



IT IS
COOL

Saskia Van Uffelen – Sept 29



BULL

ABOUT ME

xerox 

COMPAQ

digital





ICT Woman of the year 2011

TODAY IT IS EVERYWHERE

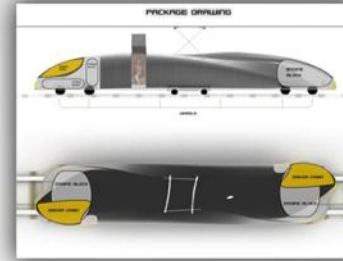
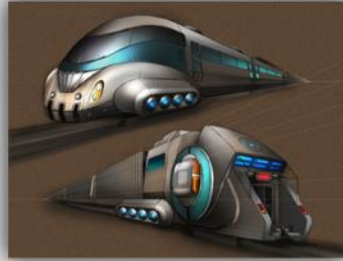
*and you're in the middle of IT
where the action is!*



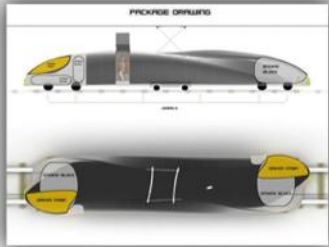
IMAGINE

WHAT IF WE COULD INTEGRATE
ALL OUR MEANS OF **IT** INTO...

PUBLIC TRANSPORT



SKILLS TO MAKE **IT** HAPPEN



PROBLEM ANALYSIS

→ **IS IT** A CHALLENGE?

FINANCIALS

→ **IS IT** FEASIBLE?

MARKETING

→ **IS THERE** A MARKET?

SALES

→ **IS IT** SELLABLE?

PROJECT MANAGEMENT → **LET'S DO IT!**

DEVELOPMENT & TESTING → **DOES IT** ACTUALLY WORK?

CHANGE MANAGEMENT → **IMPLEMENT IT!**

...

...

THE TALENT TO MAKE **IT** POSSIBLE

IT people

50% **50%**

non IT people

IT HAS AN IMPACT ON



IT depends on good ideas ...



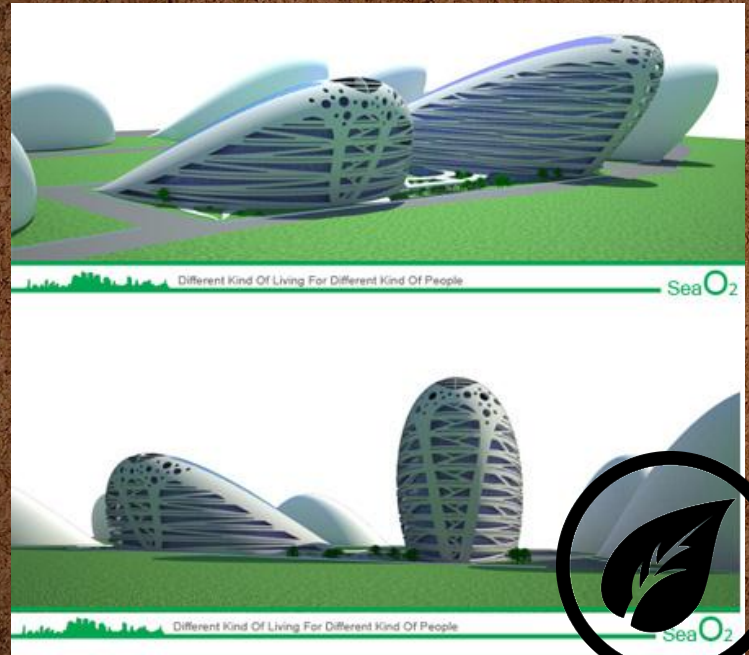
SOCIAL RESPONSIBILITY 3



1



HEALTH



GREEN IT 2



Samen sneller duurzaam

Urgenda visie 2050

urgenda

THEY DID IT THERE

LARRY PAGE & SERGEY BRIN
CREATORS OF GOOGLE

LARGEST SEARCH ENGINE
STUDIED MATH & IT



MARK ZUCKERBERG
CREATOR OF FACEBOOK

LARGEST SOCIAL NETWORK
STUDIED IT



THEY DID IT HERE

DRIES BUYTAERT
CREATOR OF DRUPAL

LARGEST OPEN SOURCE CMS
STUDIED IT



BART DECREM
CREATOR OF TAP TAP REVENGE

BOUGHT BY DISNEY
STUDIED LAW

Disney koopt bedrijf van Belg Bart Decrem TAPULOUS MAAKT SPELLETJES VOOR IPHONE

vrijdag 03 juli 2010 (rnp, 180)



De van oorsprong Belgische technopreneur Bart Decrem heeft zijn succesvolle spelletjesbedrijf Tapulous verkocht aan Disney.

