

# Views from the C-Suite



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MODERATOR

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Founder & CEO, CtrlS &  
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# Agenda

Thoughts on Covid

The tailwinds of the new economy

Some speed bumps to watch out for in our industry

Thinking about the collaboration models of the next decade

## Why is it a blessing.....

### + 7 billion people came together

- ✓ We forced families together
- ✓ We improved the environment
- ✓ We taught 2 billion people in schools
- ✓ We brought another 1 billion onto the Internet
- ✓ We made amazing breakthroughs in technology
- ✓ We went to space
- ✓ We focused on health and became aware
- ✓ We built a series of vaccines in 1/6 the amount of time that it normally required



**And we did because people in this room, and in these forums, worked tirelessly across our industries to bring advanced networks that seamlessly made it all possible.**

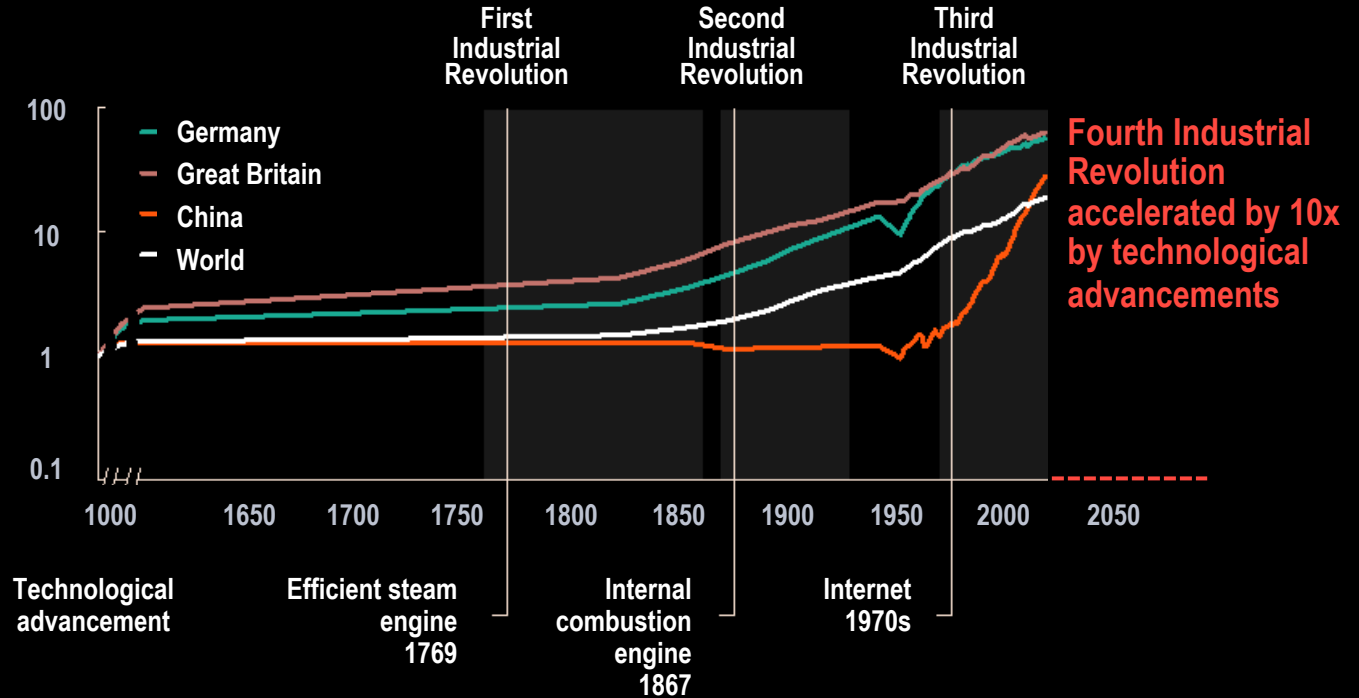
# The Tailwinds of the New Economy



# New opportunities ahead!

While advancing technology has historically spurred economic development, it is now *accelerating even faster!*

Changes in GDP per capita brought about by technological investments, 1000-2000 AD, by country



