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Business 2030 – Beyond Digital

Mark J. Barrenechea
OpenText CEO & CTO

markb@opentext.com

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We Are On the Cusp of a New Global Era

Generation Digital

Digital Life, is Life.

Reaching new productivity and prosperity – Harnessing the world's resources (water, food, fuels, minerals, plants, animals)

Unlocking human potential – The next generation of superhuman talent with augmented intelligence

Global connections – The re-shaping of economies by frictionless flows of goods, people, capital, and ideas

New technologies and markets of the future – The next big arenas of value and competition (AI, Quantum, Verse, Trust, Climate, Talent)
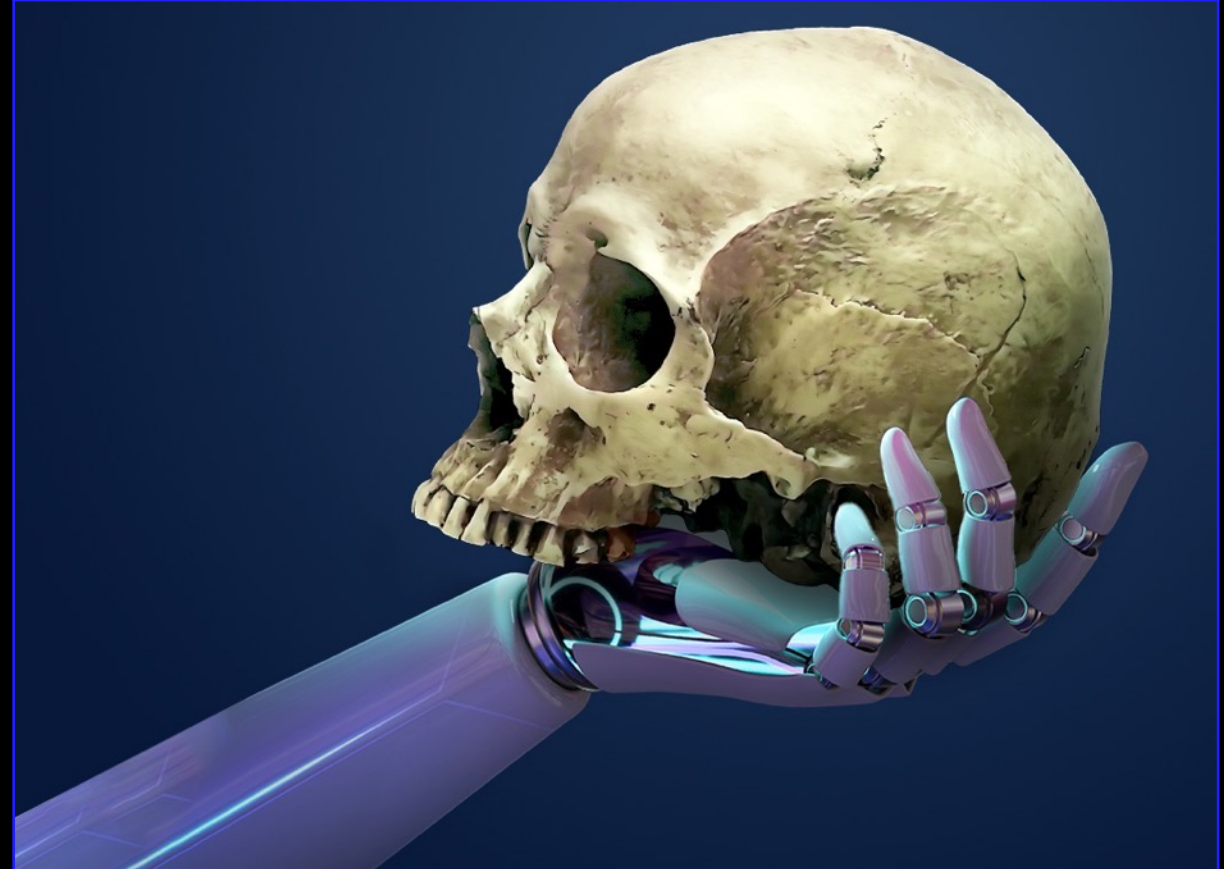
There Are Two Stories
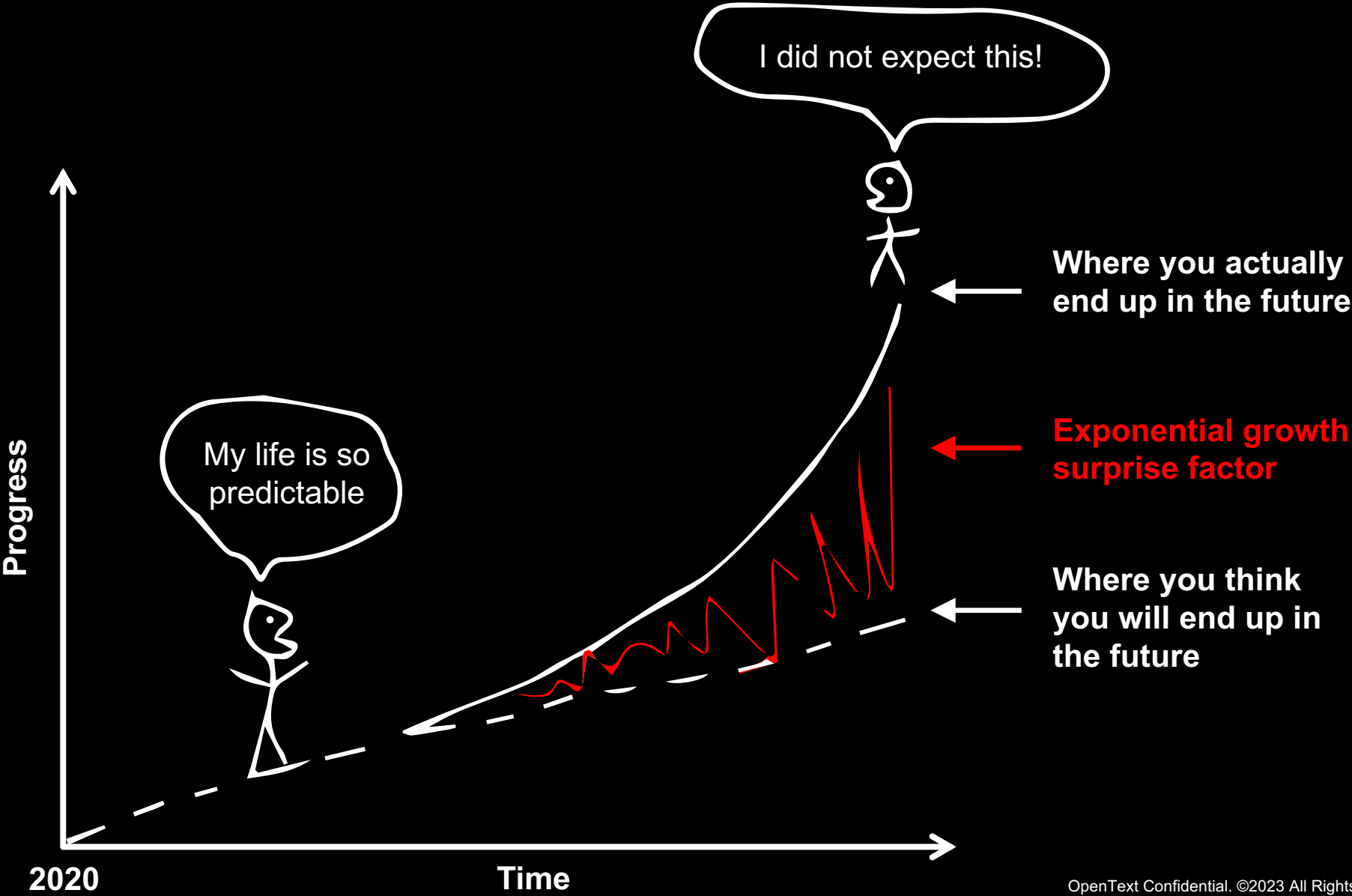

