



# Work in the Future

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CEE, Russia & CIS

Google

# Agenda

- What happens around us?
- What is Work in the Future?
- Is it possible to work in the future now?
- What makes future possible now?

# What happens with the way we work?



Local



Global



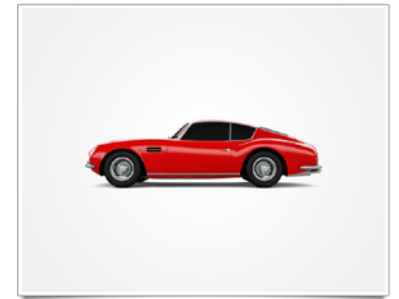
Alone



Together



Size



Speed

# Global



"In the future, jobs will be competed for by people from all countries on the planet."

'The World is Flat', Thomas Friedman, 2005

# Together

Alone



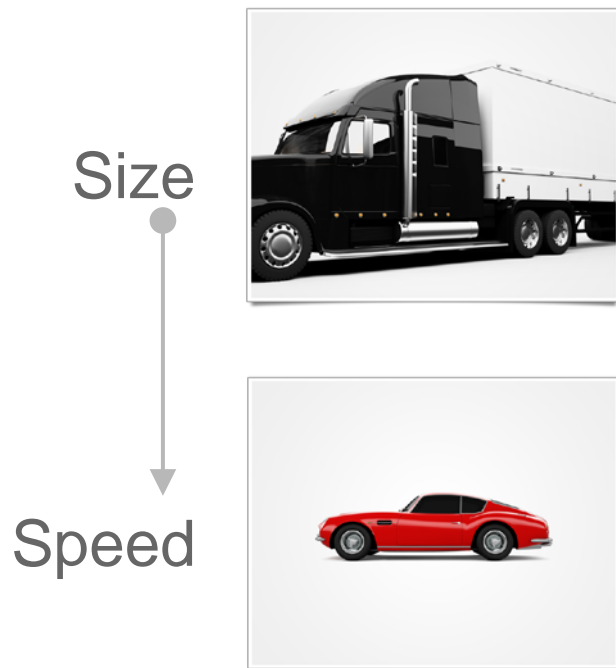
Together



"The value of an organization will be held in... its **networks with other businesses.**"

'The Future of Work', Lynda Gratton, London Business School, 2011

# Speed



## HTC Product Releases

Sense Tablet

February 16, 2011

Arrive

February 25, 2011

Thunderbolt

March 15, 2011

HD7S

March 22, 2012

EVO3D

March 22, 2011

Flyer Tablet

March 22, 2011

# Business trends



Local



Global



Alone



Together



Size



Speed

# Work in the Future



# Work in the Future is...



Alone



Together



Office



Anywhere



9 - 5



Anytime



PC



Any device

# Work in the Future is...



any-TEAM

Alone

→ Together



any-PLACE

Office

→ Anywhere



any-TIME

9 - 5

→ Anytime



any-DEVICE

PC

→ Any device

# Work in the Future. Today.



# Work in the Future. Today.

any-TEAM

any-PLACE



# Who is working in the future now?



telegraphmediagroup

NTT docomo



ocado

CONCHA Y TORO®

BILO®

MWV

roberto cavalli

BBVA

SPYDER

Diversey



Virgin america

NATIONAL GEOGRAPHIC

IHG

AvaGO TECHNOLOGIES

4,000,000 businesses  
40,000,000 users  
5,000 sign-up every day

InterContinental Hotels Group

TATA

Specsavers

Jason's deli

Ahold

JORDACHE

PRICEMINISTER

Ray White



Sports Basement  
www.sportsbasement.com

Genentech

DELTA HOTELS

EUROMASTER®

FUJISOFT

Anhanguera

FLIGHT CENTRE

# What your business needs



## Save Time:

"Instead of emailing around Excel spreadsheets [employees share Google Docs]... **We've shaved eight weeks off the end-to-end budgeting process** which translates into a 30% time savings."

– Michael Rodger, Dir. of Digital Innovation, Delta Hotels & Resorts



## Focus on strategic goals:

In addition, we now need only two folks to look after messaging and the other **14 are now more focused on business-critical projects.** They're so happy they wear Google T-shirts about once a week!

– Andrew Murrey, VP of IT Infrastructure, Cinram

## Increase Productivity:

"...**Google is the team productivity leader.** Google Apps and its collaborative nature are really where we want to go. Google has a better service strategy, better collaborative strategy, and a better cost structure.

–Terry Geiger, Director of Corporate IT, The McClatchy Company

# What your users want

roberto cavalli

## Enhance Teams:

“..there is another extremely important point we should not forget: The satisfaction of our employees who appreciate the technology that helps them **work better and more creatively.**”

– Carlo Di Biagio, COO, Cavalli Group



## Empower Employees:

“Moving email to the cloud wasn't really a big deal for the user population. In fact, **they wondered why we didn't do it sooner.**”

– Christine Atkins, SVP, Ahold



## Work without boundaries:

“Google Apps has brought teams together across language barriers and time zones and has **fostered inclusiveness.**”

– Matt Vandebush, Director of IT Strategy & Architecture, Brady



## What does Work in the Future look like?





# Google Apps



## Gmail

Communicate the way you want with email, chat and video calls.

