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A technology does not a business model make.

Jeffrey A. "jam" McGuire
EASA Safety Conference, Bratislava, 2016

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Freedom to Innovate

Global organizations use the Acquia Platform to build world-class digital experiences that deliver transformative business results.

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Jeffrey A. "jam" McGuire, Evangelist, Acquia

A technology does not a business model make.

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Outline

Innovators & Incumbents

We can all innovate!

Three questions about innovation

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Innovators v Incumbents

Amazon v Incumbents - web hosting & services

Amazon	Incumbents
pay-by-hour / consumption-based pricing	rent-a-server, pay up front
low margins (cut on a regular basis)	margins higher to support this model
agile	tied to infrastructure
personalized	

Acquia v Adobe - Web CMS & digital marketing/transformation

Acquia	Adobe
cloud-native	on-premise now moving to subscription model
open source innovation & community	no open source

Uber v Taxi services personal public transport

Uber

on-demand, data-driven, personalized
benefit drivers and riders
no infrastructure costs
challenge for regulators, norms, and incumbents

Taxis

Taxi services face greater legal compliance requirements, insurance, setup, and other costs

AirBnB v The Hotel Industry - Accommodation

AirBnB

near zero marginal cost for new inventory
marketplace between hosts and guests
challenge for regulators, norms, and incumbents

Hotels

has to deal with developing, building and maintaining physical infrastructure,
often faces more regulation

Open Source v Proprietary Software

Proprietary	**Open Source**
IT costs / Personnel	IT costs / Personnel
Hosting / Infrastructure / Bandwidth	Hosting / Infrastructure /Bandwidth
SLA Support	SLA Support
Design	Design
Features: Vendor roadmap	Features: What you need
Features: Vendor release cycle	Features: When you need it / Cutting edge
Vendor lock-in	1000s of vendors
Buy back your data (?)	You own your data
Licensing fees - One time / Recurring €€€	**Licensing fees - € 0.00**
-	- Build better, not cheaper. - Invest: what/when you need - Features, training, vision, staff ...

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“Users generally have a much more accurate and detailed model of their needs than manufacturers have …”

Democratizing Innovation, Eric von Hipple, 2005

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=712763

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We can all innovate!

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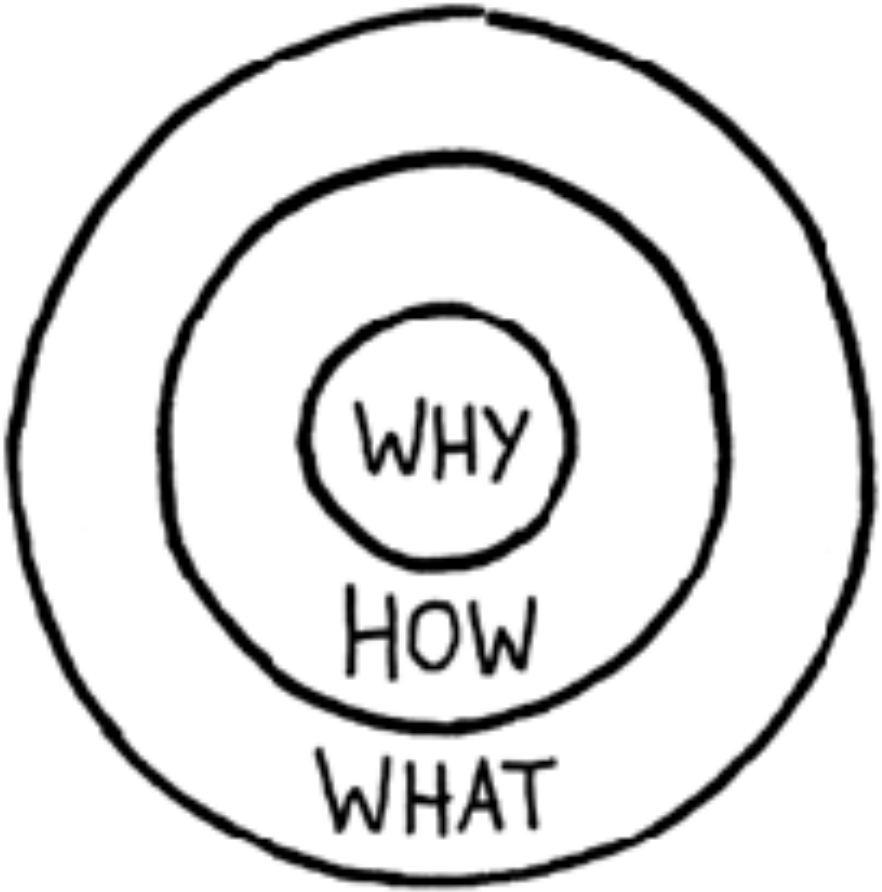
“The Golden Circle”

