

Andy Mullholland speeches for Agoria.

Last Tuesday, May 18th, Andy Mulholland, our global chief technology officer (GCTO), gave a speech on “Innovation in respect of Business and Technology Change” at the Agoria Corporate Event. Agoria is Belgium's largest employers' organisation and trade association. Agoria is representing and helping more than 1,600 companies in the technology industry. As communicated earlier on Ozone, Urbain Van Boven, our Belgian CEO, recently got selected as vice-president of Agoria ICT. About 500 people present at the event got a preview of the technological future.

Technology isn't a goal on itself, but a way to reach better business. That was Andy's message in a nutshell.

In the past, companies saw information technology (IT) as a way to cut costs. Today, the emphasis is more on value creation. Andy: “We need to use technology to better our business, do new things and find new markets. Take a look at what Amazon.com did on this.”

Andy sees two big drivers: web 2.0 and ‘cloud computing’. “Today, I'm getting a lot less e-mail than a year ago. Why? Because we're using social media at Capgemini now. That's much more efficient than e-mail. And you have to admit: we all want to have less e-mail in our inbox, don't we?”



According to Andy, social networking sites will gain importance. “What do you do when there's a new car on the market? Are you going to look at the advert, an article in the newspaper or the opinion of thousands and thousands of users?”

Andy thinks the much talked-of ‘cloud’ is the future. The cloud is nothing more or nothing less than a worldwide network of computers and other storage media, from which users can pick the things they need. The era of the narrow client-server model is therefore definitively over.

Want to know more? [Download Andy Mullholland's presentation.](#)

