



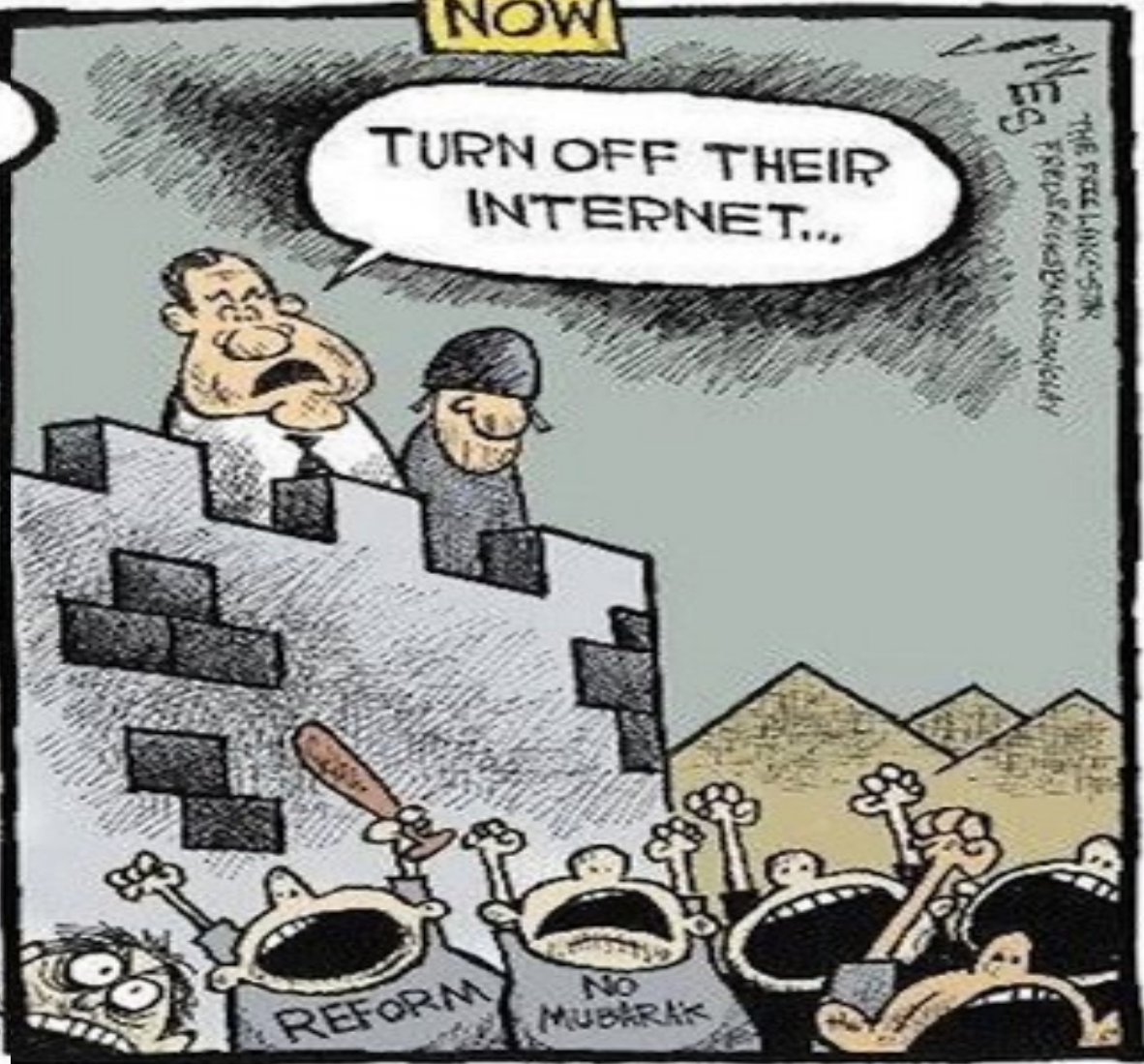
PREVIOUSLY

POUR THE BOILING OIL!!!



NOW

TURN OFF THEIR INTERNET...



Tecnología: Procesos que facilitan el quehacer humano

Información: Contenido de la representación (da forma)

