

Explosive growth in Social Networking



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PID#

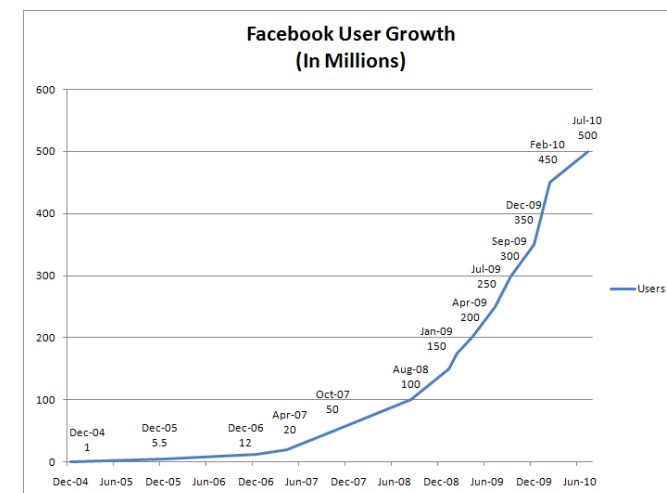
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We are Social animals.....

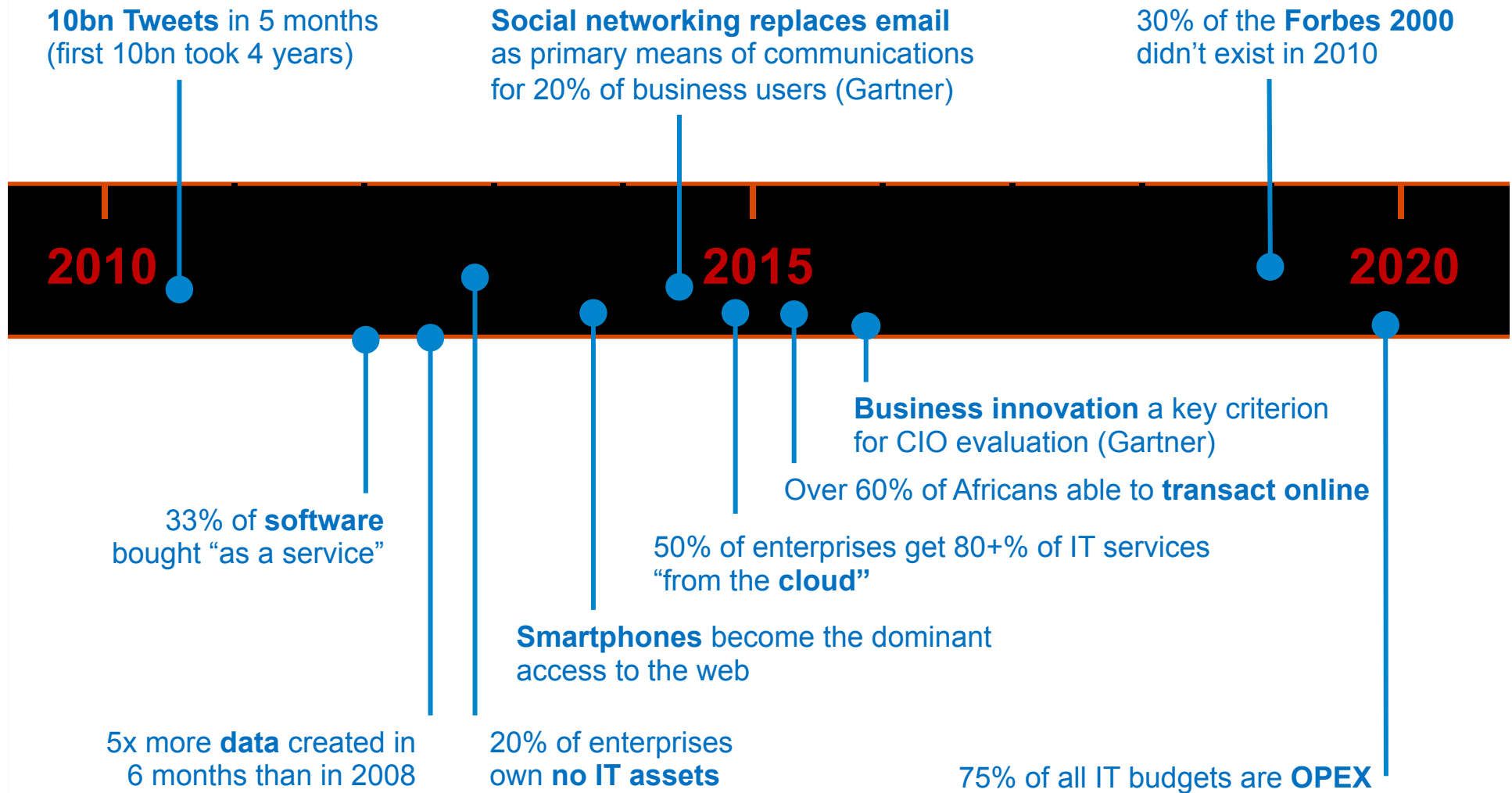


- 800 Millions Users
- 400 Million active Daily
- 190 Countries
- Every user connected to 80 community pages
- 3rd largest “country” in world
- 500% growth
- 300,000 users help translate the site
- 350 million users access through their mobile
- Network traffic from social overtook traffic from search in 2010





