

1

Social Media
Influencers

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Mobile
Influencers

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Consumer
Influencers

4

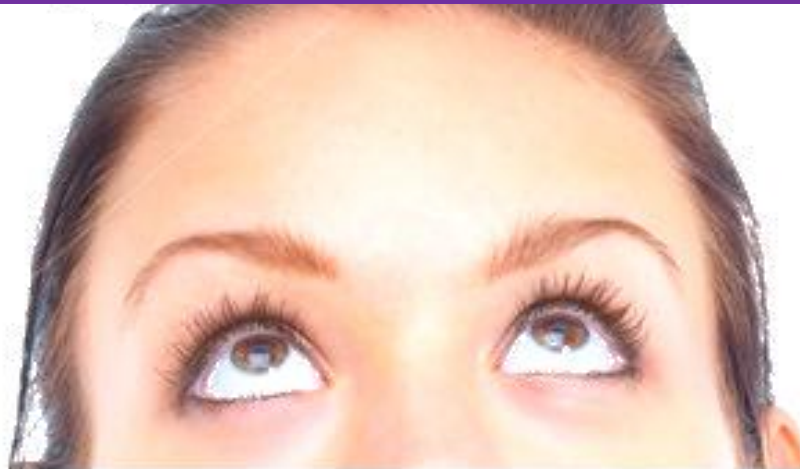
IT & Tech
Influencers

5

eMarketing
Influencers

TRENDS&POTTING

Influencers On 2009
IT & Tech Trends



Read Write Web Predictions

Richard McManus

- ❑ iTunes adds social networking features
- ❑ Google will continue to collect big name supporters for open standards
- ❑ Yahoo sells to a big media company, but it won't be Microsoft.
- ❑ Microsoft releases a cool online version of Office, but then Google releases an amazing new version of Google Docs

- ❑ Google will finally offer an online storage solution and a travel product.
- ❑ Streaming web video to the living room will go mainstream.
- ❑ If Apple finally enables its push server, mobile social networks and geolocation enabled apps will become a major topic

Frederic Lardinois

Lidija Davis

- ❑ Google loses goodwill, Yahoo gains.
- ❑ Microsoft resurrects WebTV after buying out Netflix.

Read Write Web Predictions

Marshall Kirkpatrick

- ❑ Lifestreams will continue to evolve;
- ❑ Big companies will have incentive to give OpenID
- ❑ One or two interface developments will blow us away



On Google:

Google Reader gets themes, Google Chrome adds plugins (integrate all Google apps.)
Google backlash begins.

On Apple:

Apple backlash does not. New iPhone is released with video recording capabilities.
New iPods released...now with VOIP app built-in.
AT&T concerned.
Netbooks stay hot

Sarah Perez

Coming showdown between Apple & Microsoft



Robert X. Cringely

Tech Journalist

www.pbs.org/cringely/pulpit/

- The Yahoo name will survive but the company will not.
- Microsoft will peak in 2009. It will be slowly downhill, accelerated primarily by the efforts of Apple... That leaves Enterprise and Microsoft can dominate that only as a smaller company, so smaller it will become.
- Google will continue to grow for another decade., but as a technology leader - Android is probably the peak. The company is too fat and happy to be a technical leader for much longer.
- If Microsoft and Google are down then what's up? Apple! Apple will continue to grow its Macintosh market share. iPod growth may be softening but the iPhone will make up for that. Apple will drive its content business through an acquisition in the cheap-or-free networking space. Apple will go head-to-head against Microsoft Office, driving margins down for Redmond and generally making trouble.
- Desktops will survive but most of the growth will be in mobile devices.
- HUGE cyber thefts admitted.
- Intel will continue to dominate while AMD slowly suffers.

Yahoo stock will continue to slide, unless they sign a big search deal with Microsoft...



Josh Catone

Lead Blogger
www.sitepoint.com/blogs/

- ❑ Some really great stuff will come out of Yahoo!, but it won't be enough to save them.
- ❑ Chrome will take at least 5% but not more than 10% of the browser market by year's end.
- ❑ Microsoft Office will make people comfortable with web applications
- ❑ Palm will surprise everyone at CES... Nova will be good
- ❑ Facebook takes over the web.
- ❑ Twitter gets a business model

You didn't think that \$1.1 billion spent on fiscal 2008 R&D is going to waste did you?