Utopia:
Technology will save us

Dystopia:
Technology will harm us

Deception of Linear vs Exponential

4 Exponential Forces Today

The Rate of Automation
(software, robots, machines)

The Increase in Computing Power
(doubling every 18 months)

The Power of the Network
(nodes, connected users, machines)

The Growth of Information
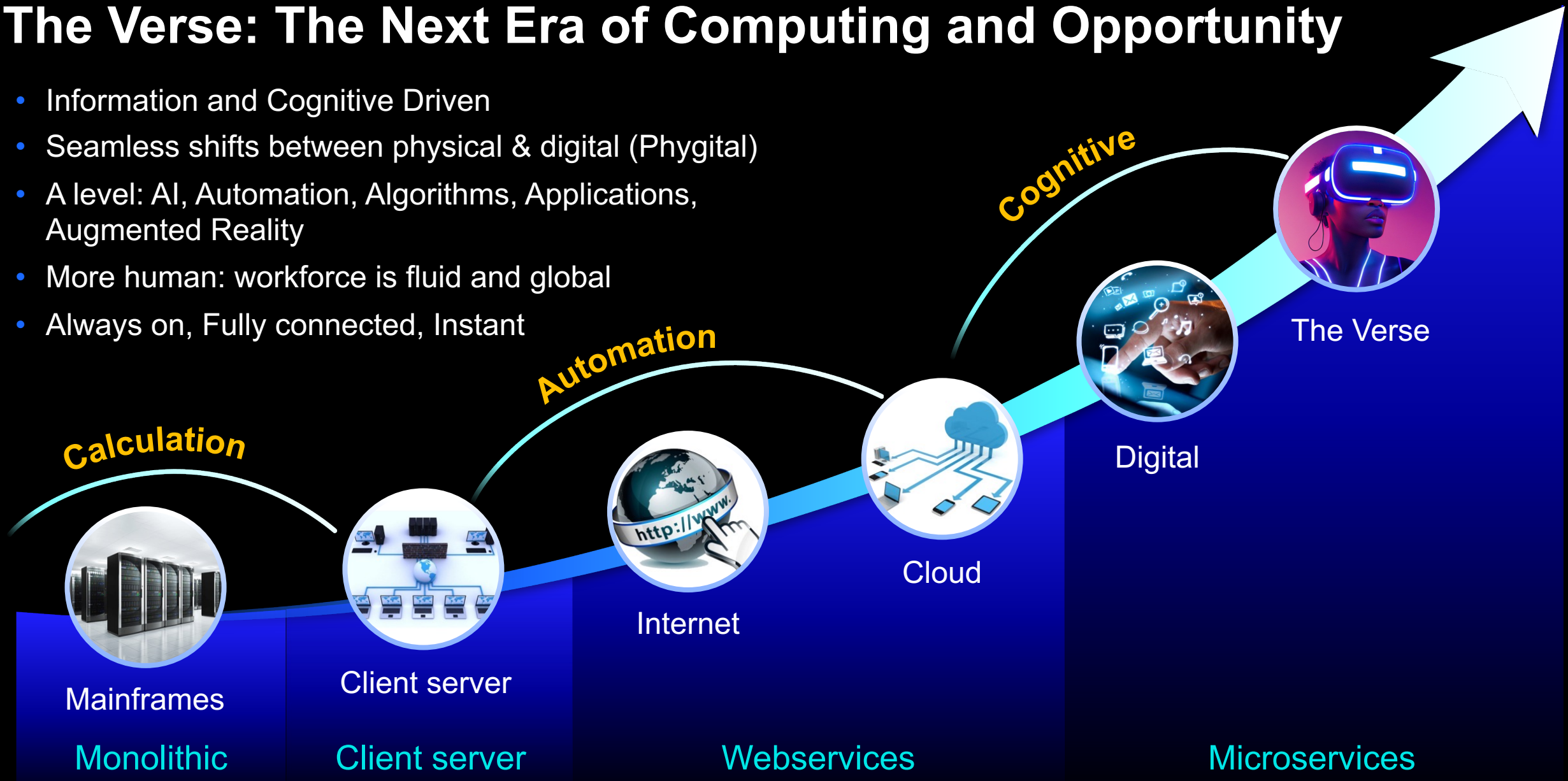(new data sets)

The Exponential Growth of Information

Information Forces

- Information is Abundant and Everywhere
- Low Frictional Costs to Store Information
- Business Transactional Data
- Customer Experience Data
- Asset / Inventory Sensor Data
- Robotics
- Tag Everything Data (trains, planes, automobiles)
- Supply Chain and Trading
- Machine Generated
- Security

