



Mobile Cloud

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Mobile Cloud

-  **Mobile Clouds !**
-  **Clouds are here !**
-  **Cloud seeding ! Who will do that?**
-  **It's raining !**

Clouds are already here !



“Disconnected” Retail Experience Today



- 1 John walks into a shopping mall to buy wine for a special event
- 2 Having shopped earlier at City Sliquor, John picks up his favorite wine
- 3 John doesn't have the coupon, pays by credit card, & forgets the retail experience

- 1 City Sliquor is unaware of John's presence and context
- 2 At the check-out counter, City Sliquor offers to redeem promotional coupon
- 3 Merchant is left wondering why the promotional items are not moving

What is Missing in Today's Retail Experience ?



- Insight into individual consumer's context
- Targeted and personalized offers in real time
- Delivering a seamless in-store experience
- Ability to connect to the ecosystem

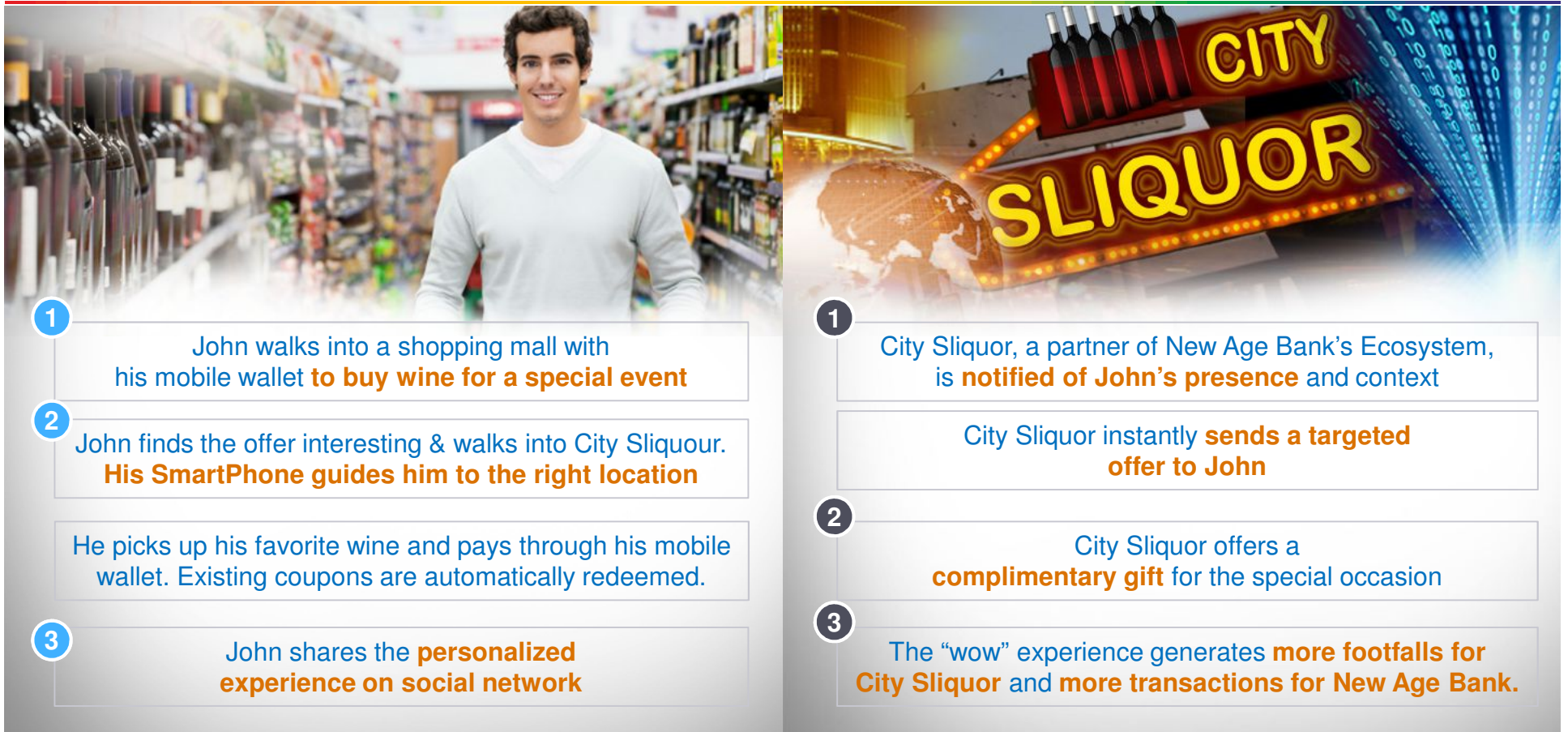


- Leveraging customer insights - current context and historical patterns
- Support for multi-channel payment models
- Connecting consumers and merchants through multiple channels



