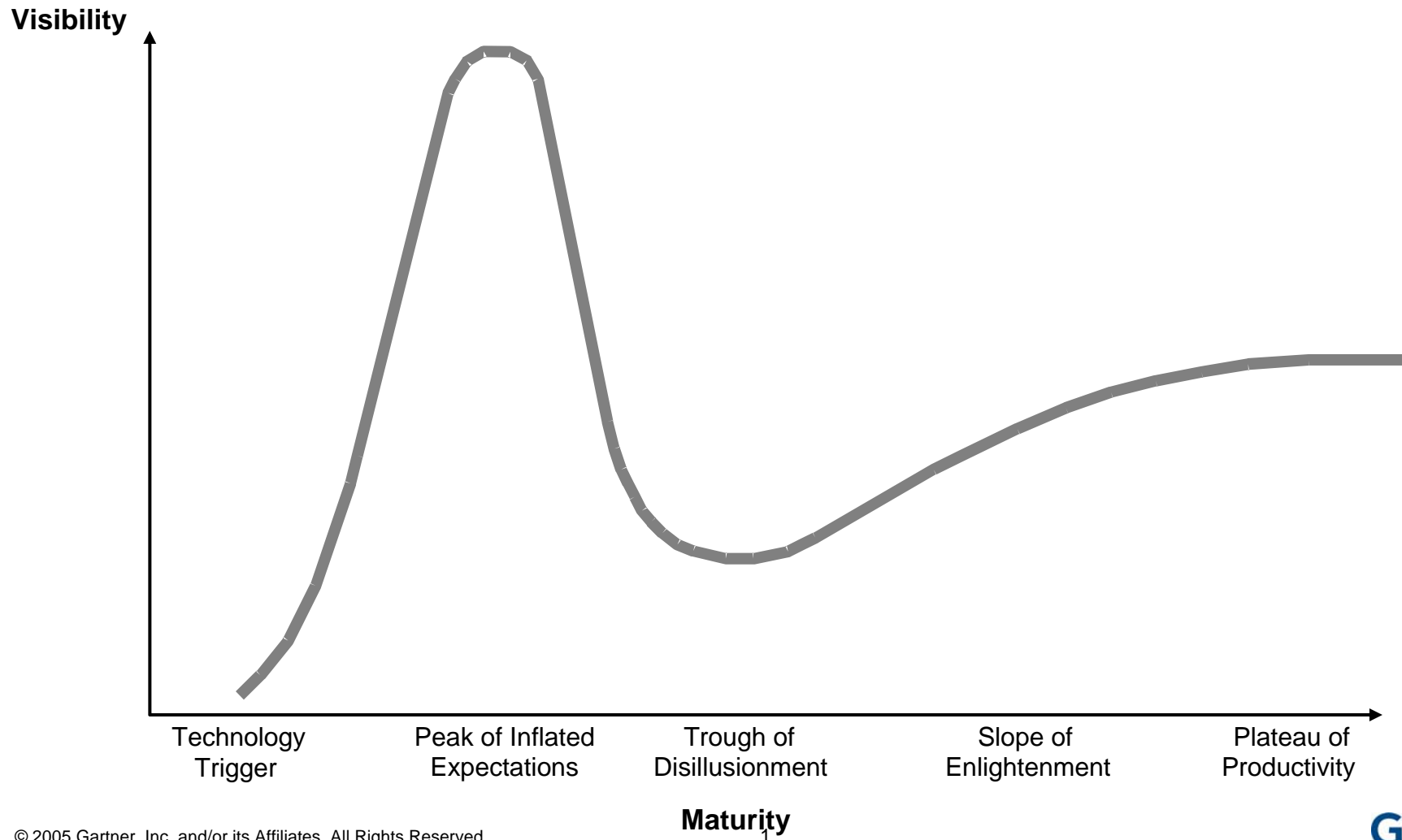


Emerging Technologies Hype Cycle 2005



Jackie Fenn
Alexander Linden
David Cearley

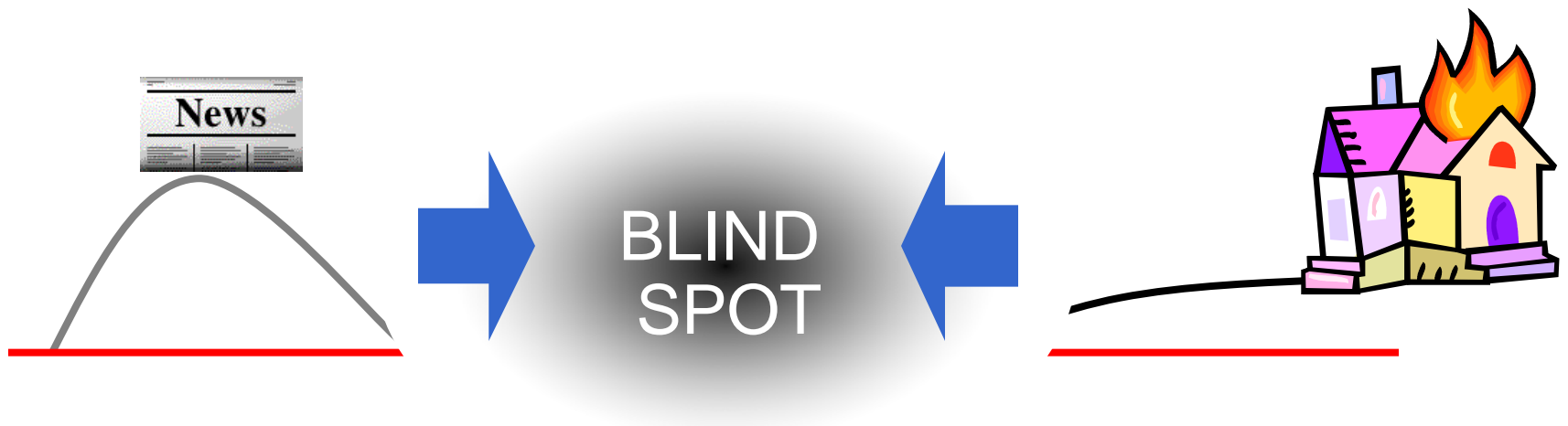
The Hype Cycle



The Problem of Major Trend Overload



Know Your Blind Spots



Beware the Hype Cycle



Focusing Innovation Initiatives

Persistent Business Needs

- Refine/renew business model
- Speed product development
- Increase market share

Key Business Trends

- Global delivery
- Outsourcing