The Verse: The Next Era of Computing and Opportunity

- Information and Cognitive Driven
- Seamless shifts between physical & digital (Phygital)
- A level: AI, Automation, Algorithms, Applications, Augmented Reality
- More human: workforce is fluid and global
- Always on, Fully connected, Instant

Cognitive

Automation

Calculation

The Verse

Digital

Cloud

Internet

Client server

Mainframes

Monolithic   **Client server**   **Webservices**   **Microservices**

Business 2030

Total Enterprise Reinvention

- Businesses become digital ecosystems
- All industries transformed
- Every company is an information company

Human-centric Work & Workplaces

- Generation Y / Z to dominate the workforce
- New expectations
  - Instant experiences
  - Want control of their time, space, careers
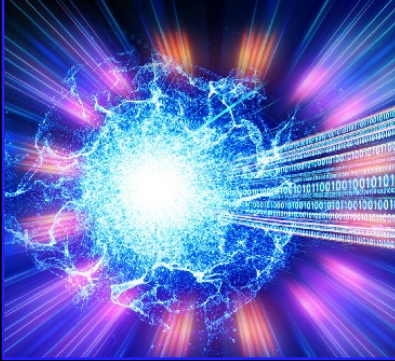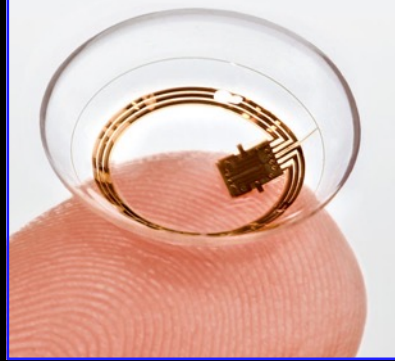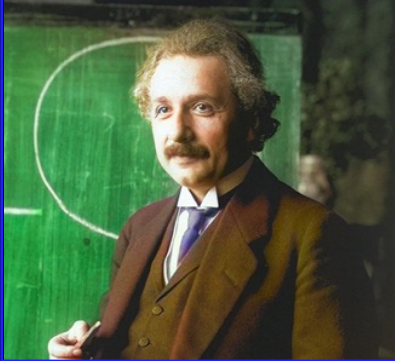
New Rules

- Sustainability, climate innovation, the Green Ledger
- Social justice; Truth and reconciliation
- Data trust and compliance

New Requirements

- Extended reality
- Voice / facial interfaces
- The Verse
- AI to drive NEW galactic growth – larger than all the output of China and India combined

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Business 2030 Technology Drivers

Climate	Talent	AI	Quantum	Trust	Miniaturization

Supply Chains	Inclusion	IQ of an Einstein	Longevity	Energy	Connectivity

Inflation	Regionalization	Automation	Security	Cloud	War

NASA Climate Spiral 1880-2022

- By 2025, half of all CIOs will have performance metrics tied to sustainability

- By 2027, 25% of G2000 companies will have a Chief Sustainability Officer
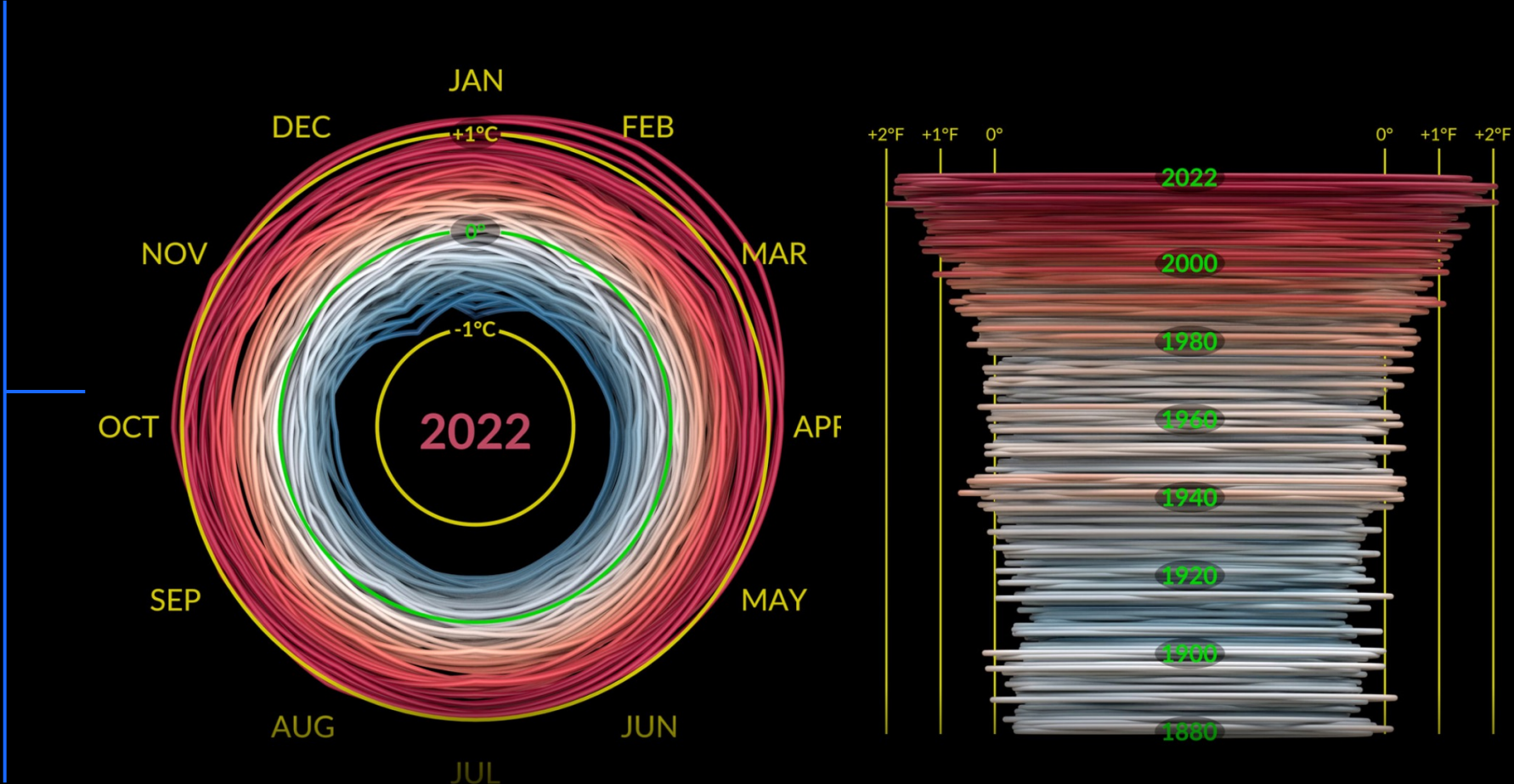
The World:
4°C Warmer

