

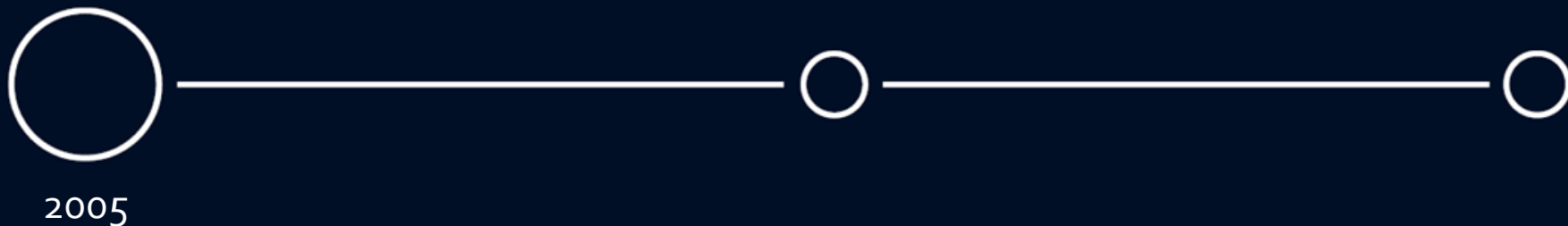
Tech
with a
purpose

Do you
Remember
2005?

Looking back at the
WORLD

Bombing-attacks in London

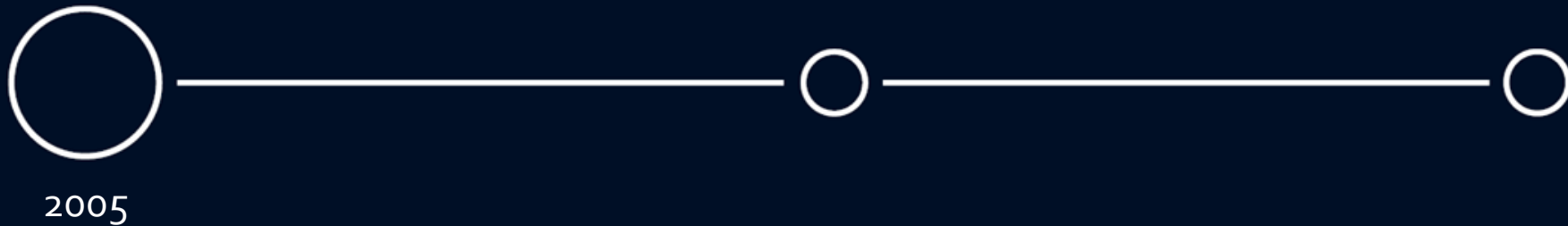
Brands: Coca Cola, Microsoft, IBM, General Electric,
Intel, Nokia, Disney, McDonalds



Looking back at
TECH-ECONOMY

Nokia / Ericsson / Sony rule

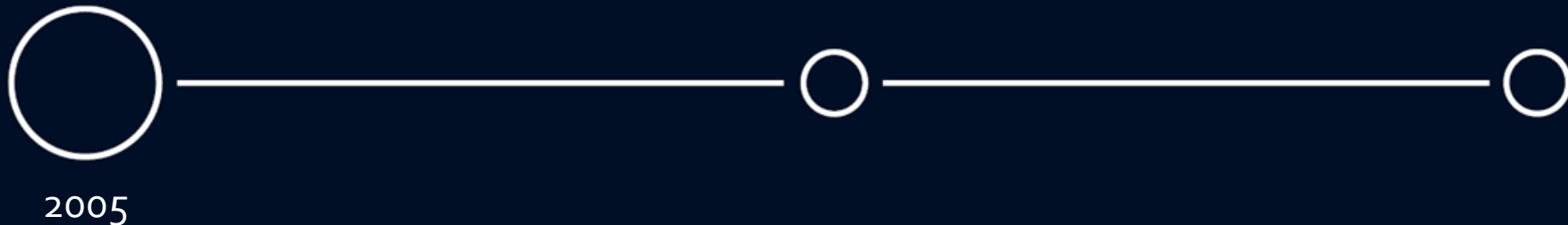
Internet hype



Looking back at
successful STARTUPS

Mark Zuckerberg launched Thefacebook

Google announced Gmail



Looking back at
MOMENTS

CFO's are pushing ERP systems

Founding of CIO Platform NL

1st CIO DAY



2005

Where are
we
now?

Looking at today
WORLD

Global warming - Middle East - Economic power battles

Brands: Apple, Google, Amazon, Microsoft, Facebook



Looking at today
TECH-ECONOMY

Mobile & communication

Social media

Digital transformation, data driven



Looking at today
Successful START UPS

Tesla, Uber, AirBnB, Instagram, Alibaba,
Pinterest, WhatsApp, SnapChat,
Picnic, Booking.com , Spotify...



