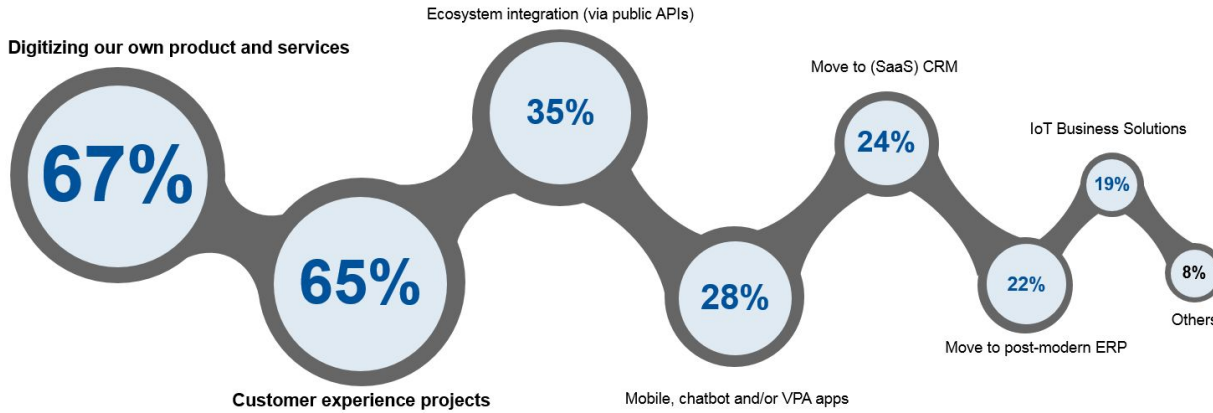




**“The pace of change
will never be this slow again”**

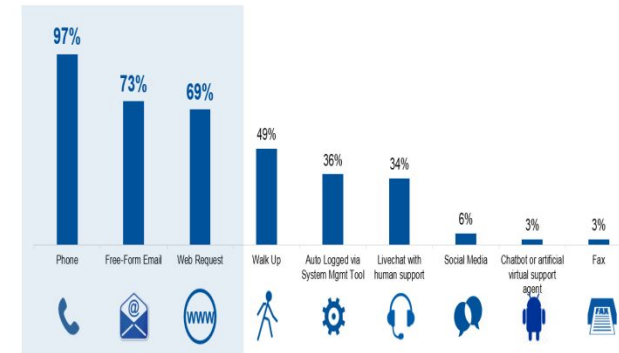
2017 Initiatives Driving Application Architecture and Infrastructure Changes



Base: n=83 Gartner Research Circle Members

Q. What are the key business initiatives driving your organization's application architecture and infrastructure changes in 2017? Please select all that apply.

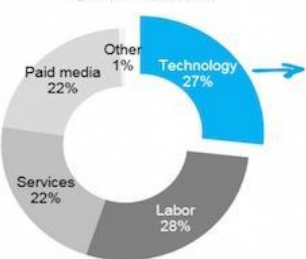
Channels Available for Business Users to Contact the IT Service Desk



Base: n=153 Gartner Research Circle Members

Q. Which channels are available for your business users to contact the IT service desk?

2016 Marketing Expense Budget Spend Breakdown:



2016 Marketing Technology Budget Allocation



Mean Percentage shown

% of Total Revenue

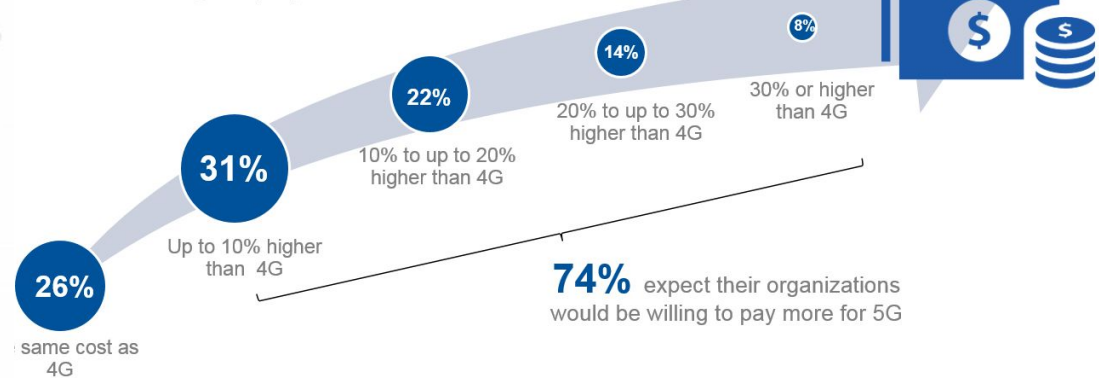
CMO's Average Tech Spend: 3.2%

CIO's Average Tech Spend: 3.4%

Base: Total answering: n = 377

Source: Gartner (October 2016)

For 5G, organizations will be willing to pay...



