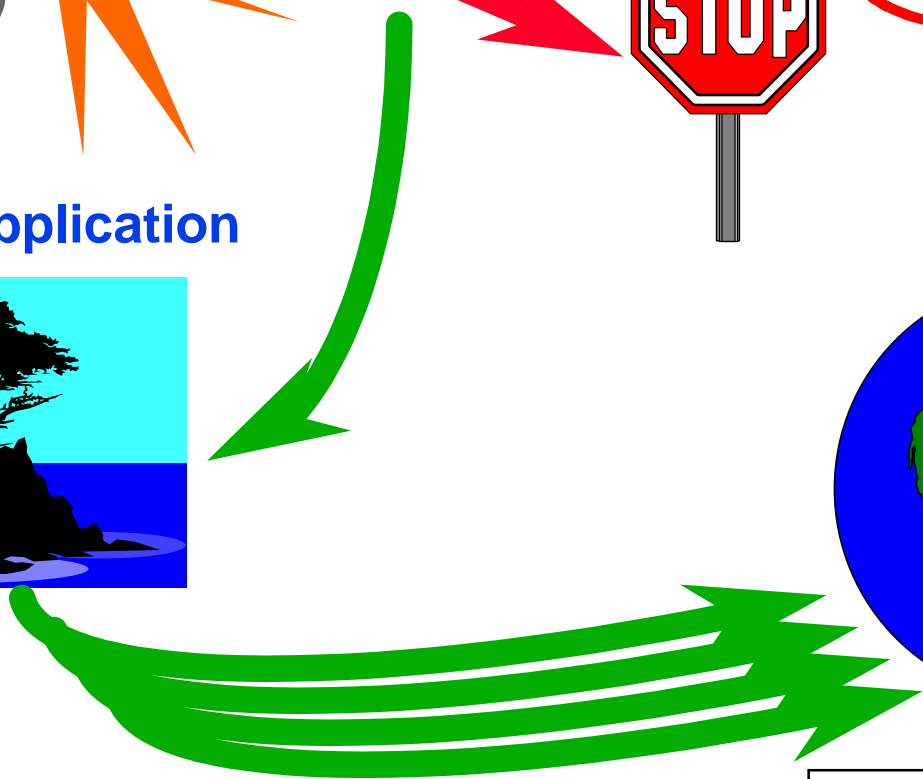


"it's all too risky"

new market & application



main world market



CHANGES IN

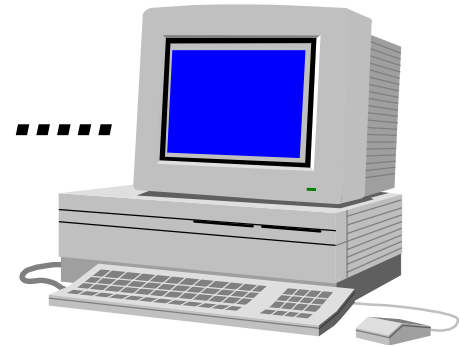
- **BUSINESS MODELS AND METHODS**
- **SUPPLIERS AND SUPPLY CHAIN**
- **SERVICE INDUSTRIES**

..... STRONGLY FUELLED BY USER DEMAND

..... NOT OBVIOUS EXISTING COMPANIES WILL WIN



- ***HISTORY PROVES THE RISKS***



- ***“IGNORE IT”***

LIKE NCR, CDC, DEC?

- ***“WE’RE IN CHARGE”***

LIKE IBM?

- ***“WE KNOW BEST”***

LIKE APPLE AND XEROX?

- ***“FOCUS, DOMINATE”***

***LIKE MICROSOFT &
NOVELL?***



IT'S STILL HAPPENING



“..... being especially a consumer product company, we do not do any more long-term research in novel ideas that will not lead to a potential product in 3 - 5 years. This only holds for software and multi-media research, because the market is too dynamic and unpredictable....”

... ANOTHER ONE BITES THE DUST?



SOME



PREDICTIONS:

- " **THE SYSTEMS INTEGRATION BUSINESS DECLINES**
- " **SMALL COMPANIES SUPPLY ALL SPECIAL APPLICATIONS**
- " **MIDDLEMAN COMPANIES VANISH**
- " **INTELLIGENCE IN THE NETWORK VANISHES**
- " **MANY BIG TELCOS MAROONED SHIPPING BITS OVER DUMB TRUNKS**

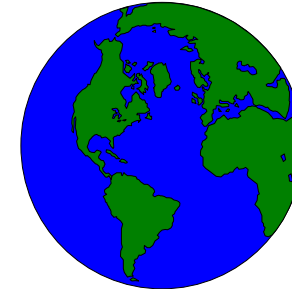


PART TWO

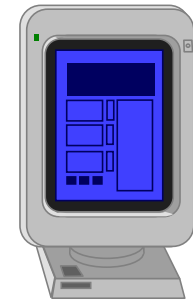


“ETHERMATION 2000”

- ***CULTURE***
- ***CHARACTERISTICS***
- ***INGREDIENTS***
- ***MARKET MODELS***



1978 - CAPTURE THE DESK TOP
(XEROX PARC)



2000 - CAPTURE THE PERSON

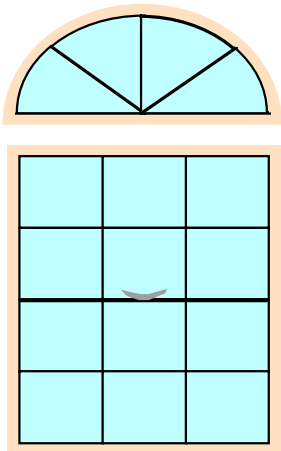
- **AT HOME AND AT THE OFFICE**
- **“AND THEREBY THE CORPORATION”**



CULTURE



“YOUR WINDOW INTO INFORMATION WORLD”



..... WRONG!