Simon Sinek

TEDx 2009:“How Great Leaders Inspire Action”

https://goo.gl/S8KNUx

Book: “Start With Why”



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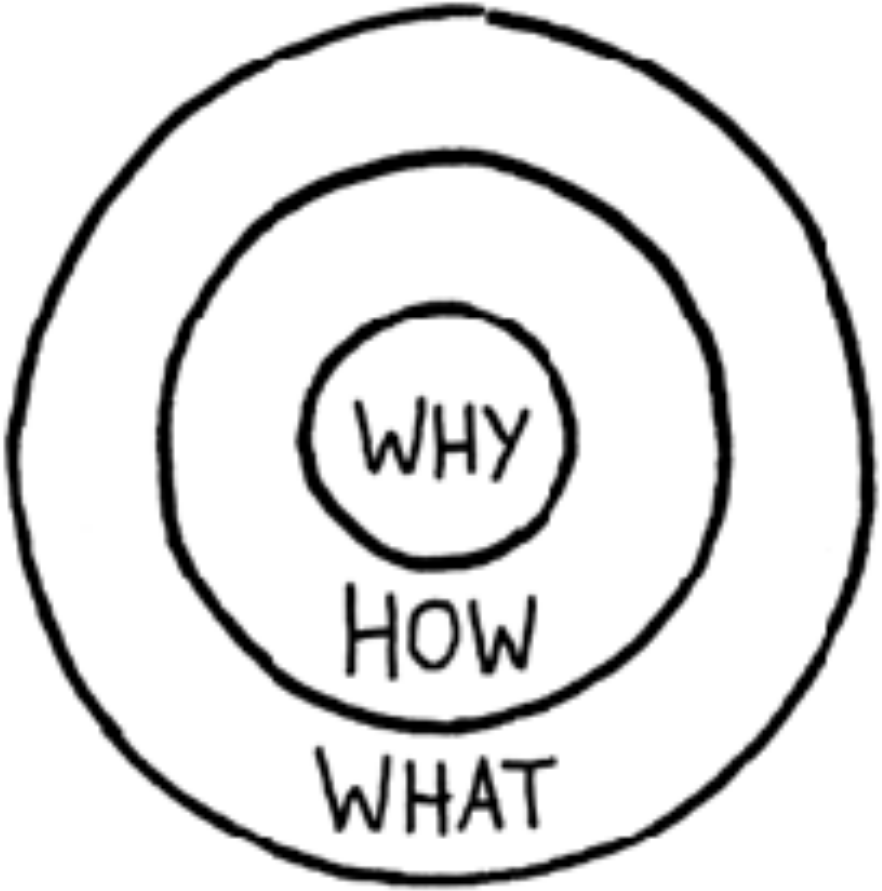
Doing the Golden Circle Wrong

Not knowing “The Why” ...



