

















Observatorio Tecnológico

Alberto de Torres,





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Experiencia Empresarial











Rentokil Initial



Marketing / Ventas GRAN CONSUMO

DIGITAL

INNOVACIÓN / TECNOLOGIA DIGITAL

alberto.detorres

















Programa Superior en Internet de las Cosas e Industria 4.0

> Programa Superior en Inteligencia Artificial

nektiu

Senior Management Program in Digital Technology

Docencia



1990















MASTER BLOCKCHAIN

2013 2019 2005

















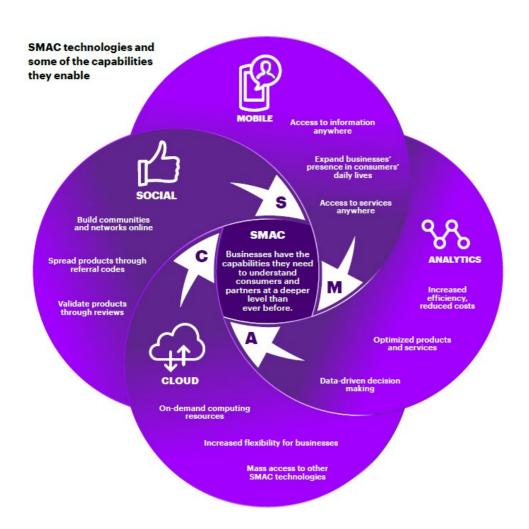
Objetivos

- Identificar y evaluar tecnologías emergentes para acelerar la transformación
- ¿Cómo gestionar una cartera tecnológica que dé soporte a la estrategia general de la organización?
- ¿Cómo implicar a los grupos de interés en la evaluación y desarrollo de esta cartera tecnológica?





Definiendo Tecnologias de la última Década









UBER

















Visto en Retrospéctiva

AWS = \$17.5B in revenues (2017)













Andy Greenberg, FORBES STAFF ♥ Covering the worlds of data security, privacy and hacker culture. FULL BIO ✓

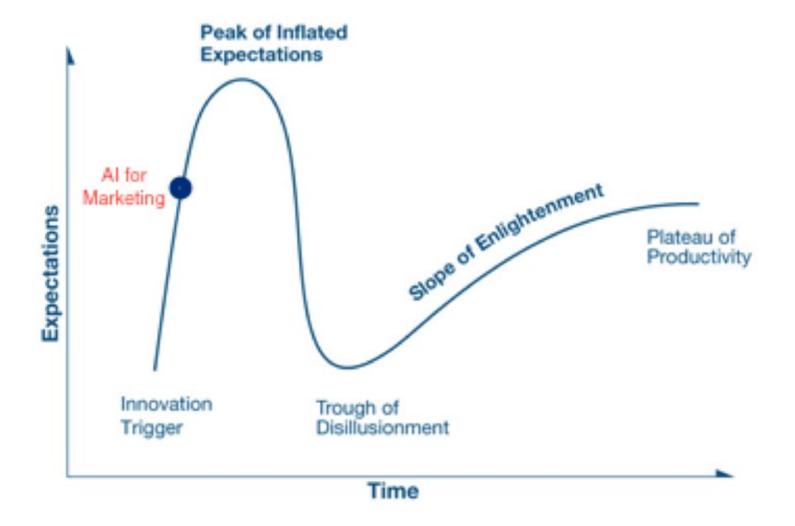
Cloud computing, the ubiquitous buzzword that's often promised as the future of information technology, is becoming more and more like its name: an amorphous outline that everyone seems to interpret as a different animal.

To some, the idea of moving data resources and applications out of companies' expensive server closets and into a centralized and networked location means a faster, more convenient way to access and store information--one that could save companies billions. To others, the same system sounds like a tangle of security, privacy and technical problems, painted over with a layer of marketing snake oil.