Comunicación: Hacer partícipe, hacer saber, conversar



Radio

Televisión

Teléfonos

Celulares,

Tablet

Software

Computadoras

Notebook

Servidores

Almacenamientos

Telecomunicaciones

Wifi

Satélites

IoT

Penetración en la organización

Operaciones

- Compra, Producción, Venta, Productos, Otros

ERP

- Presupuestos, Contabilidad, Tesorería, Adquisiciones, Remuneraciones,

Gestión

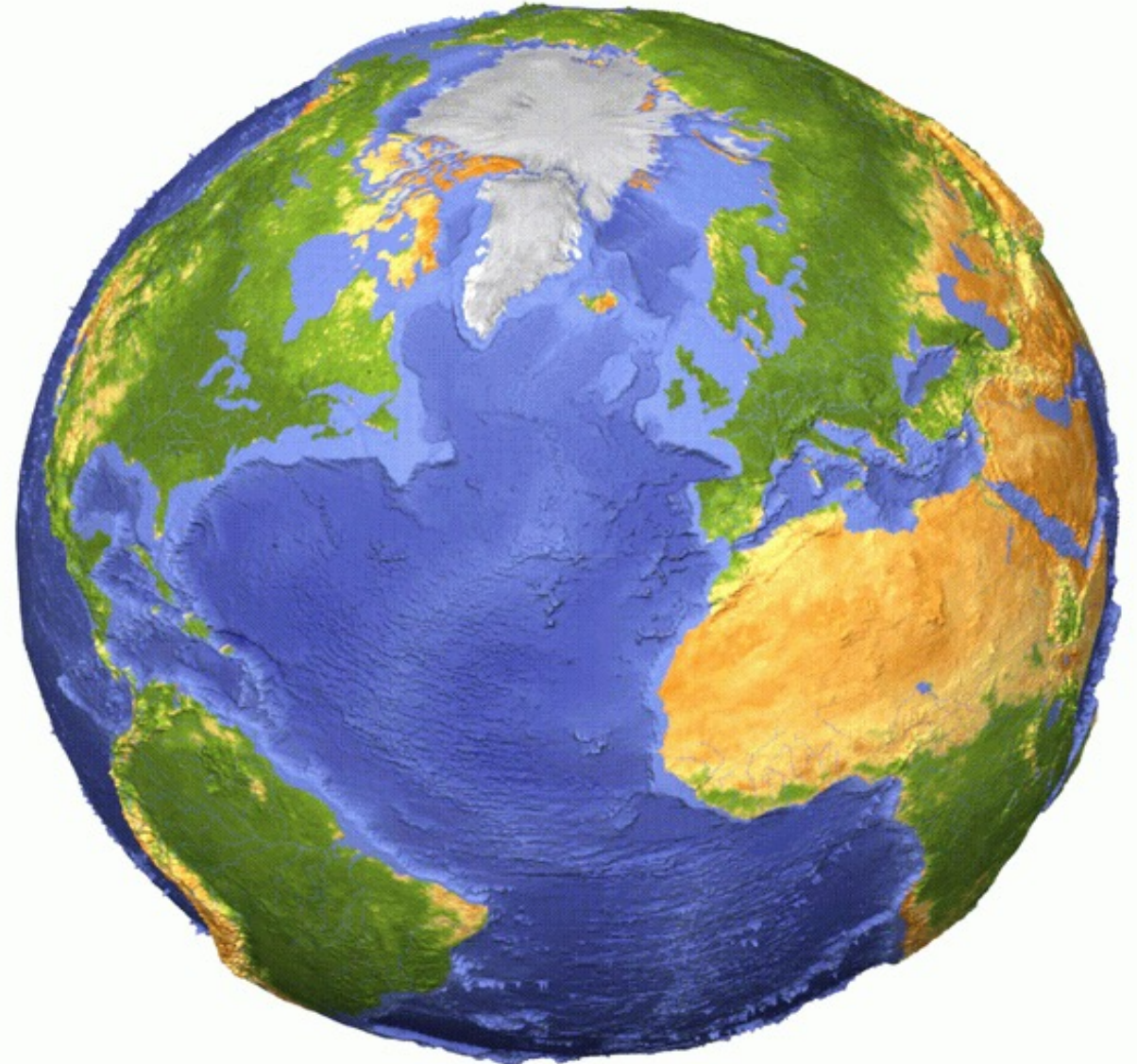
- Proyectos, Reportes, Análisis, Comunicación, Productividad

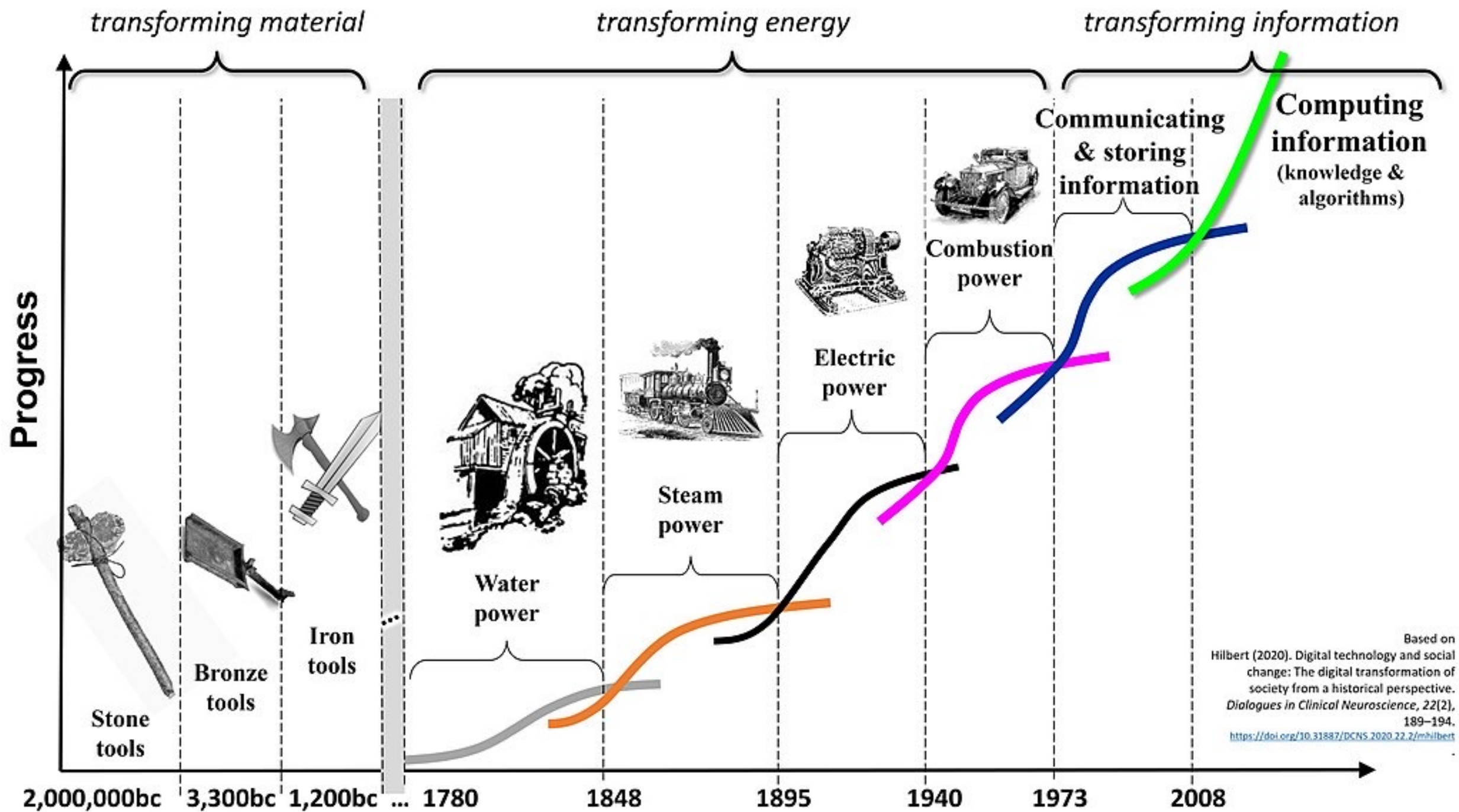
Comerciales

- Marketing, RRSS, CRM, Soporte, Canales, Contratos,

Apoyo

- Colaboradores, Proveedores, Dueños





Based on
 Hilbert (2020). Digital technology and social
 change: The digital transformation of
 society from a historical perspective.
Dialogues in Clinical Neuroscience, 22(2),
 189–194.
<https://doi.org/10.31887/DCNS.2020.22.2/mhilbert>

JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



we
are
social



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN
2021

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER
OF GLOBAL
INTERNET USERS



4.66
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



59.5%

ANNUAL CHANGE
IN THE NUMBER OF
GLOBAL INTERNET USERS



+7.3%
+316 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 54M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



92.6%

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNINIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. ⚠️ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

JAN
2021

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

MOBILE PHONE
(ANY TYPE)



97.1%



SMART
PHONE



96.6%

GWI.