- Climate is the number 1 risk

- Top agenda item for business

- Humans have already warmed the planet by 1°C

- At 4°C, the world's population will shrink 50%

- The journey from 1°C to 4°C will be chaotic

- Information Management can reduce CO_2 emissions by 10%

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No one knows exactly what this world will look like, but models provide insights into forced human migrations and our future power generation

Greenland
Greenland's ice sheet will be melting rapidly

Scandinavia/UK/Northern Russia/Greenland
Compact high-rise cities would provide shelter for much of the world's population

Siberia
Reliable precipitation and warmer temperatures provide ideal growing conditions for most of the world's subsistence crops

Arctic passage
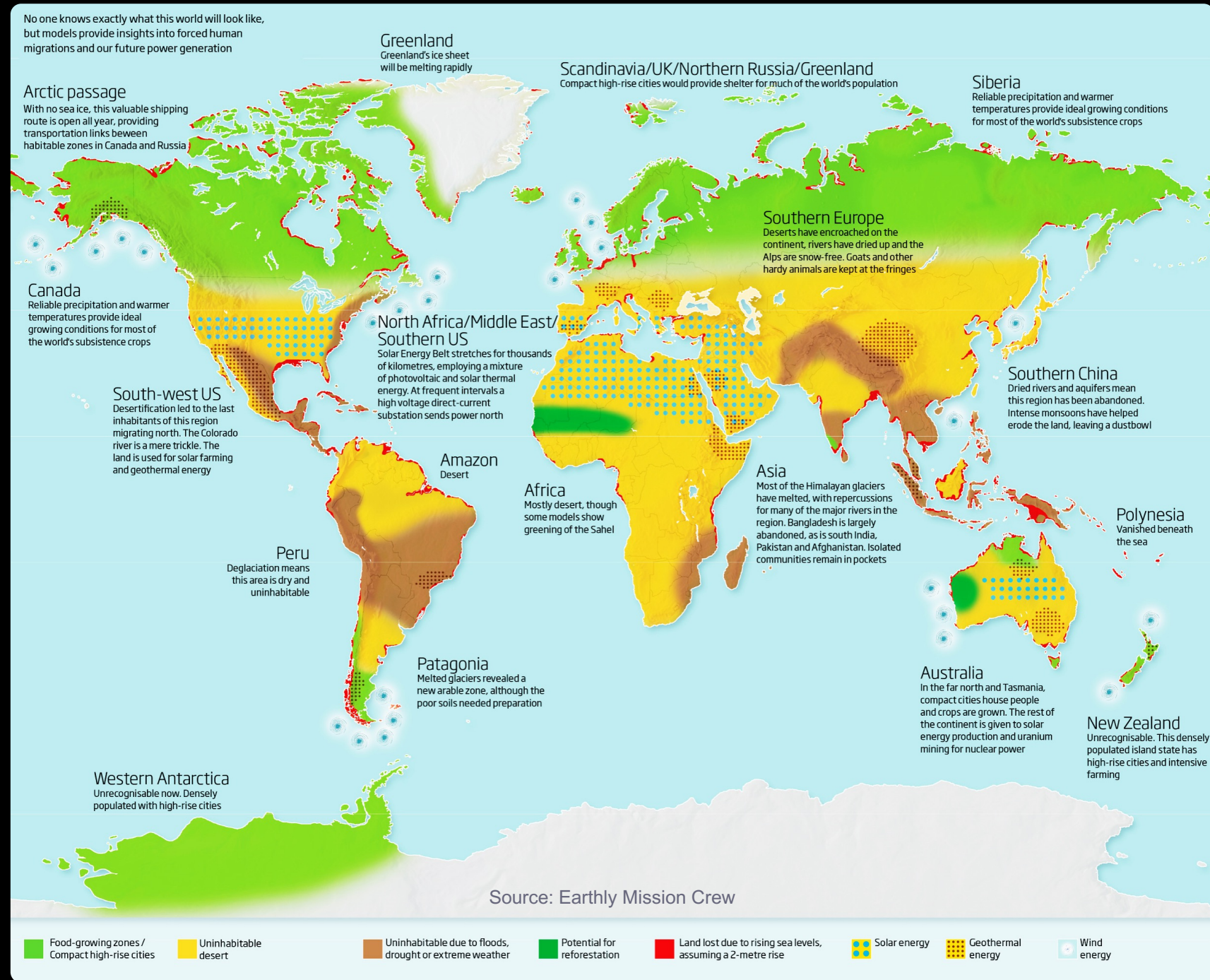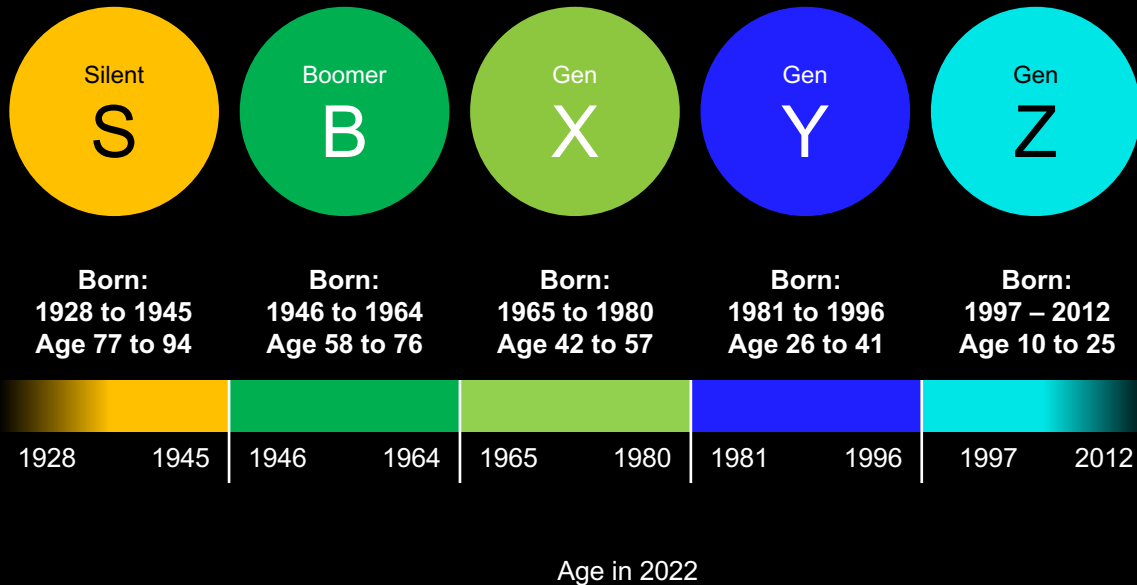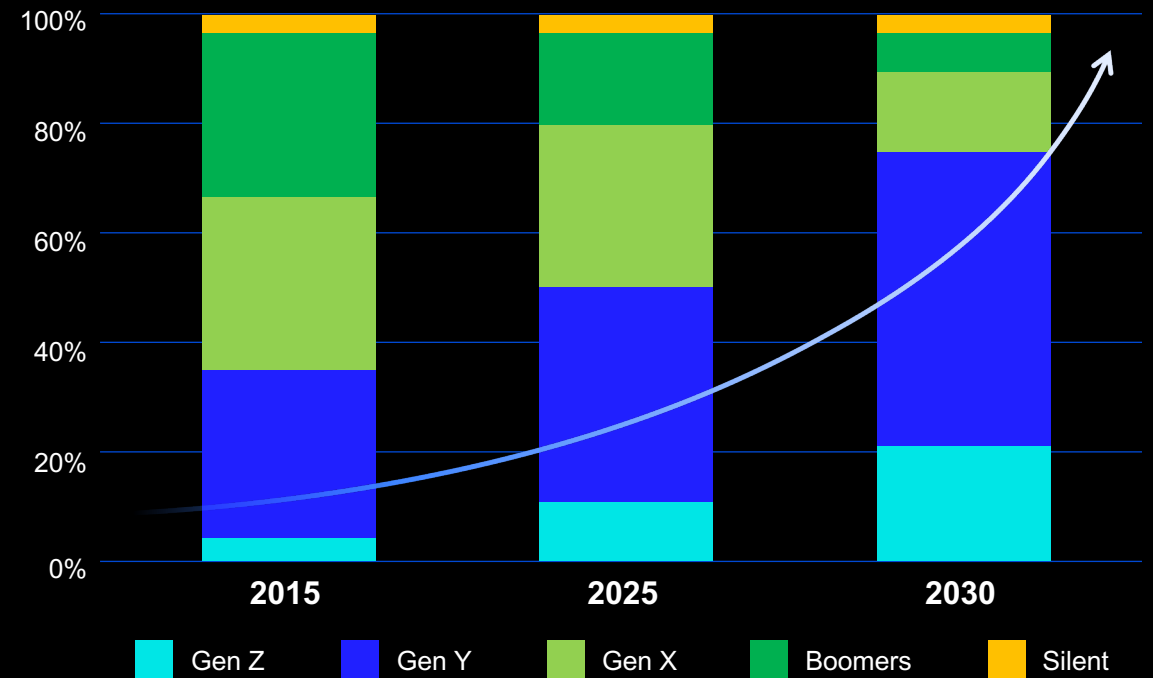With no sea ice, this valuable shipping route is open all year, providing transportation links beween habitable zones in Canada and Russia