Looking at today
MOMENTS

ICT managers become CIO's / CDO's

CIO Platform NL has become a voice

CIODAY has become the key event of the year



From 2005 to 2019

Costscenter ICT
Internet

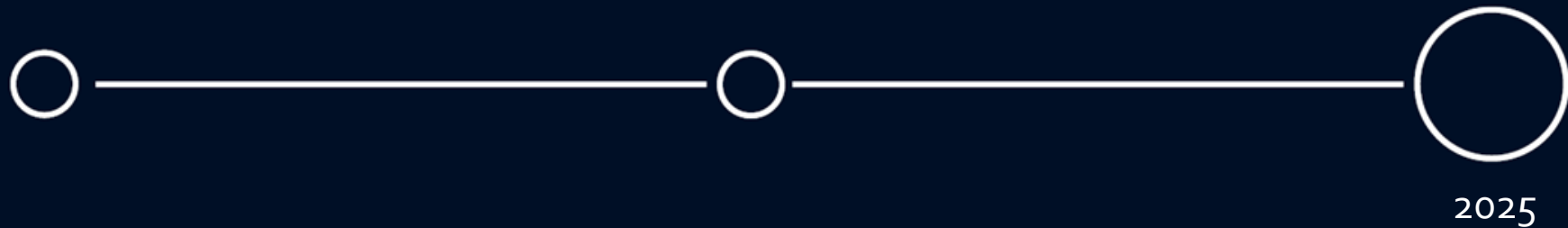


Disruption
Digital Transformation



Where are
we
heading
to?

Unsure about the world
Technology will be the driving force
More & more Startups that quickly become stars

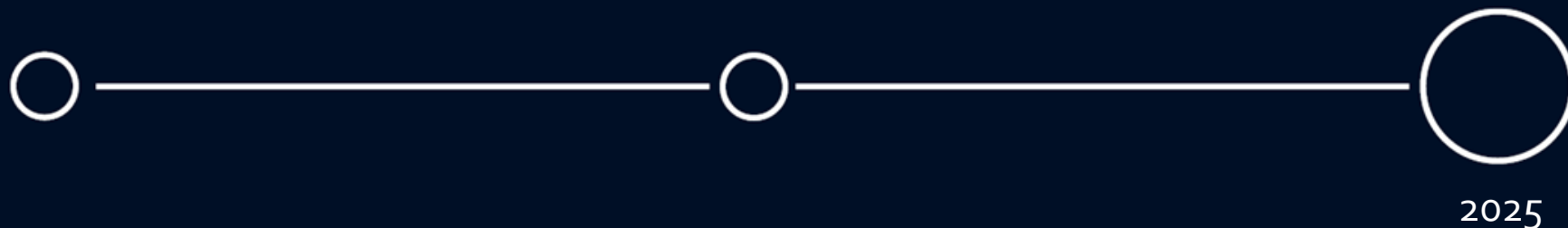


MOMENTS:

The IT community is gathering momentum and strength

work the digital agenda,
drive innovation
create value for our business

To steer 'tech' in the right direction.....



TECH with a PURPOSE

Technology is everywhere and impacts everything:

People's health....

Demographics

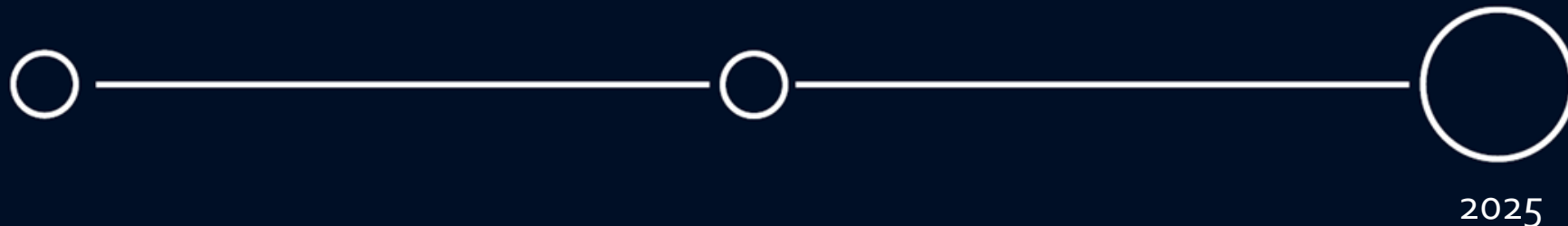
climate ...

Social issues

(Economic) Prosperity

And US and China are ruling the software industry!

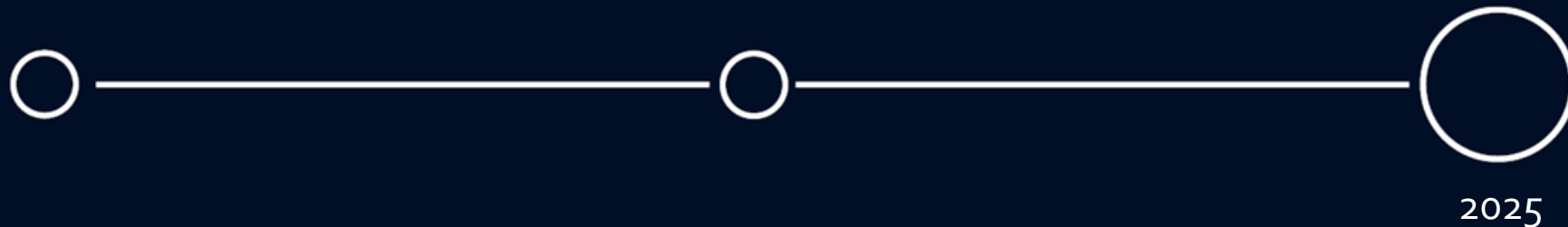
So with a Technology driven Future: we need to be the beacon



TECH with a PURPOSE

COLLABORATION WILL BE CRUCIAL:

- WITHIN THE CIO COMMUNITY
- WITH OUR USERS / CUSTOMERS
- WITH EU LAWMAKERS
- WITH THE VENDORS



Only then ...

TECH
with a
PURPOSE