NON-SMARTPHONE
MOBILE PHONE



9.0%



LAPTOP OR DESKTOP
COMPUTER



64.4%

GWI.

TABLET
DEVICE



34.3%

TV STREAMING
STICK OR DEVICE



14.4%

GWI.

GAMES
CONSOLE



21.4%

we
are
social

SMART HOME
DEVICE



12.3%

GWI.

SMART WATCH
OR WRISTBAND



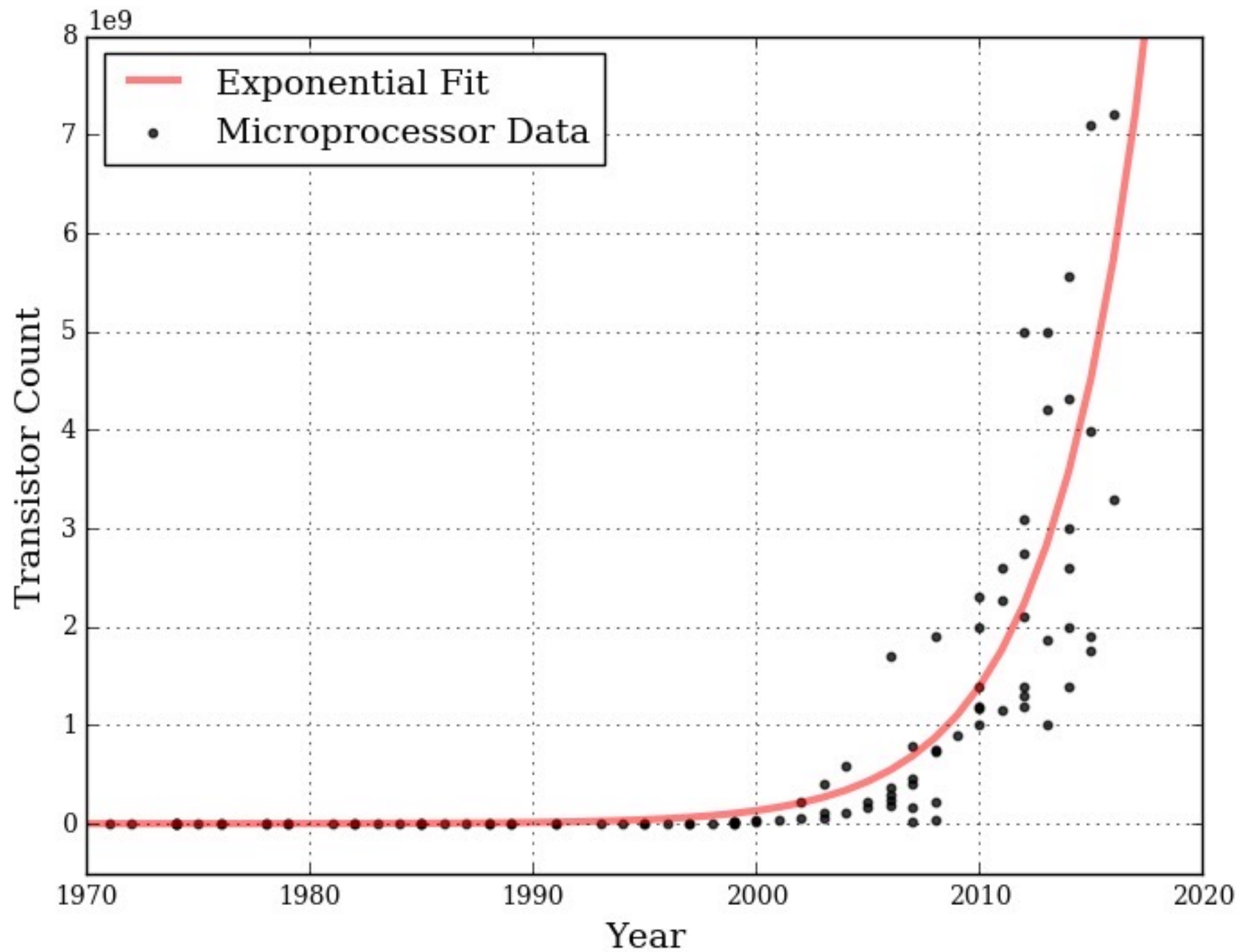
23.3%



VIRTUAL
REALITY DEVICE



4.4%

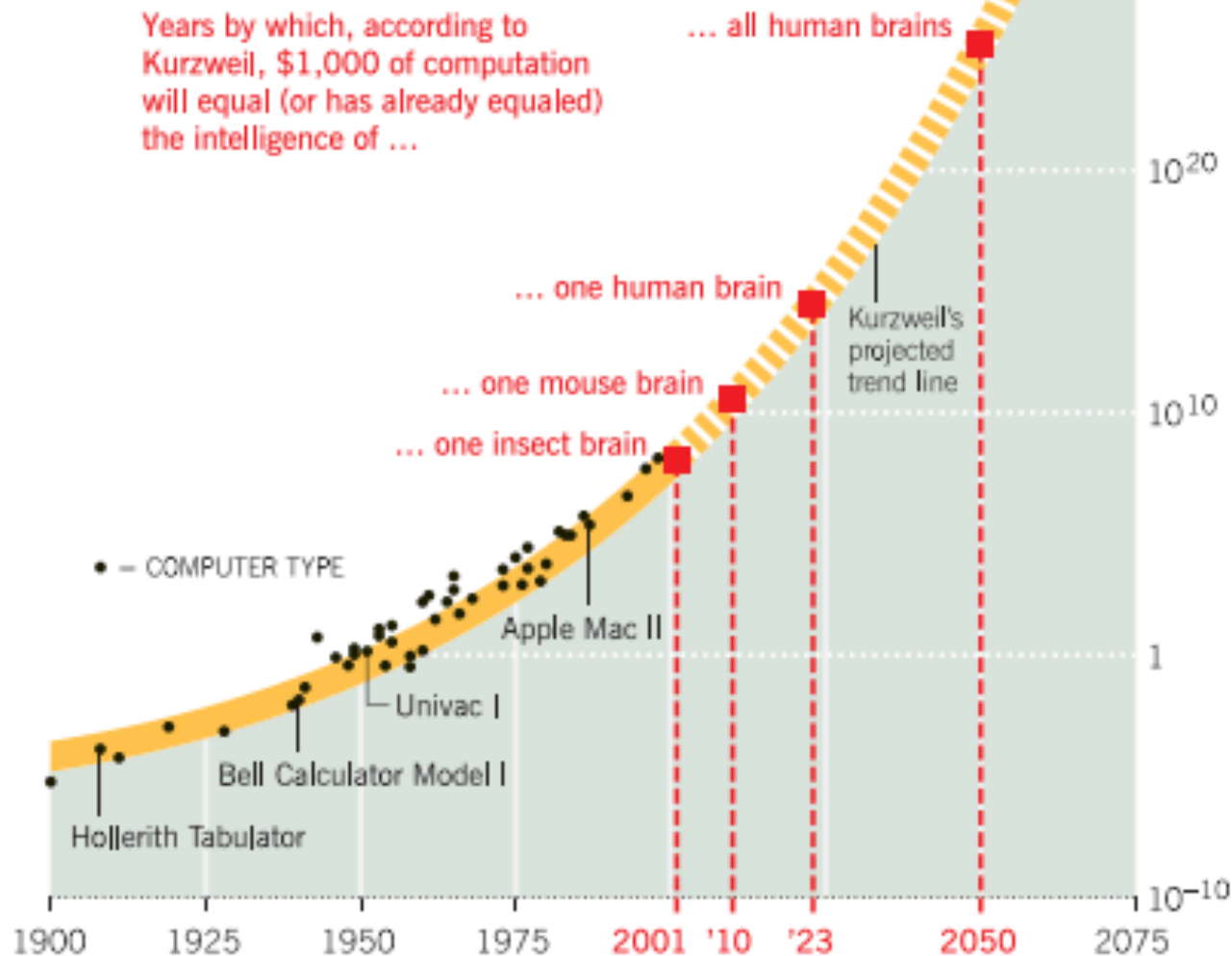


THE KURZWEIL CURVE

Moore's Law is just the beginning: The power of technology will keep growing exponentially, says Kurzweil. By 2050, you'll be able to buy a device with the computational capacity of all mankind for the price of a nice refrigerator today.

Computer performance

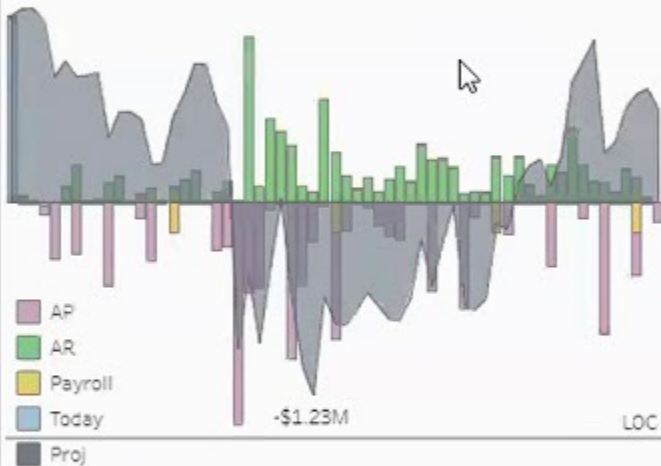
Plotted by number of calculations per second per \$1,000



SOURCE: DATA FROM RAY KURZWEIL

