Oportunidades de Negócios em TI
Novos segmentos e Novos Negócios

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Junho, 2013

Software para um novo hardware

Aplicações para uma nova demanda

Serviços de TI e outsourcing

Software para um novo hardware

Mobilidade

Nuvem / datacenters

Internet das coisas

Outras interfaces

Impressão 3D

Mobilidade - software

Sites para telas pequenas

Apps híbridos: HTML5 + server

Aplicações corporativas

Processos móveis

Extensão das aplicações web

Sob medida ou genérico?

Intelligent Systems for a More Connected World

WHAT ARE INTELLIGENT SYSTEMS?

Intelligent Systems are devices that transform how we travel, shop, make things and more.

Connected
Shares data through Internet and the cloud

Managed
Can be remotely monitored, updated and power controlled

Secured
Protects data against malware, theft and tampering

7 Connected Devices per Person
By 2020 each person will own an average of 7 connected devices[1].

COMMUNICATIONS

#2 Data Breach
Medical data disclosure is the second most breached source of data[2].

MEDICAL

71% of Shoppers are Multi-Channel...
based on respondents planning their 2011 holiday shopping[3].

RETAIL

30% Annual Growth Rate
Projected increase in connected machine-to-machine devices over the next 5 years[4].

INDUSTRIAL

23.6M Connected Cars

23.6 million cars will have Internet access by 2016, rising from 8.7 million in 2010[5].

VEHICLES

1) Cisco, "The Internet of Things: How the Next Evolution of the Internet Is Changing Everything", April 2011
2) Bloor Research, "Security challenges in the US healthcare sector" White Paper, December 2010, http://www.mcafee.com/us/resources/white-papers/wp-bloor-healthcare-security.pdf
3) Deloitte U.S., 2011 Annual Holiday Survey, http://www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/Consumer%20Business/us_retail_AnnualHolidaySurvey_2011_pr_102611.pdf
4) McKinsey Global Institute analysis, "Big data: The next frontier for innovation, competition, and productivity", June 2011
5) Wall Street Journal, http://online.wsj.com/article/SB10001424052702304066504576349763614933044.html, estimate from research firm, Frost & Sullivan