Southern Europe
Deserts have encroached on the continent, rivers have dried up and the Alps are snow-free. Goats and other hardy animals are kept at the fringes

Canada
Reliable precipitation and warmer temperatures provide ideal growing conditions for most of the world's subsistence crops

North Africa/Middle East/Southern US
Solar Energy Belt stretches for thousands of kilometres, employing a mixture of photovoltaic and solar thermal energy. At frequent intervals a high voltage direct-current substation sends power north

Southern China
Dried rivers and aquifers mean this region has been abandoned. Intense monsoons have helped erode the land, leaving a dustbowl

South-west US
Desertification led to the last inhabitants of this region migrating north. The Colorado river is a mere trickle. The land is used for solar farming and geothermal energy

Amazon
Desert

Africa
Mostly desert, though some models show greening of the Sahel

Asia
Most of the Himalayan glaciers have melted, with repercussions for many of the major rivers in the region. Bangladesh is largely abandoned, as is south India, Pakistan and Afghanistan. Isolated communities remain in pockets

Polynesia
Vanished beneath the sea

Peru
Deglaciation means this area is dry and uninhabitable

Patagonia
Melted glaciers revealed a new arable zone, although the poor soils needed preparation

Australia
In the far north and Tasmania, compact cities house people and crops are grown. The rest of the continent is given to solar energy production and uranium mining for nuclear power

New Zealand
Unrecognisable. This densely populated island state has high-rise cities and intensive farming

Western Antarctica
Unrecognisable now. Densely populated with high-rise cities

Source: Earthly Mission Crew

Food-growing zones / Compact high-rise cities | Uninhabitable desert | Uninhabitable due to floods, drought or extreme weather | Potential for reforestation | Land lost due to rising sea levels, assuming a 2-metre rise | Solar energy | Geothermal energy | Wind energy

Talent: Gen X, Y, and Z trends ... Different Expectations

Generations Defined

Silent	Boomer	Gen	Gen	Gen
S	**B**	**X**	**Y**	**Z**

Born:
1928 to 1945
Age 77 to 94

Born:
1946 to 1964
Age 58 to 76

Born:
1965 to 1980
Age 42 to 57

Born:
1981 to 1996
Age 26 to 41

Born:
1997 – 2012
Age 10 to 25

| 1928 | 1945 | 1946 | 1964 | 1965 | 1980 | 1981 | 1996 | 1997 | 2012 |

Age in 2022

Gen Z in Workforce

Legend: Gen Z, Gen Y, Gen X, Boomers, Silent

Chart years: 2015, 2025, 2030 (vertical axis 0% to 100%)

Information Barriers Are Gone: 68 clicks

① Users' Facebook Likes — 55,814 Likes

	art	cnn.com	(…)	BMW
User 1	1	1	…	0
User 2	0	1	…	1
User 3	1	0	…	0
(…)	…	…	…	…
User n	1	1	…	0

58,466 Users

User – Like Matrix
(10M User-Like Pairs)

② Singular Value Decomposition — 100 Components

	$Comp_1$	$Comp_2$	(…)	$Comp_{100}$
User 1	1.5	.7	…	-.9
User 2	.3	-.4	…	-.2
User 3	-.6	.1	…	4.7
(…)	…	…	…	…
User n	1.2	1	…	-.6

58,466 Users

User – Components Matrix

③ Prediction Model

Using Logistic or Linear Regression
(with 10-fold cross validation)

e.g. $age = \alpha + \beta_1 C_1 + \cdots + \beta_n C_{100}$

Predicted variables

Facebook profile: **age, gender, political and religious views, relationship status, proxy for sexual orientation**, social network size and density

Profile picture: ethnicity

Survey / test results: **BIG5 Personality, intelligence, satisfaction with life,** substances use, parents together?