Bart Decrem is al meer dan twintig jaar actief in Silicon Valley. Peter Dasilva/The New York Times
© PETER DASILVA



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AL ABONNEE?

Gebruikersnaam:

Wachtwoord:

Bewaar wachtwoord
Lees verder

Wachtwoord vergeten?

Al abonnee, activeer uw online toegang

NEEM EEN ABONNEMENT OF DAGKAART

Maak elke dag
overantwoord interessant

NEEM EEN
ABONNEMENT

VANAF
€15
PER MAAND

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THEY ALL THINK IT IS COOL

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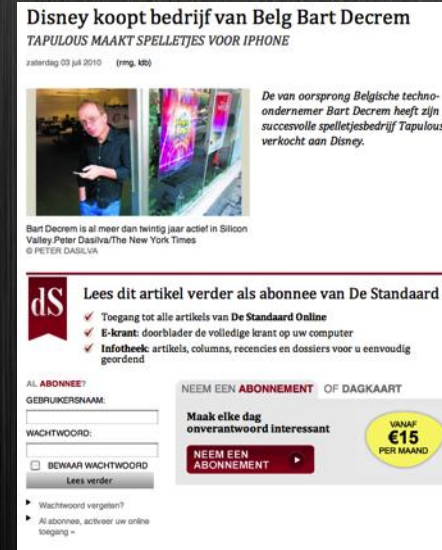
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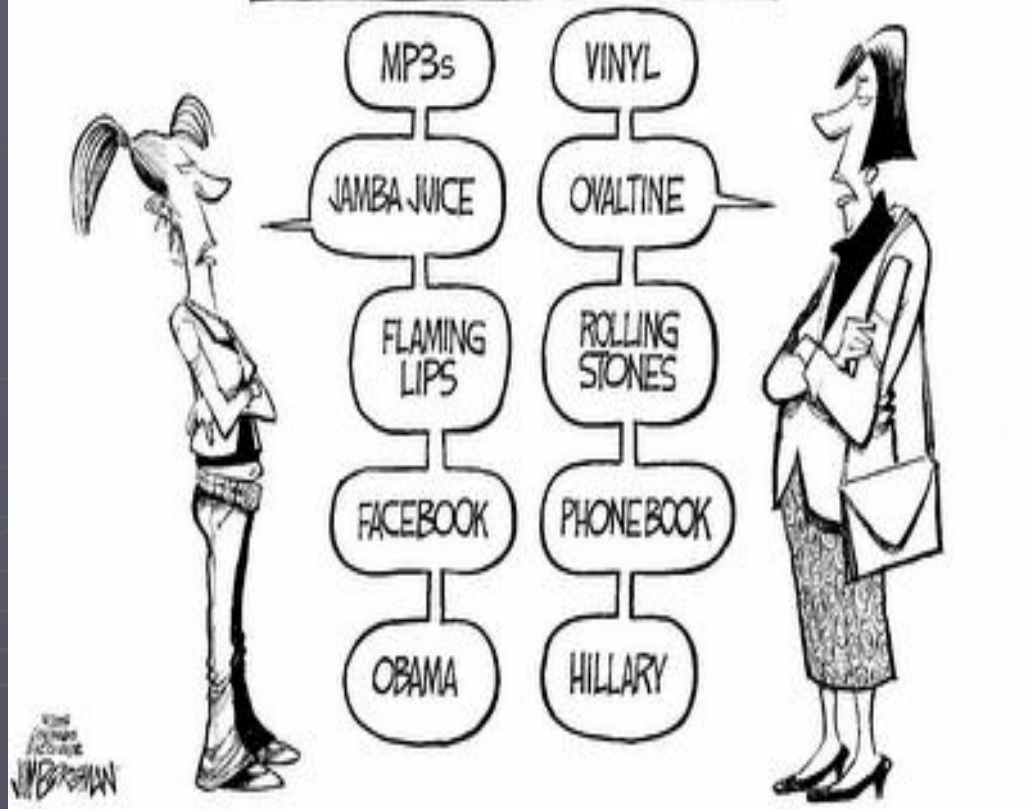
LARGEST SOCIAL NETWORK
STUDIED IT



BECAUSE

IT IS
COOL

Generation Gap 2008



THEY THINK DIFFERENTLY



BULL
Architecture of an Open World

THEY TALK DIFFERENTLY



THEY LISTEN DIFFERENTLY





Architect of an Open World™

HAVE COMPLEMENTARY SKILLS





Architect of an Open World™

IMPACT ON MANAGEMENT



BULL

Architect of an Open World™

Results





The NEW area for HR

MASS OF DATA

HR ANALYTIC

BUSINESS IMPACT

PRO ACTIVE

THE MOST CRITICAL ROLE IN THE FUTURE





INNOVATE
INITIATIVE
PRO-ACTIVE



BULL

