

Exponential technologies are driving wave after wave of exponential innovation

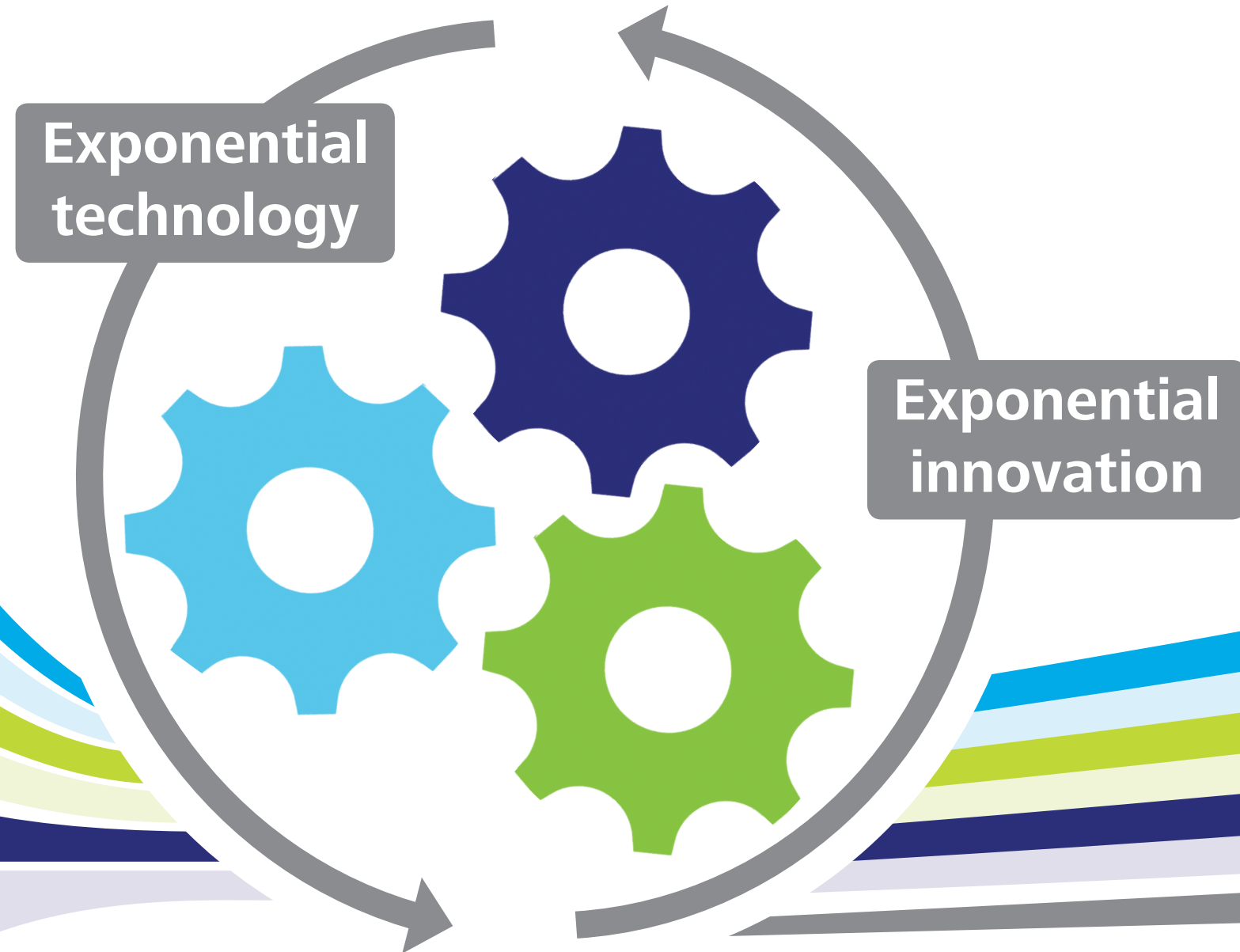
Unprecedented improvements in the 3 core digital technologies