- Age
- Gender
- Ethnicity
- Religion
- Political Views
- Orientation
- Addictions
- Intelligence (IQ)

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AI Will Change the World, and Drive New Arenas of Growth

To take advantage of AI you need to have all the relevant information (external/internal), in the right place (virtual), in the right format (machine readable), always up to date.

TODAY: Generative AI advances Human Learning via super search

TOMORROW:

- Generated drug therapies
- Gene editing of seeds and food
- Perfect risk assessment
- Design
- Autonomous movement

The 3 key AI ingredients:

Information + Algorithms + Learning

Quantum … Are We Ready For Q2K ?
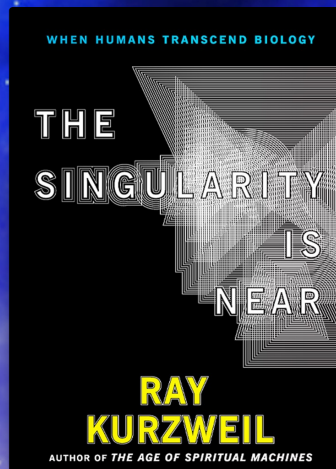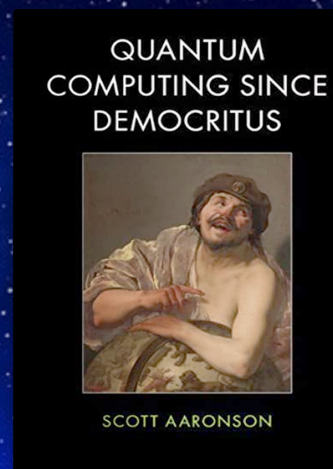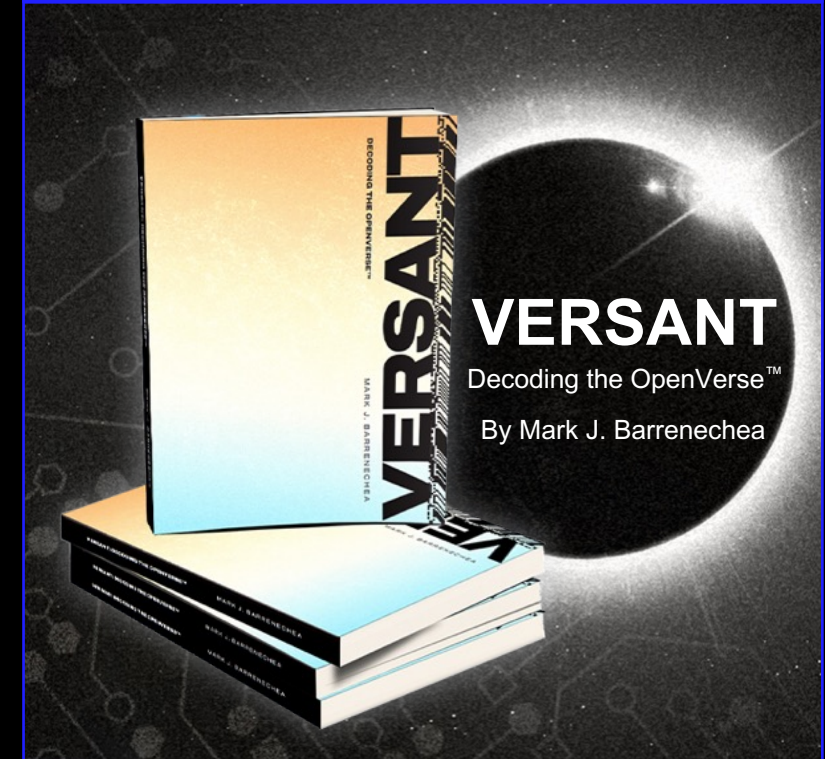
Trust in Software

Misuse

Uber admits its "Greyball" software is still being used

#Dieselgate

Facebook–Cambridge Analytica data scandal

Wirecard Scandal $2B Missing

FTX Scam
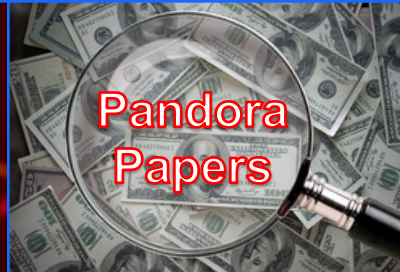
The Pandora Papers investigation

Compliance

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Miniaturization: From Human to Sub-Atomic Scale

"Things" are radically miniaturizing and creating a galactic amount of information