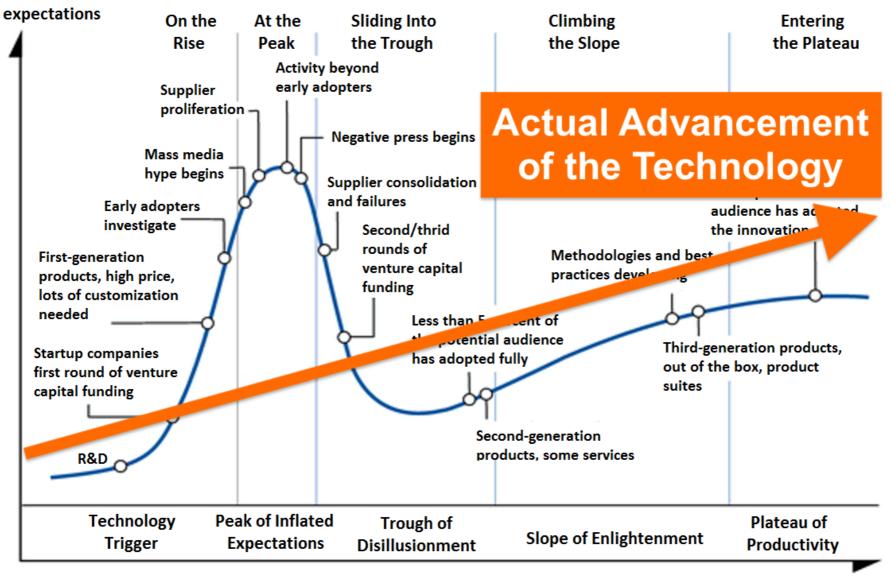




Definiendo Tecnologias de la Próxima Década

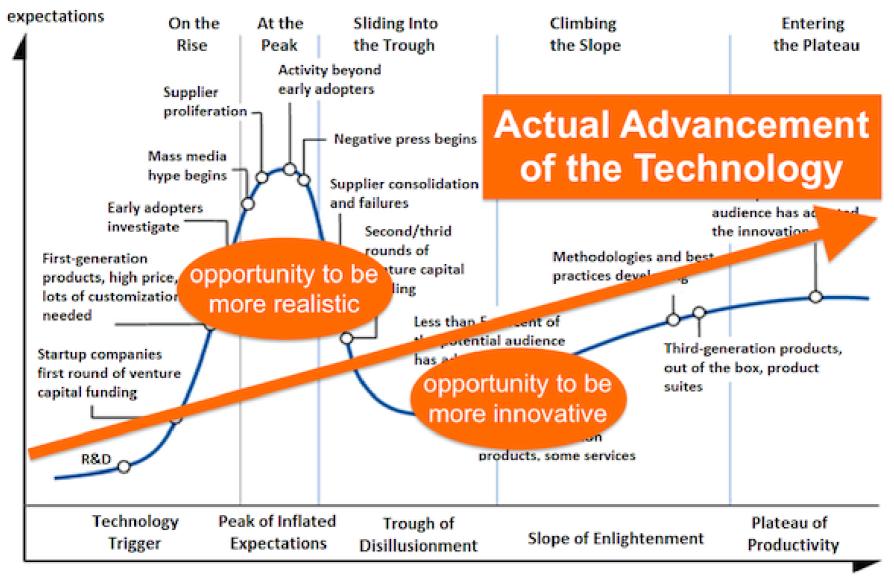






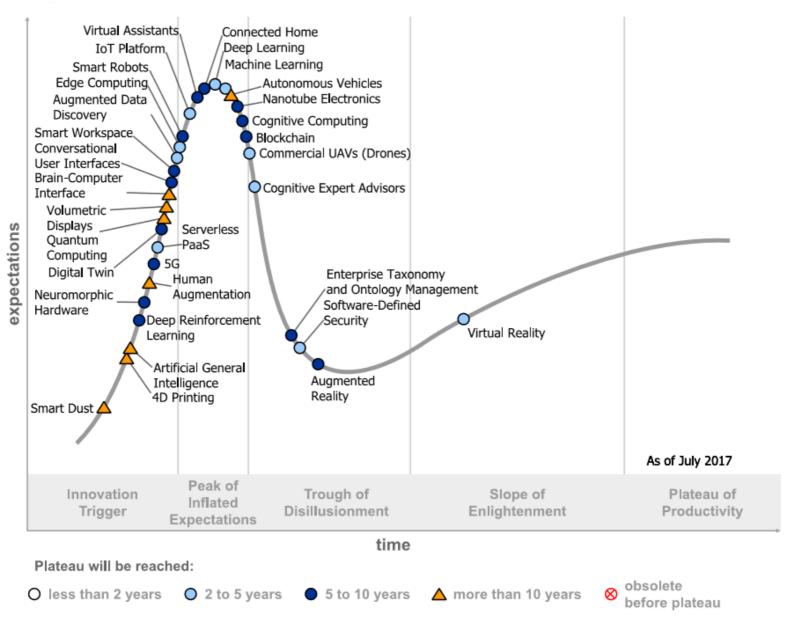
time



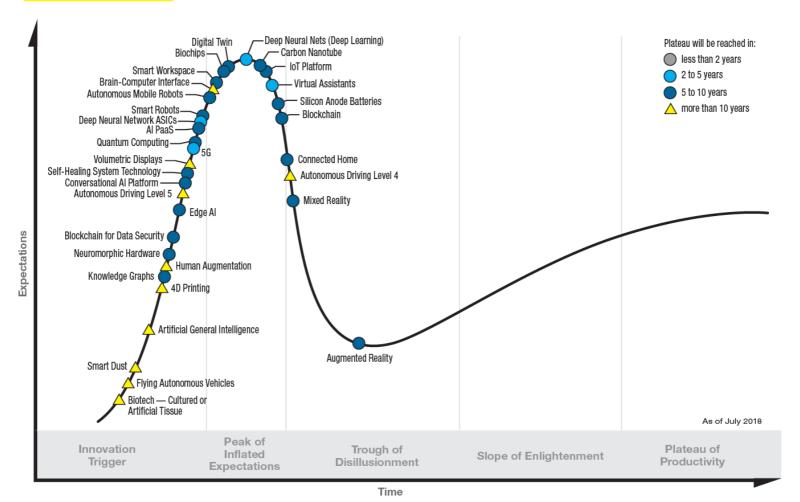


time

Gartner Hype Cycle for Emerging Technologies, 2017



Hype Cycle for Emerging Technologies, 2018



Account-Based Real-Time Marketing Data Management Platforms (Advertising) Social Marketing Management Platforms Event-Triggered Marketing Header Bidding Identity Resolution Multidumensional Campaign Segmentation Multiduch Attribution Predictive Analytics Ad Discharation Influencer and Advocacy Marketing Native Advertising Social Analytics Ad Blocking Blockchain for Advertising Real-Time Marketing Multidinance and Virtual Reality Marketing Multidinance I Marketing Multidinance I Marketing Personalization Engines Personalization Engines Personalization Programmatic TV Advertising Shoppable Media Voice of the Customer Ad Verification Consent Management Wearables Ad Verification Consent Management Wearables	benefit	years to mainstr less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