Jason Schwarz

Options Strategist
Lone Peak Asset Management

- Apple TV will evolve into an actual TV and dominate the digital living room with all digital movies, music, rentals, apps, pictures, and family videos..
- Apple will team up with a car manufacturer and begin producing the first iCar (integrated with iTunes).. Ford or GM would be smart to secure an exclusive agreement. When the iCar is released, dealers won't be able to keep them on the lots. Car makers are slow to adopt new tech into their designs. In 2009, Steve Jobs will change that.
- Apple will enter the Chinese market in a major way. The inexpensive iPhone caters to millions who will trade in their current cellphones for their first ever opportunity of owning a mini-computer.
- Apple hardware and software will continue to gain market share in the tech revolution. Mac sales will continue to grow and thrive as the company takes market share away from Microsoft.

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You didn't think that \$1.1 billion spent on fiscal 2008 R&D is going to waste did you?



Garrett Rogers

ZDnet

<http://blogs.zdnet.com/Google>

- The hype around Android will fuel development, and make the Android Marketplace successful.**
 - More manufacturers will join (Motorola, Samsung).
 - HTC will be launching more units.
 - The Open Handset Alliance will grow, and more companies will promise to have devices running the open source operating system.
- Google Apps will continue to gain momentum in the Enterprise.**
 - Google's Enterprise business will grow at Microsoft's expense this coming year.
- Google Chrome makes deal with OEM's, and snags a significant chunk of the browser market .**
 - Google chrome will be set as the "default" browser on new computers(10-15% browser market share).
- GOOG will gain some of the ground it lost on wall street**

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You didn't think that \$1.1 billion spent on fiscal 2008 R&D is going to waste did you?



Alex Chitu

Google Operating System

<http://googlesystem.blogspot.com>

1. 10% market share for Google Chrome.
2. Google's search engine will lose a market share as Live Search consolidates.
3. [Google help forums](#), will become a part of Google Apps.
4. [GrandCentral](#) will be available in the US and integrated with Gmail.
5. Will launch a mobile browser for feature phones and non-Android smartphones.
6. Improved Google Bookmarks - hierarchical labels, sharing options, visualizations.
7. Google will bring some of the Chrome features to other browsers.
8. Google Translate will be integrated with many Google services & applications.
9. Google Reader will list popular posts shared by the community, subscribe to OPML files
10. Google Maps Live - showcase webcams stream worldwide+ Google Earth tab+ most recent custom maps + reviews and map edits from your contacts.
11. Google Contacts - separate application offering advanced search and synchronize contacts data.
12. High-profile employees (Marissa Mayer) will leave the company.
14. Google Apps to be attractive again once App Engine will be fully released.
15. Personalized search ads for users that are logged in.
16. OneGoogle - a new interface merges all Google applications

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On MSFT

Vista's successor could arrive as soon as the middle of next year

- Windows 7 Will Get A Better Reception Than Vista
- Microsoft's Online Store Will Ruffle Distributors' Feathers
- Windows Home Server Moves To The Cloud
- Windows XP Will Be Available Until Windows 7's Release
- Sharepoint Growth Won't Miss A Beat
- Unified Communications Talent Battle Will Intensify
- Microsoft Azure Will Be An Immediate Hit
- No One Will Miss Windows Live OneCare
- Hyper-V Will Become A Standard In Most Data Centers

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MS is stronger than ever...



Mark Anderson

CEO
Strategic News Service



Ben Elowitz

CEO
Wetpaint



Matt McIlwain

Managing Director
Madrona Venture Group

Also ..Kelly Smith, founding partner of Curious Office and founder of Pressplane. The panel was moderated by John Cook from TechFlash

Microsoft is stronger than ever ??

Three of the four panelists listed the Redmond giant as the big company best positioned to thrive in the economic downturn .

Why?

“An ungodly amount of cash,” as Elowitz put it. Smith pointed out the wealth of opportunities Microsoft has because of the number of interesting companies that could be for sale on the cheap, such as Adobe.

Yahoo Will Be Bought...



Mark Anderson

CEO
Strategic News Service



Ben Elowitz

CEO
Wetpaint



Matt McIlwain

Managing Director
Madrona Venture Group

Also ..Kelly Smith, founding partner of Curious Office and founder of Pressplane. The panel was moderated by John Cook from TechFlash

Yahoo will be bought

though it probably shouldn't be.

But by whom?

Anderson called the failed Microsoft acquisition “the dumbest deal that ever didn’t happen.” Smith and Elowitz thought it would be a good enough bargain for Steve Ballmer now. McIlwain said Disney would be “the most logical choice,” because it understands how to monetize content..