- Comprehensive anytime, anyplace experience
- Simplified and integrated retail experience
- Contextual and personalized experience

“Connected” Retail Experience of Tomorrow



Who are the

en

To

Map Service Providers
(eg: Google, Nokia)

Coupon / Registry Service Providers
(eg: Groupon, yowza, Wishpot, MyRegistry),

Location Service Providers
(eg: AT&T, Verizon)

Online Advertising Service Providers
(eg: Ad In)

Core Mobile

Retail Experience Enabling Platform

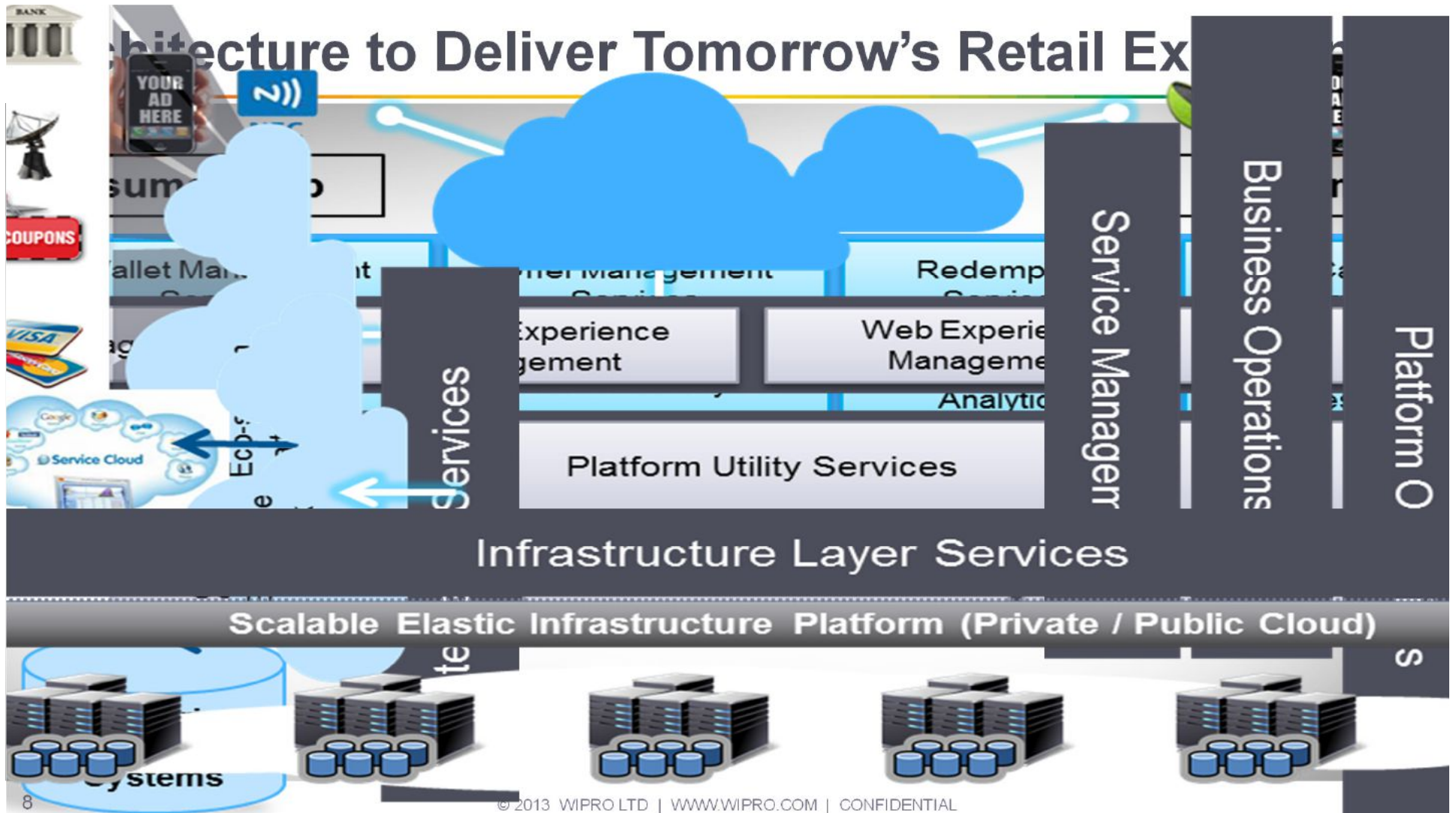
Collaboration Service Providers
(eg: Google, Facebook)