**Blink and you are on the internet.
Recognize people, language.
Monitor diabetes, sugar levels.**
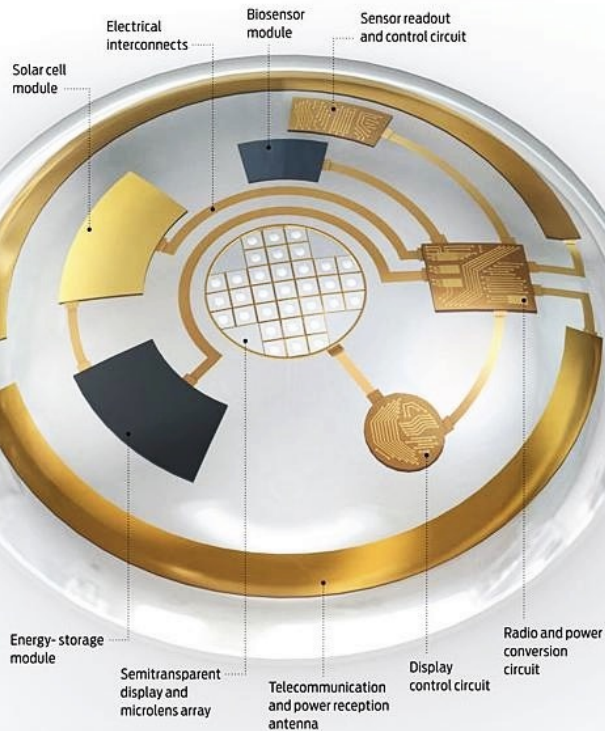
From scanning for cancer to delivering targeted chemotherapies.
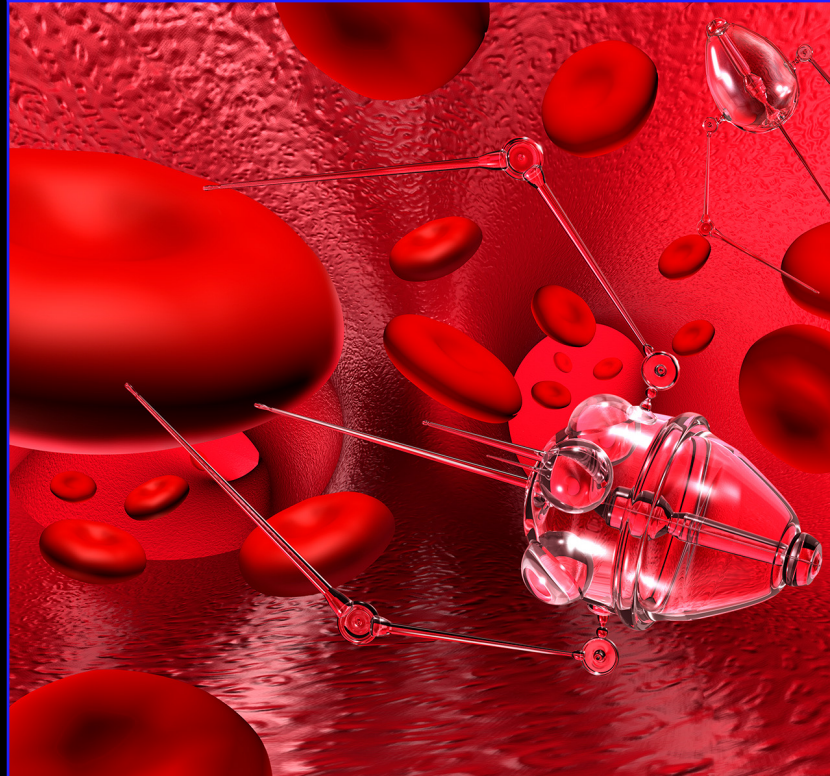
A long and important list:

- Integrated circuits
- Sensors
- Materials
- Optics
- Communications
- Payments

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Business 2030 Top Industry Trends

Retail
Experience (Phygital)

Manufacturing
Regionalized

Financial Services
Micro services

HealthCare
Live to 100+

BioTech
AI driven therapies

Energy
Electrification

Government
A quarterly tax bill

Agriculture
Full gene editing

CPG
Digital twins

Insurance
Perfect underwriting and pricing

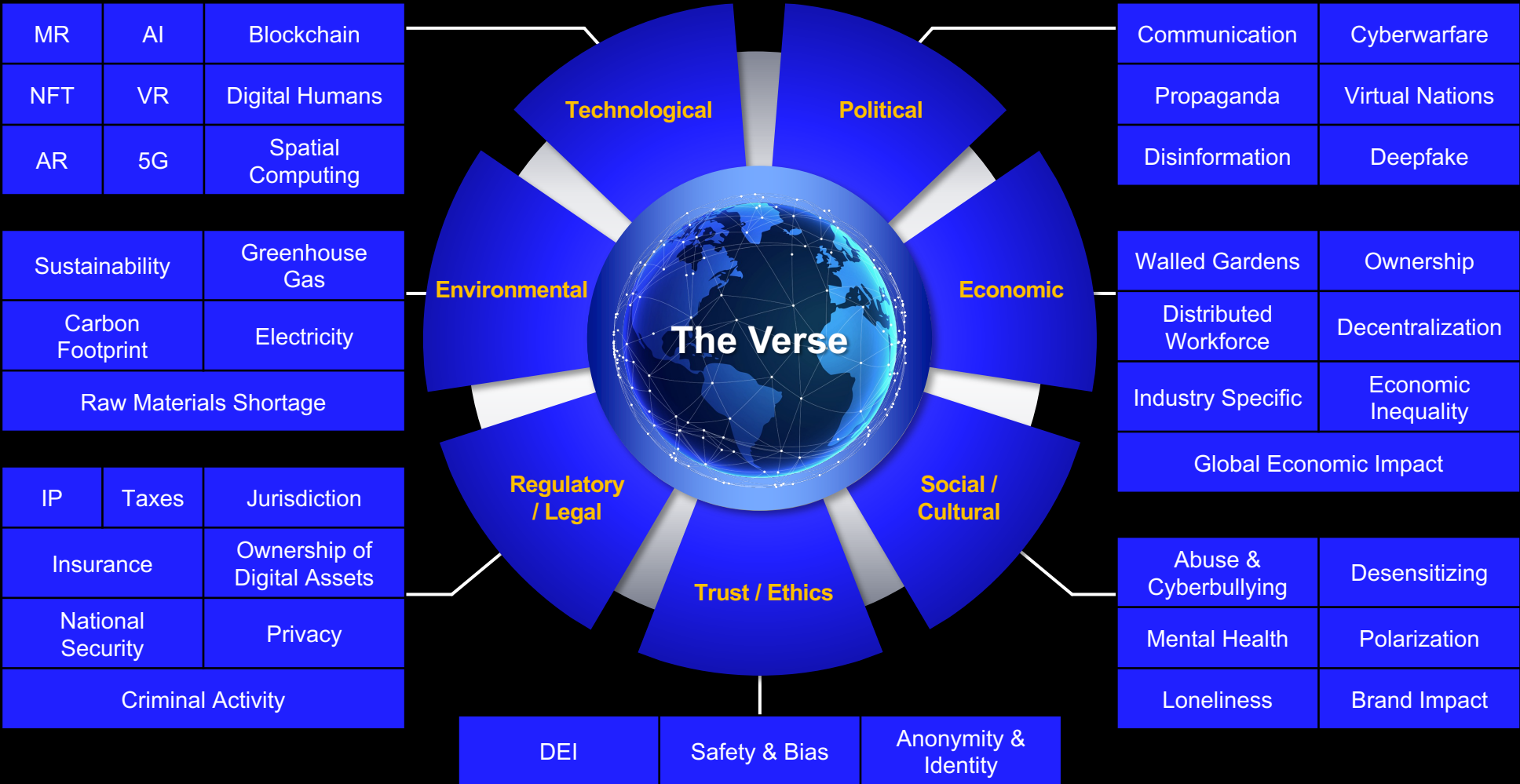# By 2030, the Verse Could Generate $4 Trillion to $5 Trillion Across Consumer and Enterprise Use Cases