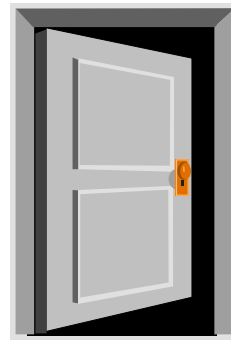
- **IT'S YOUR *DOOR* INTO INFORMATION WORLD**



- **ACTUALLY IT'S YOUR *KIDS'* DOOR**

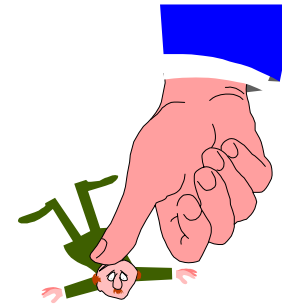


- **AND IT'S *OPEN***



BY 2003 SYSTEMS WILL HAVE TO DELIVER PERFORMANCE YOUR KIDS WILL ACCEPT

- ***THEY WILL SET NEW **INTOLERANCE**
LEVELS OF***
 - ***RESPONSE***
 - ***EASE OF USE***
 - ***ACCESS***
 - ***RESISTANCE TO INERTIA***



CHARACTERISTICS



SEAMLESS

- **MY INFORMATION SPACE IS
THE **THINGS** I HAVE COLLECTED**

..... OR HAD FORCED UPON ME BY THE COMPANY

- **SOME I USE OFTEN AND ARE LOCAL**
- **SOME I USE INFREQUENTLY AND ACCESS
REMOTELY**
- **SOME MOVE WITH ME**



THE FOUR PERSONALS

- ***RESPONSE*** - ***REAL TIME*** - ***ANSA***
- ***DISCOVERY*** - ***FIND IT ANYWHERE*** - ***ANSA***
- ***DIVERSITY*** - ***NOT LIMITED BY MY INSTALLED SOFTWARE, AND I'LL PAY WHEN IT WORKS***
- ***EMPOWERMENT*** - ***LIKE MY HOUSE, I'LL PROTECT WHAT I CHOOSE*** - ***ANSA***



SPACE

- **MY TIME IS PRECIOUS**
 - **I WILL NOT WASTE IT MAKING SOFTWARE WORK, HIDE THE COMPLEXITY - ANSA**
- **MOBILITY**
 - **WRONG CONCEPT - IT'S CONTACTABILITY. PEOPLE HATE TRAVEL AND HATE BEING OUT OF CONTACT**



OPENNESS

- **UNIVERSALITY**

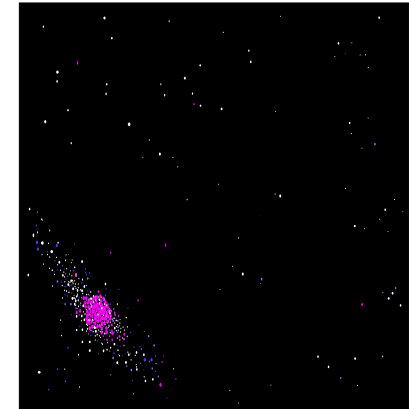
- **GENERALLY RECOGNISABLE AND LOCALLY OPTIMISED - LIKE A CAR, I DON'T NEED THE INSTRUCTION BOOK TO DRIVE IT**

- **NO ONE-SIZE FITS ALL**

- **MANY MODELS, LIKE CARS - ANSA**



THE HIDDEN ESSENTIALS



- I DON'T WISH TO SEE THE:

- NETWORKS***
- RELIABILITY AND DURABILITY MECHANISMS***
- CHARGING SYSTEMS***
- SECURITY MECHANISMS***
- OPERATING SYSTEMS***
- INFORMATION BASES***
- TRANSPORT SERVICES***
- REGULATIONS***

ANSA



- *IF THEY ARE HIDDEN*

– *WHO PROVIDES THEM?*

– *WHO PAYS?*

– *WHAT'S THE FOOD CHAIN?*



...SOFTWARE QUALITY ?