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intel
Intelligent Systems

Internet das coisas

Dispositivos conectados

Smartphones

Relógios

Tênis

Automóveis

Internet das coisas

Múltiplas conexões

RFID

WiFi

Bluetooth

NFC

Internet das coisas

Sensores para tudo

Bússolas, GPS, acelerômetros, termômetros, barômetros, higrômetros

Luz, imagem, som, vibração, pressão

Sensores externos

Outras interfaces

Telas de toque - gestos com 10 dedos

Scanners 3D - Kinect

Hologramas

Interface de áudio: in e out

Siri, Google Now

Google Glass

Aplicações

Analíticas

Expansão do BI

ERP / Sistemas de Gestão

Colaboração

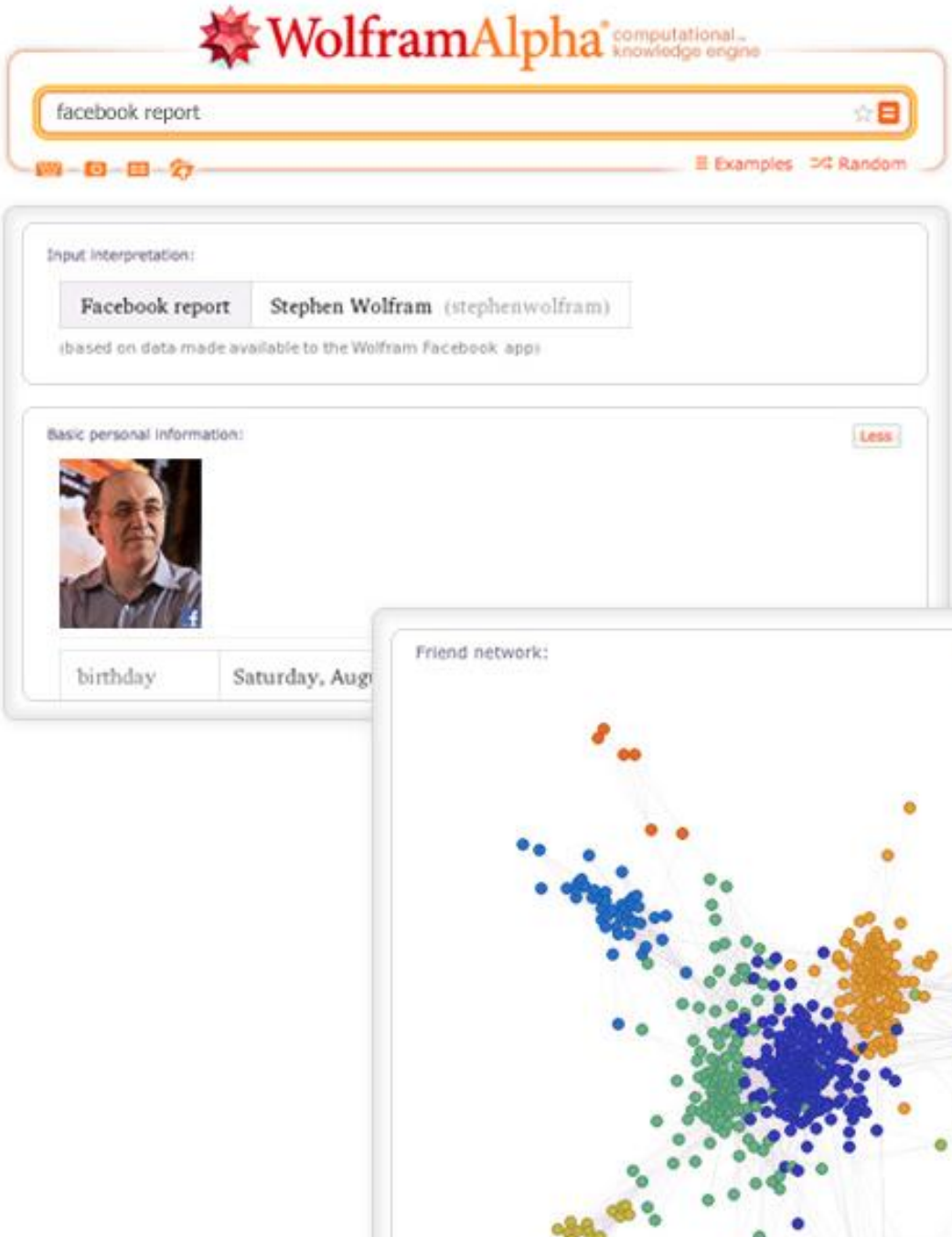
Aplicações analíticas

Muitos dados – pouca análise

Diferenciar o excepcional do normal

Interrelacionar informações

Capturar e analisar o conteúdo da web e redes sociais



Gain insight on yourself and your soc

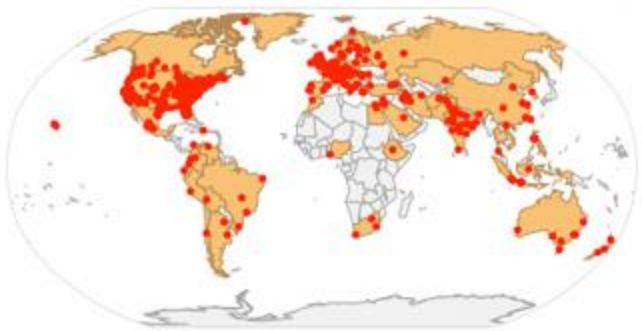
Connect with Facebook, sign in for free, and personalized information and analysis on yo data—computed by Wolfram|Alpha.

Clustering of you

What are the grou friends that make network? How do groups relate to o

Where in the world are your friends?

Where do your friends live? Where are their hometowns? Who comes from which countries? What does your network look like on a map?



Clip 'n Share

Country | Less | More

country	number of friends
United States	839 (65%)
United Kingdom	69 (5.3%)
Canada	47 (3.6%)
India	37 (2.9%)
Italy	34 (2.6%)

Your network's global reach

Who lives farthest from you? Who lives closest to the North Pole?

Less | Hide distributions

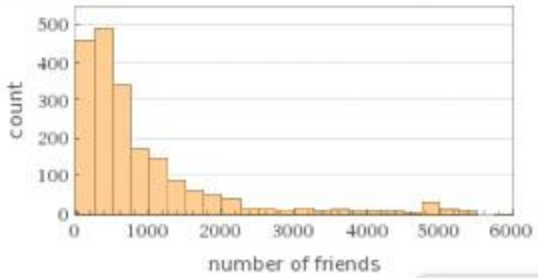
Geographic extremes:

most distant:	Perth, Western Australia, Australia at 10 995 miles
northernmost:	Narsaq, Kujalleq, Greenland at 77°N
southernmost:	Christchurch, Canterbury, New Zealand at 44°S

How popular are your friends?

