The Crossroads: Global Trade & Technology

www.bostonstrategies.com
(1) (781) 250-8150
Agenda

- Data Explosion
- Global Trade
- The IT Imperative
- What it Means for You
Data Explosion
Explosion of IT Platforms and Concepts

- ASCII
- B2B
- B2C
- BOI
- CAD
- CIO
- CPC
- CPP
- CTO
- CTR
- EDI
- HTM/HTML
- ISP
- ISS
- KM
- MIME
- MRP
- POP
- POS
- Point Of Sale
- ROI
- XBRL

- Chat
- Client
- DNS
- Domain
- FTP
- Gateway
- Hypertext
- Internet
- MultiMedia
- OPAC
- Packet
- Port
- PPP
- Protocol
- Router
- Server
- Signature
- SPAM
- TCP
- Telnet
- Trojan Horse
- WWW

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Data changing our world

- Innovation from outside
- Collaborative selling
- Supply networks
- Standardized subassemblies

“We’re moving towards a world where operations are network-centric. There used to be vertical silos, [but in the future we’ll] have horizontal businesses that can integrate with each other.”

- Stephen Miles, MIT
Information = value

Market Capitalization by Type of Asset
IT sustaining global economic growth

Growth With and Without Information Technology

Source: Economist Intelligence Unit, Boston Strategies International
Global Trade
Asian Import Boom

U.S. Imports

Sources: EIU WorldData
Asian Traffic Growth Compounding

Sales Forecast by Geographic Area

Assumes current growth rates

Source: HSBC, Datamonitor, Baird
The IT Imperative
To Handle Trade

- Launching More New Products Faster
  - Launching New Products More Frequently
  - Launching New Products Faster
- Delivering Better Service
  - Customizing product and service delivery
- Increasing Margins: Rapid, Flexible Response
  - Rapid Response
  - Postponement
  - Dynamic Pricing
To Reduce Cost of Long Supply Chains

- Lean manufacturing
- Lean inventory management
- Supplier partnering
- Cross-docking and fleet rationalization
What it Means for You
One-Time Opportunity

- **Investors**
  - Logistics sector

- **Manufacturers and service industries**
  - Asian sourcing and outsourcing

- **IT vendors: transportation=communication**
  - Mobile Solutions
  - Advanced IP Telephony
  - Communications Equipment
  - VPN Security
  - Fast Voice Technology
  - Interactive Voice Response
  - Call Center Hardware and Software
  - Converged Infrastructure
  - Intelligent System and Network Management
Plan Ahead, Profit from the Opportunity

- **Speed benefits**
  - Faster NPD cycle time

- **Scale benefits**
  - Bigger and bigger

- **Winner takes all**
  - Losers get bought or sold

- **Many mega-trends are in fact predictable long in advance (demographics, globalization), but most are slow to adapt. Be on top by thinking ahead.**
Boston Strategies International is a global management consulting firm that helps market leaders achieve competitive advantage through supply chain management through:

- **Supply Market Analysis** that helps identify emerging issues that affect their supply chains
- **Supplier Enablement** that facilitates global growth and local content requirements
- **Supply Chain Optimization** that reduces project and life cycle costs