WILL REDUCE

- GREATER TOLERANCE OF IMPERFECTIONS



WILL IMPROVE

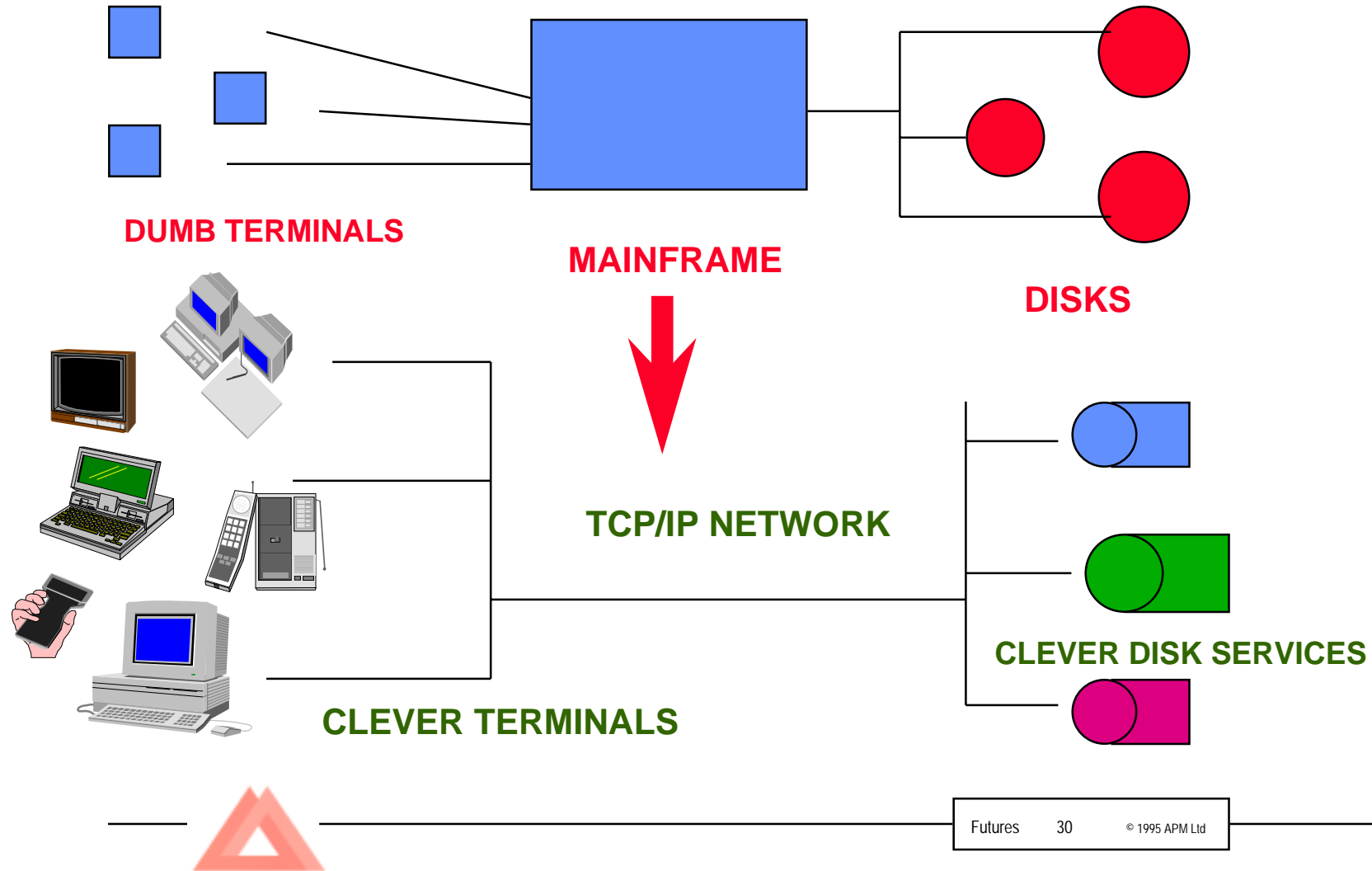
- OBJECTS, SHAREWARE



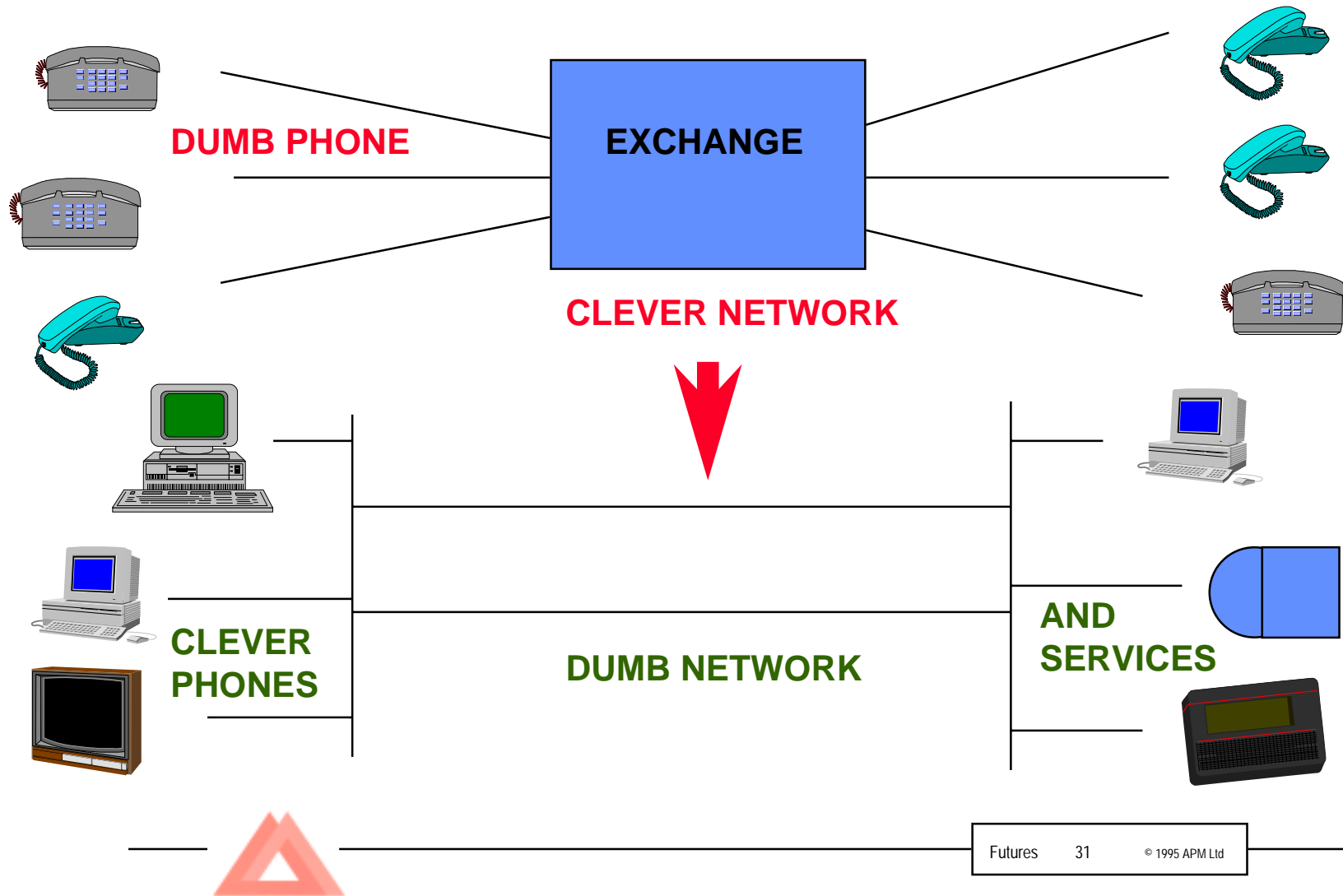
INGREDIENTS



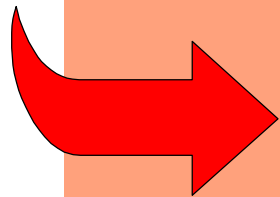
COMPUTING INTELLIGENCE MOVES TO THE EDGE



TELECOMMS INTELLIGENCE MOVES TO THE EDGE



THE USER DRIVE FOR A NEW BASE



1964	1974	1984	1994	2004
VM, VME	Unix, VMS	DOS	GUI, NT	new
Time share Batch	File based	PC-based	Network	Multi-net Multimedia
DP dept	A wizard	You try to	No one	It runs itself
<i>- and you hate them</i>	<i>- and you can't find him</i>	<i>- and you fail</i>	<i>- and you wish they would</i>	<i>- at last?</i>

2014

*at last
again?*



TECHNICAL INFRASTRUCTURE BROWSER 2000

Custom Applications	
User Written Facilities - scripts for “my” tasks, “my” agents	
Programming: active, moveable Meta: intentional, reflective	Information Base, Navigator Meta: Classifiers
Distribution/federation/security services	Automatic configuration builder, manager and biller
Application-attached OS services (STANDARD)	
Basic micro kernel (invisible)- STANDARD	