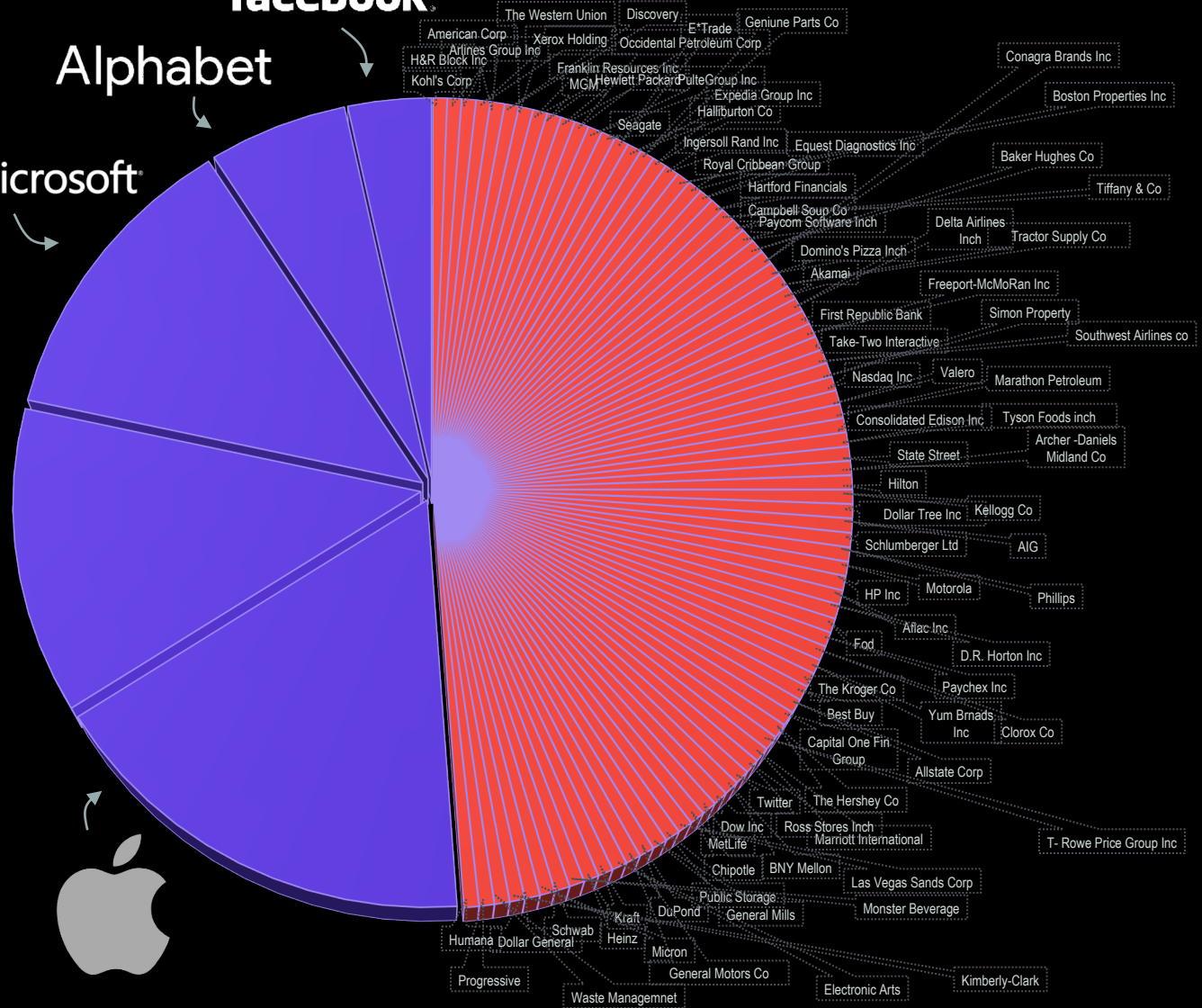
Success integrating  
with the top five is  
critical for success  
in this decade