360-degree View of the Business

60-day Cash Flow Projection



Orders to Ship: \$2,211K



Hot New Opportunities: \$4,039K



Over 60 Days

60 Days

30 Days

On Time

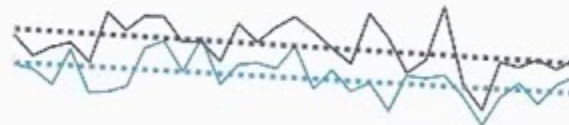
AR Aging: \$4,971K

Revenue YoY

2016 \$7.90M
 2017 \$8.84M
 11.9% ↑



Avg Invoice Amt Trend



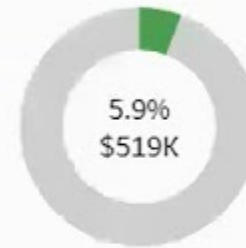
Website Visits



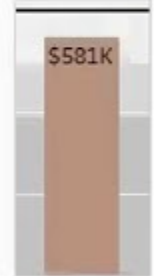
Gross Profit



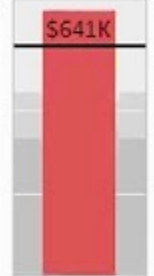
EBITDA



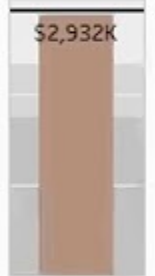
Admin



Mkt



Opex

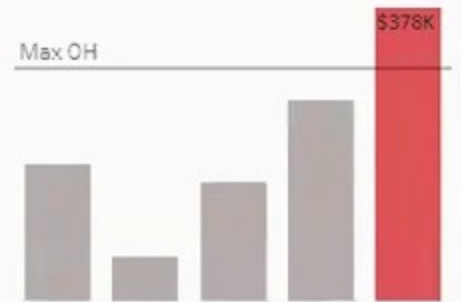


Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
\$1.0M	\$1.1M	\$0.8M	\$0.7M	\$0.8M	\$1.7M	\$1.5M	\$1.4M
\$0.7M	\$0.7M	\$0.5M	\$0.4M	\$0.5M	\$1.1M	\$0.8M	\$0.9M
\$0.3M	\$0.4M	\$0.3M	\$0.2M	\$0.3M	\$0.7M	\$0.7M	\$0.5M