Base: n=192 Gartner Research Circle Members / External Sample / Excludes 'Not sure'

Q. What price do you expect your organization will be willing to pay for 5G capabilities initially? (E.g. think in terms of your own context: chips, services, modules, or devices)



U.S. mines Internet firms' data, documents show

Google, Facebook, Apple, Yahoo deny giving NSA direct access to servers

BY BARTON GELMAN AND LAURA POITRAS

The National Security Agency and the FBI are tapping directly into the central servers of nine leading U.S. Internet companies, extracting audio and video chats, photographs, e-mails, documents, and connection logs that enable analysts to track foreign targets, according to a top-secret document obtained by The Washington Post.

The program, code-named

PRISM, has not been made public until now. It may be the first of its kind. The NSA prides itself on stealing secrets and breaking codes, and it is accustomed to corporate partnerships that help it divert data traffic or sidestep barriers. But there has never been a Google or Facebook before, and it is unlikely that there are richer troves of valuable intelligence than the ones in Silicon Valley.

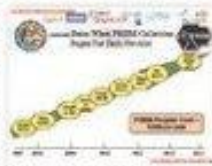
Equally unusual is the way the NSA extracts what it wants, according to the document: "Collec-

tion directly from the servers of these U.S. Service Providers: Microsoft, Yahoo, Google, Facebook, PalTalk, AOL, Skype, YouTube, Apple."

PRISM was launched from the ashes of President George W. Bush's secret program of warrantless domestic surveillance in 2007, after news media disclosures, lawsuits and the Foreign Intelligence Surveillance Court forced the president to look for new authority.

Congress obliged with the Protect America Act in 2007 and the FISA Amendments Act of 2008, which immunized private com-

NSA CONTINUED ON A12



Defense and criticism

Critics have split reactions to the reveals one regarding the NSA's program to collect data from phone and Internet records. A14

Online coverage

A graphic explains key components of the PRISM collection program.

Agency knows much about public, but we know little about it

BY ANNE GELMAN

The National Security Agency, nicknamed "No Such Agency" because of its ultra-secrecy, is the government's eavesdropper-in-chief.

Charged primarily with electronic spying around the globe, the NSA collects billions of pieces of intelligence from foreign phone calls, e-mail and other communications. But in the past two days, the focus has shifted to its role in sweeping massive amounts of the

same information on millions of ordinary Americans.

Regarded as the most secretive of the nation's intelligence agencies, the NSA is part of the military but answers to the director of national intelligence. Its major operations are housed in obscurity at Maryland's Fort Meade Army base, the site of the court-martial of Pfc. Bradley Manning, who is charged with stealing government electronic communications and passing them to the anti-secrecy organization WikiLeaks.

The agency is so secretive that estimates of the number of employees range from the official

