

Innovation and Change

It's an IT-centric world

STEADY ADVANCES IN COMPUTING SPEED AND storage capacity have given us everyday technology that we can't live without. These devices, products and services-PDAs, GPS systems, Apple's iPod and iTunes, on-demand TV, etc.—make life more convenient and pleasant but leave us ever more dependent on technology. Our home and work lives now revolve around the Internet, broadband communications, mobile devices and collaborative computing: It's become an IT-centric world.

Amazingly, the cornucopia of products and services we enjoy will continue to grow exponentially. Consider how rapidly technology has spread during our lifetimes. In 1983 there were 400 servers; today there are more than 500 million. In 1967 at the dawn of the Internet only 4 networks existed; now there are 500 million. There were approximately 1,000 Internet users in 1984; today the number is 1.3 billion, says Google CEO Eric Schmidt, and growing by 200 million annually. Google searches have grown from 2.7 billion/month in 2006 to 31 billion/month today. The first commercial text message was sent in 1992; Americans now send 1.6 billion text messages a day, out of a daily worldwide total that exceeds the population of the planet.

Next, consider how quickly consumers are embracing and demanding new IT-centric products and services. To reach a market audience of 50 million people it took radio 38 years, television 13 years, Internet 4 years, iPod 3 years and Facebook 2 years. An estimated 4 exabytes (4 x 10¹⁸) of unique infor-

mation was generated in 2008, more content than was created in the previous 5,000 years. In Japan 81% of users access the Internet via a mobile device. Fiber optic technology has been tested that moves 14 trillion bits/second, the equivalent of 210 million phone calls. No matter how it touches our lives, technology is creating unlimited possibilities.

As ubiquitous IT and exponential technological advances spawn new industries, companies are forced to become much more nimble. Google's Schmidt believes that IT-savvy consumers enabled by cloud computing (virtual computing

services provided through the Internet) are driving innovation faster than many companies can respond. But technology helps businesses, too.

Progressive companies are using the Internet to inform their decision making. Nimble IT-centric competitors like Best Buy solicit customer impressions of trial products or services and get immediate feedback that consequently

compresses product development cycles. By embracing IT to provide more satisfactory customer interactions, Best Buy became more responsive to its customers than Circuit City, for which IT was merely infrastructure.

Celera Partners has extensively researched the best companies for an IT-centric world. We know the progressive CIOs that can harness accelerating technology. Celera's domain expertise can help your company successfully enable global IT transformation and integration initiatives. Please contact us to explore how we can put our knowledge to work for you.



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