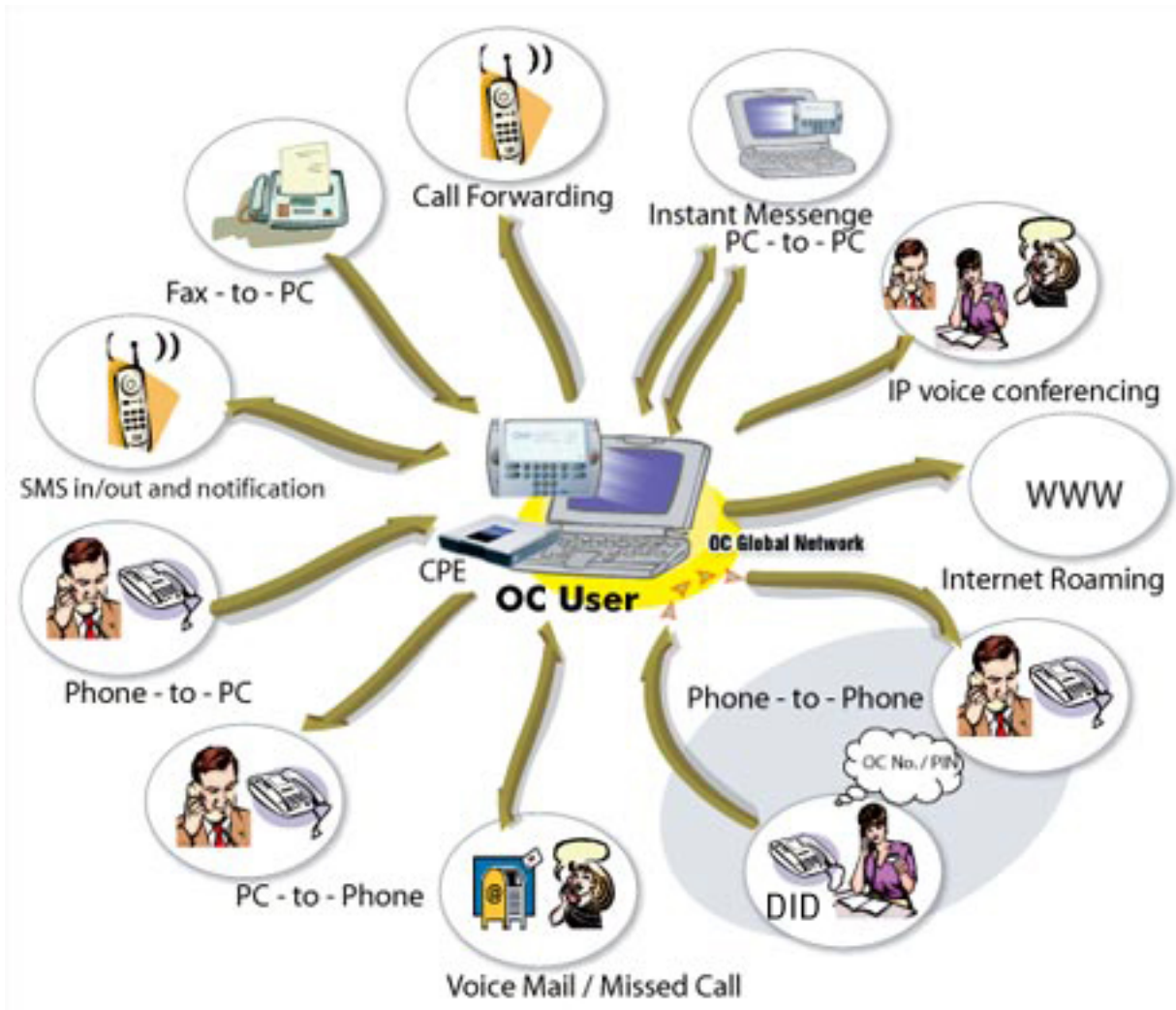
The pace of change is accelerating



<http://www.youtube.com/watch?v=3SuNx0UrnEo&feature=related>



Ways to communicate





Many social facets to Identity



- **Social is a human habit**
- **Through richer communications IT is becoming more human**
- **Identity will become less technical more human**
- **People will own their identity**
- **We can calculate our confidence levels but not that you are YOU.**
- **Changes are forcing us to re-think; ownership, risk, responsibility.**



The rise of the “one”

- **We are individuals and embrace change**
- **We’ll challenge rules that we think are pointless**
- **We won’t let distance get in the way of progress**
- **We want to use the devices, tools and apps we like**
- **We’ll choose an employer that helps us fulfil our potential**





Collaboration & Omnichannel enables... “the digital journey”

Identify customer location & send targeted loyalty promo to smartphone

Digital signage shows personalized content for customer

Personal shopper e-messaged to greet customer

iPad shows special assortment for customer review + promo pricing

Mobile payment & loyalty at POS





role of government
supra-national regulation

increasing competition

offshoring
cloud

ubiquitous connectivity

ethical buying behaviour

pay as you go convergence

waste compliance federation

credit labour mobility globalisation on demand

work shifting data explosion

context-aware trade deals energy costs deficit reduction cultural melt

new middle class mobility fragmentation community

social networking deregulation
sourcing

emerging markets collaboration **CSR**
work/life balance hyper-competition

as a service growing regulation smart-grid new models

scarcity of capex **IT consumerisation**

(lack of) confidence pattern-based computing

virtualisation carbon pricing balance of power



Thank You