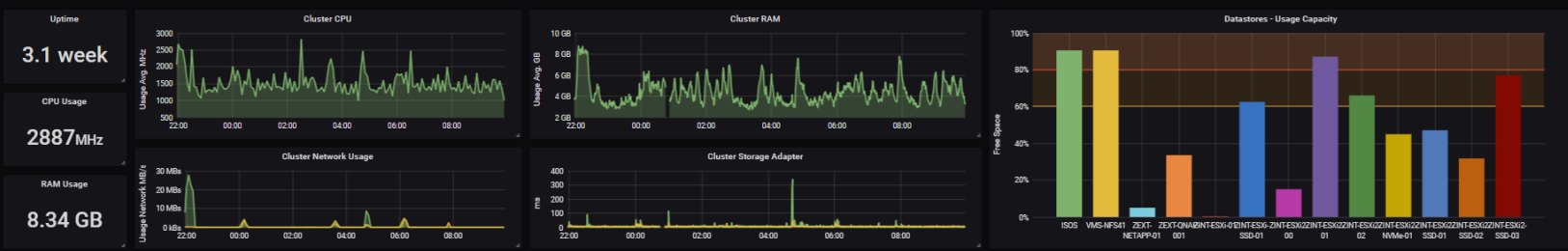
Debt/Equity Ratio: 41%



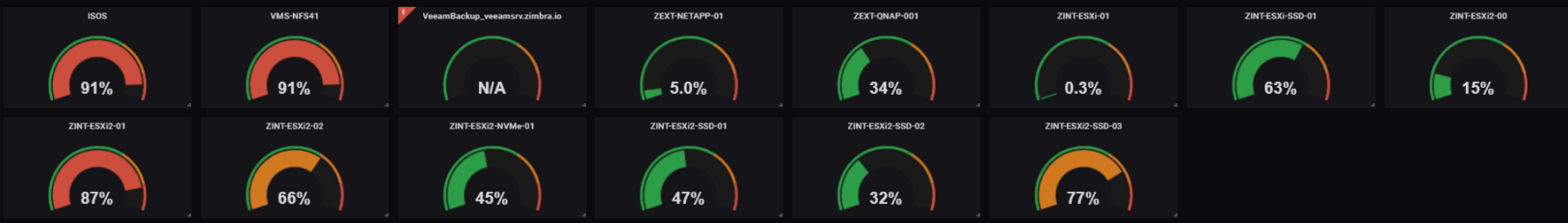
Inventory Assets



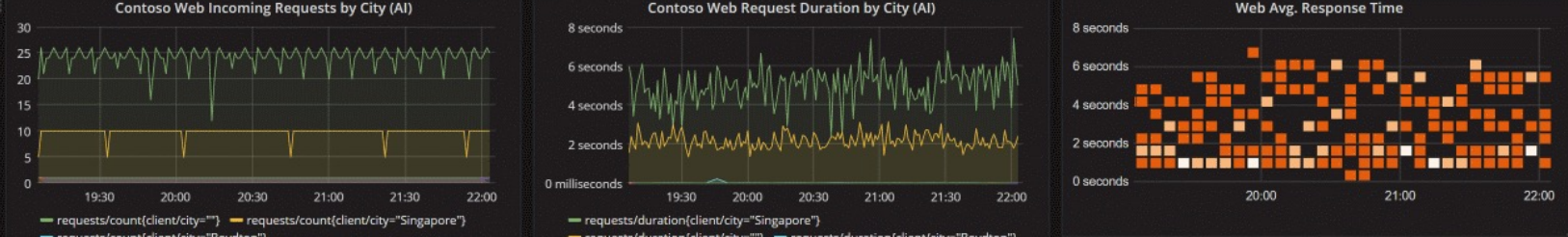
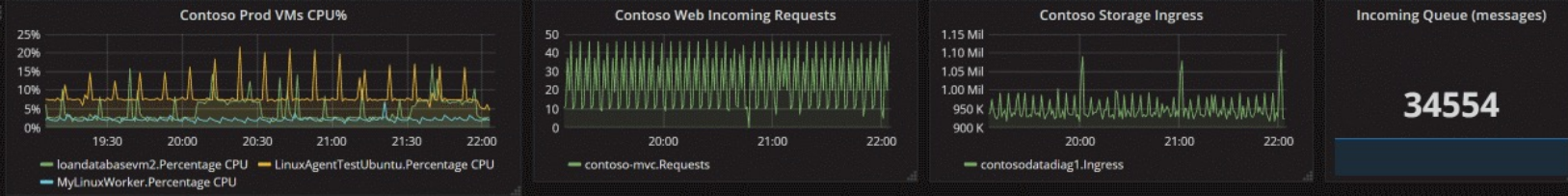
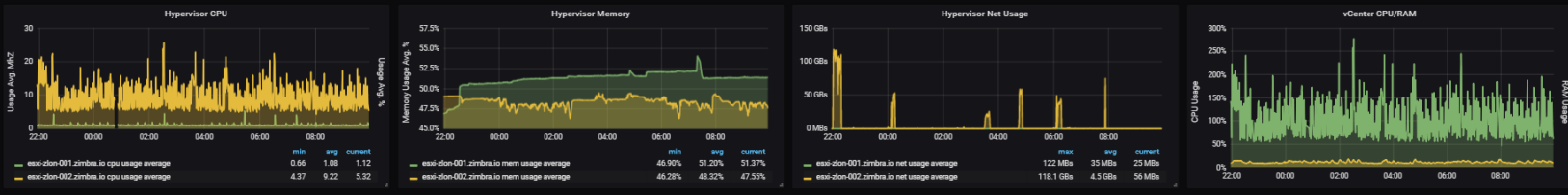
Cluster Status