---



## Docs

Collaborating as easy as creating, watch documents come to life.

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## Calendar

Organize your life effortlessly with tools like smart scheduler.

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## Sites

Easy-to-build shared workspaces for teams.

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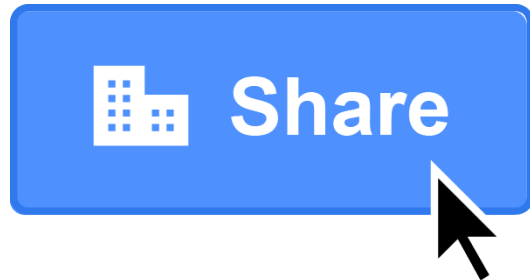
## Google+

Share ideas, build relationships and join meetings from anywhere.

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# Work in the Future

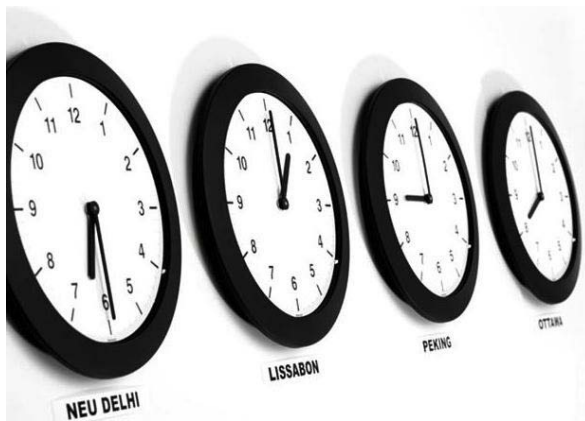
Any Team



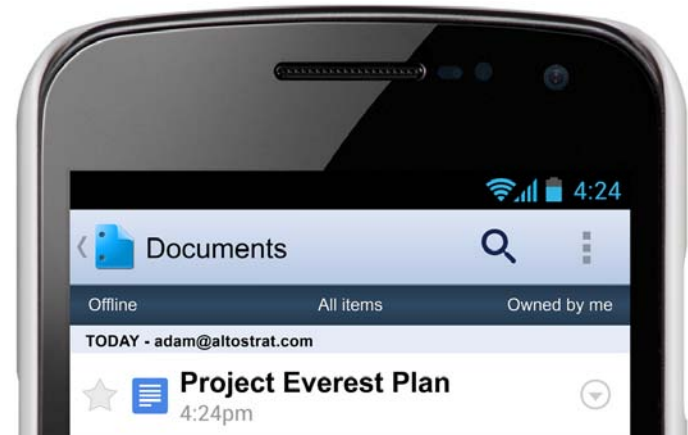
Any Place



Any Time



Any Device



# Any team - with colleagues and across companies

The screenshot shows the 'Sharing settings' dialog for a Google Doc titled 'Project Everest Proposal'. The document is open in a browser window with the URL <https://docs.google.com/a/altostrat.com/documents/...>. The sharing settings are as follows:

- Link to share:** [https://docs.google.com/a/altostrat.com/document/d/1y84USqz7z6m5n2SePALdjm\\_ck](https://docs.google.com/a/altostrat.com/document/d/1y84USqz7z6m5n2SePALdjm_ck)
- Who has access:**
  - People at Altostrat.com who have the link can view [Change...](#)
  - Adam Smith (you) [adam@altostrat.com](#) [Is owner](#)
  - Barbara Miller [barbara@altostrat.com](#) [Can edit](#) [×](#)
  - Chee Huang [chee@partner-company.com](#) [Can view](#) [×](#)
- Add people:**
  - [Can edit](#)
  - ☒ Notify people via email - [Add message](#)
  - [Share & save](#) [Cancel](#)

On the right side of the dialog, there is a list of '5 other viewers' with colored squares next to their names: adam (green), barbara (purple), chee (pink), dhruv (teal), and evan (orange). Below this list is a chat box with the placeholder text 'Type here to chat'.

Three yellow arrows are drawn on the image: one pointing to the 'Link to share' field, one pointing to the 'Add people' section, and one pointing to the '5 other viewers' list.

# Any time - work together across time zones

Project Everest Proposal

https://docs.google.com/a/altostrat.com/documents/...