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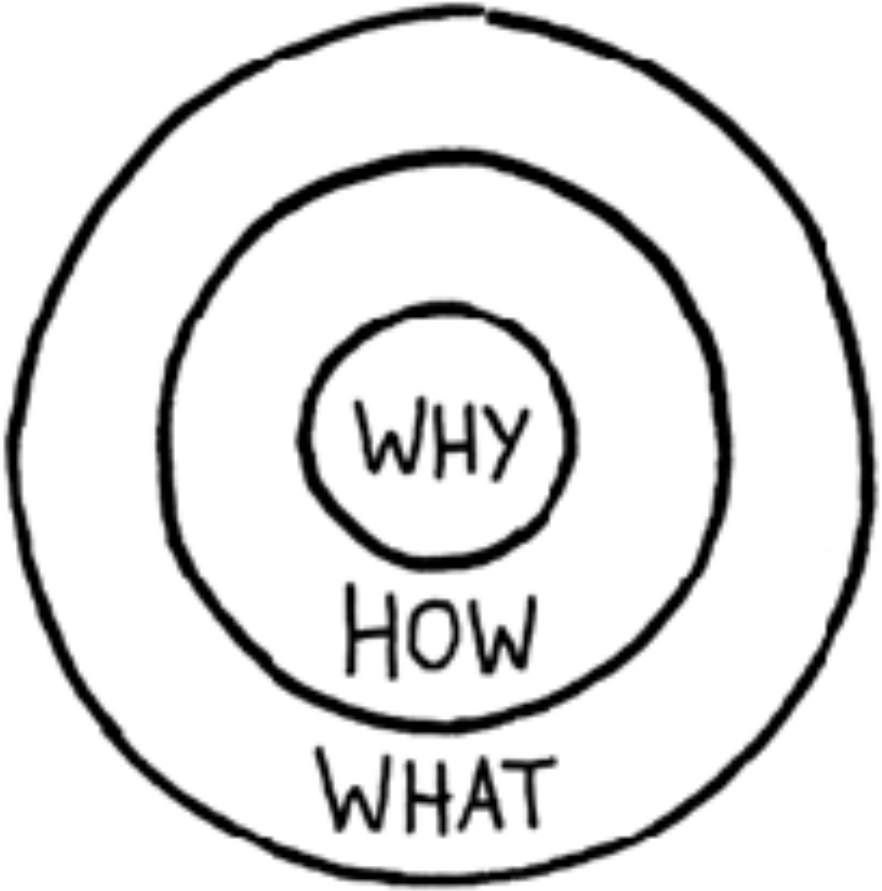
Doing the Golden Circle Right



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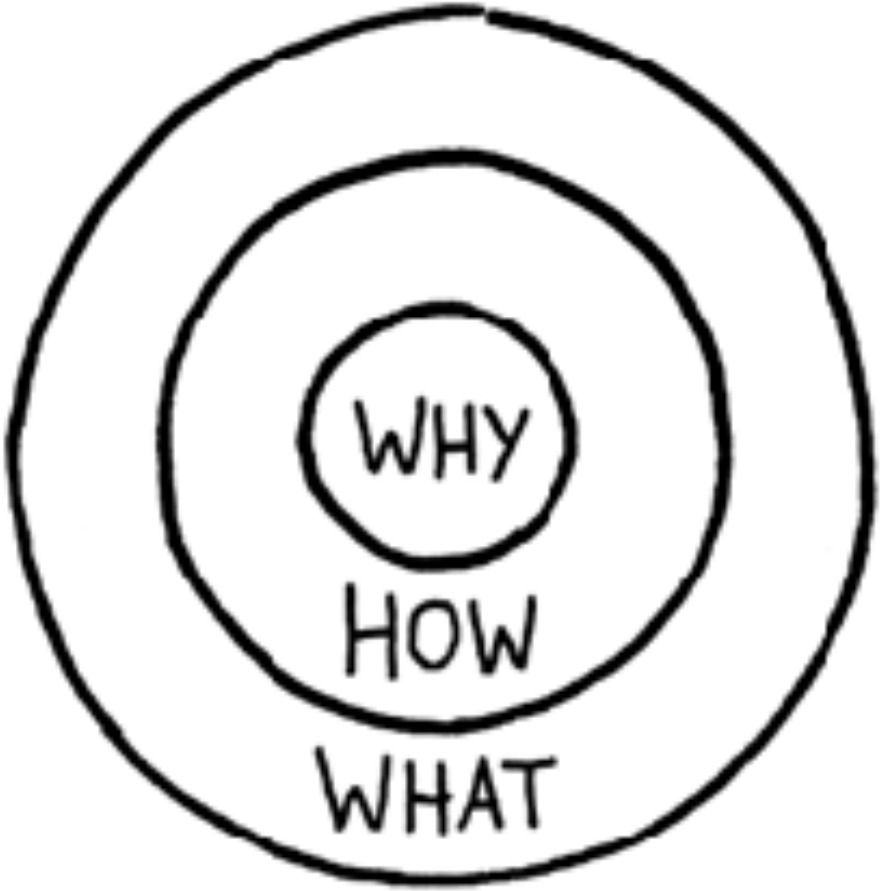

Why?