Datastore Status

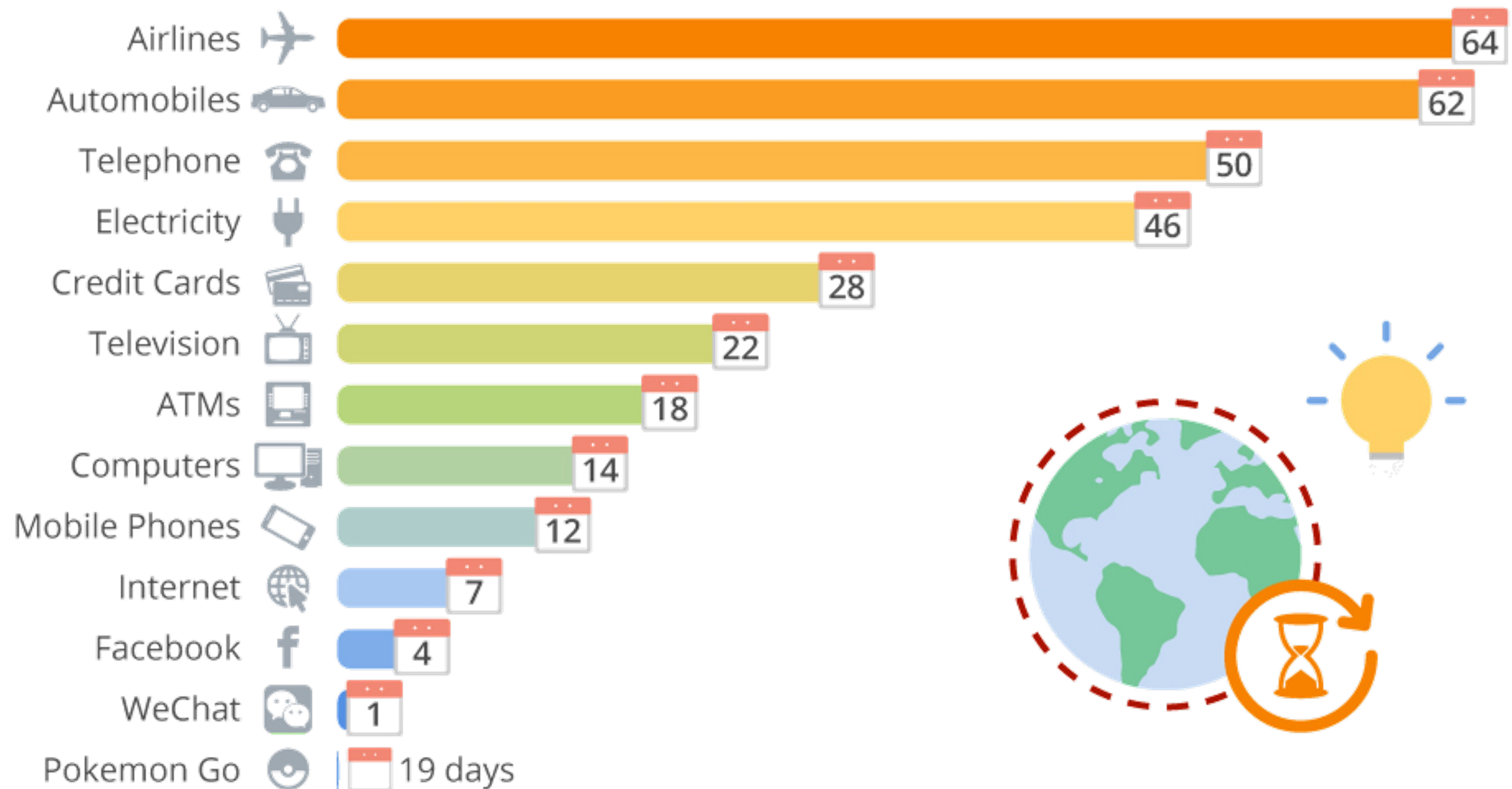


Hypervisor Status



The Road to Ubiquity is Getting Shorter

Time innovations needed to reach 50 million users (in years)





88 YEARS TO BUILD

697,000 ROOMS

80 COUNTRIES

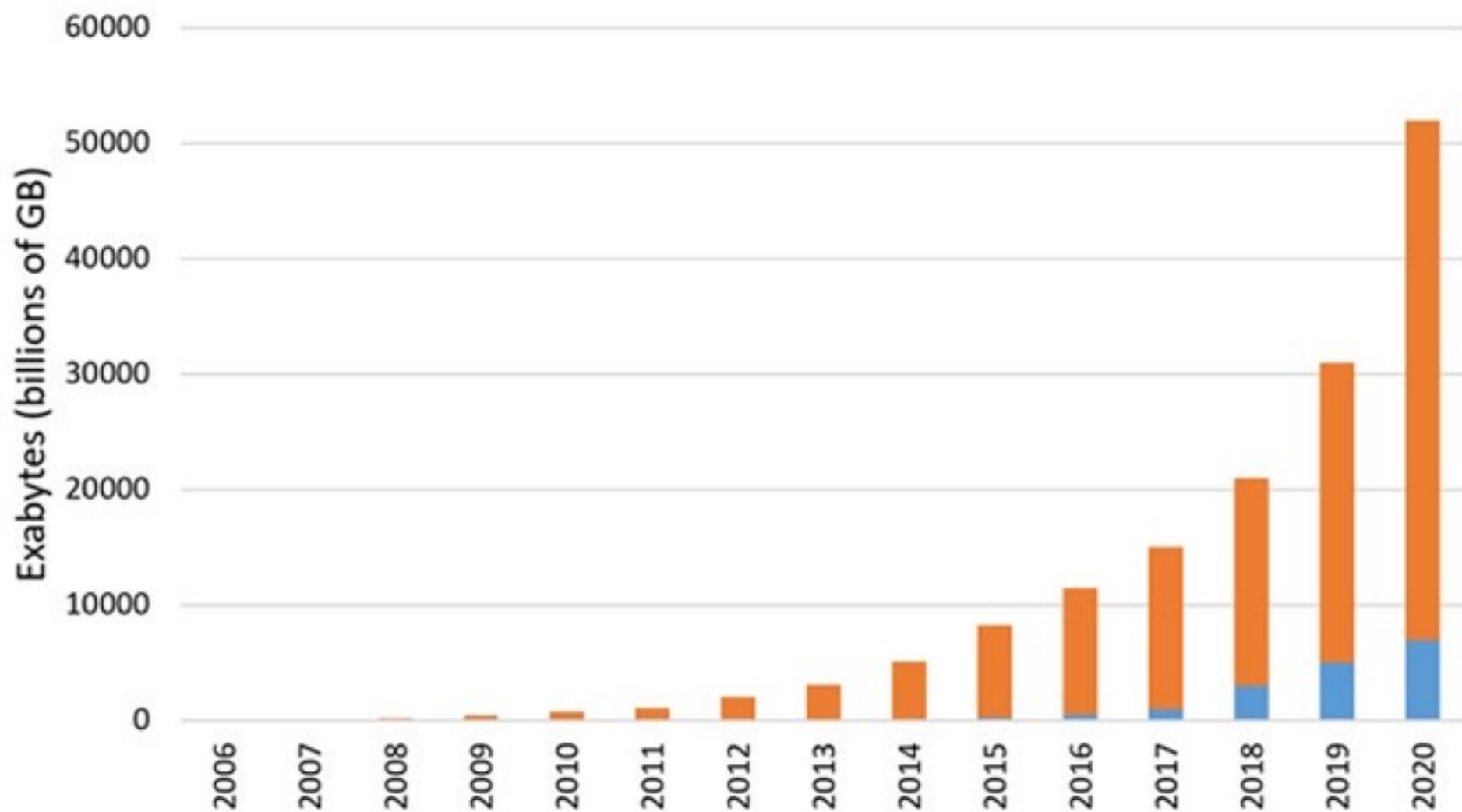


4 YEARS TO AMASS

650,000 ROOMS

192 COUNTRIES

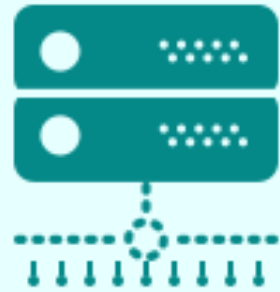
THE EXPONENTIAL GROWTH OF DATA IN THE LAST 4 YEARS



