



**Tomorrow's Potential,
Shaped by Information Technology Today**
Diane Bryant, Intel Vice President and CIO



Accelerating Pace of Technology



**The Role of IT is to
Extract the Value from
the Pace of Innovation**



How IT Creates Value



But Many Challenges

- Increased Security Threats
- Consumerization
- Extreme Mobility
- Speed of Business
- Changing Workforce
- Budget Tension



A Look At Key Evolutionary Trends for IT...

**...What the Future
Will Look Like**



Client Computing

Device Independent Computing



Mobility and Multiple Devices

Tomorrow



Today

Single Device, Connected within Workplace



Yesterday



Collaboration

Integrated
Collaboration Solution

Add IM, Blogs,
Wikis, Video
LiveMeeting



Tomorrow

Phone, Email,
Meetings



planetblue

Today



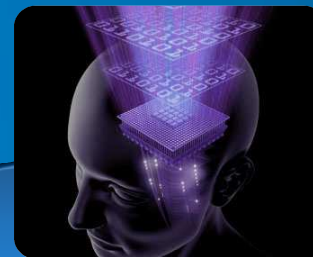
Yesterday



Information Delivery

Context Aware with
Predictive Analytics

Automation with
Business
Intelligence



Tomorrow

Manual, Ad-hoc



Today

Country	Sales
United States	7593
United Kingdom	4559
France	4595
Germany	3833
Spain	8736
Italy	5239
Greece	38292

Yesterday



Compute

Cloud Computing

Virtualization
for Efficiency

Single Application
per Server

Yesterday

Today

Tomorrow



Enterprise Security

People & Data
Perimeter



Mobile Extended
Perimeter



Walls for
Protection



Tomorrow

Today

Yesterday



Lessons for IT to Harvest the Value

- Know the Business
- Strong Partnerships
- Rapidly Deliver & Iterate
- Design for Usability
- Pipeline of Innovation
- Business Value Driven



How IT Creates Value



Information Technology Fueling Tomorrow's Potential



