

Tæknipjóðfélagið árið 2020

“Árið 2020 ferðu ekki lengur í vinnuna, vinnan er hjá þér”

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History of the Office

Why did we invent the office?

<http://en.wikipedia.org/wiki/Office>

Data and Information sharing

- No other way than physical presence
- Moving data was more expensive than moving people

Resource sharing

- Hardware was more expensive than people
- Real estate cost relatively low
- Travel cost, personal time not an issue

From: Production Worker

To: Knowledge Worker

1903



1937



Welcome to the Year 1997



AltaVista **Results** [Help - AltaVista Home](#)

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Spell check: did you mean **slide rule**?



QANTAS AIRWAYS LIMITED

SPCL CONDNS APPLY*XX/CHG FEE
APPLIES*NO REF/REISSUE ONCE
TVL COND

PASSENGER TICKET AND BAGGAGE CHECK
FLIGHT COUPON

02396578 090AR7
QANTAS AIRWAYS
QANTAS EXPRESS
SYDNEY

CLASS	ORIGIN	FLY TO	CARRIER	FLIGHT	STATUS	FARE BASIS	PC
	PAPETE	LA 0834	U	0100	OK	BFLAU	2PC
	SANTIAGO ART HER	LA 0805	U	0745	OK	BFLAU	3PC
	BUENOS AIRES EZE		VOID	VOID	VOID	VOID	VOID
	EASTER ISLAND	LA 0835	Y	2125	OK	BFLAU	3PC
	PAPETE						

XPF OFFT FA SCL LA RUE /- IPC LA PPT 000.00

AUD 0.0000
AUD 16.40PF
AUD 18.70PF
AUD 76.60ZG
AUD 111.70

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What has happened during the last 14 years?

Google

1999



2001



2003

LinkedIn

2003

flickr

2004



2004

YouTube

2005

twitter

2006



2007



2010

The Impact the Internet has on our Life

“I cannot imagine a life without...”

- A mobile phone: 97%
- The Internet: 84%
- A car: 64%
- My current partner: 43%

% of the 14-29 year population

Source: BITKOM – Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V., 2010

Predicting the future is not easy



“ Prediction is very difficult, especially about the future.” -
Niels Bohr, Nobel Laureate

“ We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten” - *Bill Gates*

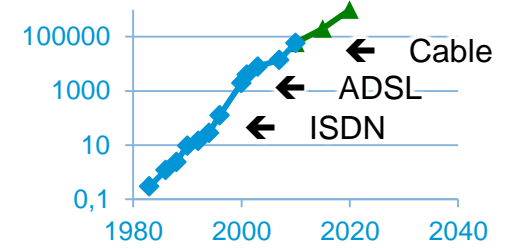
“ The best way to predict the future is to create it.”
Peter Drucker

The Great Manure Crisis of 1894

Linear Evolution vs. Disrupting Transformation vs. Multi-Dimensional Change

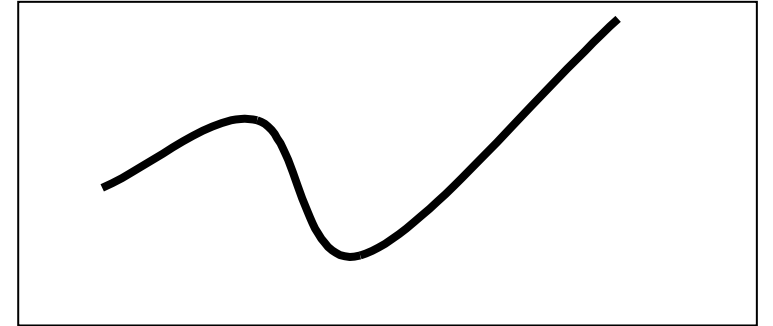


Always Connected with “unlimited” bandwidth



1GB Bandwidth for each household

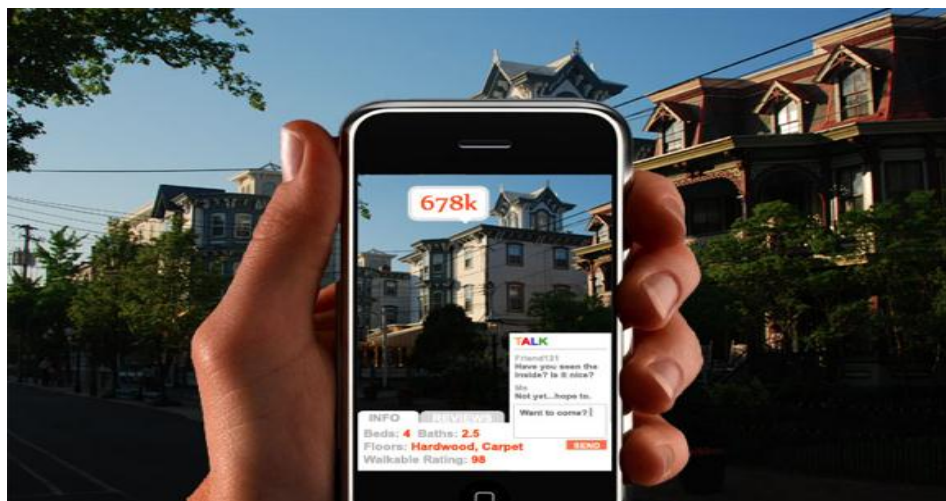
(HD) Video Everywhere



Augmented Reality



©2001 How Stuff Works



zankio.com



bmw.com

Augmented Reality – Google Glass



Email Will Be Obsolete



The impact of Cloud

Fewer Data Centers – more complexity, higher utilization



Our Personal Identity Will Control Security



We Will Do Work, Not Go To Work



The combination of trends → Corporate Networks and offices will start to disappear!



This stuff is only relevant to IT workers!
(some people need to do REAL work in this world)



The Extinction Timeline

2013: Fax machines

2014: Getting lost

2017: Wired Ethernet for endusers

2018: Laptop (replaced by Thin Client)

2020: Owning things → Having access to (updated) content

2021: Dialtone

2027: Phone numbers

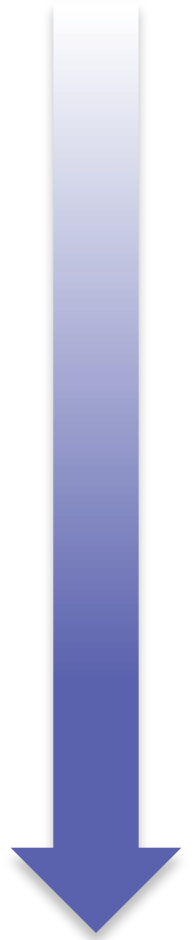
2030: Keys

2033: Coins

2045: Employment (“personnel” cloud – mturk.com)

2049: Physical newspapers

2050: Office buildings



Is this actually true based on what we have seen in this presentation?



Finansavisen 06.05.2011



Aftenposten 31.03.2011

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the future is to create it”

Peter Drucker

Thank you.

