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Some Thoughts on The “Reset Economy”

Mark R. Nemec, Ph.D.
Managing Director
Forrester Research

June 18, 2010

We have
experienced the
“Gateway”
Recession



Three Forces Driving Society



The State

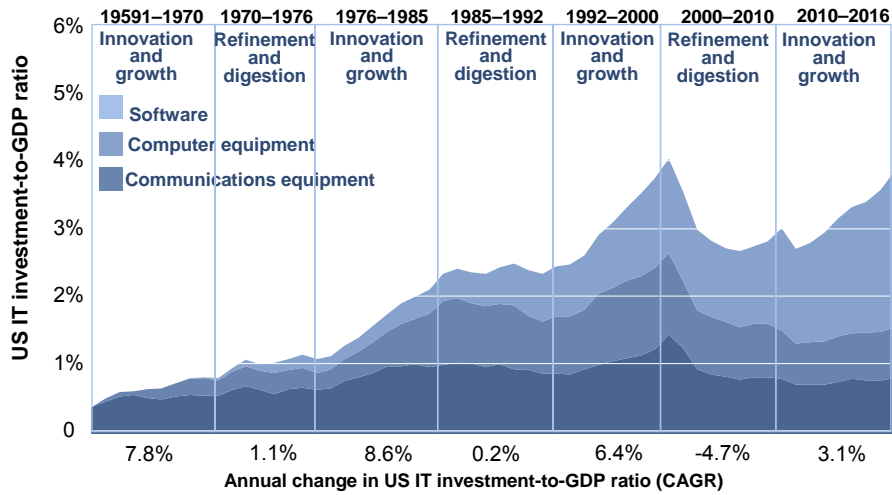


Markets



Technology

Beyond the Gateway



5 Source: Forrester Research based on US Department of Commerce data
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From Process Automation to Optimizing Results



Network computing helped automate transactional processes in industries like manufacturing.

Next Gen (Smart, Cloud, Green)
Computing will help make collaborative processes more effective by better leveraging assets and managing liabilities.



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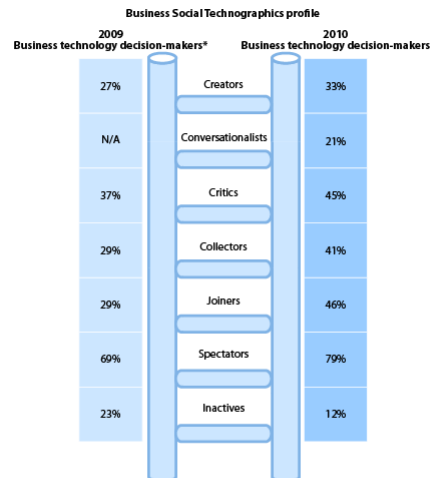


Consumers who regularly use the Web for the following activities:

	Gen Y (18-27)	Gen X (28-41)
Use Web-based email	73%	65%
Use instant messaging	56%	33%
Send photos by email	41%	40%
Use social networking sites	42%	17%
Play online games alone	39%	31%
Download music	36%	22%
Purchase products	36%	45%
Use personal portal/content sites	32%	29%
Watch peer-generated video on a video-sharing site	28%	19%
Read blogs	27%	15%
Watch Internet video/audio	24%	21%
Watch Internet video/streaming video	23%	23%



April 2010 "Social Technographics@: Business Technology Buyers" The Adoption Trend For Social Among Business Technologists Points Up



Base: 793 US and European business technology decision-makers at firms with 100 or more employees
 *Base: 1,217 NA and European business technology decision-makers at firms with 100 or more employees
 (percentages include business technology decision-makers who said they engage in selected social activities for business purposes or for both business and personal purposes)

Source: North American And European B2B Social Technographics® Online Survey, Q1 2010 and
 *North American And European B2B Social Technographics Online Survey, Q4 2008





Overall, the Future is
Bright

Thank you

Mark R. Nemec
+ 1 617.613.6431
mnemc@forrester.com
www.forrester.com