Windows Vista is functionally dead already



Christopher Null

Tech & Business Journalist

<http://tech.yahoo.com/blogs/null/>

- GPS Everywhere –moving into more gadgets (cameras, hybrid MP3 player)
Applications that make use of GPS technology are going to grow rapidly.
- Blu-ray Ascending - Blu-ray is going to grow in popularity and market share vs. DVD. But- the overall market for packaged media will likely shrink in '09, with DVD taking the bulk of the hit.
- Video on the Go
- It's All About Windows 7 - expect a flood of software to be Win7-ready at launch,
- 4G Remains a Niche at Best
- Android Becomes Competitive (with the iPhone).
- Discounts Get Silly

Innovation increasingly imported from Asia

**Bernard Moon**

Entrepreneur & advisor
Venture **Beat**

 Surface computing slowly breaks into the mainstream

Traditional mouse and keyboard setups will start to be replaced by touch-sensitive screens. Microsoft Surface is an important step forward for this technology. There's even more potential in the boardroom with smart white boards becoming a reality.

 Innovation increasingly imported from Asia

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From expanded home entertainment to voice recognition to new, lightweight netbooks



Mark Anderson

CEO
Strategic News Services

- More Screen Time at Home**
Bigger TV screens to connect to video game consoles
- Phone applications are it for 2009**
Low-cost mobile-phone applications. (iTunes)
- Smartphones works with complex tasks**
By the end of the year, more than a third of mobile users will be using voice recognition without thinking about it
- Personal Assistance**
Customized assistant technology - tools that track consumer pref triggered by users short messages
- Wireless industry new standard Long-Term Evolution**
Faster wireless connections to the Internet.
- Mobile PCs**
Netbooks, lightweight computers, will grow into an important market segment

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Consumers in 2009 will upgrade from plain-old cell phones to gadgets with web access



Stephanie N. Mehta

Fortune

- Almost everyone believes big-ticket luxury items will suffer. The exception will be so-called "smartphones. Many consumers in 2009 will upgrade from plain-old cell phones to gadgets that do e-mail and offer Web access, and they'll increasingly buy special services or software especially designed for the mobile Web.
- Spiraling netbooks
- Cloud services and computing
- Virtualization becomes reality
- Gaming systems

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There will be a slowdown of IT-driven Collaboration projects in 2009, but..



Gil Yehuda

Forrester

- I predict that IT-driven internal collaboration initiatives will be squeezed tight. However, for business-driven internal enterprise Web 2.0 collaboration projects, I see growth.
- Who wins? The SaaS based collaboration vendors who provide collaboration services in the cloud for about \$5-\$15 per user per month, give or take.
- Organizations with hard-line IT shops will face a battle between IT and the business for a collaboration solution that integrates with IT's existing infrastructure, but requires little IT involvement.

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Economic downturn will have a substantial impact on buyers and vendors, but.....

1. Open source ECM players get an initial boost
2. Office14 casts long shadow on SharePoint
3. "Taxonomies are dead. Long live metadata!"
4. Regulatory-compliance concerns reignited
5. ...Renewed interest in pro-active e-discovery
6. SaaS vendors expand offerings
7. Oracle falls behind in battle for knowledge workers

8. New Emphasis on application search

9. Social computing diffuses into the Enterprise
10. Long-awaited consolidation comes to the WCM space

11. Mobile and multimedia web analytics become key requirements...and disrupters

12. Buyers remain in driver's seat

IDC Expects Worldwide IT Spending Growth to Slow Significantly, But Remain Positive, in 2009

- ❑ IT spending will grow 2.6% year over year in 2009 (0.9 in the US).
- ❑ "the good news is that IT is in a better position than ever to resist the downward pull of a slowing economy," said John Gantz, chief research officer at IDC. "Technology is already deeply embedded in many mission-critical operations and remains critical to achieving further efficiency and productivity gains".
- ❑ On a sector basis, software and services will enjoy solid growth while hardware spending, with the exception of storage, is expected to decline in 2009.
- ❑ The Hypervisor Market Will Be Turned Upside Down by Microsoft in 2009

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2009 – Acquisitions will be lowered to zero.