- Mobile workforce

Value Discipline

- Operational excellence
- Customer intimacy
- Product leadership
- Brand mastery

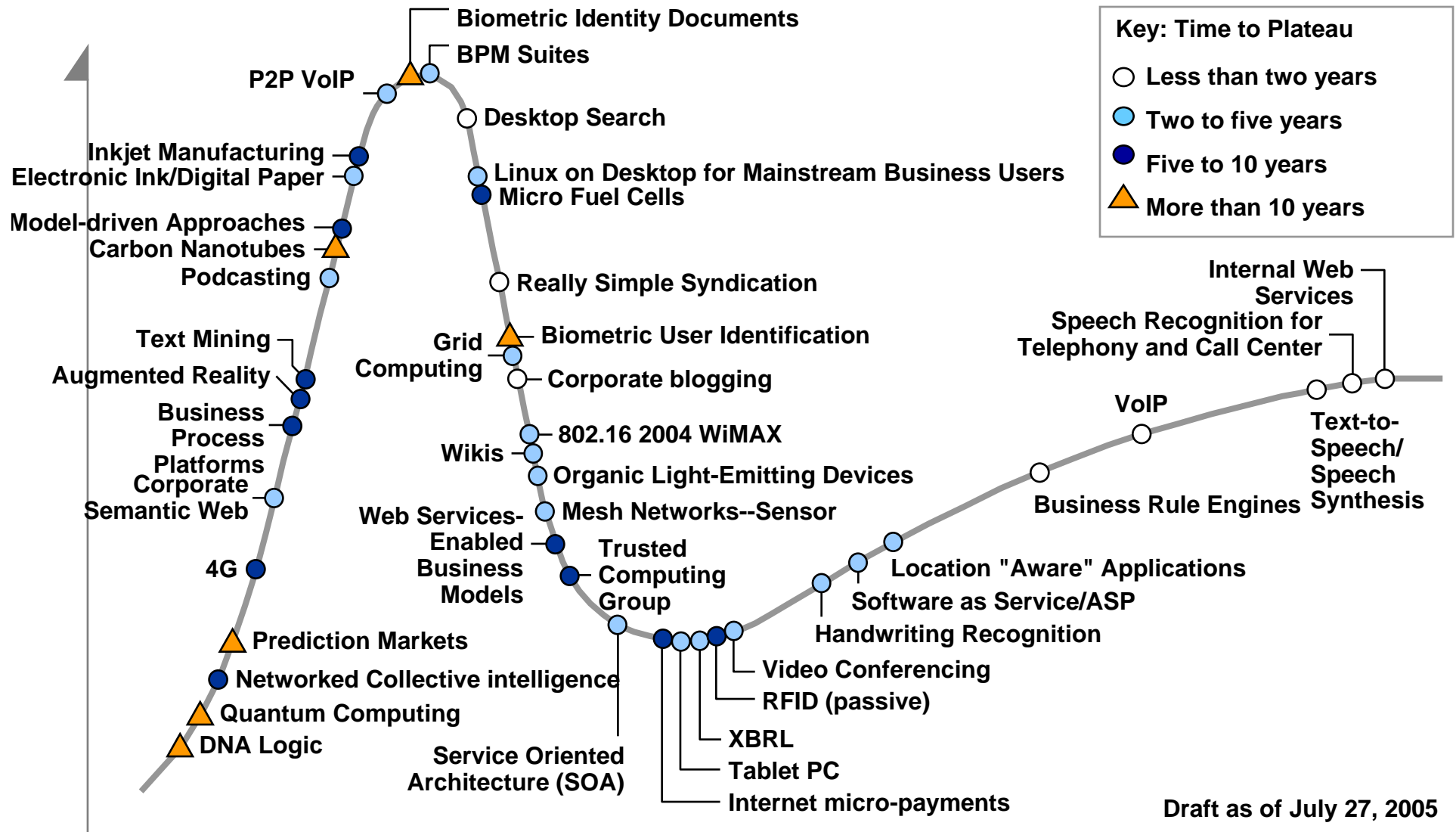
Immediate Business Problems

- High cost structure
- Product obsolescence
- Customer runoff

Core Competencies

- Design skill in xxx
- Knowledge of xxx

Emerging Technologies Hype Cycle 2005



Draft as of July 27, 2005

Emerging Technologies Hype Cycle 2005



Jackie Fenn
Alexander Linden
David Cearley