How many friends do your friends have?

Distribution:

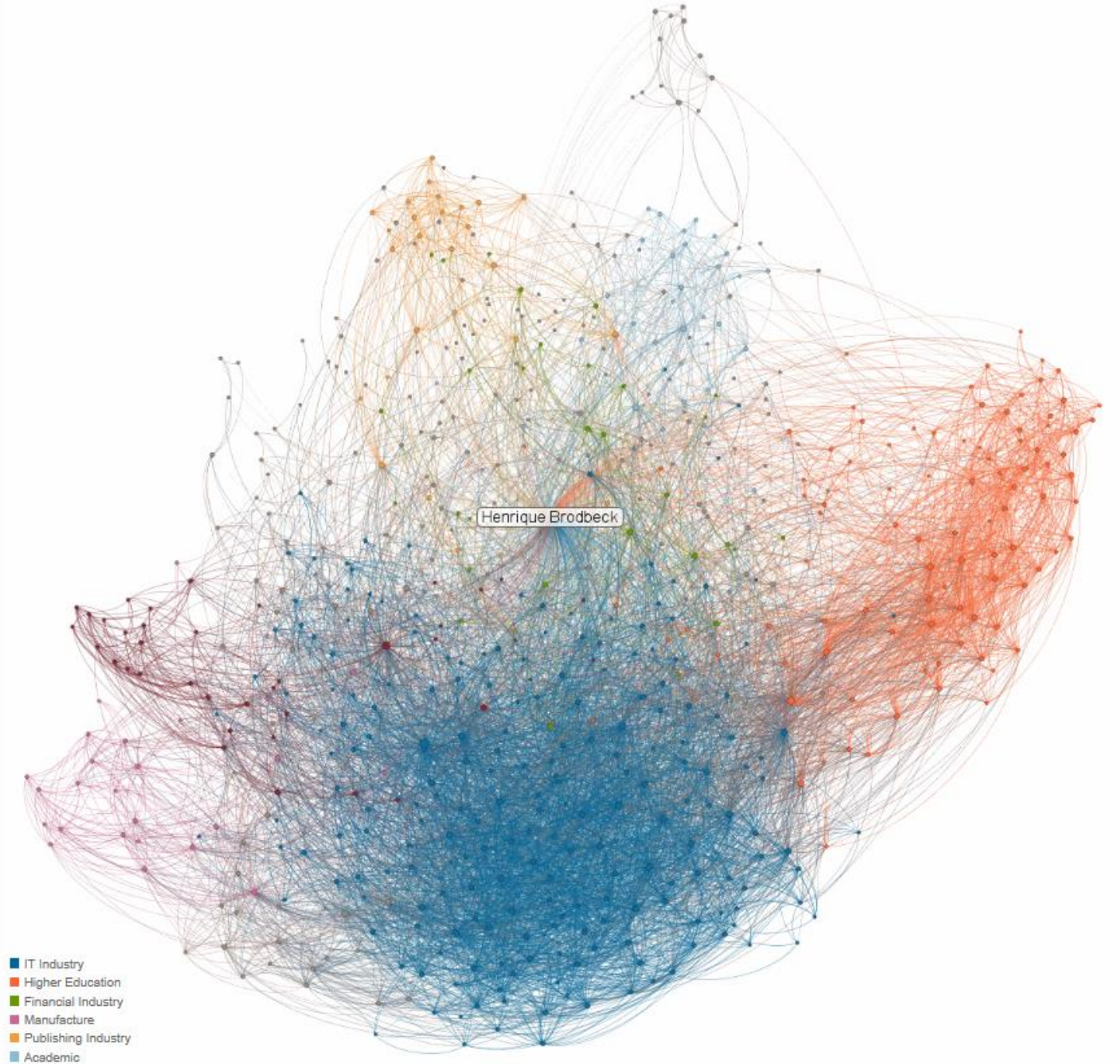


(based on data from 2038 of 2515 friends)

LinkedIn Maps

Henrique Brodbeck's Professional Network

as of April 27, 2013



©2013 LinkedIn - Get your network map at inmaps.linkedinlabs.com

Expansão do BI

Como é	Dashboards, reports
	Substituição da planilha
Falta	Textmining, datamining
	Webclipping automático
	Execução estratégica

