



USER FRIENDLY

Now trending: Our new host, Hanish Patel

Rett Monson, User Friendly podcast producer

Hanish Patel, digital transformation leader for Deloitte Consulting LLP

“Everything you do has to have an international lens. You can’t be successful as an organization without that view.”

Rett Monson: Hello, and welcome to User Friendly. I’m Rett Monson, producer of the podcast, and I’m excited to be breaking up season 2 of our series with a special episode and message from our team. Without further ado we’re super excited to announce that we’re inviting a new team member to User Friendly. Hanish Patel, digital transformation leader from Deloitte, will be joining the pod as our new full-time host. You might remember Hanish as our guest host at CES this past January, so it should come as no surprise that we feel he is the perfect fit for the team. Hanish has more than 15 years of consulting experience; service clients in Tech, Media, Entertainment, and Telecom industries; and happens to be a podcast superfan. We are pumped, to the say the least,

about the industry expertise that Hanish will bring to User Friendly. It doesn’t hurt that he shares our production team’s dry sense of humor and love of vinyl records. So, without further ado, Hanish, welcome officially to the show.

Hanish Patel: Hey, thanks Rett, real pleasure to be on and really appreciate a warm welcome.

Rett Monson: Of course. So, we know you’ve been off-the-charts busy this winter with your client work in the Bay Area and Los Angeles, and lots of travel internationally. So thank you for taking the time today to share a little about yourself with our listeners.

Hanish Patel: Absolutely. Let’s do this.

Rett Monson: All right, so I'm going to just dive right in. I want to ask you a couple of questions about what you've been up to and hopefully we can share a little bit of your personal side with our listeners as well. So, Hanish, as I mentioned, you had the opportunity to act as our host for our special three-part series at CES this year. What was that experience like for you? What did you enjoy about the process? What did you like about the team? What surprised you about recording a podcast?

Hanish Patel: It was just great to be a part of us trying something new and fresh. You guys made it really easy for the guests and I to have a great conversation on some really cool topics. In terms of what surprised me, I'd tell you the surprised shock was the insanely early starts that you guys had arranged for us in Vegas.

Rett Monson: (Laughter) For those of you who don't go to CES often, most people are not awake at 5:30 in the morning recording a podcast. But Hanish was with our team, so we "tip our hat" to him for that. So, Hanish let's get down to business. I want our listeners to know a little bit more about what do you here at Deloitte. So at the firm, you're heavily focused on digital solutions across tech, media, and telecom organizations, which to a lot of people probably sounds like gobbledygook. Can you tell me what that means?

Hanish Patel: Sure. So, in terms of what I do, I help transform sales and support functions for new product offerings for our TMT clients with digitally enabled technology. So what does that mean in English, you're probably asking, right? Look at it this way: With all the market forces, disruptions, everything else taking place, be that immersive technologies (and here think AR, VR), everything around the communication with 5G on the horizon, and even the sheer proliferation of over-the-top services and providers that we kind of see going on in the US and globally, our clients are introducing new offers, new products, that require a new sales and support model in order to remain competitive in the digital world—and that's where I come in.

Rett Monson: It's kind of incredible though when you put it that way. It's a lot of experience you've got under your belt. So this year at CES with our team, what were some of your biggest takeaways? What are you applying to projects that you are working on right now? What is some of the hottest stuff that you feel like is still top of mind for you from CES?

Hanish Patel: There's a lot of cool stuff that we see year after year, and some of it people will say, "Well that's pie in the sky—that's not going to happen for a really long time." But what I take away is the biggest thing is just—what may have been a futuristic idea maybe just one CES or two CES's ago—is something that is actually becoming a tangible offering, be that a product, be that a service, that you and I as consumers, and broader enterprises, are going to be adopting. So, it's the sheer pace at which an idea or a concept is starting to become a reality, and that for me is the big, big takeaway. Every time I go, it's amazing what I'm starting to see and how that's permeating into our daily lives.

Rett Monson: I mean I remember a couple of years ago at my first CES, smart cars were like this total *Jetsons* joke, you know, that everybody went to see because it was like a gumball machine, like, "Oh, maybe I can get in here, pay 25 cents, have a good time." And now it—this year, at least—it seemed completely mainstream. A lot of people weren't even interested. They were like, "Oh, smart cars, smart cities of course." Was there anything like that for you, anything that just felt like it's now mainstream?

