

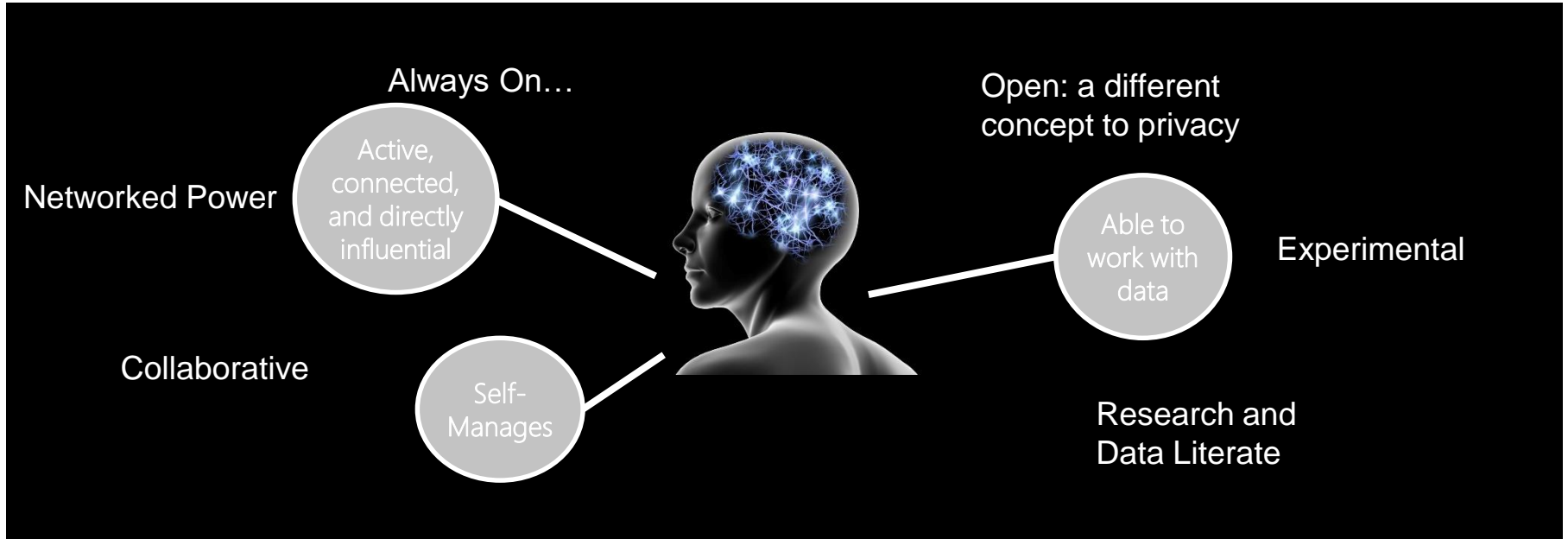
# A SIMPLE COMMAND...

BY MICHAEL NOONAN

Turn on the lights...

# LET'S MEET N.E.D.

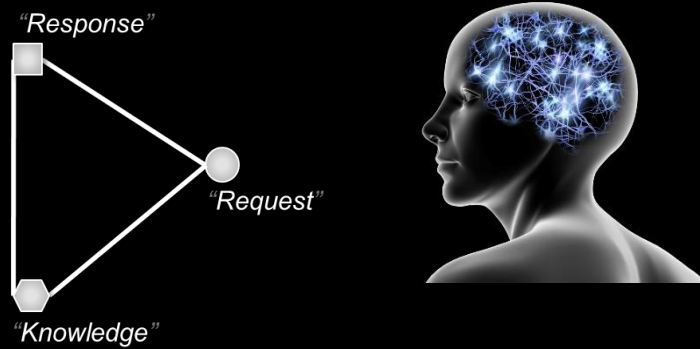
N.E.D IS THE DIGITAL EMBODIMENT OF YOU AND I...