ERP

SAP,
Oracle
TOTVS, Infor,
IFS, Microsoft
Senior, Benner,
CIGAM
ERPs de nicho ou pequeno
porte

ERP

Mercado saturado de ofertas

Dominado pelas grandes empresas

Oportunidades na base da pirâmide

- Nichos
- Software + Serviços

ERP – como competir

Especialização vertical
- Varejo
- Saúde
- Educação
- Distribuidoras de petróleo
- Transporte de passageiros
- Concessionárias de veículos, maquinas
- Hotelaria, alimentação

ERP – como competir

Especialização horizontal
- BI, CRM, SFA
- Supply Chain
- WMS
- TMS
- Colaboração
- Integração

ERP – como competir

- Processos
  - Incluir melhores práticas no sistema
- Implantação excelente
  - Rápida, pouca customização, forte envolvimento do usuário
- Tudo em um
  - Gerencia de projeto, BPM, documentação, gestão de mudanças

Colaboração

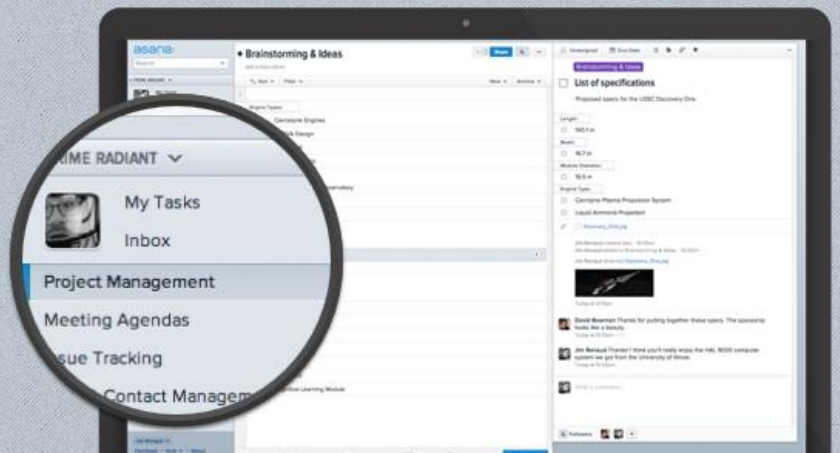
- Muitas oportunidades
- Pouca cultura
- Fusão entre
  - Gestão do conhecimento, documentação
  - Gestão de projetos
  - Intranets, portais de colaboração
  - Teletrabalho

asana:

Email address | Get Started | Log In

Organize your team, your project, and yourself

LEARN MORE ▶



Get More Work Done

Go beyond project management software and start managing your business. Collaborate, track tasks, enter your time, work within a budget, and send invoices. All in one place.

Jump into a live workspace and try it out now!

Live Demo

Collaboration | File Sharing | Project Tracking | Manage Teams | Time & Expenses | Budget & Schedule | Invoicing & Payments

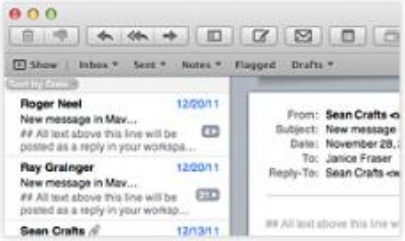
Project Management Software Features

Mobile Application

Project management software on the go! Mavenlink's HTML5 app allows you to collaborate, manage tasks, view files, and track time & expenses, all from your iPhone, Android, and other smartphones without

Google Apps Integration

Our simple Google Apps integration allows you to embed Google Docs, sync with your Google Calendar, access your Google Contacts, and use your Google Tasks directly within Mavenlink.



Email Integration

All project communications are shared with you via email, so you can stay in the loop. In addition, you can respond to any communication and we'll post it to the right place - including files! Its an easy way to access

Fabricas de software

- Apesar de ser um negócio óbvio, há pouca oferta
- Desafio: alta qualidade, preço competitivo
- Governo Federal estimulado a terceirizar software
  - Pontos de função (Instrução Normativa nº 04/2010 SLTI/MPOG)

Serviços de TI

Gestão de serviços de TI

Operação em nuvem

Integração

Segurança

Outsourcing

Gestão de serviços de TI

Governança, processos, qualidade

Certificação do profissional

ITIL 2011

Certificação da empresa

ISO 20000

Operação em nuvem

- Operação de serviços de terceiros em datacenters
  - Sincronização
  - Segurança
  - Disponibilidade
- Instalações de contingência
- Sustentação de SaaS

Integração

- Integração entre sistemas e serviços
  - IFTTT – If This Then That
  - CloudWork
- Analisadores de logs (qualquer log)
- Sincronizadores
- Interfaces em rede

De: IFTTT Action <action@ifttt.com>
Para: henrique@brodbeck.com.br
Cc:
Assunto: Partly Cloudy today!