Payment Processors
(eg: Vantiv, Fiserv)

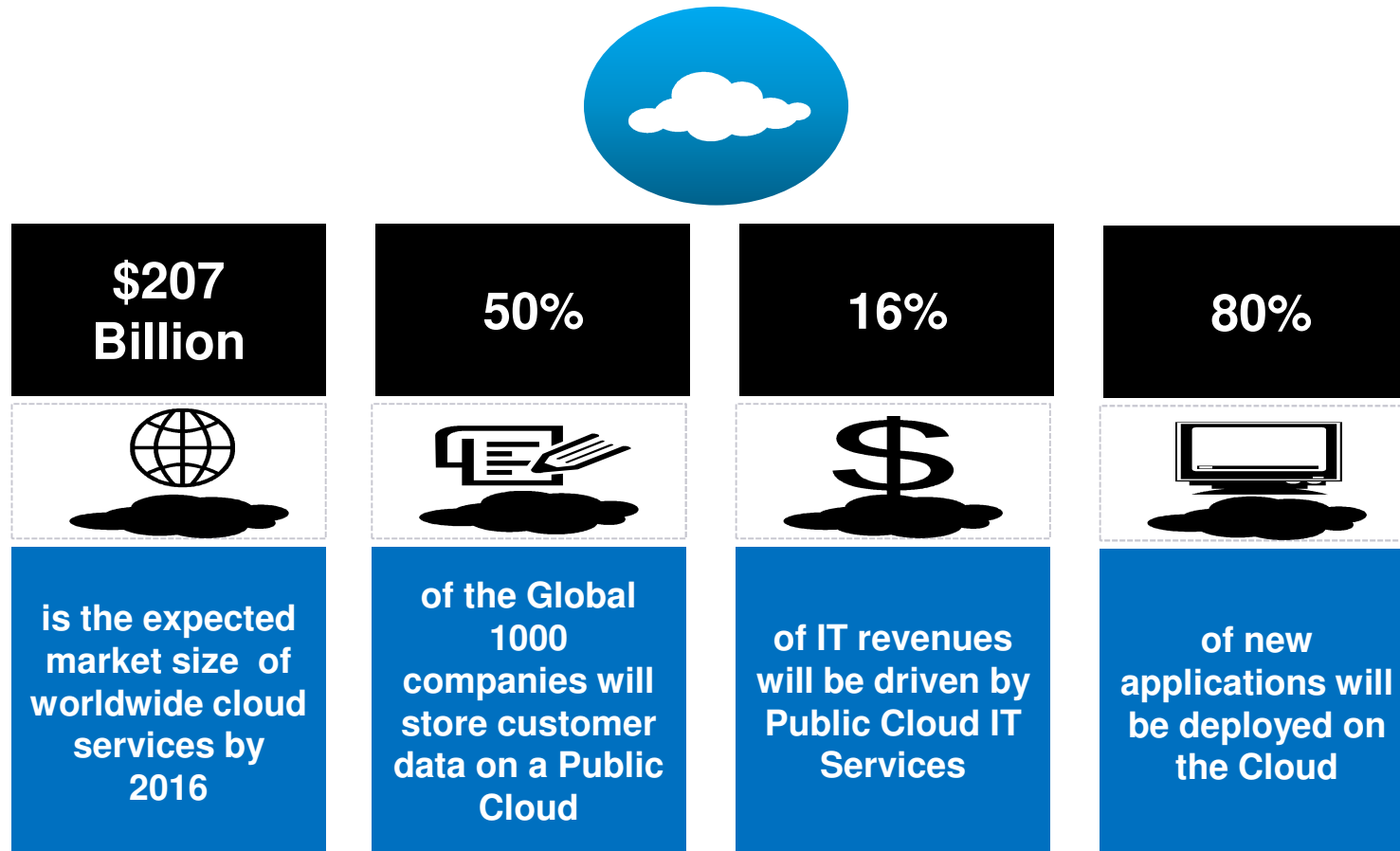
Retail

Retail

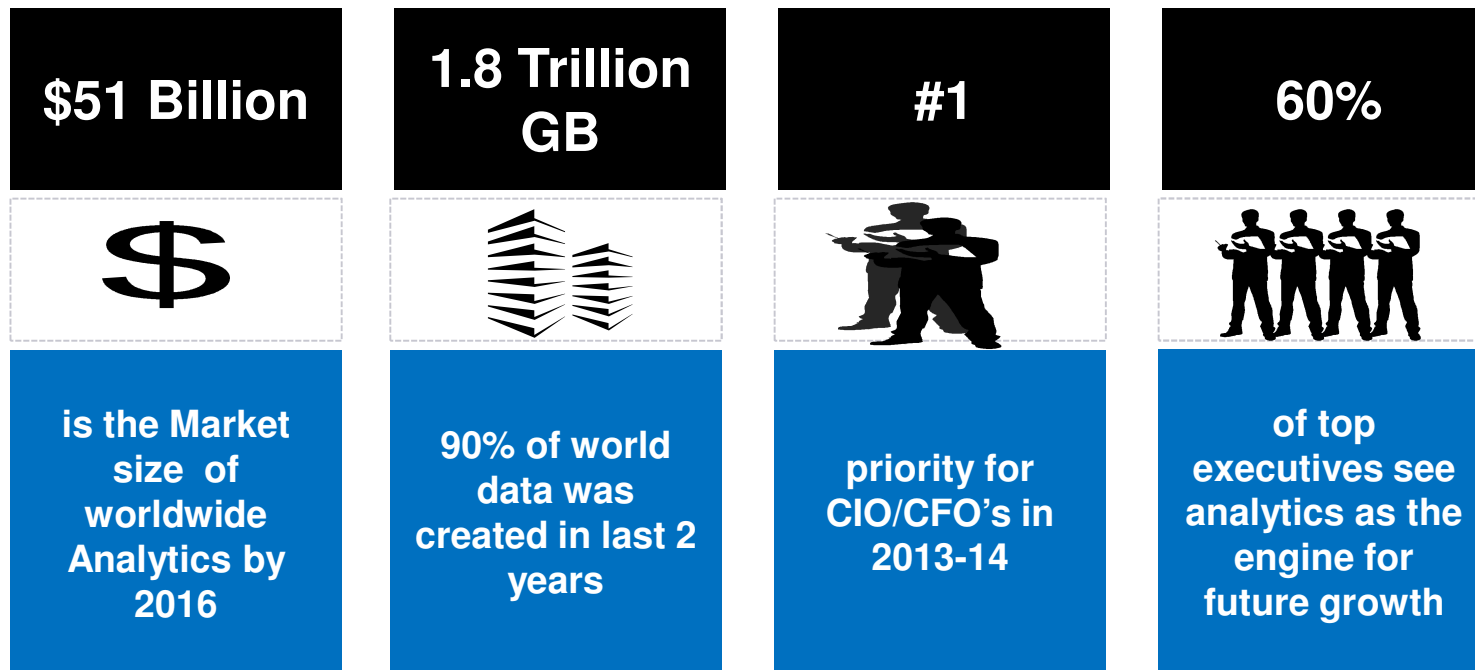
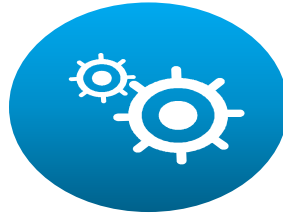