SECRECY CONTINUED ON A12

Final trip to the Capitol

In Colan Israel Newsroom

The Economist

FINANCIAL TIMES

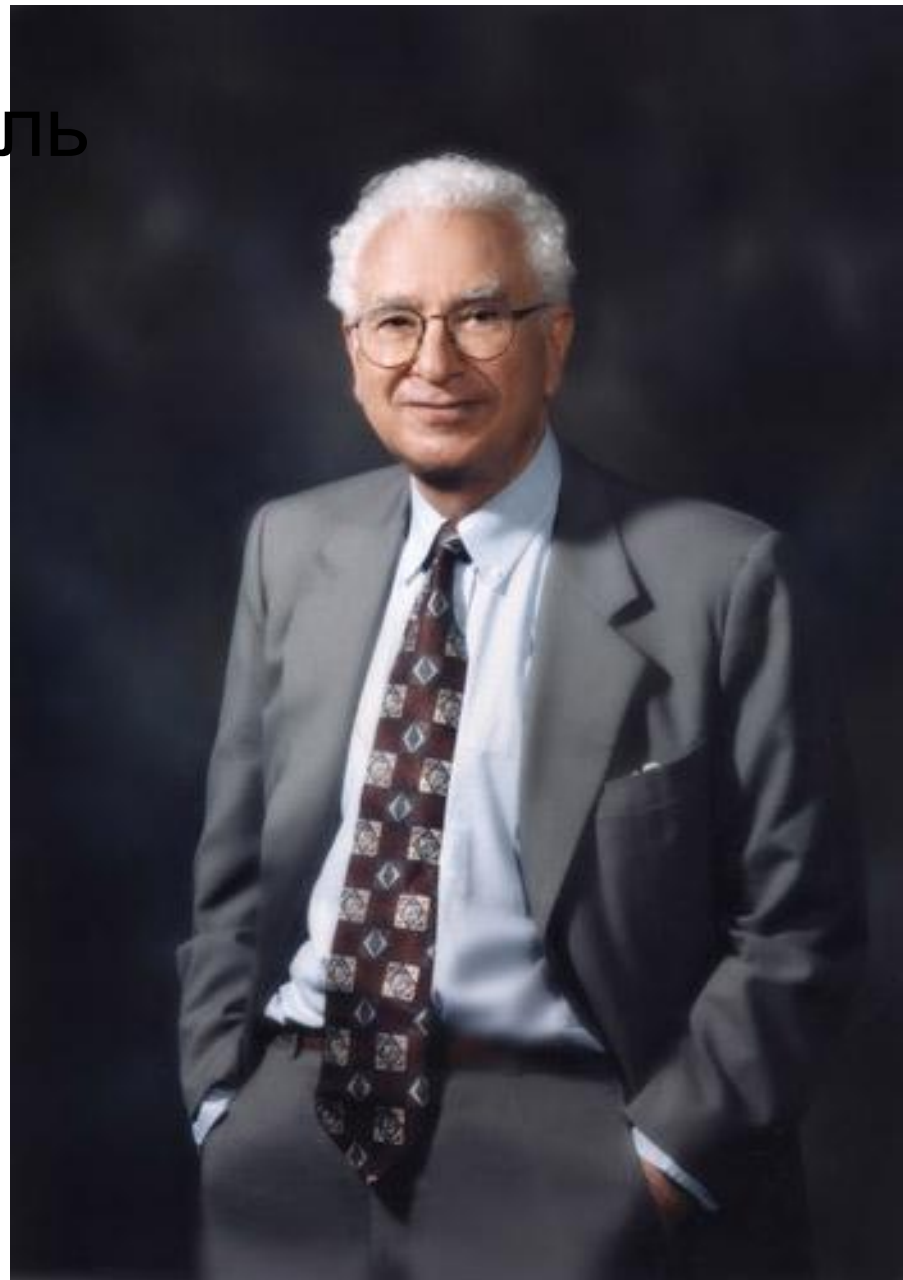
statista

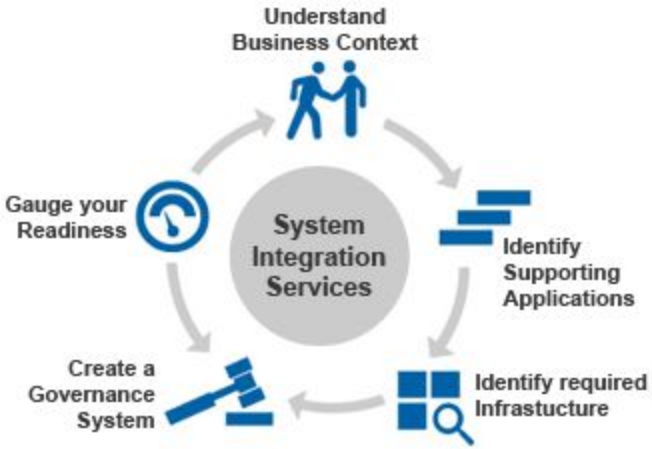
UK's Leading Management Consultants

2018

Идеон Гартнер, создатель
Gartner Inc.