TODAY'S PHASE

- ***NT IN THE SERVER***
- ***BROWSERS IN THE CLIENT***
- ***UNIX PLATEAUS / DECLINES***



A KEY DISRUPTIVE TECHNOLOGY

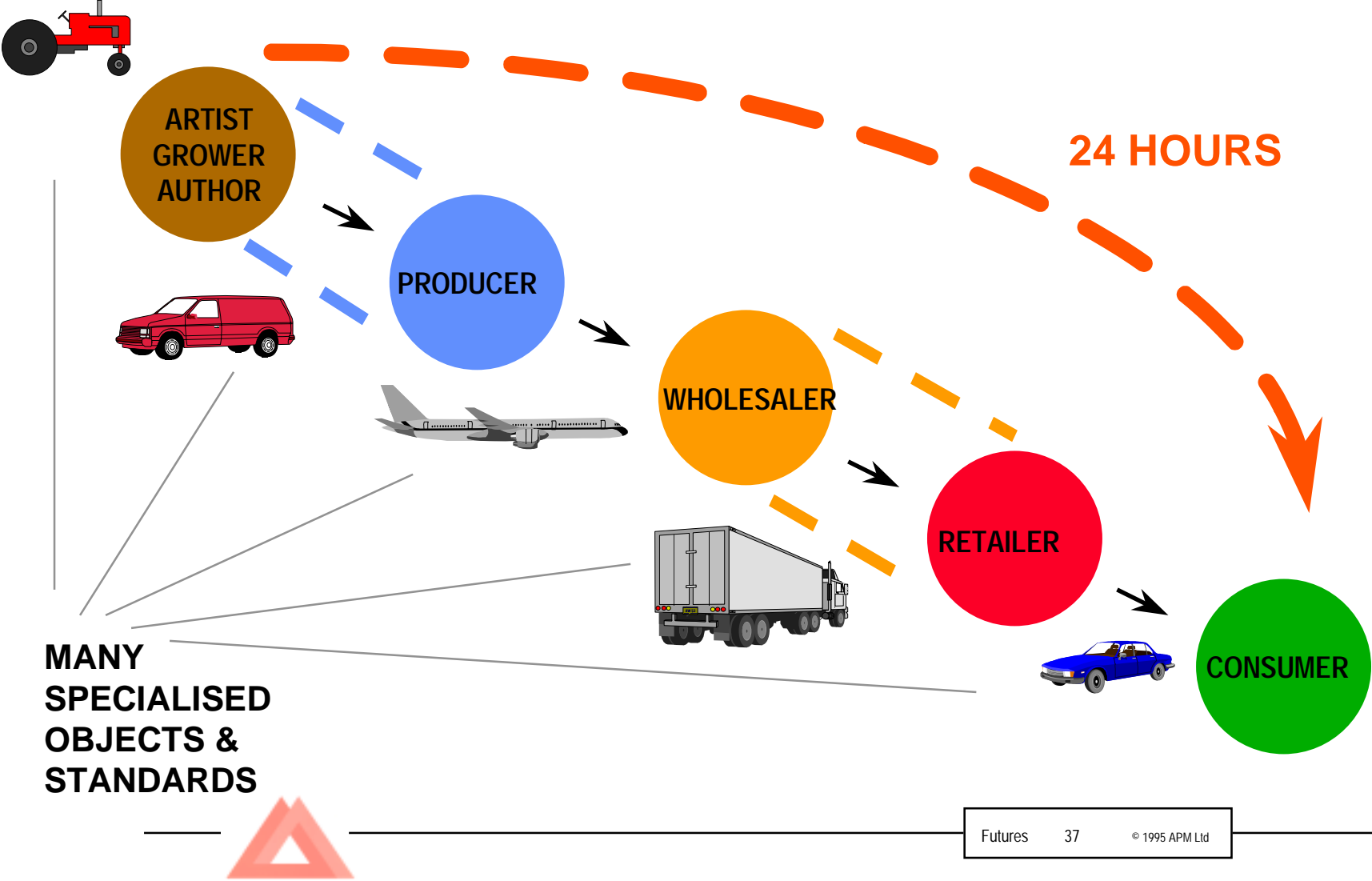
- **PLUG AND PLAY “*STICKY*  ” OBJECTS**
 - *SELF ADJUSTING*
 - *LARGE AND SMALL*
 - *IN MOTION*
 - *ACTIVE CONTENT*
- **AUTO BUILD, TAILOR AND MANAGE**
 - *THE OBJECT AND ITS USER*
 - *AND CHARGE FOR THE SERVICE*