DATA WAREHOUSE

VS

DATA LAKE

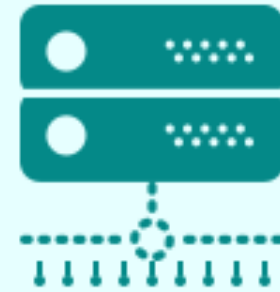


Data is processed and organized into a single schema before being put into the warehouse

1110001101110
011011000110
11111000110



The analysis is done on the cleansed data in the warehouse



Raw and unstructured data goes into a data lake

1110001101110
011011000110
11111000110



Data is selected and organized as and when needed



Artificial Intelligence – Computers with the ability to reason as humans

Machine Learning –
Computers with the ability to learn without being explicitly programmed

Deep Learning –
Network capable of adapting itself to new data

Sostenibilidad

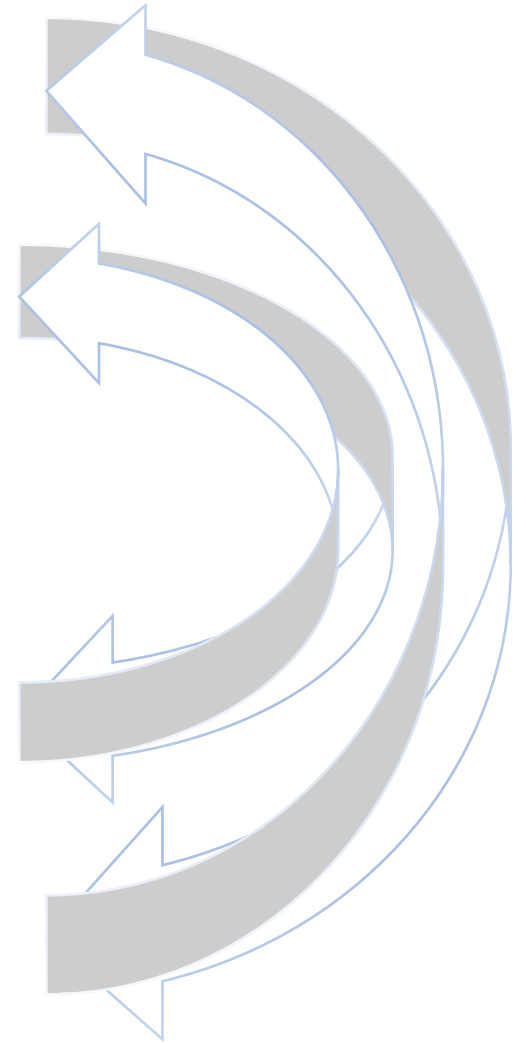
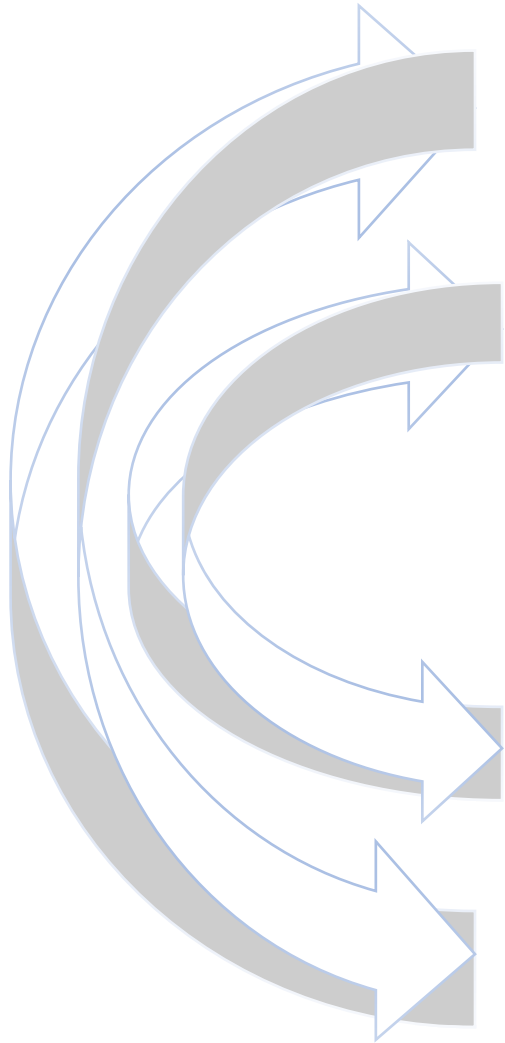
Hardware (Equipos)