amazon.com

Microsoft

Alphabet

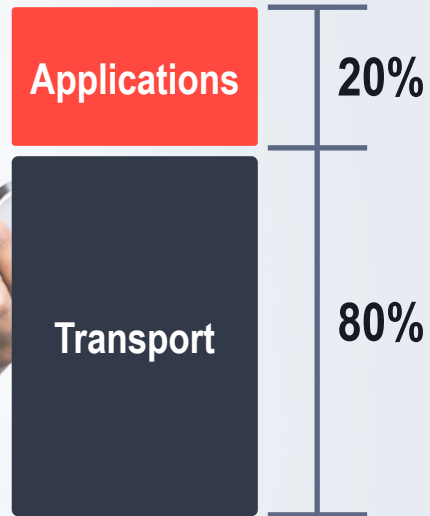
facebook



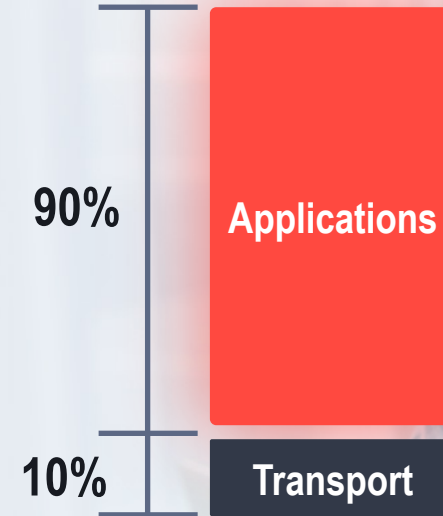
**The Tailwinds of the New  
Economy – We built this!!**

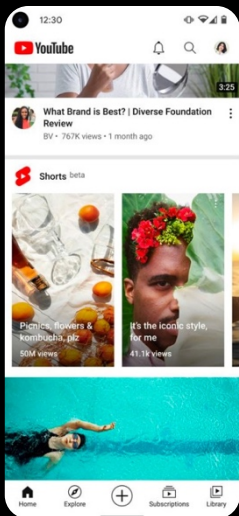
# This is how it started...

Past ARPU'S



Current ARPU'S

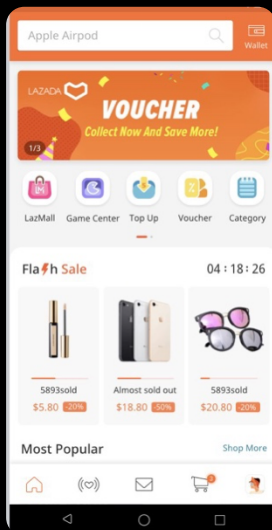




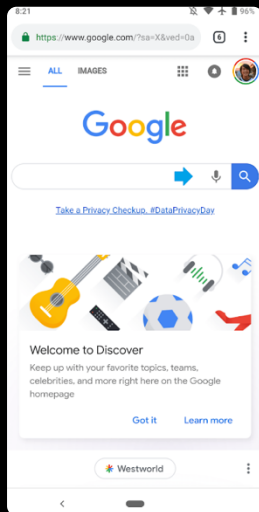
YouTube

ALIPAY

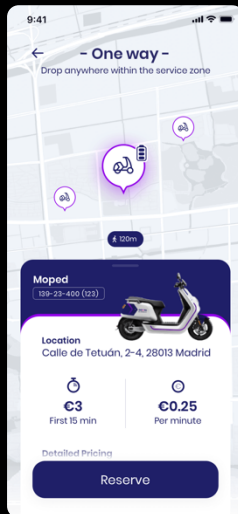
MX TAKATAK



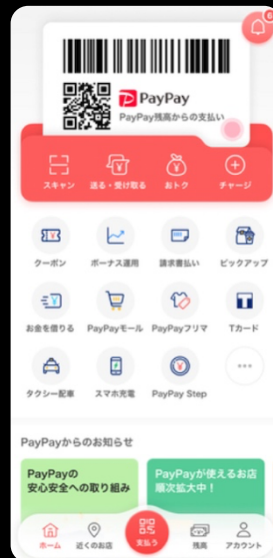
Lazada



Google



GoTo



PayPay



TikTok



Taobao

PINDUODUO

DEEZER

This is how we've evolved...