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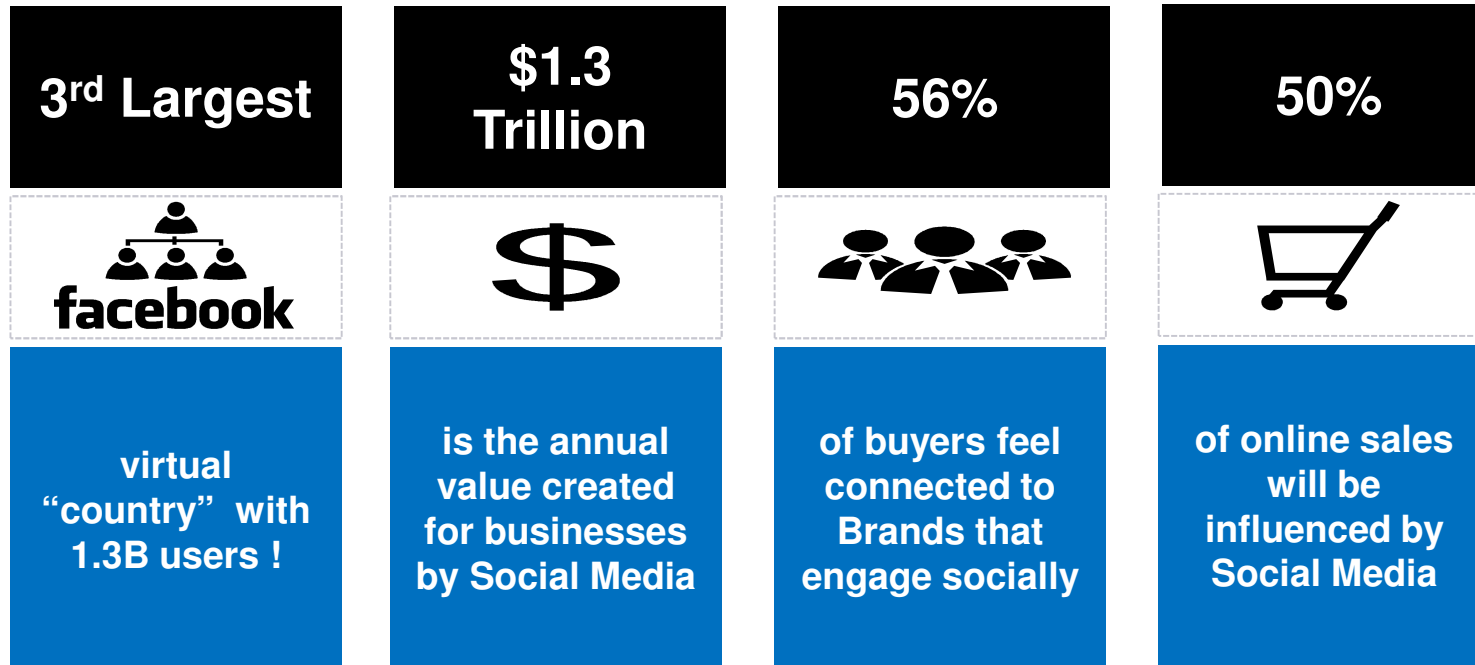
Cloud technologies will constitute the foundational platform for business collaboration ...