- cost/million transistors from \$222 to \$ 0.06
- cost/gigabyte of storage from \$569 to \$ 0.03
- cost/megabytes per second from \$1245 to \$23

Interactions with other technology domains amplify disruptive power

- dynamic ecosystems
- open platforms

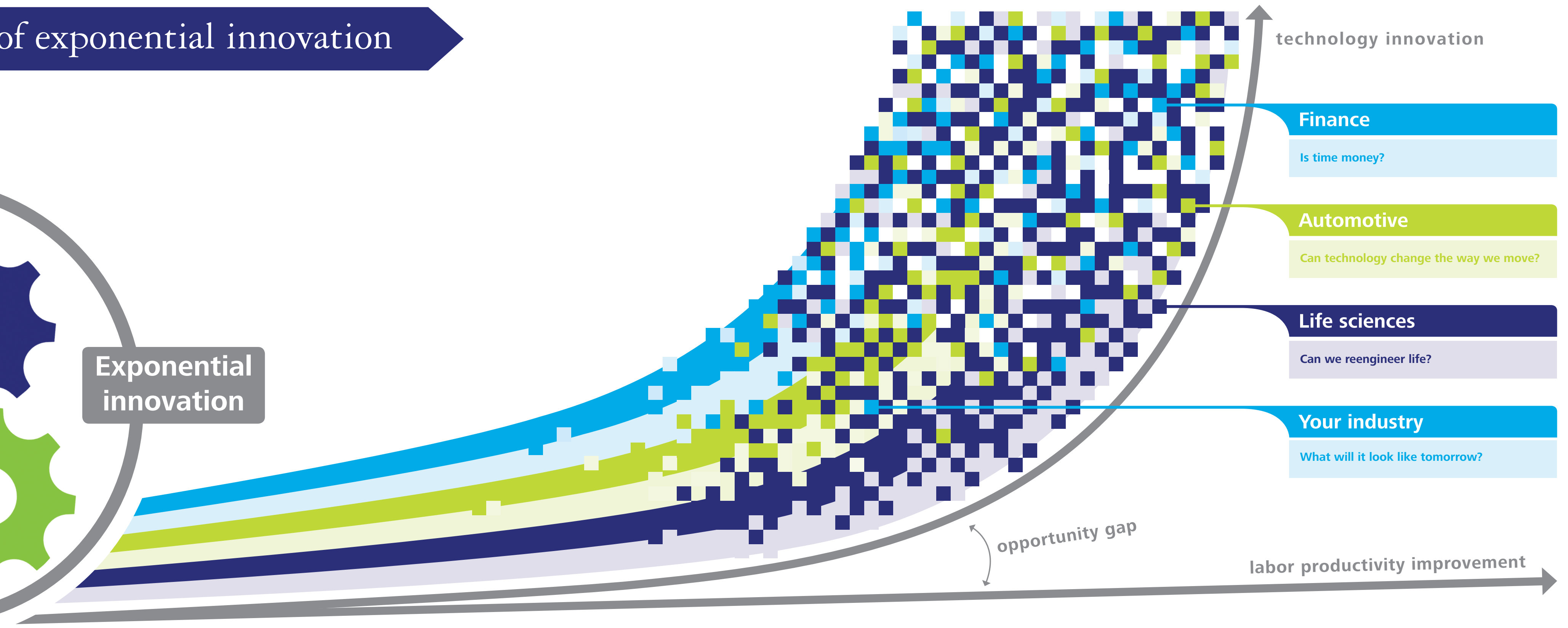
Moving across industries and blurring boundaries



Exponential innovation

Where to start?

- Realize that advances in core digital technologies is reshaping the nature of competition.
- Integrate your innovation processes with customers and dynamic ecosystems to enable shorter product release cycles.
- Reorganize teams around learning and performance improvement.



technology innovation

Finance
Is time money?

Automotive
Can technology change the way we move?

Life sciences
Can we reengineer life?

Your industry
What will it look like tomorrow?

labor productivity improvement