# THE ANATOMY OF THE SIMPLE COMMAND...

THROUGH THE REQUEST, RESPONSE AND KNOWLEDGE VALUE STREAM

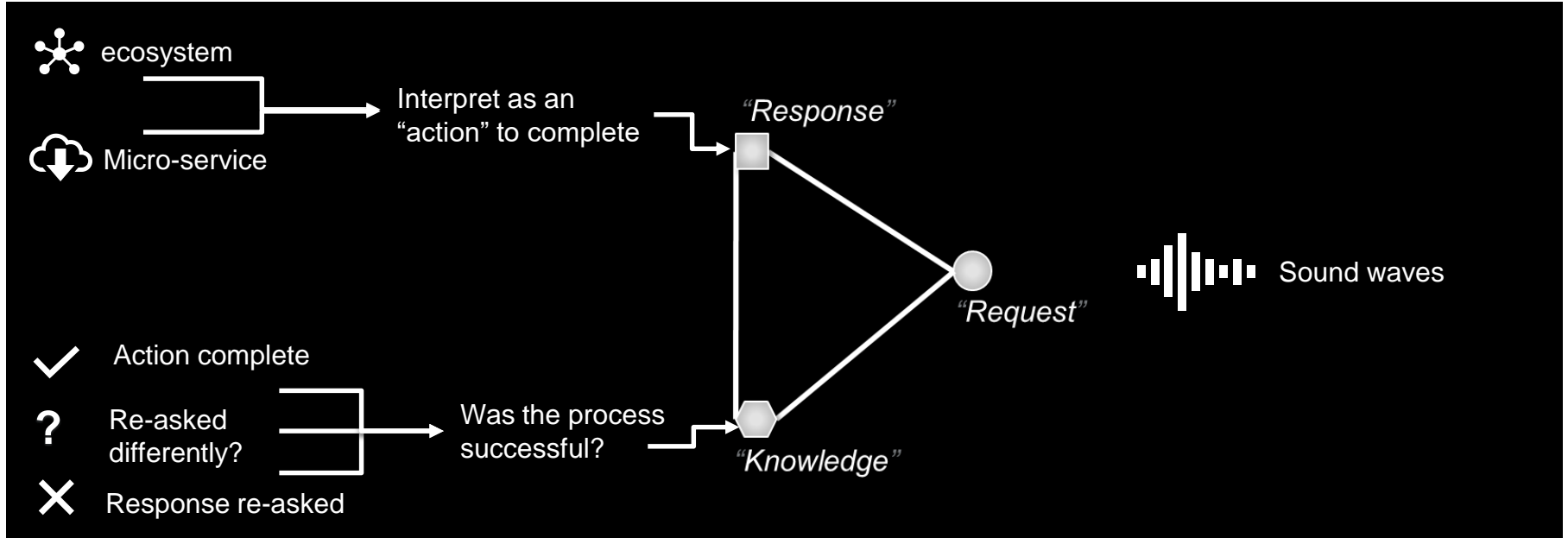
THIS ENABLES ORGANISATIONS TO BUILD UP A PICTURE OF OUR HABITS AND PREFERENCES OVER TIME.