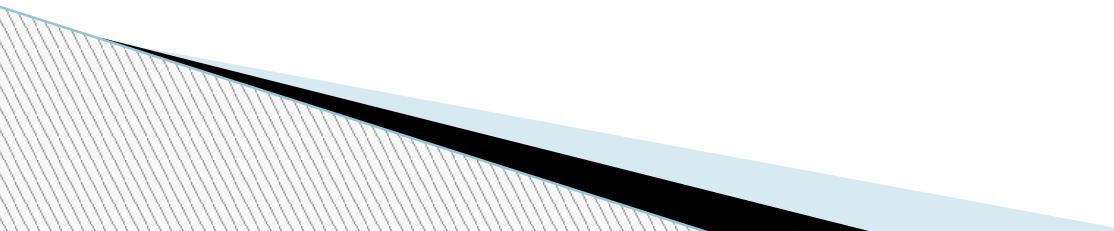
1979







ERP





Messaging Sales Point of Sale Invoicing Warehouse Reporting

OpenERP

- Modules
- Apps**
- Updates
- Installed Modules
- Configuration**
- Sales
- Warehouse
- Invoicing
- General Settings
- Companies**
- Companies
- Users**
- Users
- Translations**
- Load a Translation

OpenERP Apps

-  **CRM**
Leads, Opportunities, Phone Calls
 Installed
-  **eInvoicing & Payments**
Send Invoices and Track Payments
 Installed
-  **Project Management**
Projects, Tasks
 Install
-  **Notes**
Sticky notes, Collaborative, Memos
 Install

Магический Квадрант

Gartner's Magic Quadrant



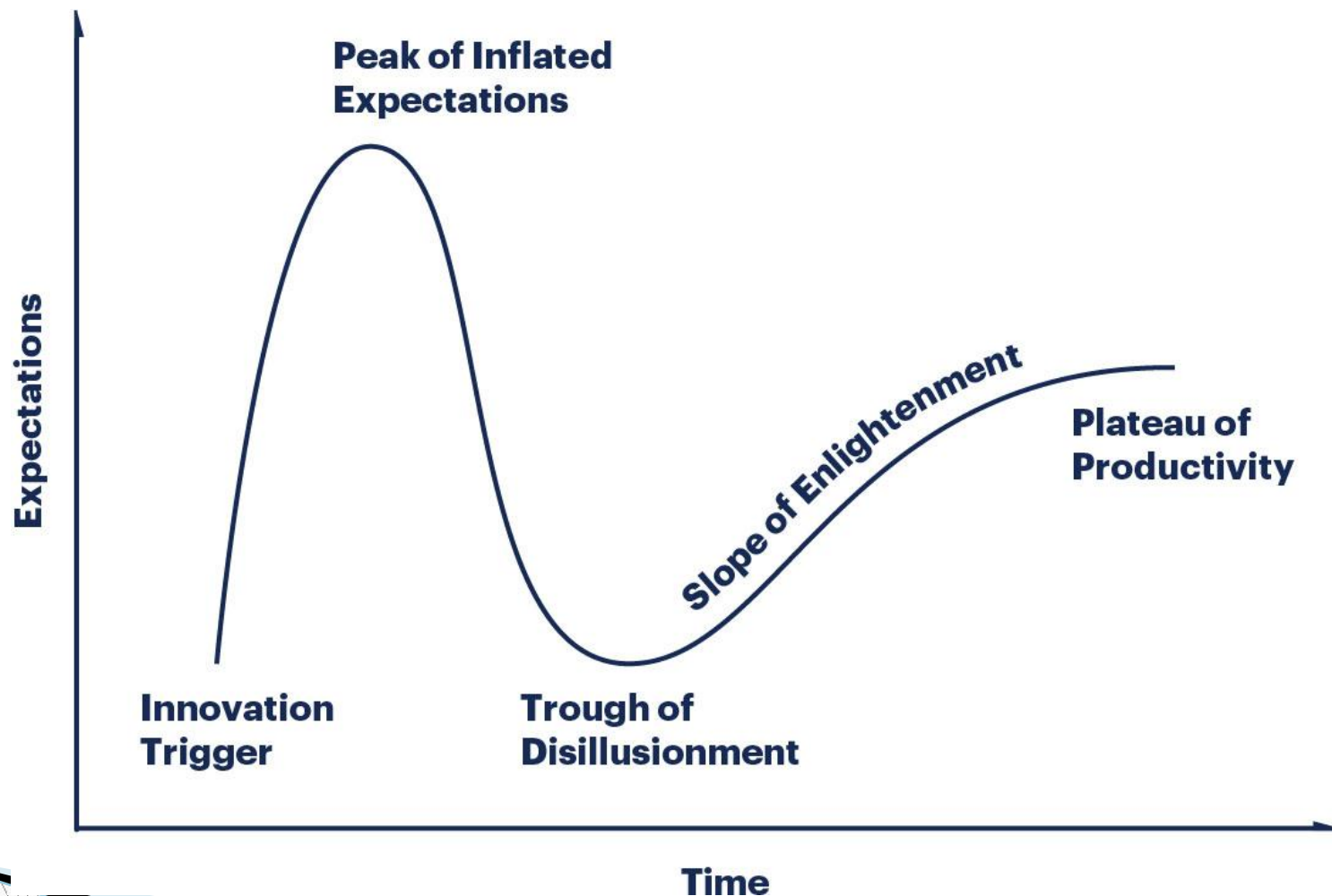
Magic Quadrant for Business Intelligence and Analytics Platforms