Data Management Platforms (Advertising) Social Marketing Management Platforms Event-Triggered Marketing Header Bidding Identity Resolution Mobile Marketing Analytics Multidimensional Campaign Segmentation Multitouch Attribution Predictive Analytics Influencer and Advocacy Marketing Native Advertising Social Analytics Ad Blocking Bluetooth Beacons Conversational Marketing Location Intelligence for Marketing Mobile Wallet Marketing Multichannel Marketing Hubs Personalization Engines Personification Programmatic TV Advertising Shoppable Media Voice of the Customer Ad Verification Consent Management Wearables	transformational		→	Marketing Blockchain for Advertising Data-Driven Marketing	
Marketing Native Advertising Social Analytics Bluetooth Beacons Consent Management Wearables Wearables Marketing Location Intelligence for Marketing Mobile Wallet Marketing	high	Data Management Platforms (Advertising) Social Marketing	Marketing Customer Data Platforms Event-Triggered Marketing Header Bidding Identity Resolution Mobile Marketing Analytics Multidimensional Campaign Segmentation Multitouch Attribution	Reality Marketing Multichannel Marketing Hubs Personalization Engines Personification Programmatic TV Advertising Shoppable Media	
Marketing	moderate	Marketing Native Advertising	Bluetooth Beacons Conversational Marketing Location Intelligence for Marketing Mobile Wallet Marketing Visual Search for	Consent Management	