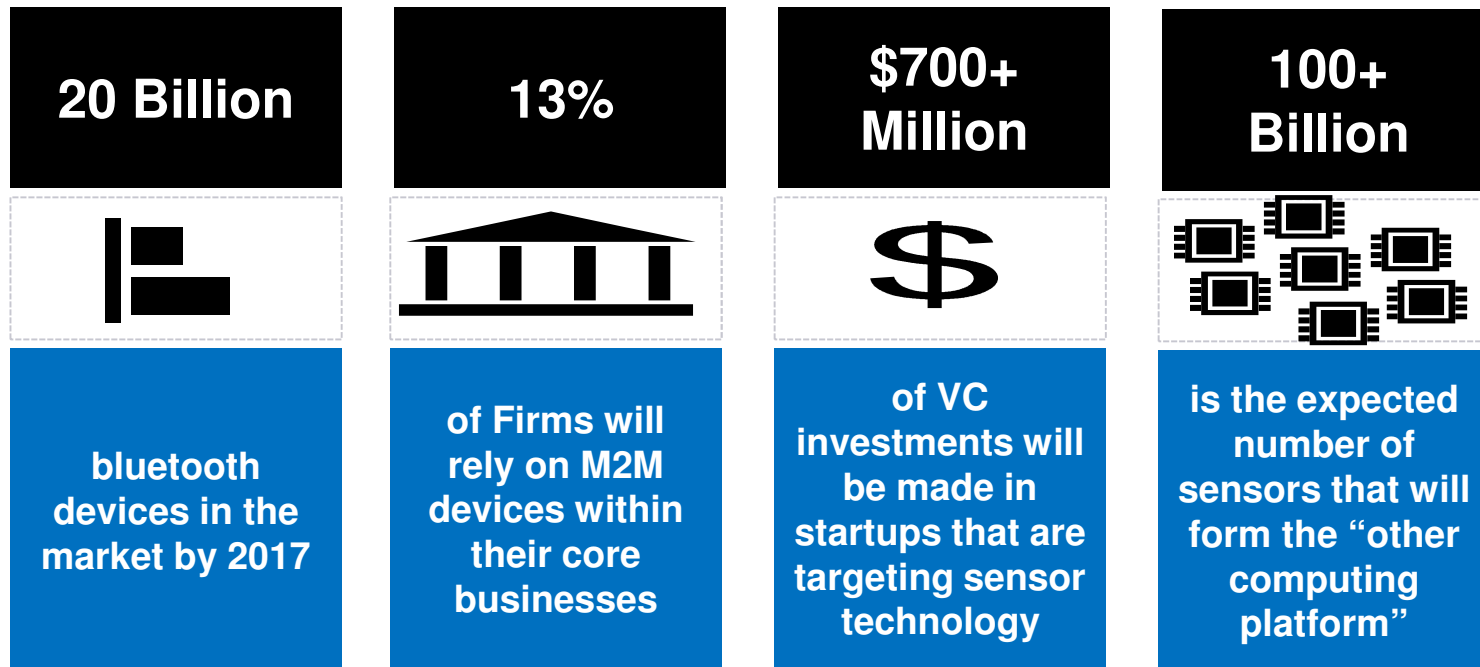
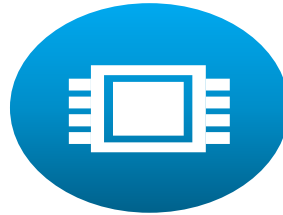
... while **analytics** will open new avenues for growth by uncovering unmet customer needs ...



