

How to make *yourself* Indispensable

Tim Buckley Owen



May 2012

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Buckley Owen**



“I save people from embarrassment”

Michele Bate

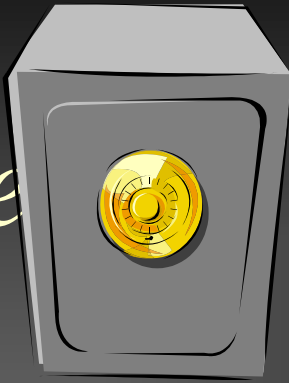
Due diligence researcher



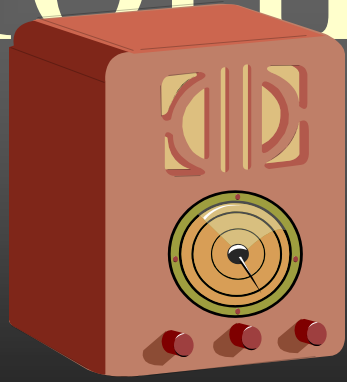
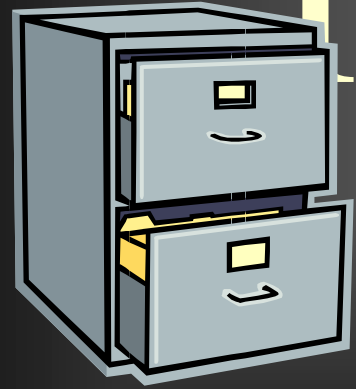
“The benefit to sell to bosses is management of risk”

Sue Hill Recruitment

Business Breakfast



The Big Information Issues



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The Cloud



Businesses are focusing on self-contained functions.



Financial services are staying within the private cloud.



Chief integration officer – breaking down silos in cloud adoption.



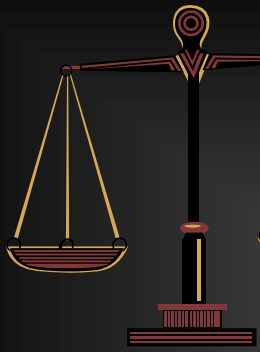
Security



90% of respondents say: Employees use their own personal devices for work.



Over half of IT decision-makers 'almost always' use their iPad at work.



Regulation



THOMSON REUTERS

Accellus Compliance solutions



Wolters Kluwer

ComplianceHeadquarters mobile

Deloitte.

Center for Regulatory Strategies



Privacy



Pew Internet
Pew Internet & American Life Project

Social networkers managing own privacy



**THE UNIVERSITY
OF QUEENSLAND**
AUSTRALIA

70% refuse to use intrusive apps



80% would pay premium for privacy



Social media

LinkedIn

Used by 50% of employers

facebook

Used by 75% of employers

facebook
TIMELINE

Nowhere to hide?



Social media

tumblr.

200% growth

facebook.

14%

Pinterest

More referral traffic than...



LinkedIn

YouTube

YouTube



“United breaks guitars”



↓ 10%

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Social media



Provide local domestic or office services



Rent a neighbour's car



Rent out space in your home



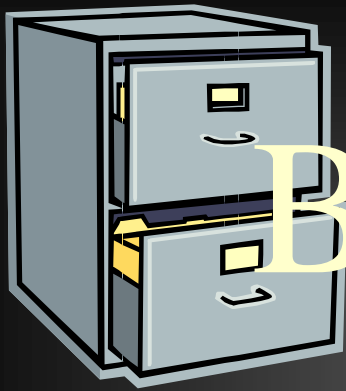
Social



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Big data



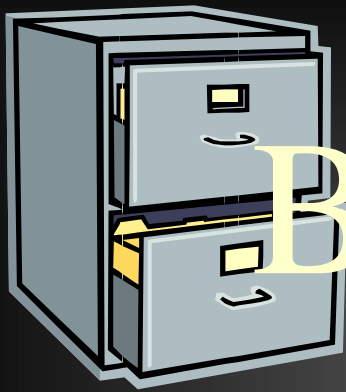
Many companies don't have the skill to exploit it



Management barely aware of unstructured data



Companies taking longer to reach decisions



Big data



Enterprise search doesn't understand what you're doing...