Hanish Patel: Maybe not *just* mainstream, but I tell you what really took my eye on one area was just hologram tech, and let me explain that a little bit more, right. I mean, it wasn't many years ago, we were starting to see 3D in terms of panels, certainly AR/VR has been there for a while now, but just the way that we started to see one or two players really move into the 4F hologram tech. And that for me was big, and here I go in terms of showing a bit of geekiness, but we've all seen *Star Wars*, we all saw them playing



chess and it was using hologram tech. This actually started to become real in terms of how people are going to use it for branding, how they are going to use that marketing, and again, for me, what's going to be huge is how they are going to use that for entertainment. Are we going to get to a stage sooner, rather than later, where we're going to actually see entertainment—big movies, shows—just be holograms in our living room or viewing theater, and for me that's super exciting.

Rett Monson: Personally, I want to see hologram tech pop up in the office, so that I don't have to go in quite as often. I would love to just project myself into midtown. So Hanish, besides having already served as our host for CES, why do you think that you are uniquely qualified to assume this position as the new permanent host of *User Friendly*?

Hanish Patel: How long you got? I would say two main things. One, I've worked with clients in the tech, telecom, media, and entertainment space for many years. Though each one of them has its own flavor, we can all see consolidation in a number of ways as well them branching out beyond their traditional boundaries. Having helped a number of clients try this path over the years I've gained a lot of knowledge in the industry. Number two, I constantly keep on the pulse of what's new in this space, which enables me to provide a perspective of market conditions and trends, and therefore join the dots, so to speak.

Rett Monson: We here on the User Friendly team are obviously thrilled to have you on board, we hope you are just as excited. In the case that you are, what excites you most about taking on this new role as our new host?

Hanish Patel: There's a few things. One, as I mentioned earlier just what we are doing as a whole in terms of a fresh medium that we're taking on in the marketplace and being a part of that and helping drive and shape that with you, I think, is really, really exciting. Working with the team has been phenomenal. Again, you guys make it so easy. So, having the experience of working with you guys and seeing what that comes out as, it's just phenomenal for me. And I guess I'll call that the cheesy part of the question where I'm giving you guys a hat tip. But that's what's exciting. But ultimately, the pace of the industry—what's happening in the industry, the marketplace, and us collectively as a firm—being on the pulse of that, helping drive our clients and customers to really be pushing the boundaries in the right place. Whether that be the leader or whether they are playing catchup, it's certainly allowing us, through what we do in the marketplace, to really summarize and bring these perspectives out to the many listeners that we have to say, not just (1) "This is Deloitte, and this is what we do," but (2) to really provide a perspective on everything that's permeating across enterprises and consumers, and I think that's really powerful.

Rett Monson: That's exactly why we are excited to have you on board; just bringing more of what we are learning with clients into the market a lot faster through this series, and I think we got a couple other exciting updates for season 3, as well, that we'll be sharing at the end of this episode. But for now, I want to get to know Hanish Patel a little bit better. So, Hanish, if you don't mind, we're going to ask you a couple of personal questions before we close out the show today. So you are originally, obviously, from the UK, and while we know you spend most of your time in California, your work takes you to many places around the world. So,

how do you apply that international lens to your work here at Deloitte?

Hanish Patel: Firstly, whether you travel or not, just about everything you do has to have an international lens. You can't be successful without that view, and I don't mean me as an individual or any one of us as an individual. I'm talking here as an organization, a company, you have to have that international alert. Information just travels so fast, it's instantaneous—and that's global, it's been like that for a while now. That's said, one solution does not fit all. Localization is just as important, so it's really finding that balance of how can you be global, how can you take global perspectives, how can you take global considerations into play, but also make sure that you are hitting your local market, just as importantly. And I think that's the biggest takeaway that I have had over the years of having, I guess, the fortune and the privilege of being able to work in a number of countries, being able to serve a number of clients internationally. These are the critical aspects that you have to take into place.

Rett Monson: You make a great point about how quickly information travels, and I want to talk about that for a second because it's always coming up with our clients, right? They feel like they can't stay ahead of the pace of change. They feel like the word "disruption" is not necessarily opportunity because they just have no idea of what's going on and when and how to find out about it. So from your perspective, how do you keep up with information? What platforms and information funnels are you looking to stay ahead of this really rapidly moving industry?

