

LEADINGedgeforum

Aligning R&D with industry change

David Moschella, global research director

CSC
EXPERIENCE. RESULTS.

Global forecasting – A humbling history | **LEADINGedgeforum**

USSR 1950s/60s -- Centralized planning

Japan 1970s/80s -- Keiretsu

Europe 1990s -- Societal cooperation

China? 200X -- Scale/cost?

India?

1) A customer-driven IT industry | **LEADINGedgeforum**

Customers are Taking the Lead **Industries are Being Transformed**

% of Value

Supplier-Created Value

- Media/publishing
- Health/pharmaceuticals
- Financial services
- Manufacturing
- Retail
- Defence/aerospace
- Government
- Education
- Professional services

1995 2010

Expanding sources of IT R&D | **LEADINGedgeforum**

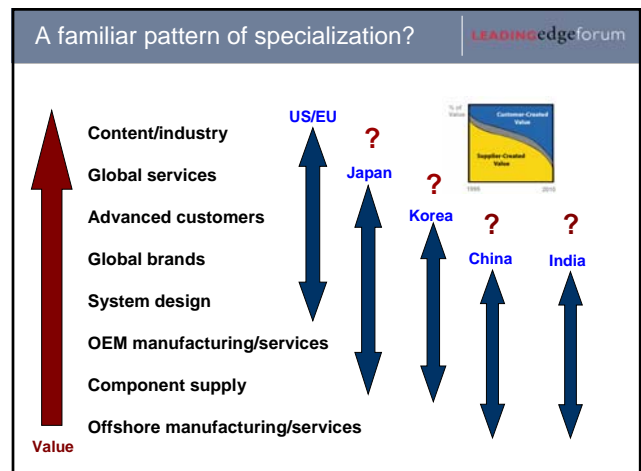
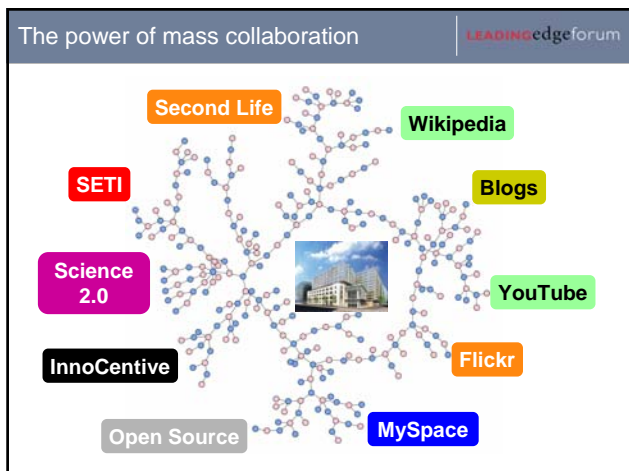
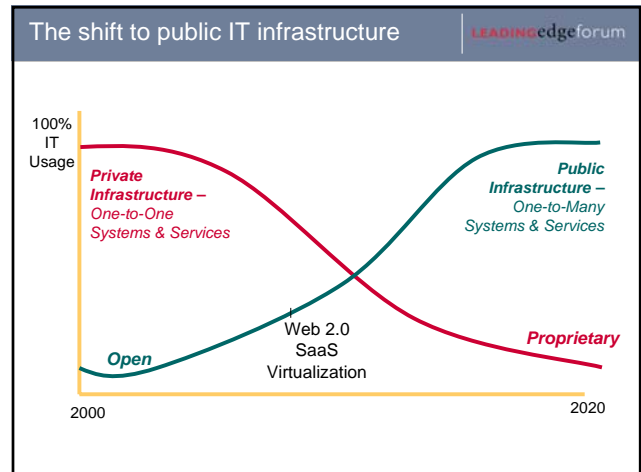
Supplier **Customer**

- **Entrepreneurs**
 - Developers
 - VCs
- **Programmers**
 - Hardware
 - Software
 - Platforms
- **Applications**
 - Channels
 - Speed
 - Adoption
 - Standards

Competencies/Abilities, Training, Skills, Experiential Depth

- **Biologists**
- **Chemists**
- **Architects**
- **Designers**
- **Marketeers**
- **Manufacturers**
- **Suppliers**
- **Financiers**
- **Lawyers**
- **Employees**
- **Customers**
- **Consumers**

Technical Innovation **Application Innovation**



Policy implications

LEADINGedgeforum

Pro-growth macroeconomics – Education, health care, transferable benefits, fiscal discipline, savings, competitive taxation, etc.

IT specific --

- Be a demand leader – Standards, interoperability, RFID, GPS, security, authentication, biometrics, voting, etc.
- Enable change – Deregulation, interstate commerce, copyrights, patents, privacy, environment, SOX, global reciprocity
- Attract talent – Visas, green cards, immigration, brand
- Services R&D – logistics, speech, translation, semantic Web, etc

© 2006 LEADINGedgeforum

LEADINGedgeforum

Thank you!



CSC
EXPERIENCE RESULTS