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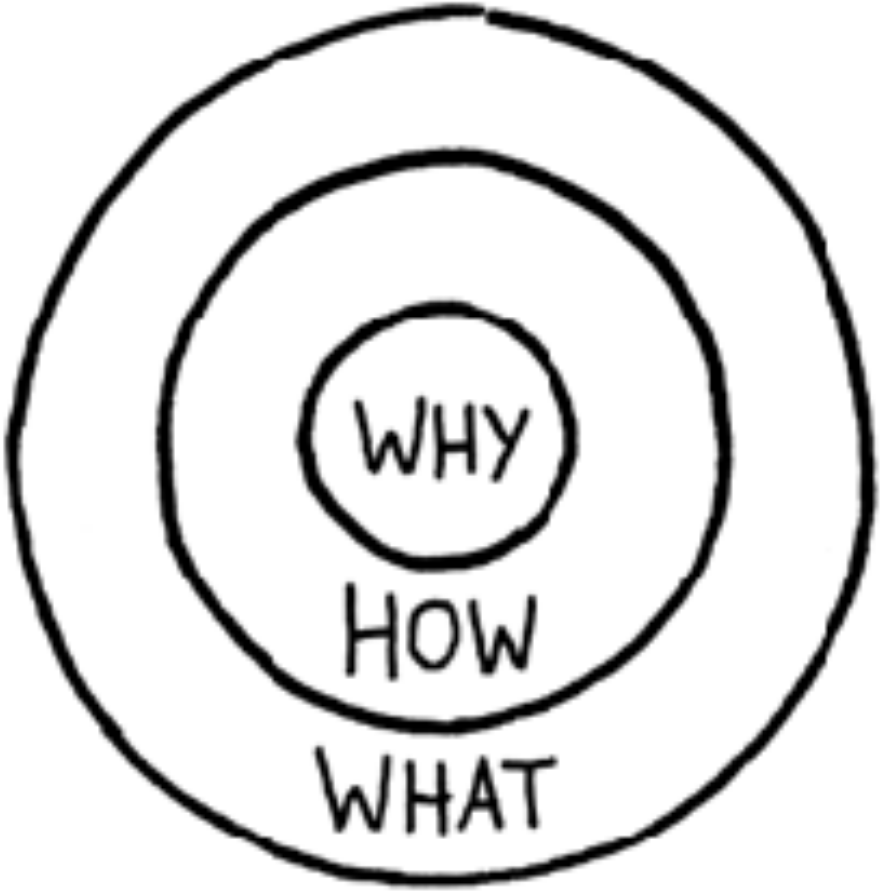
How?