Hanish Patel: Sure, I mean, I have a number of go-to sites as well as feeds or podcasts that keep me apprised, that certainly, by being at the pulse of what we do on a day-to-day basis with our clients, that helps hugely. Just as much as I'm advising clients and we as a firm advise clients, I'm also learning. And that's what keeps it fresh and exciting for me is that I'm learning from my peers, I'm learning from my clients, and collectively, we are doing something really meaningful in the

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marketplace to move forward and evolve. So a lot of reading time, a lot of listening time, but as you pointed to earlier, there is a lot of travel time in my life, so it allows me to keep up-to-date with many things as well.

Rett Monson: Let me say, you are lucky you've got that time to stream and listen to all these podcasts. Any favorite podcast you want to share with our listeners?

Hanish Patel: I love User Friendly! Cheesy, part 2!

Rett Monson: I was hoping to lead you right into that one.

Hanish Patel: There are a lot of great tech ones I tend to listen to, and it would be unfair if I try to kind of list them all off because, part of it will be like a four-hour podcast that we have going on here. But there's so much great stuff, and I tend to kind of cherry-pick across a number of ones where they're a little bit more formal and introducing new tech versus people just providing perspectives, people trying out new products, new offerings, or just kind of what's the art of the possible. And it's the myriad that, for me personally, allows me to stay on a pulse but also think about what's my perspective.

Rett Monson: So speaking of that perspective and building your own perspective, I hope it won't surprise you—we as a production team did some digging around your social media before this interview. According to your Twitter profile, Hanish, you are a vinyl aficionado, which is extremely exciting for myself and Shannon Rothacher, the producer on this show, as we both love vinyl as well. What is your favorite record to listen to on vinyl, and why?

Hanish Patel: Damn it! I knew it! The social media police told me not to overshare and there you go. I'm falling foul with that already. Yes, I do like my analog sound. I mean, this sounds insane because up front we talked about me being a digital guy, so it's crazy. But yes, I'm a big, big fan of analog sound, and clearly the questions are getting tougher

because now you really got me scratching my head, but...

Rett Monson: Come on, Hanish, give it to us.

Hanish Patel: If I had to nail it down, it's Prince all day long.

Rett Monson: Yes! I'm married to a Minnesotan, so there's not a day that goes by that I don't hear about "Purple Rain."

Hanish Patel: There you go.

Rett Monson: Good to know. Speaking of, if we can bring it back to hi-tech, did you see the holographic image of Prince that was projected at the Super Bowl this past year (to tie it all together)?

Hanish Patel: Oh, wow! No I didn't, and I'm—it's probably because I follow the other sport, where you truly use your foot against the ball.

Rett Monson: Oh, the other—the real football.

Hanish Patel: There you go.

Rett Monson: Well, you should look up the video now that I know that you're interested in holograms. I mean, it was more of a projection, but just to tie it up there—lo-tech, hi-tech, all in one. So, moving along, before we finish today, we wanted to have a little fun with you. We thought it might be kind of funny to give you a short quiz of British slang, just in case any of these terms come up during future episodes, so that our listeners will have a catalog of these definitions. When we were recording at CES, Shannon and I noted a couple of colloquialisms that came up and we were scratching our heads over, to be honest. So I want to get it all on the table now so that our listeners are prepared for what they are about to hear moving forward. So what I'm going to do is I'm going to ask you to define a list of commonly used or what we understand to be commonly used British slang words and phrases, and you'll simply let me know what they mean. Sound good?

Hanish Patel: Love it, let's do this.

Rett Monson: OK. So, first, my favorite—as this came up at CES, I don't know three of four times: *another bite at the cherry?*

Hanish Patel: I don't know how popular that is, but that's one that I tend to use. I guess the best way you can define this one is you've taken a shot at something, it didn't quite go, but you're lucky enough to get "another bite at a cherry," which means you got another shot at it.

Rett Monson: [Laughs] All right. So here is another one: *argee-bargee*, I think, is how it's pronounced?

Hanish Patel: I think you might be saying *argy-bargy*.

Rett Monson: *Argy-bargy!* What is that?