# THE ANATOMY OF THE SIMPLE COMMAND...

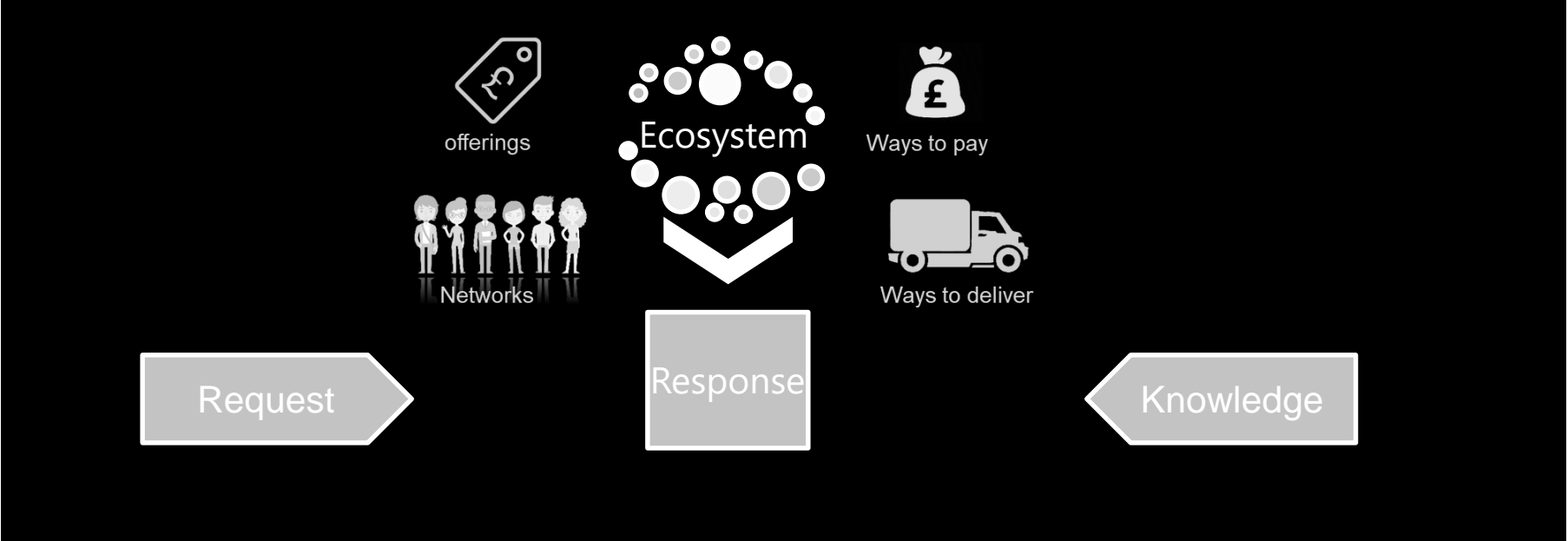
WE NEED TO DEFINE SMALL MICRO-SERVICES THAT CAN RETURN POSITIVE RESULTS.

IT'S NOT JUST ABOUT DATA LAKES AND DATA SCIENTIST BUT RATHER USING THE RIGHT SKILLS TO DEFINE THE ECOSYSTEM WE LIVE IN.



# THE CONNECTED DISRUPTIVE VALUE CHAIN...

WE NEED TO THINK OF HOW WE CAN UNLOCK THE POTENTIAL THAT EXISTS BEYOND THE BOUNDARIES OF OUR ORGANISATIONS.





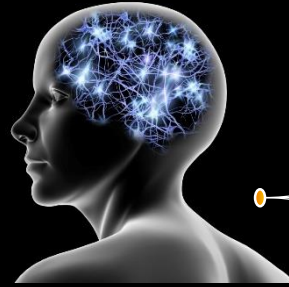
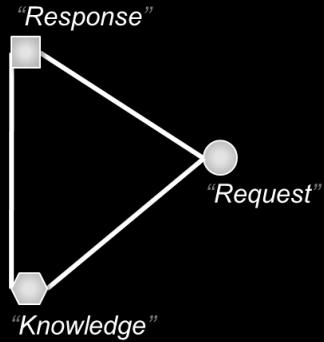
# SO WHAT? WHY IS THIS IMPORTANT?

- The extraction of value from these interactions is being accomplished by very few organisations (e.g. Amazon, Google, Microsoft)
- We need to think about how organisations extract different forms of value that did not exist 5 years ago
- Increasingly, consumers are demanding personalised products and services
- You... are a targeted object of this extraction, the product.

*The consumer is being consumed*



# A SIMPLE COMMAND?



- Object of analysis and targeting
- Unpaid trainer of AI
- Creating new content for data sets

# TAKE AWAY

1

As consumers we *are* being consumed. Our preferences and habits are being extracted to create personalised products.

2

Re-imagine and re-think your offerings. Products that we offer need to be designed beyond the boundaries of our organisations but also on a micro-scale.

3

Not just a simple command. It has far reaching impact in the way we do business today. The way our organisations are designed, the industries we are in and the way we extract value is changing.

ARE

WE

STILL

RELEVANT?

THANK YOU!

Michael Noonan

Find me on LinkedIn...