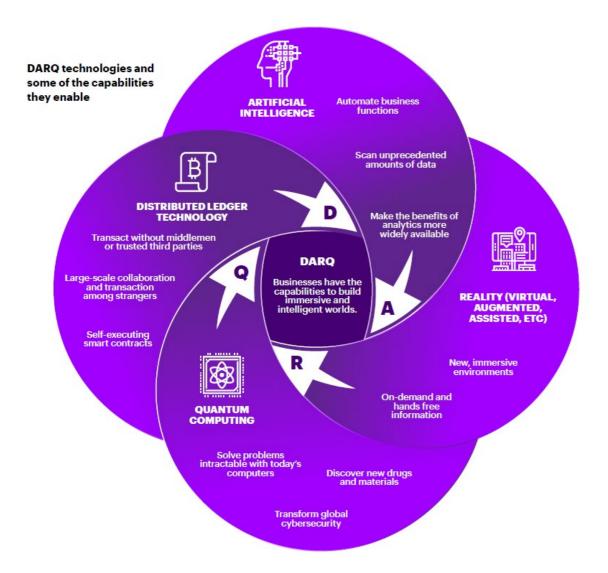




Definiendo Tecnologias de la Próxima Década

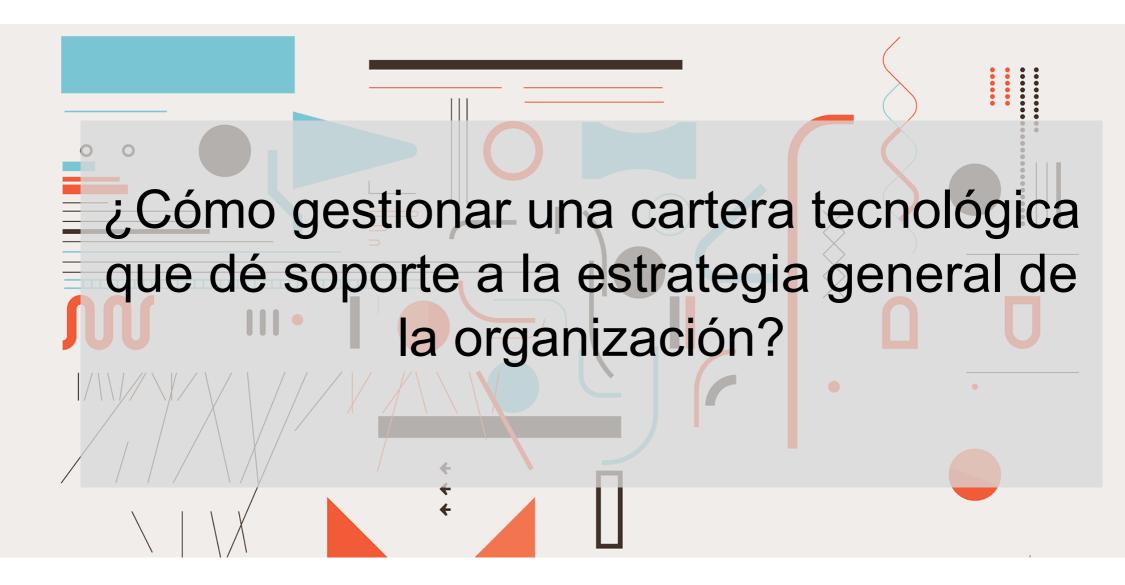
Al(ML, data science, big data) **Blockchain** Al (decentralized infrastructure, apps, crypto tokens) IoT Blockchain IoT (intelligent infrastructure, autonomous transportation, IIoT, robotics)

Definiendo Tecnologias de la Próxima Década

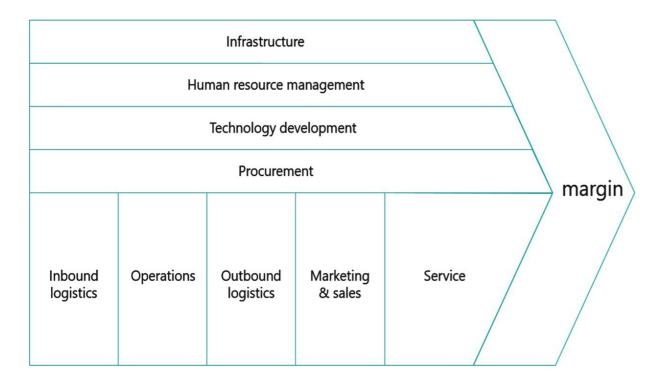








Creación de Valor srgún "Porter"



- 1. El valor para el cliente se determina reducción de costes o aumento eficiencia uso del producto.
- 2. Reducción del coste para el cliente.
- 3. El producto transferencia de valores de la empresa al cliente.
- 4. La estimulación de la demanda de productos.
- 5. El servicio posventa garantiza el correcto uso de los productos por parte de un cliente.
- 6. La cadena de valor modela las actividades de las tecnologías.