- Almacenamiento
- Procesadores
- Dispositivos
- Interfaces
- Redes

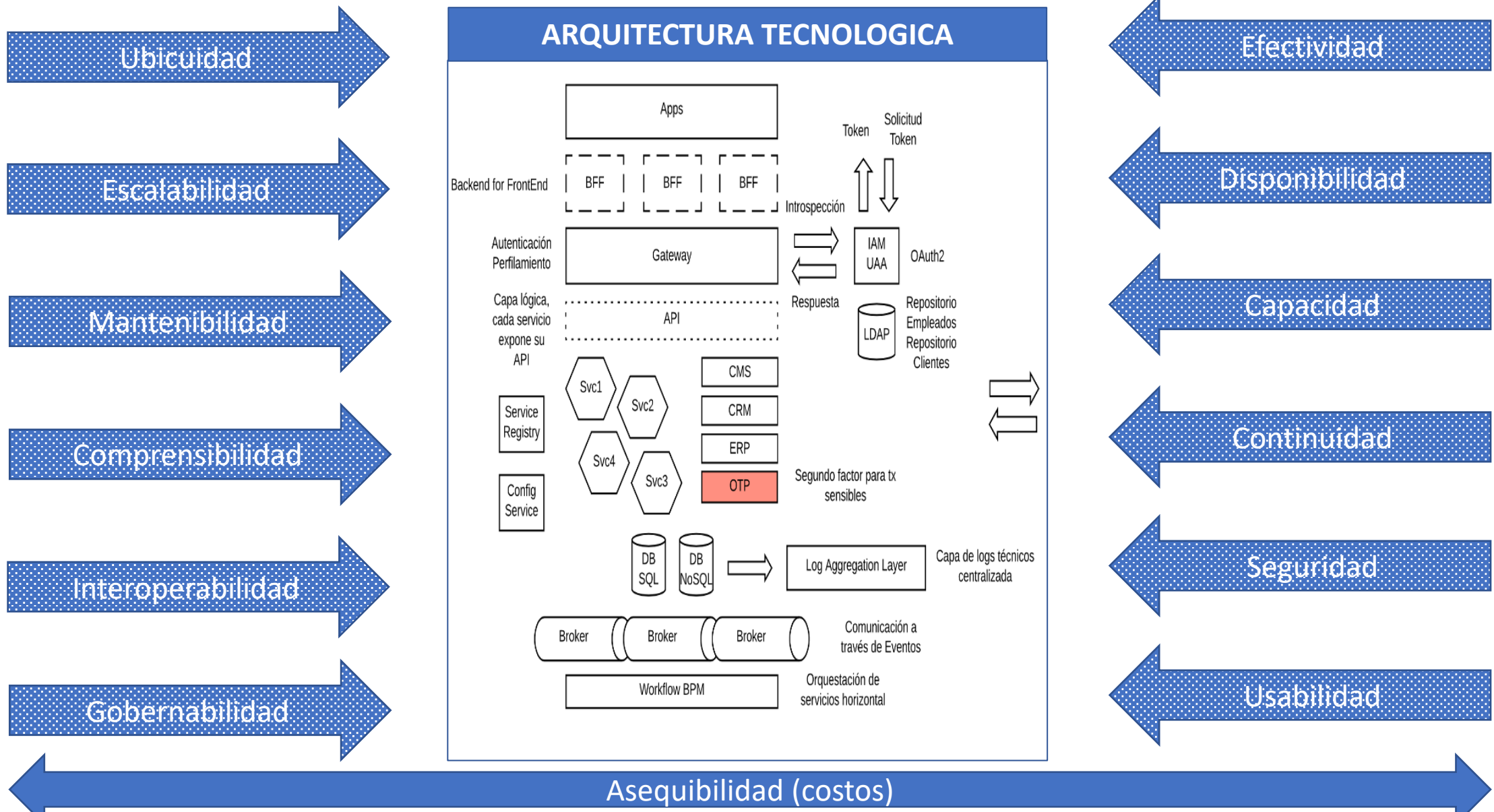
Obsolescencia Continua

- Firmware
- Almacenamiento
- Organización
- Orquestación
- Presentación

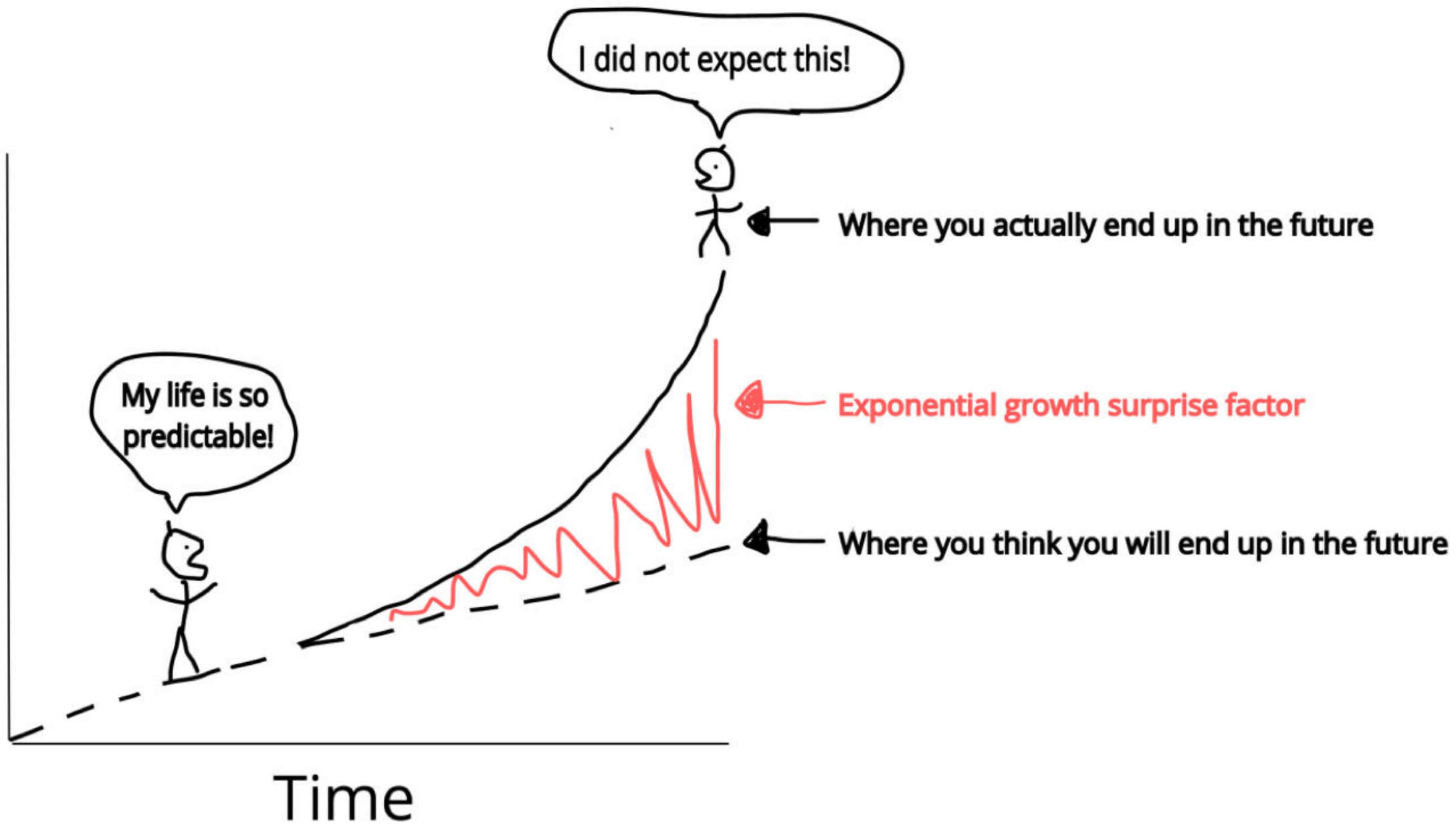
Software (Información)



Complejidad → Inaccesibilidad



Progress



I did not expect this!

My life is so predictable!

Where you actually end up in the future

Exponential growth surprise factor

Where you think you will end up in the future

Time