FACEBOOK

GRAB

AMAZON

turbidite

turbidite



# This is where it is going...

## The Metaverse Will Need A Lot of Data Centers

BY [RICH MILLER](#) - DECEMBER 16, 2021 — [LEAVE A COMMENT](#)



Data virtualization

Quantum computing

Convergence

THE  
"MOST 2021"  
HEADLINE

Facebook rebrands to Meta

Advanced nanotechnology capabilities

Meta

Cryptocurrencies

Markets **News Report**

## Nvidia Entering Metaverse Race With Marketplace Tie-Ups and Free Software

By [Martin Young](#) 5 January 2022, 14:00 GMT+0000

Updated by [Kyle Baird](#) 5 January 2022, 12:38 GMT+0000

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Blockchain

AI/machine learning

Hybrid cloud

<https://www.datacenterdynamics.com> > opinions > the-e... ⋮

### The Edge data center will be home to the Metaverse - DCD

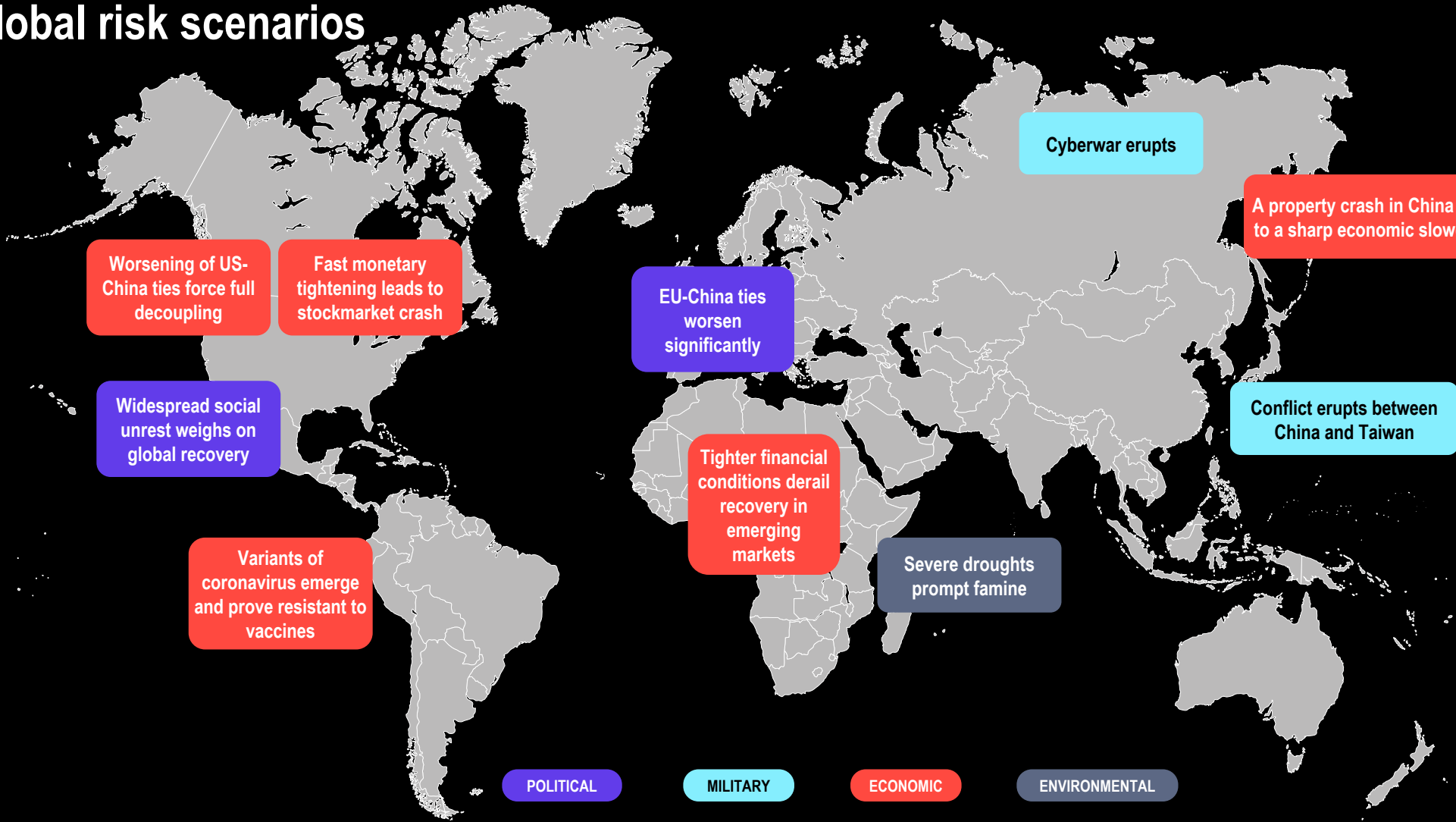
Dec 3, 2021 — The Edge data center will be home to the Metaverse ... The promise of the metaverse is nothing less than a total transformation of the way we work ...