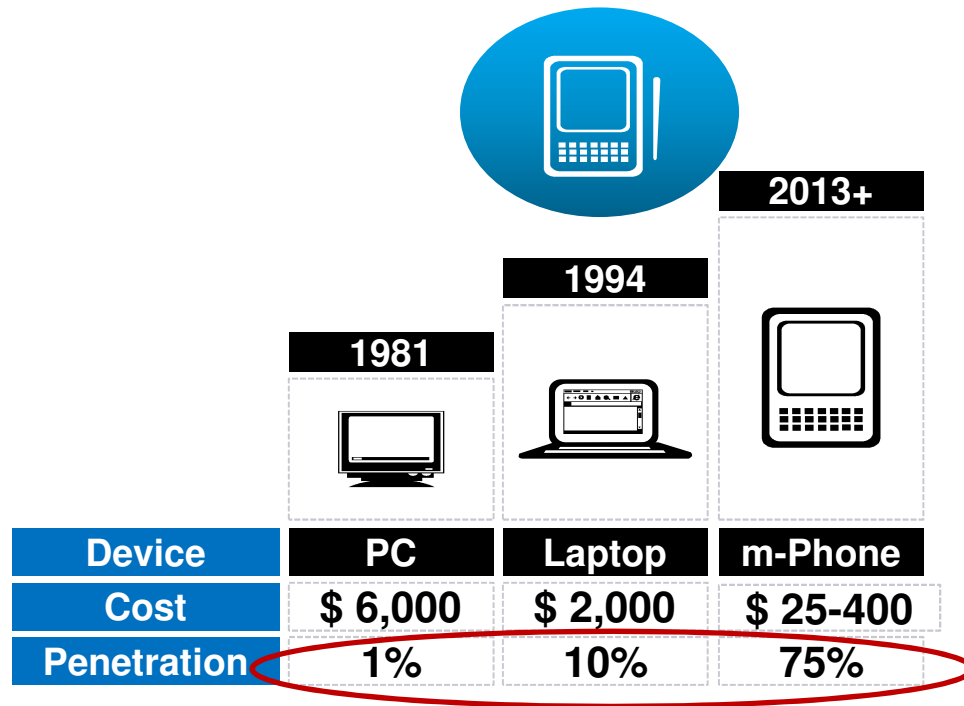
... **social** connectivity will become a business necessity for conducting effective e-Commerce ...



... even as interconnected smart **sensors** become ubiquitous and generate tremendous amounts of data



Over the last decade, advances in **mobility** have enabled rapid growth in global connectivity ...