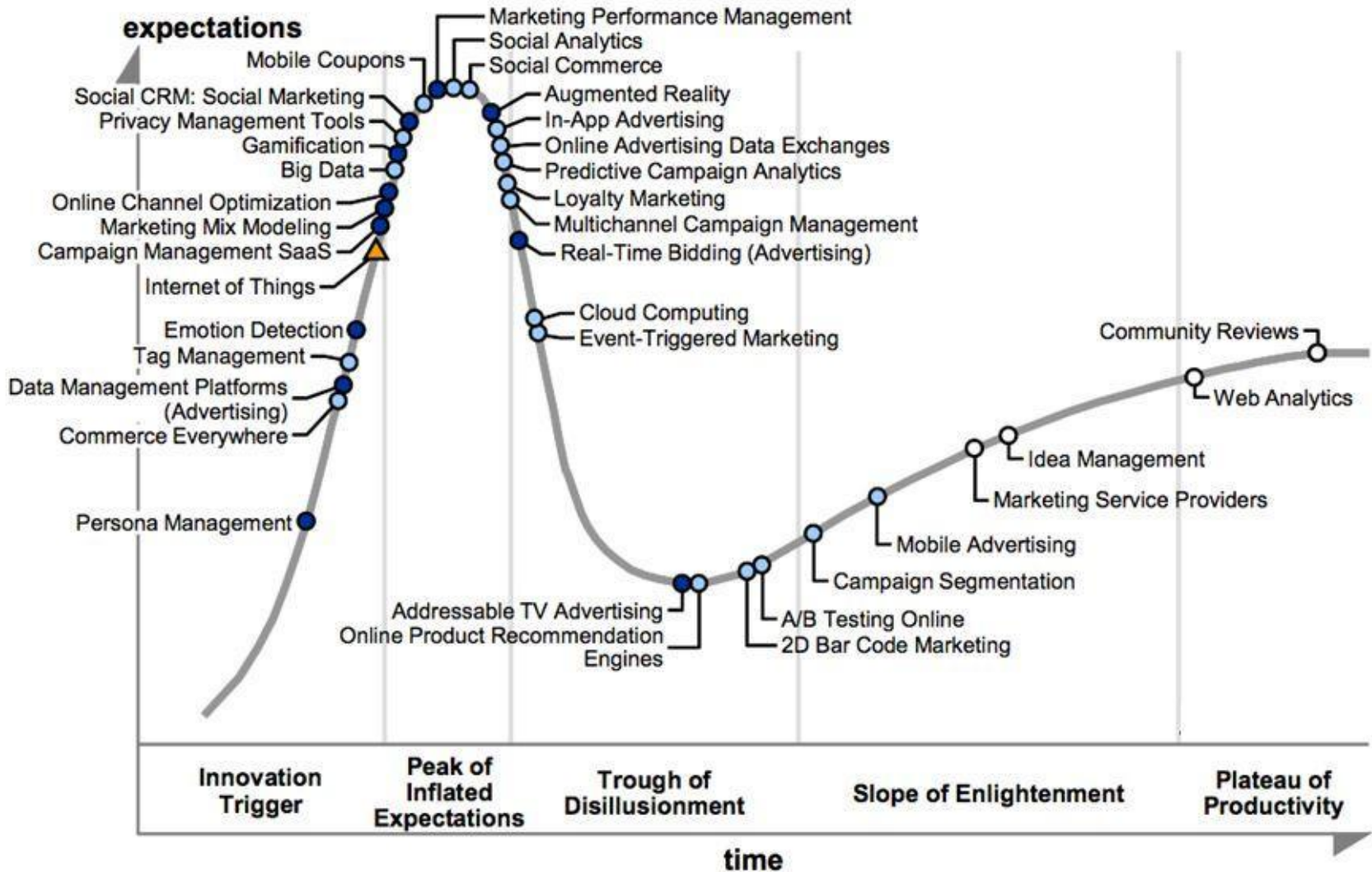


Source: Gartner (February 2017)

As of February 2017

Цикл Хайпа





Plateau will be reached in:

○ less than 2 years

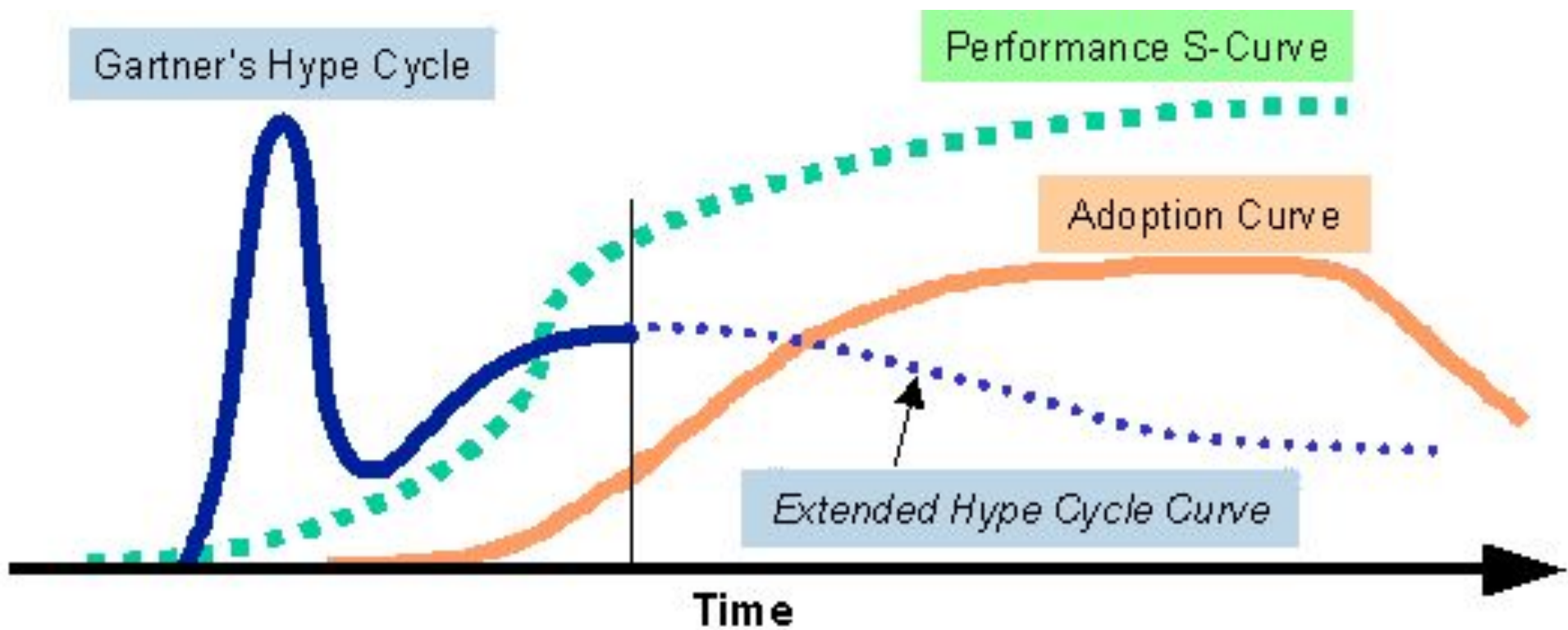
○ 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

Девиации



Your life in

The ultimate



your pocket

digital device

DAILYINSIGHTS

No Mercy / No Malice



Best and Worst Brand Moves of 2018

By Scott Galloway • 7 September 2018

The most and least impressive action taken by a management team to support or erode enterprise equity, so far in 2018, both happened on the same day — September 5th.