Dr. Taly Weiss

CEO

TrendsSpotting.com



- 2009 – Acquisitions will be lowered to zero.**
According to TrendsSpotting's tool - [TrendsActions](#):
 - 2008 – started with a relative high rate of acquisitions
 - Google has acquired [3 companies](#)
 - Microsoft acquired [15 companies](#)
 - Yahoo acquired [6 companies](#).
- Since mid September - none of the three companies acquired another company!**
- If there will be an acquisition made by one of the above - it will be one that will promise market dominance (what we called [BIG SHOTS](#)), one that will "sell" a real need to complete a market dominance.**
- Out of Risk avoidance - local geographical advantage will not be of interest in 2009**

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Top Trends from CES 2009

Ultra-thin TVs | Pico projectors

3D TV and PS3 gaming | Super Storage

Internet in everything | Blu-ray in everything

Windows 7 | Family-friendly media servers

Wireless charging | Touchscreen everywhere

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Cleantech funding will slow significantly

- ❑ **Cleantech funding will slow significantly**
Key players have slowed their funding pace. Expect large, established energy enterprises to support startups
- ❑ **Companies will come under increased pressure to achieve competitive cost economics**
The downturn have made consumers and enterprises increasingly price sensitive and less willing to choose products at a price premium for the sake of “going green.”
- ❑ **Investor interest in energy storage, especially for automotive and grid-scale applications**
- ❑ **Government will play larger role in cleantech, as policymakers around the country increase their support**

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Green Tech Hits the Mainstream



Christopher Null

Tech & Business Journalist

<http://tech.yahoo.com/blogs/null/>

There's a ton of "green" hardware on the market these days -- from bamboo hard drives to solar gadget chargers -- but 2009 should see a substantial focus on environmentalism across the mainstream industry, from decreasing reliance on heavy metals and hazardous chemicals to broader recycling programs.

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With the down economy & shift in the political climate, experts foresee green IT gaining momentum in '09



Ted Samson

Senior Analyst

<http://weblog.infoworld.com/sustainableit/>

No one (experts at a host of organizations) has dismissed the green-tech movement as a mere passing fad. Both economic and political conditions will continue to drive vendors to develop greener wares and organizations across the board to embrace greener practices -- be it in the name of cutting costs, meeting environmental regulations, or simply "doing the right thing."

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Green IT 1.0 = "What does Green IT mean to me?
What can I do individually, professionally, above and beyond recycling at home, to feel like I'm part of the solution?"



Robert Aldrich,

Director of datacenter solutions,
CISCO

1. Green IT in the U.S. market will be replaced by more definable concepts as energy equivalents.
2. The first generation of IP-based energy management applications will be released
3. IT's consumption profiles will start to be measured under new criteria with teleworking and cloud computing as the next "killer apps" replacing virtualization).

Green IT 1.0 = "What does Green IT mean to me? What can I do individually, professionally, above and beyond recycling at home, to feel like I'm part of the solution?"



Subodh Bapat,

Vice President
Sun Microsystem

1. Energy efficiency to reduce watts per compute workload
2. Datacenter blueprints will continue to evolve with aggressive virtualization
3. Power management will be used to throttle down servers (and other IT equipment) when not in use
4. On discussions: Controlling High-temperature datacenters
5. Collaboration through new standards (The Green Grid), best practices, and open tools

Green IT 1.0 = "What does Green IT mean to me? What can I do individually, professionally, above and beyond recycling at home, to feel like I'm part of the solution?"



Lewis Curtis

Infrastructure Architect
Microsoft

1. IT leaders will need to become more cognizant with environmental regulations and work to form productive, environmentally sustainable strategies for their organizations.
2. Economic downturn will greatly impact green IT investments. Environmental sustainability projects moved to the front of the line: virtualization and consolidation. Projects that increase costs of organizations (eg: e-waste projects) will be delayed.
3. 2009 will be the year of the green developer.
4. In 2009, competition will increase for the green cloud.

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Energy efficiency in the datacenter will continue to be a big focus for IT departments.

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Dr. Albert Esser

VP datacenter infrastructure

DELL

Industry standards
Productivity
Virtualization
Smart cooling
IT productivity

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Energy efficiency in the datacenter will continue to be a big focus for IT departments.



Will Swope

VP Corporate Sustainability Group
Intel

Pressure on IT to reduce operating costs, more efficient datacenters.

Beyond removing toxins from consumer electronics materials, we need (to find) solution that mitigates dumping overseas and encourages reuse and recycling

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This coming year, economic and budgetary concerns will impact the datacenter



Steve Sams

VP site and facilities services

IBM

Extending the life of their datacenter - rationalizing end-to-end datacenter infrastructure, and utilizing modular/scalable approaches

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when done correctly, sustainability
is creating savings not adding expenses



Doug Washburn

Analyst

Forrester Research

1. Expect the PC environment to steal much of the green IT spotlight away from the datacenter. Expect IT to pursue PC power management best practices and invest in software to assist.
2. Expect the traditional definition of green IT to be refined. Technology as an enabler of the "Green Enterprise."

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Did You Know ??

‘Dark Knight’ Popularity Indicates Recession

Read More [Here](#)

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