The Verse revenue estimates

Bar chart ($ trillion):
- 2022: 0.2–0.3
- 2030: 4–5

(y-axis: $ trillion, marked 0, 1, 2, 3, 4, 5)
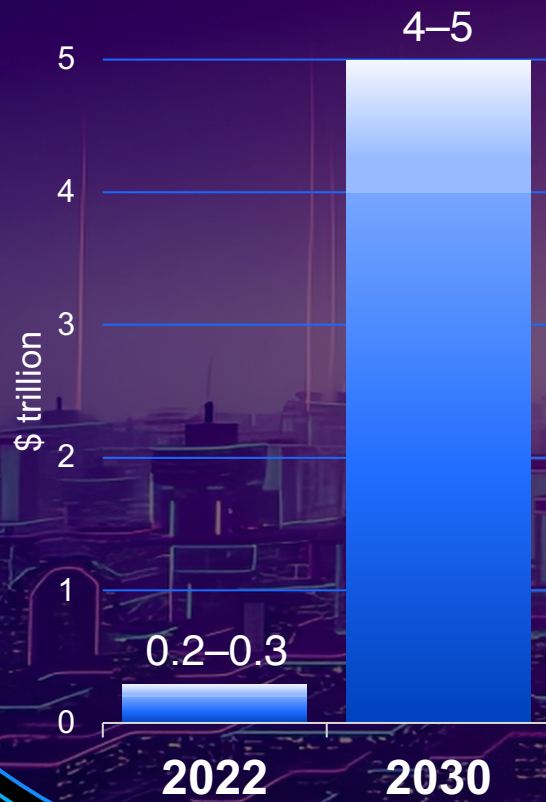
Relative 2030 use case potential

	Low	Medium	High
Consumer use cases	• digital media • health and fitness • virtual assets • VR/AR hardware	• ads • education • gaming • live entertainment	• e-commerce
Enterprise use cases	• central government • construction • consumer services • insurance • investment • local government • resource industries • utilities	• education / training • healthcare provider • transportation • wholesale	• banking • discrete manufacturing • media • process manufacturing • professional services • retail • telecommunications

THE VERSE
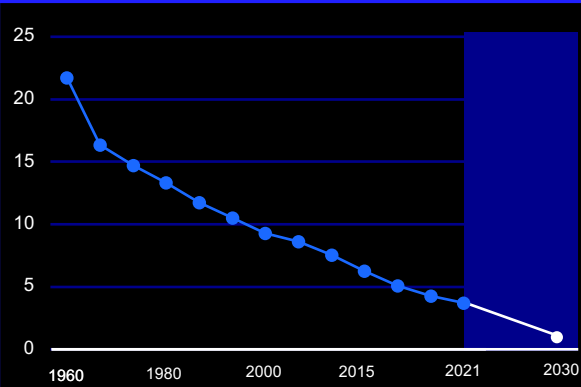
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Source: McKinsey analysis

Impact Map of the Verse

- By 2026 the average person will spend about 1 hr/day in the (or "a") Verse

- Build products and solutions that support the Verse

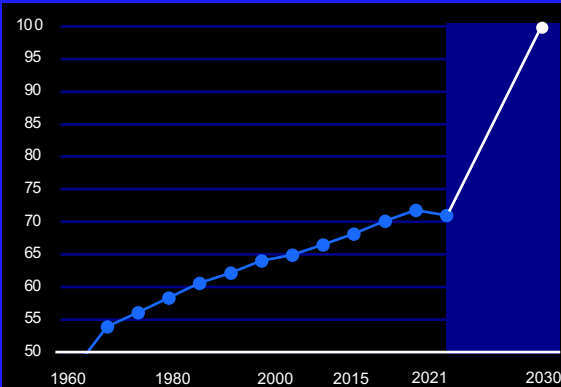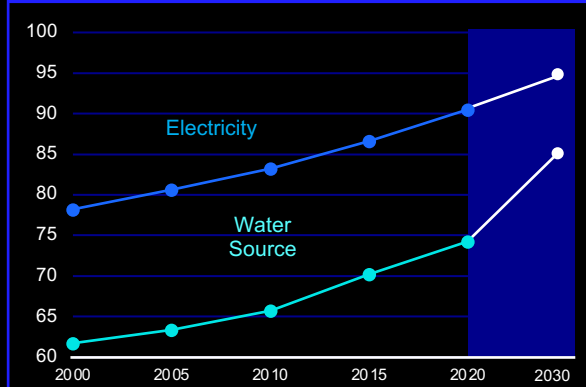- Identify and explore all opportunities

MR	AI	Blockchain
NFT	VR	Digital Humans
AR	5G	Spatial Computing

Sustainability	Greenhouse Gas
Carbon Footprint	Electricity
Raw Materials Shortage	

IP	Taxes	Jurisdiction
Insurance		Ownership of Digital Assets
National Security		Privacy
Criminal Activity		

Technological

Political

Environmental

The Verse

Economic

Regulatory / Legal

Social / Cultural

Trust / Ethics

Communication	Cyberwarfare
Propaganda	Virtual Nations
Disinformation	Deepfake

Walled Gardens	Ownership
Distributed Workforce	Decentralization
Industry Specific	Economic Inequality
Global Economic Impact	

Abuse & Cyberbullying	Desensitizing
Mental Health	Polarization
Loneliness	Brand Impact

DEI	Safety & Bias	Anonymity & Identity

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- **Digital Life is Life** – Help companies move beyond digital and achieve Business 2030

- **Technology is radically reshaping human life** – People will live longer (120), be smarter (IQ of 160) and have more income

- **Every industry** – Will be radically changed

- **Every Company** – Needs to be both an information and software company