turbidite



**Unfortunately, the next  
decades of success may not  
come easy...**

# Global risk scenarios



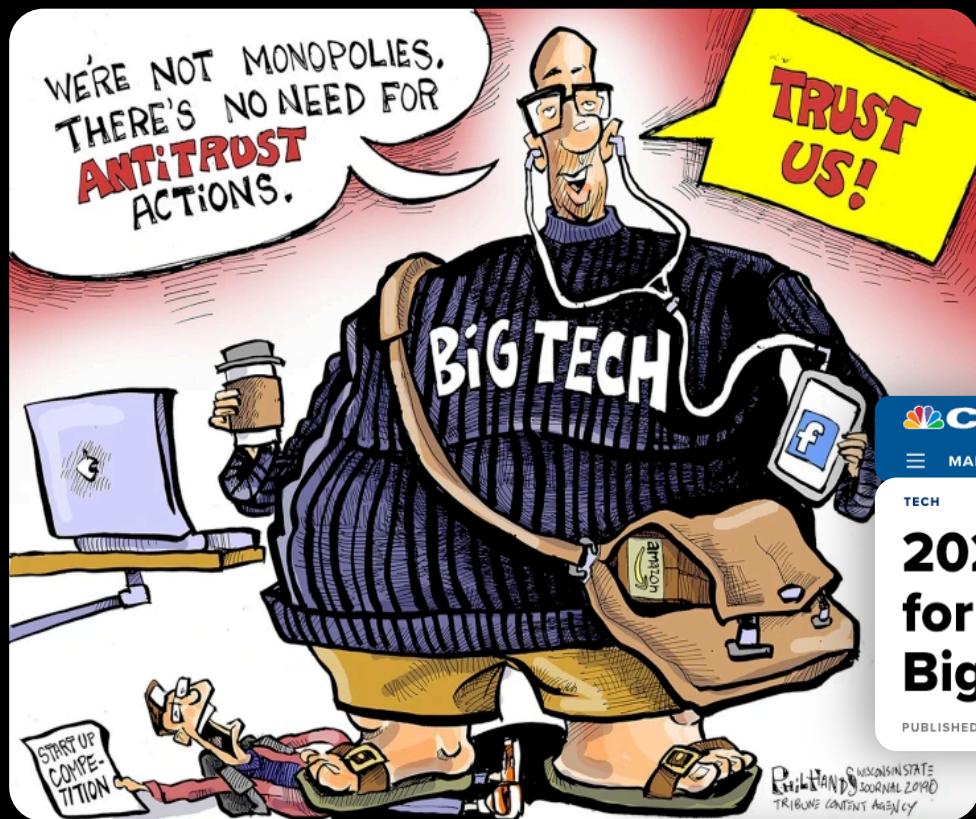
turbidite

Already the China-US Trade War has made the South China Sea a "no lay zone" for US cables

- + 16 cables have been locked from coming into Hong Kong or transiting the South China Sea;
- + Future supply and high-speed interconnections are at risk unless there are alternate points available into Southeast Asia.







Source: Phil Hands | Phil Hands

Yet how will new regulatory compliance mandates impact ICT/TMT growth in 2022? +

CNBC

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV WATCHLIST CRAMER PRO

TECH

## 2022 will be the 'do or die' moment for Congress to take action against Big Tech

PUBLISHED FRI, DEC 31 2021-8:53 AM EST | UPDATED FRI, DEC 31 2021-9:59 AM EST

+

South China Morning Post

Tech / Big Tech

Tencent divestments could signal more sales amid Big Tech crackdown as it shifts focus to new tech like the metaverse

+



**He whose ranks are  
united in purpose will  
be victorious**



Sun Tzu

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