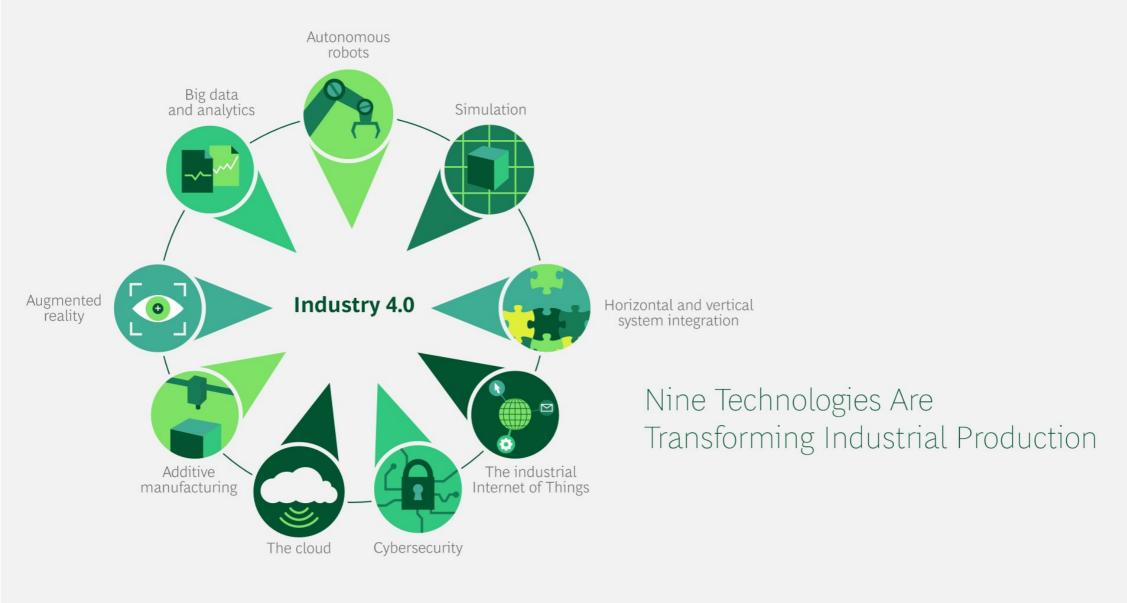
Top 10 Strategic Technology Trends for 2019



gartner.com/SmarterWithGartner

rce: Gartner

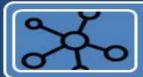




Source: BCG analysis.