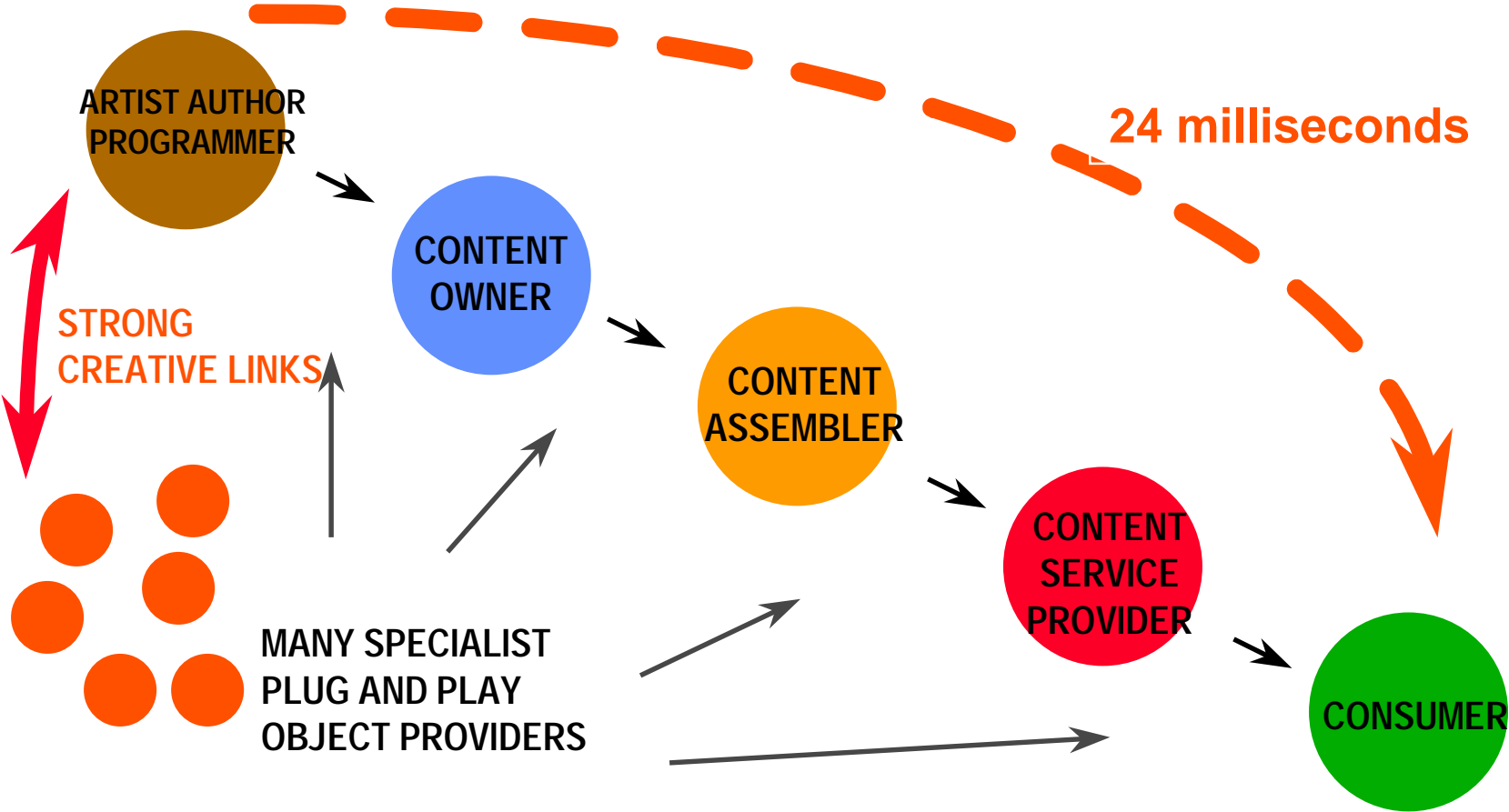
THE MARKET



MARKET MODEL - CONSUMER FOOD CHAIN



THE INFORMATION FOOD CHAIN - DRAFT 1



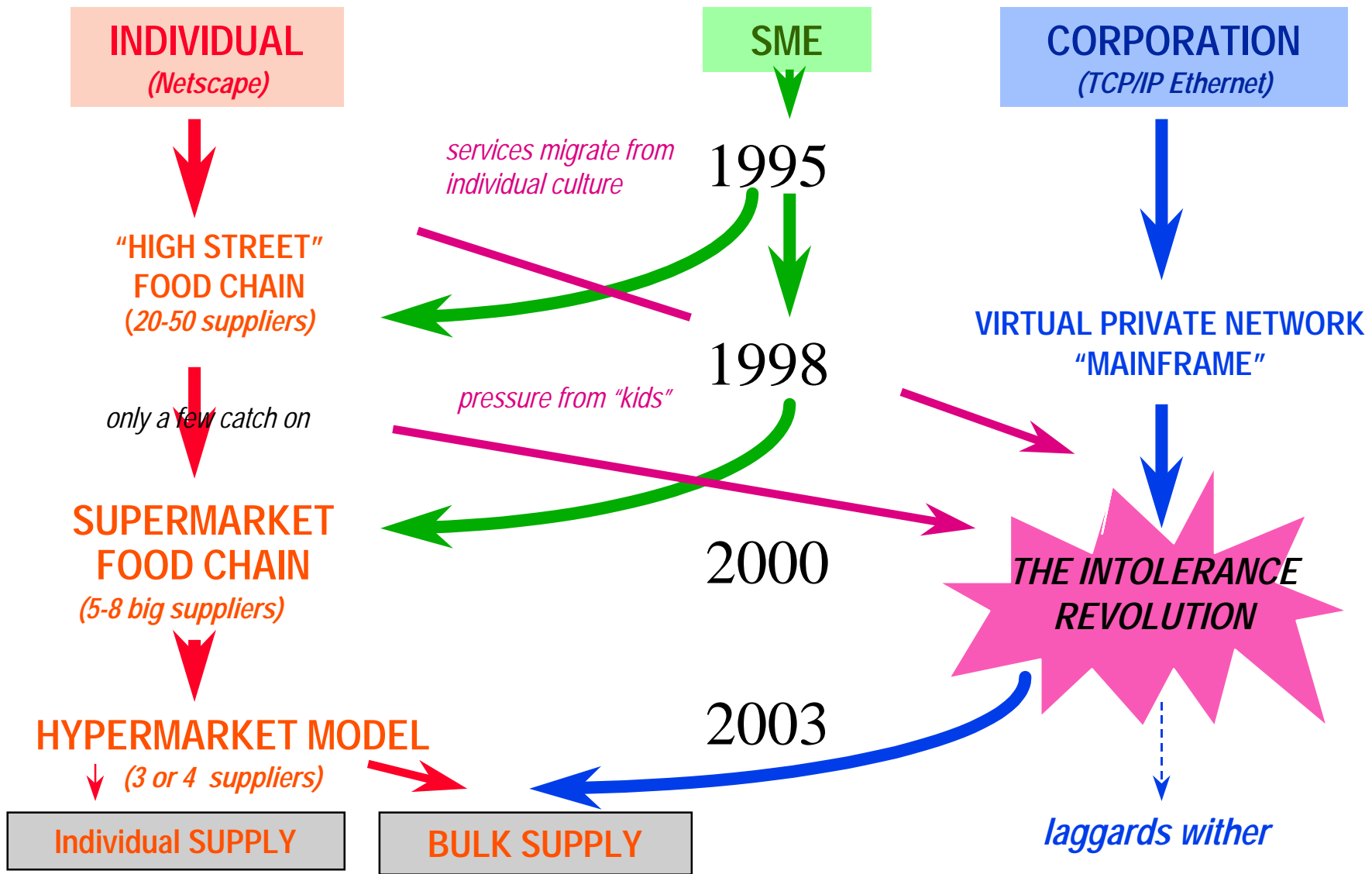
*.....BUT THIS WILL ALL
TAKE YEARS*



*..... **NO!***

- *THE HORIZON IS 10X SHORTER*
- *NOTHING WILL STOP THE **USER-DRIVEN MARKET'S THIRST** FOR THE BENEFITS FLOWING FROM NEW TECHNOLOGY*
- ***BEWARE** OF THE CLAIMED CURRENT NEEDS OF MANY OF THE BIG END USERS*





INDIVIDUAL
(Netscape)

SME

CORPORATION
(TCP/IP Ethernet)

1995

**"HIGH STREET"
FOOD CHAIN**

MULTI-MEDIA & REALTIME

AUTO WRAPPERS

1998

BROWSER 2000

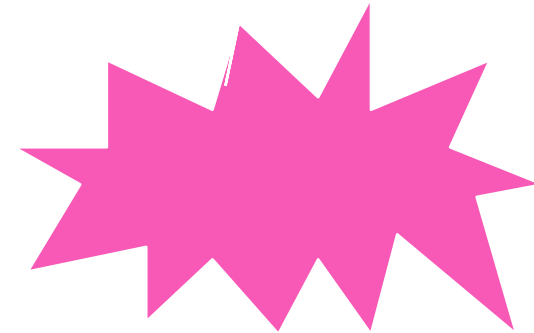
PLUG & PLAY

AUTOMANAGE

**VIRTUAL PRIVATE
NETWORK "MAINFRAME"**

**SUPERMARKET
FOOD CHAIN**

2000



HYPERMARKET MODEL

2003



THESE MODELS CHANGE THE CHANNELS TO MARKET

-PRODUCTS

-SERVICES

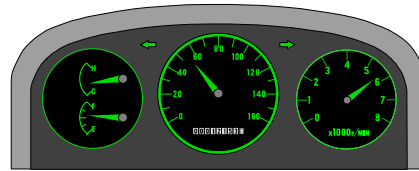