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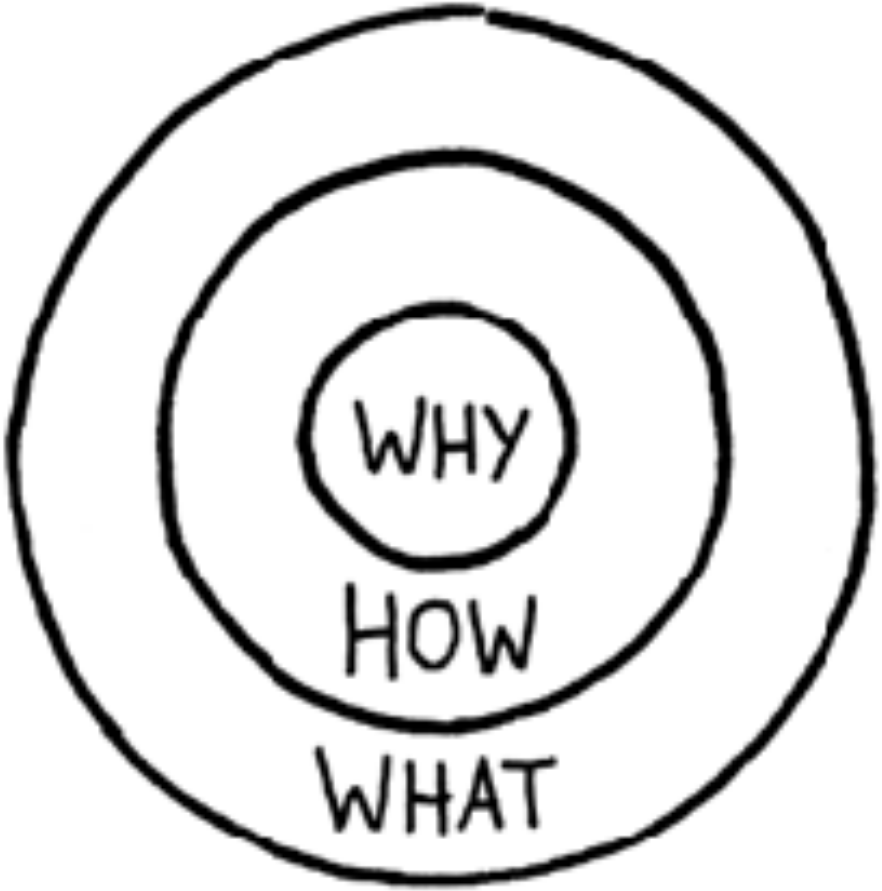
How?

1. More personalized
2. Closed-Loop
3. Asset Sharing
4. Usage-Based Pricing
5. More Collaborative Ecosystem
6. Agile and Adaptive



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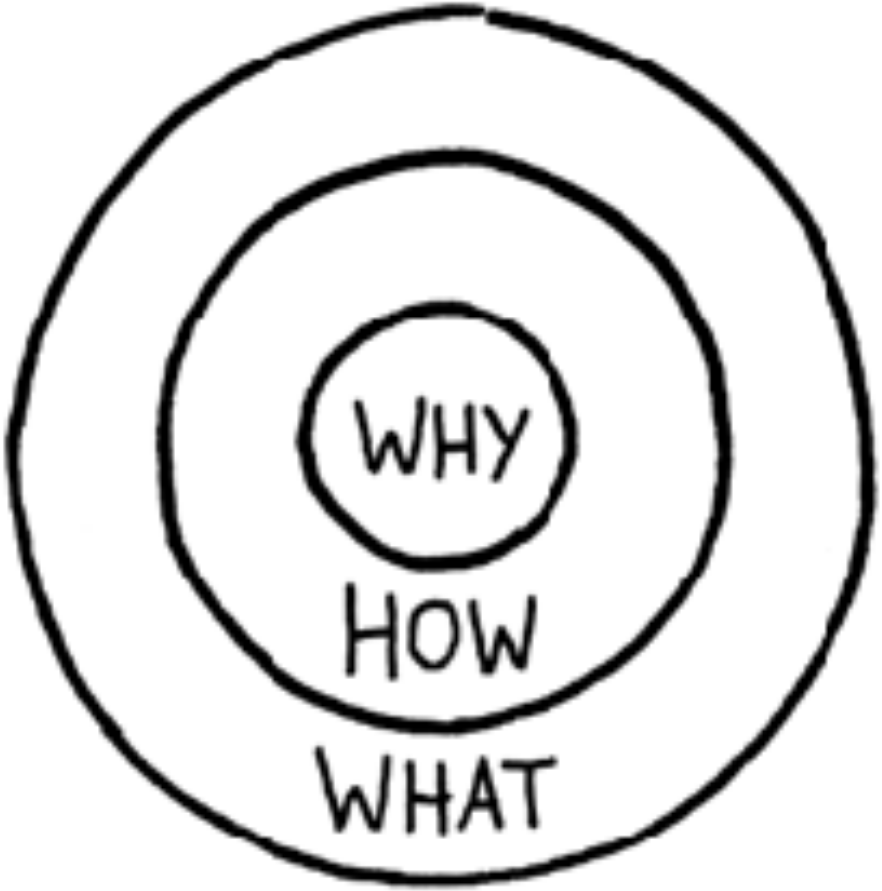

What?