How IoT, Blockchain, AI, and Cybersecurity (IBAC) will revolutionize business



IoT feels



Blockchain remembers



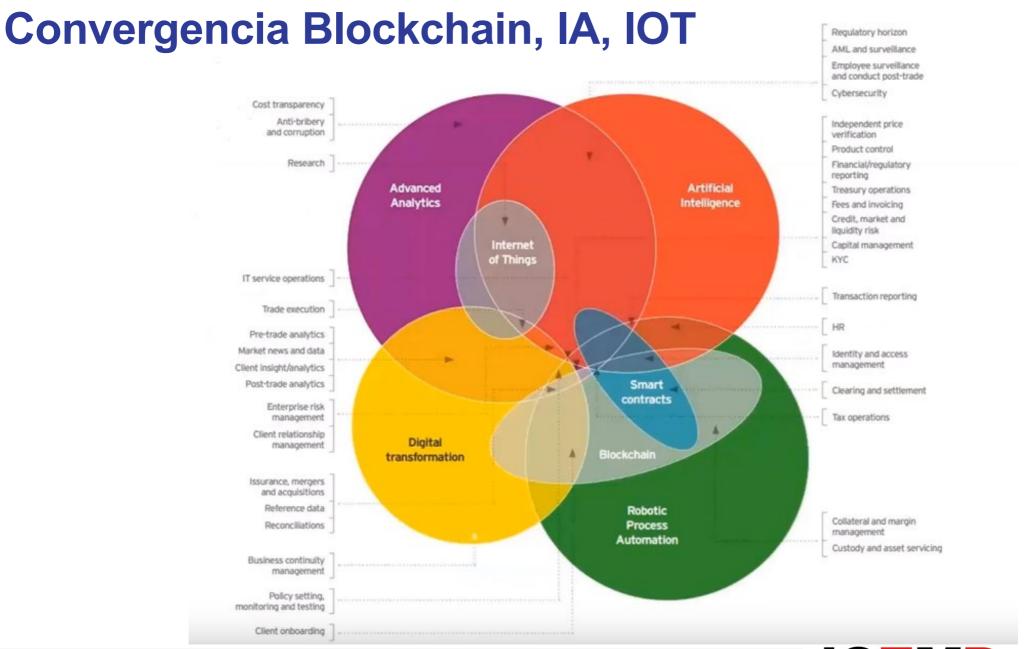
AI thinks



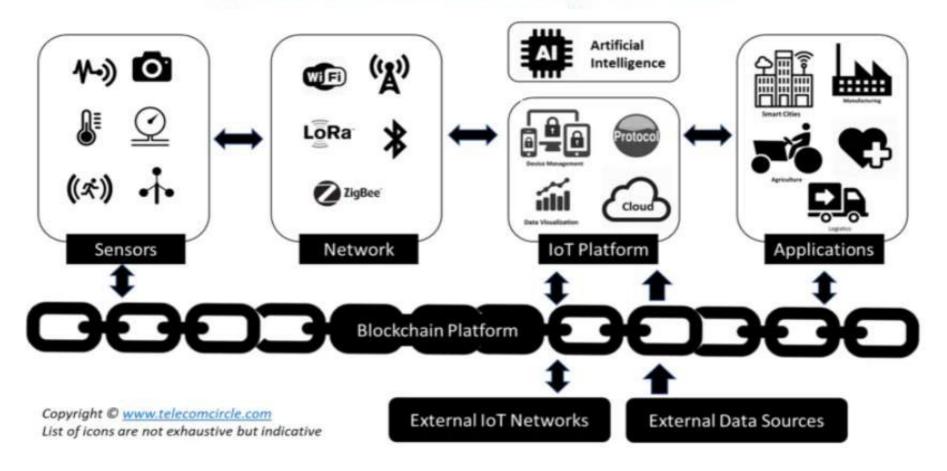
Cybersecurity protects

http://www.oracle.com Design : Ahmed Banafa



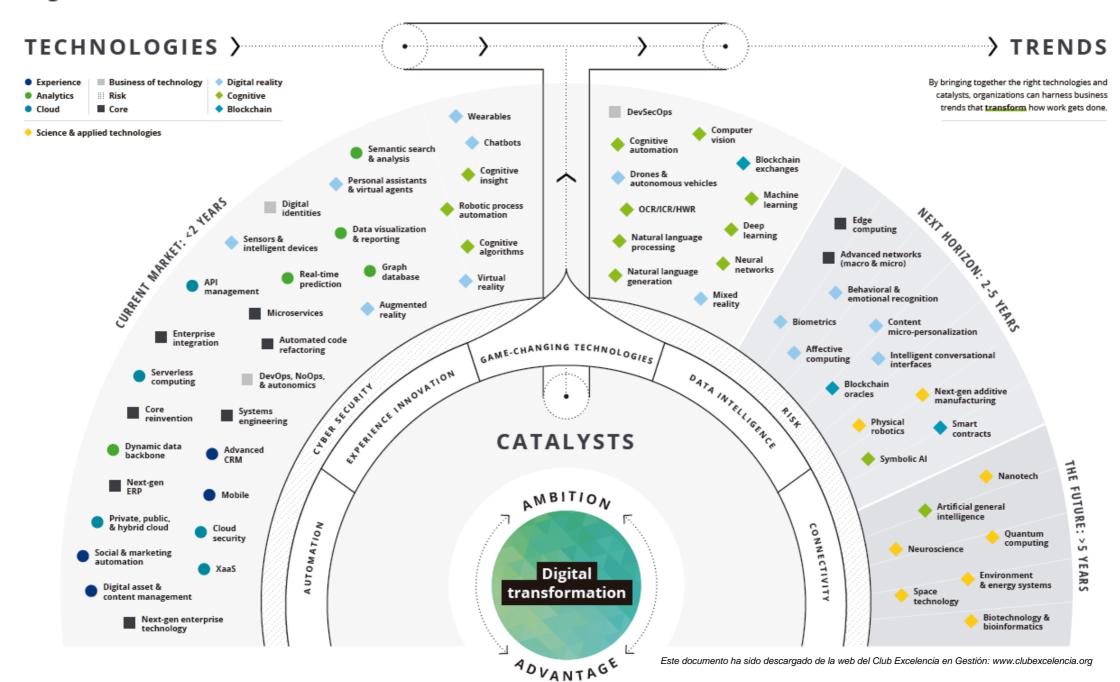