Enviada em: sex 28/06/2013 07:08

With a high of 22 C and a low of 14C. Currently, it's 9C and Fair outside.

Current wind speeds: 0 from the North

Pollen:

Sunrise: June 28, 2013 at 07:22AM

Sunset: June 28, 2013 at 05:34PM

UV index:

Humidity: 100%

via http://www.weather.com/weather/5-day/BRXX0186

June 28, 2013 at 07:07AM

Put the internet to work for you. via Personal Recipe 3145912

About IFTTT

What is IFTTT?

IFTTT is a service that lets you create powerful connections with one simple statement:

Recipe

if this then that

Trigger Action

IFTTT is pronounced like “gift” without the “g.”

Channels

Channels are the basic building blocks of IFTTT. Each Channel has its own Triggers and Actions. Some example Channels are:

Facebook

Evernote

Email

Weather

LinkedIn

View all 65 Channels

Triggers

The **this** part of a Recipe is a Trigger. Some example Triggers are “I’m tagged in a photo on Facebook” or “I check in on Foursquare.”

Actions

The **that** part of a Recipe is an Action. Some example Actions are “send me a text message” or “create a status message on Facebook.”

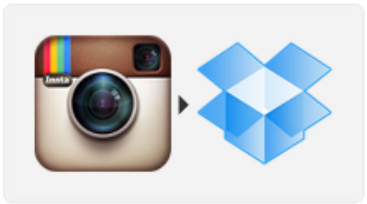
Ingredients

Pieces of data from a Trigger are called Ingredients. For example, the Ingredients of an Email Trigger could be: subject, body, attachment, received date, and the sender’s address.

Recipes

Personal Recipes are a combination of a Trigger and an Action from your active Channels. Personal Recipes look like this:

Shared Recipes are useful templates shared by the IFTTT community. Shared Recipes look like this:



Autosave all your Instagram photos to Dropbox

by Linden on 22 Nov 2011
used 9183 times

View all Shared Recipes

On / Off

Personal Recipes can be turned on and off. When turned back on, they pick up as if you had just created them.

Polling Period

Personal Recipes check for new Trigger data every 15 minutes.

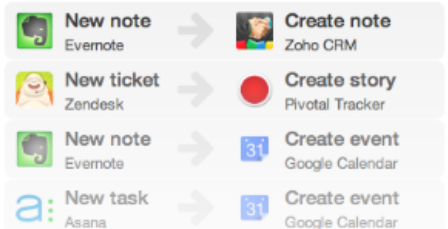
Some Recipes have “Quick Triggers” that will run as soon as they receive Trigger data. Quick Triggers can be identified by a lightning bolt icon (⚡).

Integrations

Keep your business apps on the same page.

ActiveCampaign
Asana
Basecamp
Campaign Monitor
Capsule CRM
Chargify
Desk.com
Dropbox
Evernote
FreshBooks
Gmail
Google Calendar
Google Contacts
Google Drive
Highrise
MailChimp
Pivotal Tracker
QuickBooks
RSS feed
Salesforce
SugarCRM
Synchroteam
Toggl
Trello
Twilio
Twitter
WordPress
Zendesk
Zoho CRM

Not covering your needs? Suggest an integration!



Key features

- Robust integrations that are 100% tested
- Only 5 minutes to set up
- No IT skills needed
- Free plan with full features

Questions or ideas?

Segurança

- Dispositivos móveis
- BYOD - Separação de ambiente corporativo e pessoal (MDM)
  - BlackBerry Secure Workspace
  - SAP Afaria
- Governança e Segurança de webservices
- Gerenciamento de identidades

Em resumo

Mercado favorece terceirização

Busque nichos e se destaque

Mantenha Qualidade, Preço, Prazo

Entenda a cultura do cliente

Busque contratos de longo prazo

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