Hanish Patel: Call it a disagreement, maybe a little bit of verbal dispute, verging on pushing each other; a little bit of pushing and shoving, all right. Or it could actually turn into an outright fight. I love it! *Argee-bargee*—I have to use that instead of *argy-bargy!*

Rett Monson: Please do. You can tell your family it came straight from the podcast. I hope we never get into an *argy-bargy* while we are producing the show. OK... *chin-wag?*

Hanish Patel: Basically what we are having—we're having a little bit of a chat.

Rett Monson: Oh, having a little *chin-wag*. OK, here is a favorite, and I have heard this before: *Gordon Bennett*.

Hanish Patel: Oh, that's brilliant. It's like, how do I put it? *Gordon Bennett!*—it's like that—is an expression of surprise. Maybe not disgust or frustration, but like, "Whoa, what's going on?" *Gordon Bennett! That can't be happening, can it?*

Rett Monson: I can't wait to use that. I need to use that as a PG alternative at work from time to time. OK. A couple more—and I know I briefed you on these

so there are going to be some surprises in here—here's one: *quids in*.

Hanish Patel: *Quids in*—I love it. So, I don't know, let's just say, "Are you into this? You going to do it?" "I'm all *quids in*, man!" That means you are throwing your money in, you are full force into the situation. There you go.

Rett Monson: Oh, got it, makes sense, makes sense. OK, here is one I love that I had to look up because I do hear it a lot: *Bob's your uncle*.

Hanish Patel: *Bob's your uncle*. Also known as *Robert's your own mother's brother*.

Rett Monson: [Laughs] Is he really?

Hanish Patel: *Bob's your uncle*—it's like me explaining something to you, kind of saying, "Hey, you do this, add this, put that together *and Bob's your uncle*." Voila, there you go!

Rett Monson: Presto. I love it, OK. Couple more. Let's see: *over-egg the pudding*.

Hanish Patel: *Over-egg the pudding*. No, you're just overcooking it; it's like you go in there and you're just overcooking it, yes? *Over-egg the pudding*, yes.

Rett Monson: Could have guessed that one. All right, few more. Here's a good one: *chuffed*.

Hanish Patel: *Chuffed*—when you are super happy something is going down well, right. If this recording goes down well, then I'll be super *chuffed*.

Rett Monson: I'll be super *chuffed* as well! All right: *spanner in the works*.

Hanish Patel: *Spanner in the works*—I love it. So you're trying to sort something out, trying to do anything and something goes wrong, there's a *spanner in the works*.

Rett Monson: Yes, we've been doing that all afternoon, trying to figure out some of our equipment.

Hanish Patel: Exactly. The tech challenge has been the *spanner in the works*.

Rett Monson: Yep, couple of kinks over here before we started recording. All right, let's see last one here: *caught the lurgee*.

Hanish Patel: You mean *lurgy*; it's just like your *argee-bargee*! Yes, you *caught the lurgee*, you caught a cold or you got the lurgies, that kind of feeling you're not feeling well. You've caught a bug.

Rett Monson: OK, so a *lurgy* is a cold, but an *argy-bargy* is—what was it again—an argument?

Hanish Patel: Yes. It's a little bit of noisy disagreement, a verbal dispute that could escalate into something a bit bigger.

Rett Monson: Got it. All right. Well, *Gordon Bennett*, Hanish! I think we're done with this episode. That's certainly enough Criticisms for today. I'm sure there are more to come in *User Friendly* season 3. So with that, Hanish Patel, thank you so much for joining our show today, and we can't wait to have you as our new host.

Hanish Patel: Hey Rett, it's been my pleasure. It's been fun. I love it.

Rett Monson: Indeed. Hopefully it will be fun from here on out. So, I think that wraps it up for today. Before we leave, though, we have a few more updates about seasons 2 and 3 and what's ahead for *User Friendly*. Since September of 2017 when we launched the podcast, we've brought you more than a dozen episodes, spanning topics such as Digital Reality, the Internet of Things and Flexible Consumption Models, including live coverage from CES with Hanish Patel. As we onboard Hanish as our new host, we'll be taking *User Friendly* on the road a bit more often due to your positive feedback about our "On the Road" episodes. So what can you expect? Well, you are going to hear more from luminaries across the industry, and you are going to get even more fresh, fast-paced content around tech, media, and telecom industry trends and how they affect your business. That's it for today's special episode with Hanish Patel. Tune back in, in a few weeks for the next episode of *User Friendly* on the evolution of paid TV. See you soon.

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