Gabriele – the perfect secretary – does!



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Analytics



Making Measurement Make Sense



Lack of tools and expertise for assessing long term risk



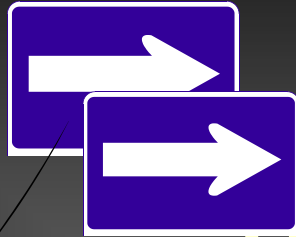
Sentiment analytics: 'misspellings, gibberish, sarcasm and slang'



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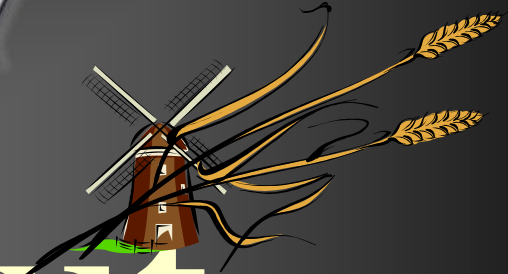
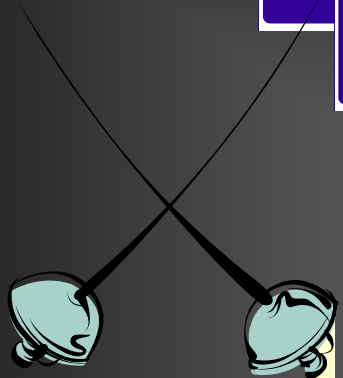
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What to

look out

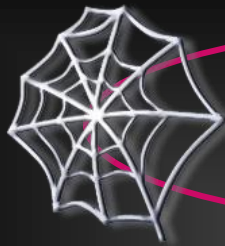
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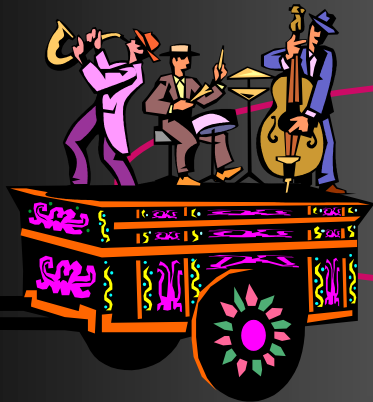
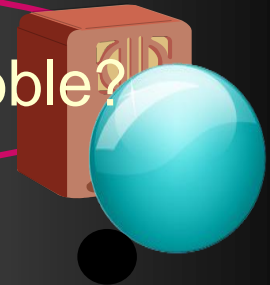
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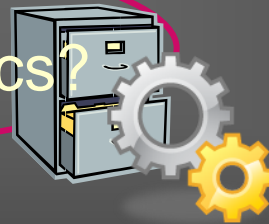
The power of pictures?



Social media investment bubble?

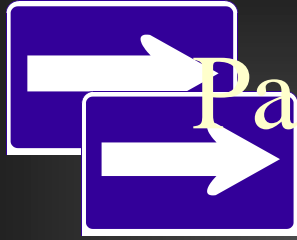


Big data? Analytics?



More analytics → tougher privacy?





Parallel developments



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Straws in the wind

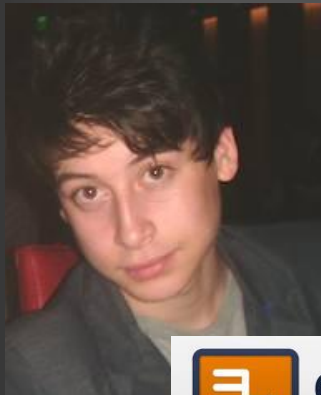


Photo: British Library



Summly



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Counter intuitive



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Why should we care?

**Economist
Intelligence
Unit**

**The
Economist**

Mid-sized companies ousted by entrepreneurs?

Middle managers replaced by analytics?

Customers as major source of innovation?

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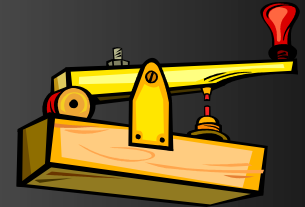
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Thank you!



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