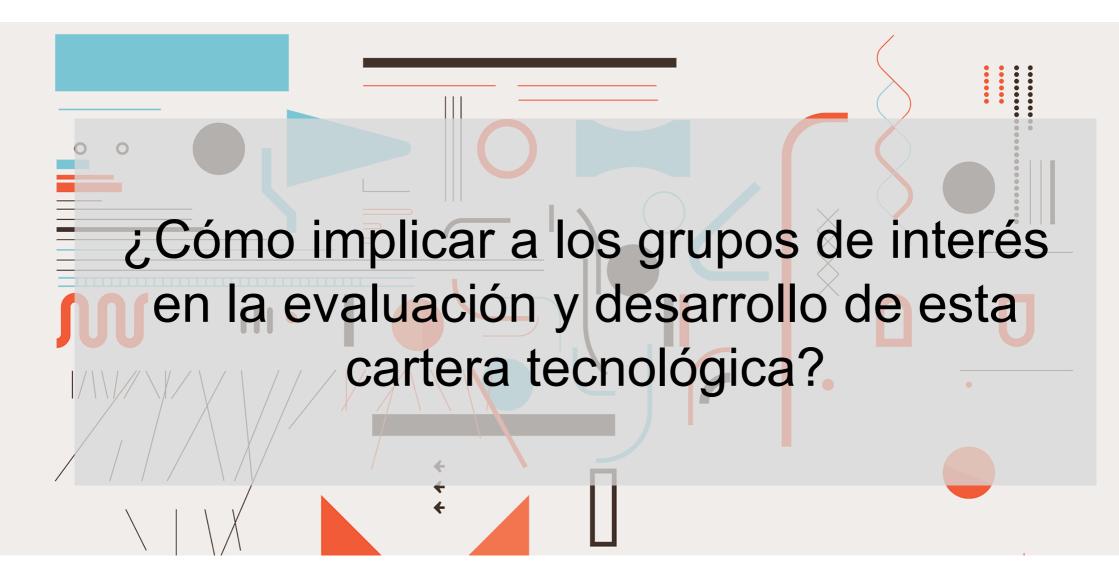
IoT, Blockchain and Artificial Intelligence in Action

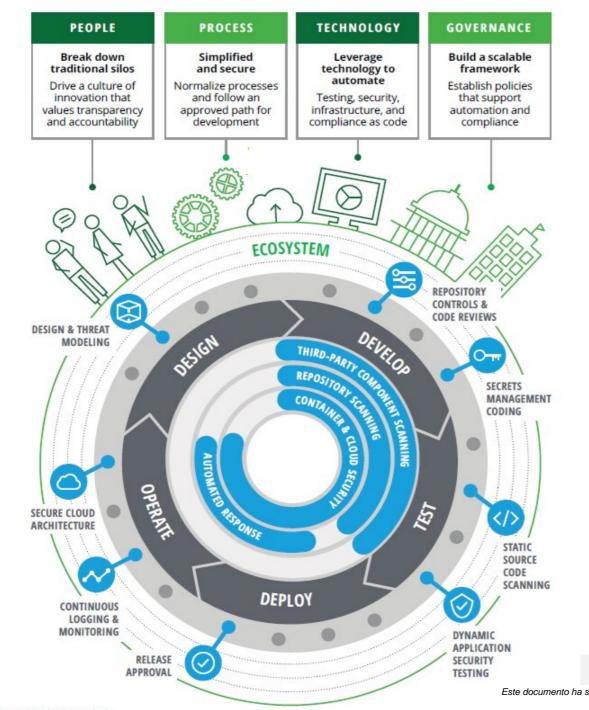


IoT, Blockchain and Artificial Intelligence in Action. Source: Wikipedia. "Internet of things." 84.

Digital transformation network









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