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EASA: Three Questions about Innovation

How does the web industry keep up with constant innovation?

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What challenges are more conventional industries facing around innovation?

DEFENDANTS SHOULD HAVE THE RIGHT TO INSPECT THE SOFTWARE CODE USED TO CONVICT THEM

Slate

future tense | THE CITIZEN'S GUIDE TO THE FUTURE | OCT. 6 2015 12:28 PM

Convicted by Code

By Rebecca Wexler

2.2k 44

Defendants don't always have the ability to inspect the code that could help convict them.

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Mercedes autonomous cars will protect occupants before pedestrians

11 Oct, 2016 4:27pm | Michael Taylor

FACEBOOK TWITTER GOOGLE+ @

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Are new technologies and new business models creating more value?

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A technology (still) does not a business model make.

Recap

Innovators & Incumbents

We can all innovate!

Three questions about innovation

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Thank you!

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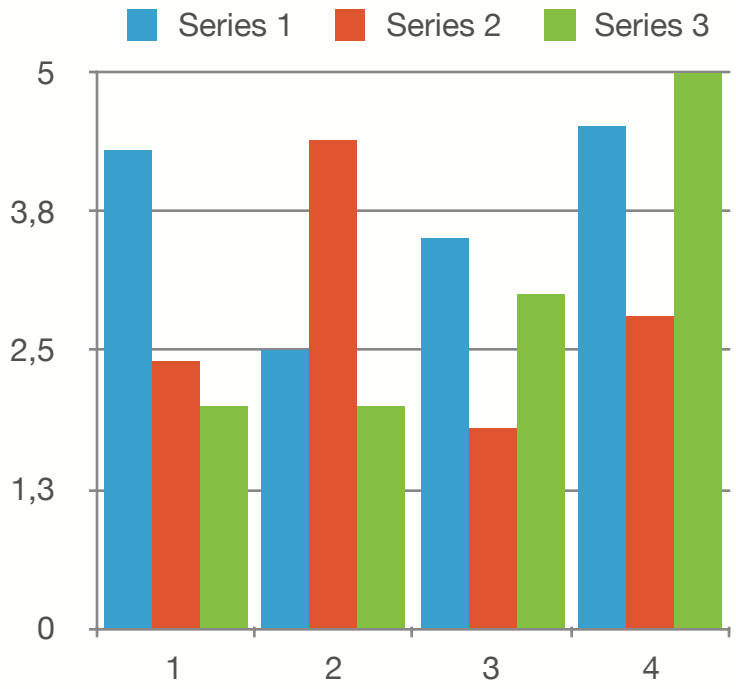

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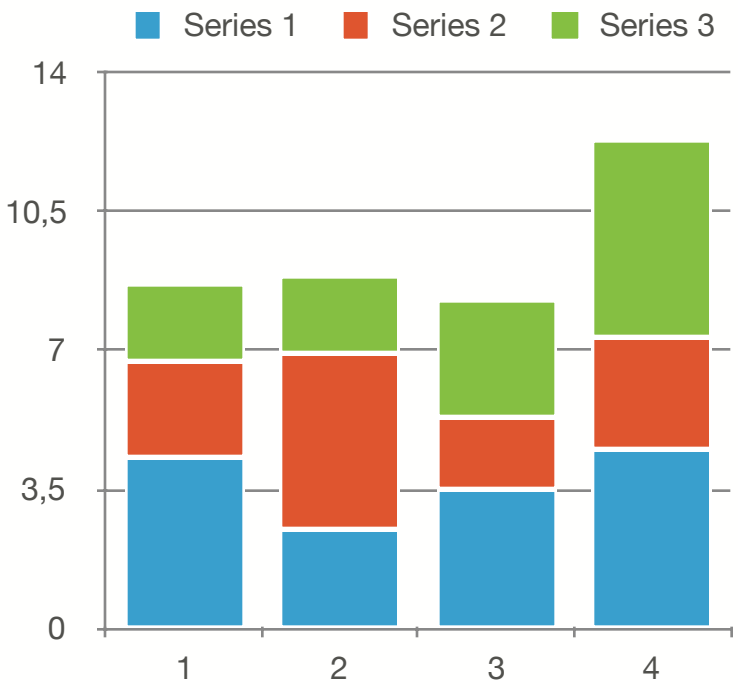