.... MICROSOFT



WHO SETS STANDARDS

.....FAST?



OMG, OSF, ISO ETC ARE ALL TOO SLOW



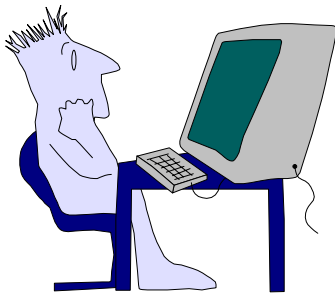
A BUSINESS SCENARIO

- *BROWSERS EVOLVE TO BE THE OPERATING INFRASTRUCTURE -NETSCAPE KILLS MICROSOFT*
- *APPLICATIONS ARE PLUG AND PLAY OBJECTS SUPPLIED BY SMALL SPECIALIST COMPANIES*
- *BIG CORPORATE SYSTEMS ARE OBJECT WRAPPED & MAINFRAMES / UNIX IS "REPLACEMENT ONLY " MARKET*
- *OBJECTS EACH HAVE THEIR OWN MINI-OS WHICH PLUGS INTO THE BROWSER BASE*
- *ORACLE IS THE INFORMATION BASE SUPPLIER*
- *CABLE COMPANIES DELIVER HIGH B/WIDTH INTO THE HOME OVER FIBERS, TELCOS RESTRICTED TO THE TRUNKS*
- *SYSTEM INTEGRATION IS A DIEING BUSINESS*



A NIGHTMARE?

THE ENTERTAINMENT INDUSTRY AND NETSCAPE DO IT



.... LUVVIES AND NERDS RULE



WHY?

**.... BECAUSE THEY WILL GET ON
WITH IT**

.... BUT AT WHAT QUALITY LEVEL?