Wide Wireless Coverage

\$50 Billion
 apps downloaded in 2013
 \$20 Billion
 is the projected 2015 mobile advertising revenue
 \$12 Billion
 Mobile Web users
 \$11.9 Billion
 48% projected 2015 mobile commerce revenue
 1.2 Billion
 revenue spent on Social Networking is
 79% of the world's population has access to 3G
 through the Mobile Web
 159 of people use phones for shopping-related activities
 countries support 3G

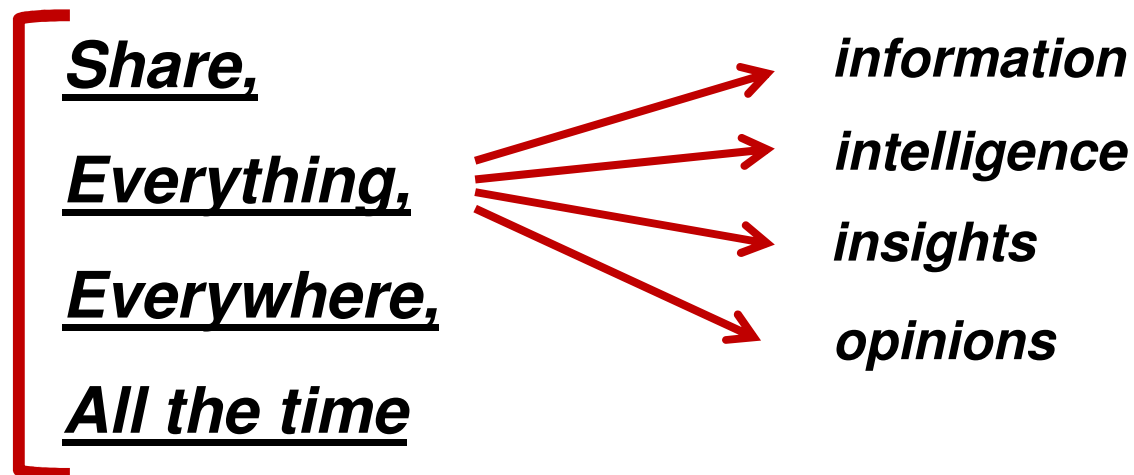
Source: Gartner, Yankee, ABI Research, ITU, mobiThinking

... but we have barely scratched the surface when it comes down to how business is done!

So what is different this time around?



Together, these have the power to disrupt !



It's impossible to delink mobility and cloud

- By 2017, digital services will account for 15% of leading CSPs' mobile revenue.
- By 2017, connected cars and homes will become the top new device form factors driving new CSP services.
- By 2017, digital services will account for 15% of leading CSPs' mobile revenue.
- By 2018, the percentage of off-network corporate data traffic will grow to approximately 25%, driven by the growing adoption of mobile devices (80% of employees will use mobile devices) and SaaS applications.



The priorities!

2014 Top 10 Telecom Predictions

1. Cloud channels redesigned
2. Value creation with B2B2C solutions
3. New frontiers with role based selling
4. Software based IT to support innovation
5. Big data is monetization's best friend
6. The new appcessories opportunities
7. Eyeing the xCommerce marketplace
8. Revolutionizing business models with IoT
9. Death of BYOD to enterprise
10. Smart connected devices reinvention