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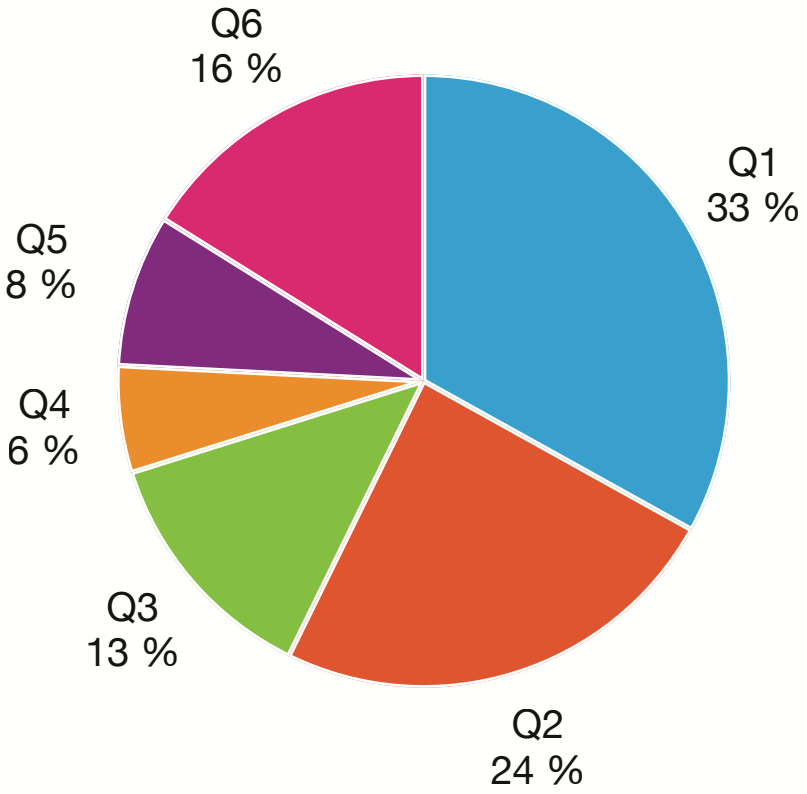

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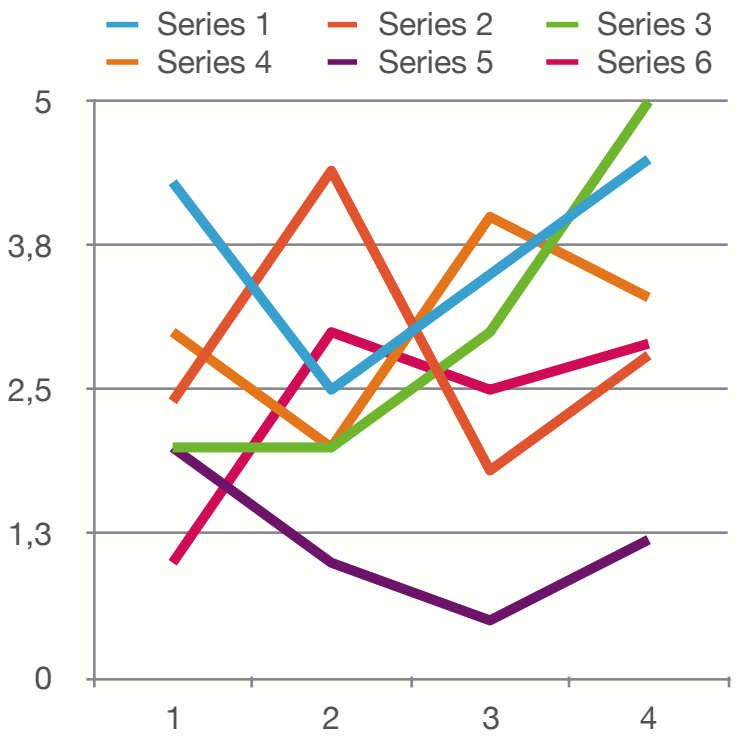

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