AND

..... NEVER UNDERESTIMATE IBM

..... OR THE UNEXPECTED

**– E.G. MCNICHOLAS COMMUNICATIONS,
J.DOCWRA**



THESE MODELS NEED MORE WORK

- ALREADY THEY SHOW

SOME HIGH RISKS

- A MISMATCH WITH MUCH OF THE IT INDUSTRY***
- A ROUGH MATCH WITH A TELCO***
- BIG, SLOW TRADITIONAL COMPANIES LOSE OUT***



SPEED OF RESPONSE WILL BE CRITICAL



- IT AND TELCO INDUSTRIES ARE SLOW COMPARED WITH THE ENTERTAINMENT INDUSTRY



- RISK MODELS ARE DIFFERENT, TOO



***THE IT INDUSTRY IS STILL TRYING TO BUILD A BETTER "MAINFRAME"
THE TELECOMMS INDUSTRY IS TRYING TO BUILD A MULTI-MEDIA PHONE NETWORK***

".....if only these damned objects would stay still so that we can arrange and manage them....."





ANSA



TASKS

- *SHARED VIEW OF THE FUTURE*
- *KEY DIFFICULT TECHNOLOGIES*
 - *SHORT TIMESCALE (OL+)*
 - *LONG TIMESCALE (DIMMA)*
- *DISRUPTIVE TECHNOLOGIES*





FEEDBACK

ACTION




**MORE
INDIVIDUAL
HELP**

**BUSINESS
MODEL**


**INDUSTRY
FUTURE**

= ?



AJH
First
presentation
ready

DIMMA



**more,
faster**

AMBER

**DIMMA
+ WEB**



ISF →
OL++

**JADE
QUARTZ**

**TECH
TFR**

IMPROVE

**MC/TC
LESS
OFTEN**

**MORE
TEAM:
TEAM and
MORE
W/SHOPS**



ANSA :

- HAS A VAST KNOWLEDGE OF THE KEY INGREDIENTS AND HOW TO APPLY THEM**
- IS READY TO TACKLE PLUG AND PLAY OBJECTS AND AUTOBUILDERS**
- AND THE FOOD / SUPPLY CHAIN MODELS**



This is the end of the main presentation; the slides which follow are / were for specific audiences.



TECHNOLOGIES

- *MAINSTREAM*

- *DISRUPTIVE*



APM

MICHAEL EYRE - CEO

ANDREW HERBERT - TECHNICAL DIRECTOR



ISSUES TO EXPLORE

- *DISRUPTIVES*
 - *STICKY OBJECTS*
 - *OTHERS ?*
- *MAINSTREAM DIVERGENCE ON RT/MM*
- *PRIVATE V SHARED*



WORLD WIDE INFORMATION SYSTEM 2005

- NEW TECHNOLOGIES - SOME UNDERSTOOD, SOME NEW***
- NEW MARKET MODEL - PARTLY UNDERSTOOD***
- PROFOUND CHANGES TO EXISTING PLAYERS***

..... UNDERSTAND THESE!



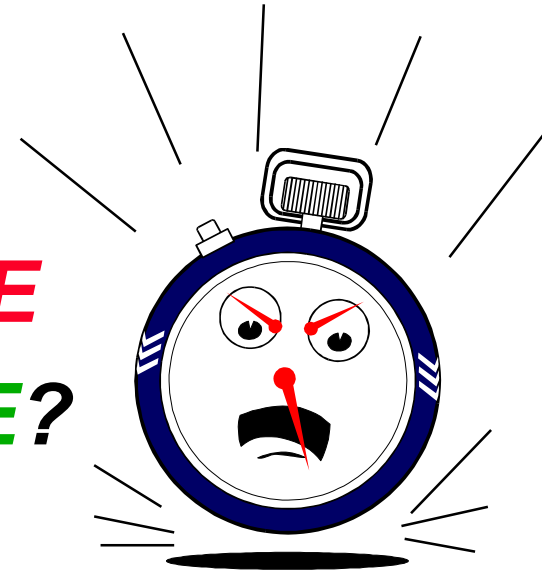


ANSA

- ***HAS COMMAND OF MANY OF THE TECHNOLOGICAL INGREDIENTS***
- ***UNDERSTANDS THE ESSENTIAL NEW ONES***
- ***CAN HELP WITH BUSINESS MODELS***
- ***IS A PROVEN FORUM FOR INTERCHANGE WITH OTHER PLAYERS***



- **MORE CHOICE**
- **LOOSE AND FLEXIBLE**
- **WHAT IS THE FUTURE?**
- **FASTER RESPONSE**



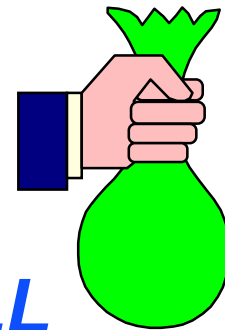
- **GIVE US MORE, FASTER**



- ***IT IS VITAL TO UNDERSTAND THE***
- ***TECHNOLOGIES THAT WILL CAUSE THIS***
- ***REVOLUTION:***

- ***TO DEPLOY THEM***

- ***TO UNDERSTAND WHO ELSE WILL***



THE MAIN GROWTH & OPPORTUNITY ...

- ***PRODUCTS, SERVICES, NETWORK TRAFFIC, APPLICATIONS, INFRASTRUCTURE ...?***
- ***WILL THE MOST INTENSIVE USES BE OFFICE, HOME, MOBILE OR ...?***