Project Everest Proposal ☆

File Edit View Insert Format Tools Table Help All changes saved

Comments Share

5 other viewers

adam


barbara

chee

dhruv

evan

## Project Everest Proposal



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quis accu**barbara** nulla. **Donec** volutpat molestie volutpat. Morbi quis mi orci, eget scelerisque elit. Etiam ullamcorper iaculis pharetra. Vestibulum vitae velit sit amet diam adipiscing faucibus. Nullam vel velit et lacus elementum mollis eu vel lorem. Suspendisse a dolor in est aliquet vestibulum. Duis non quam vel quam rhoncus porttitor ac eget augue. **Quisque** pulvinar volutpat suscipit. **chee** Mauris augue risus, pretium in hendrerit vel, adipiscing ut sapien. Maecenas vestibulum tellus feugiat risus gravida pellentesque. Sed rutrum commodo tristique. Maecenas interdum mollis magna non mattis. Mauris et ligula sed nisl bibendum iaculis et in risus. Fusce id enim mauris. Nullam sit amet vehicula tortor. I **dhruv** metus, gravida eu elementum at, fermentum id leo. **Donec** sodales lorem et eros cursus plac- erat. Maecenas quis diam orci. Nunc eget augue eget dui gravida molestie. Nam dignissim risus sed nulla aliquam interdum.

**evan** Mauris laoreet lectus vitae quam porttitor vestibulum. Quisque pharetra turpis eget augue vulputate adipiscing. Cras urna dolor, tristique id consectetur sit amet, elementum aliquam quam. Cras elit massa, ullamcorper sit amet hendrerit eu, fermentum non nisi. Nam lacus dolor, convallis et pretium sed, auctor eget lorem. Morbi consequat risus eget justo rhoncus sed ullamcorper lacus aliquet. Fusce nec dui eget neque congue ullamcorper. Etiam consecte- tur metus at sem convallis consectetur. Nam eget ligula sapien, id vulputate diam. Pellen-

Type here to chat

Notes

Sketchpad

Mech. Eng. 204 - Bike Frame ...

+ Add document

Group Chat

You are now off the record [Learn more](#) [Cancel](#)

Mech. Eng. 204  
Bike Frame Project Plan

Team: Ryan, Scott, Jordan, Kim

Objective:

Build a lightweight, sturdy, functional, and affordable bicycle that accepts standard parts.

Frame Design

Tubular aluminum frame, joined by TIG welds with an aftermarket carbon front fork and a steel crankset.

Diamond frame variation

All aluminum construction

TIG welded joints

Carbon front fork

Steel crankset

48.50"

34.00"

26"

26"

17"

4X0

Triangular cutouts reduce mass while maintaining structural integrity

Part List

Axles

Hide

Document sharing settings...

Notes

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Mech. Eng. 204 - Bike Frame ...

add document

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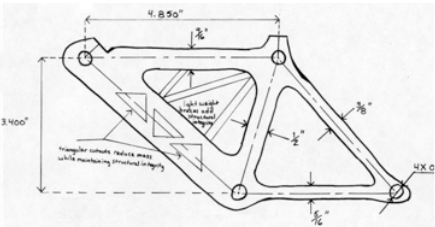
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Part List

Axles

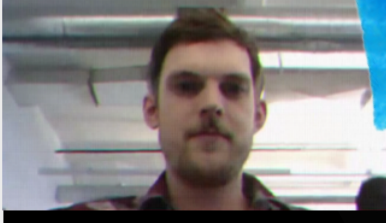



Hide

Document sharing settings...

kim

jordan

ryan



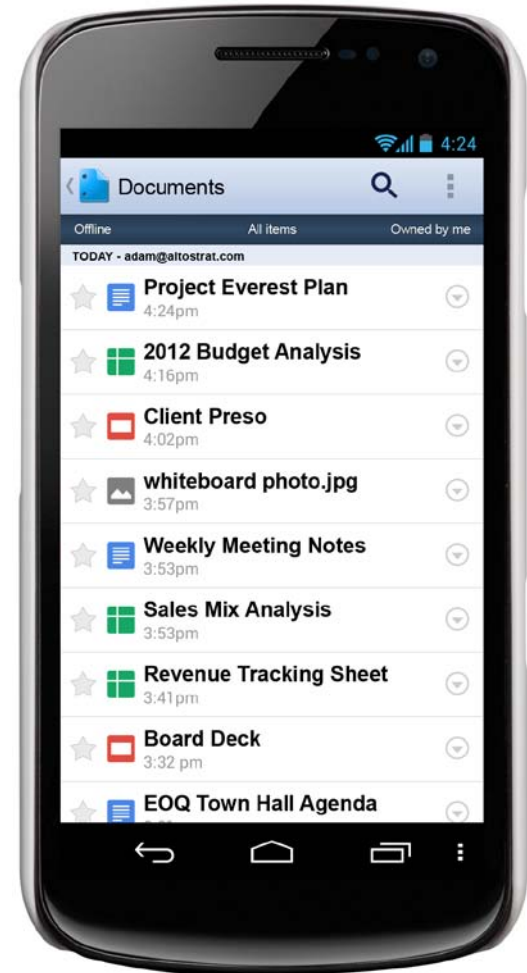


# Any device - everything you need on any device

## Work in the past



## Work in the future



# Work in the Future. Today.

any-TEAM

any-PLACE



THANK YOU