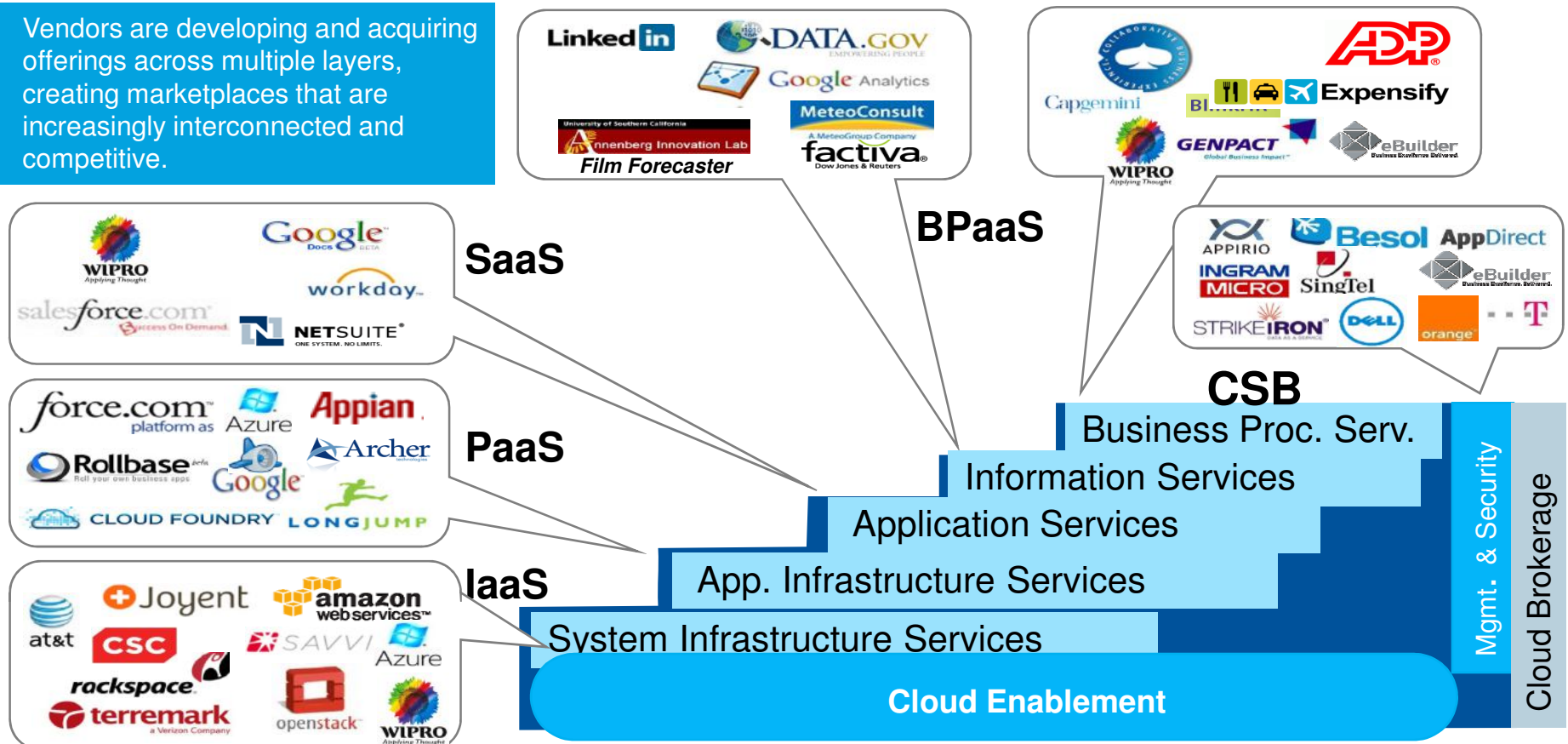


Cloud seeding- Who will bell the cat?



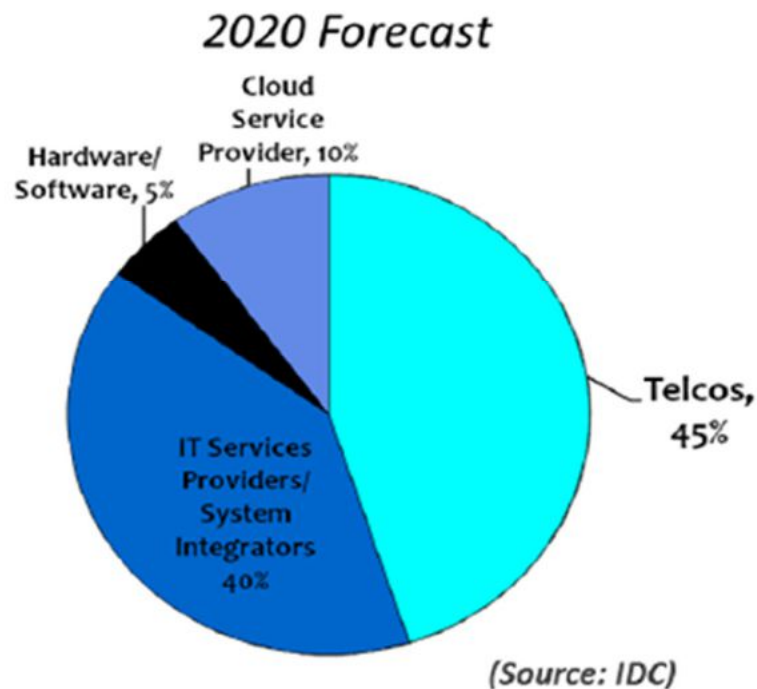
Evolution Continues Up the Layers of the Cloud Services Landscape

Vendors are developing and acquiring offerings across multiple layers, creating marketplaces that are increasingly interconnected and competitive.



Telco's as cloud brokers

Cloud Distribution Market Share



CSB Market Share Predictions

- By 2015, 40% of all cloud services will be distributed through CSBs (Source: Gartner)
- Telcos will provide 45% of cloud distribution by 2020 (Source: IDC)
- Distributors and System Integrators will distribute 40% (Source: IDC)
- By 2015, CSBs will be the largest growth category (>\$100 Billion) in cloud computing (Source: Gartner)

It's raining !





Thank You

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