

# 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



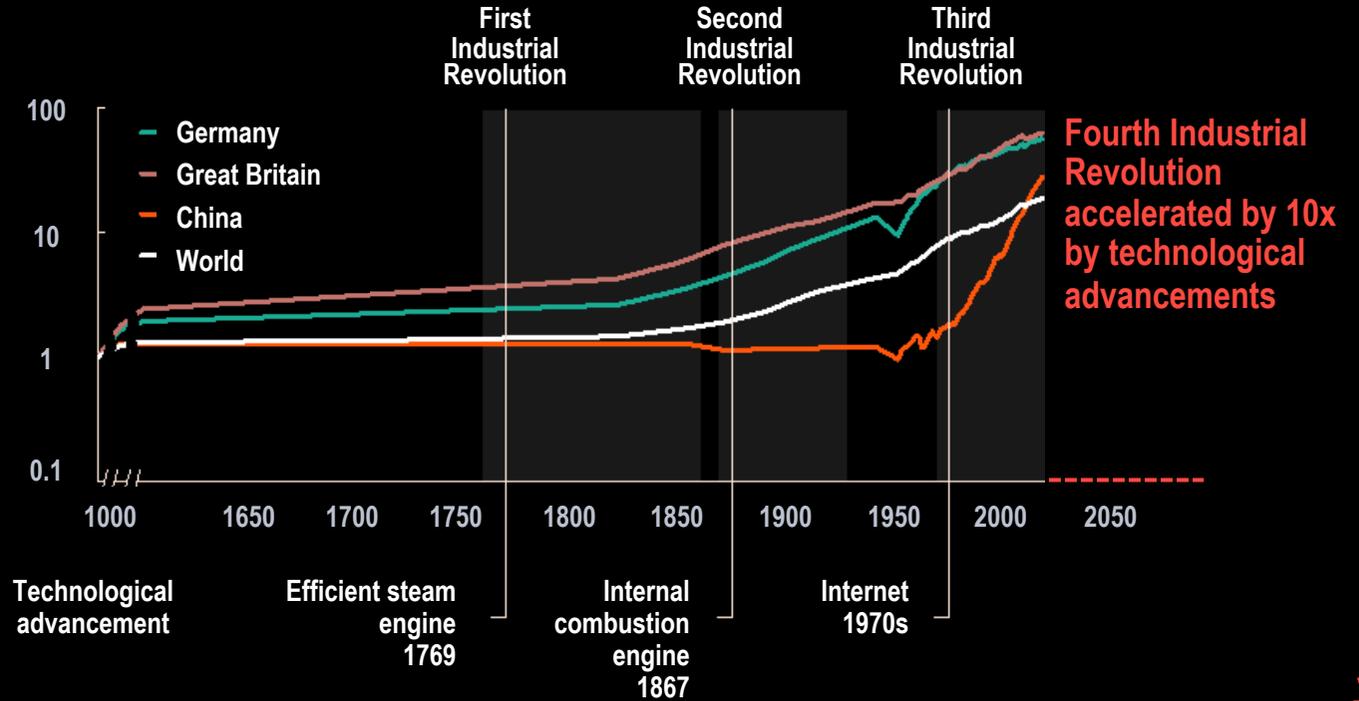
**And we did because people in this room, and in these forums, worked tirelessly across our industries to bring advanced networks that seamlessly made it all possible.**

# 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

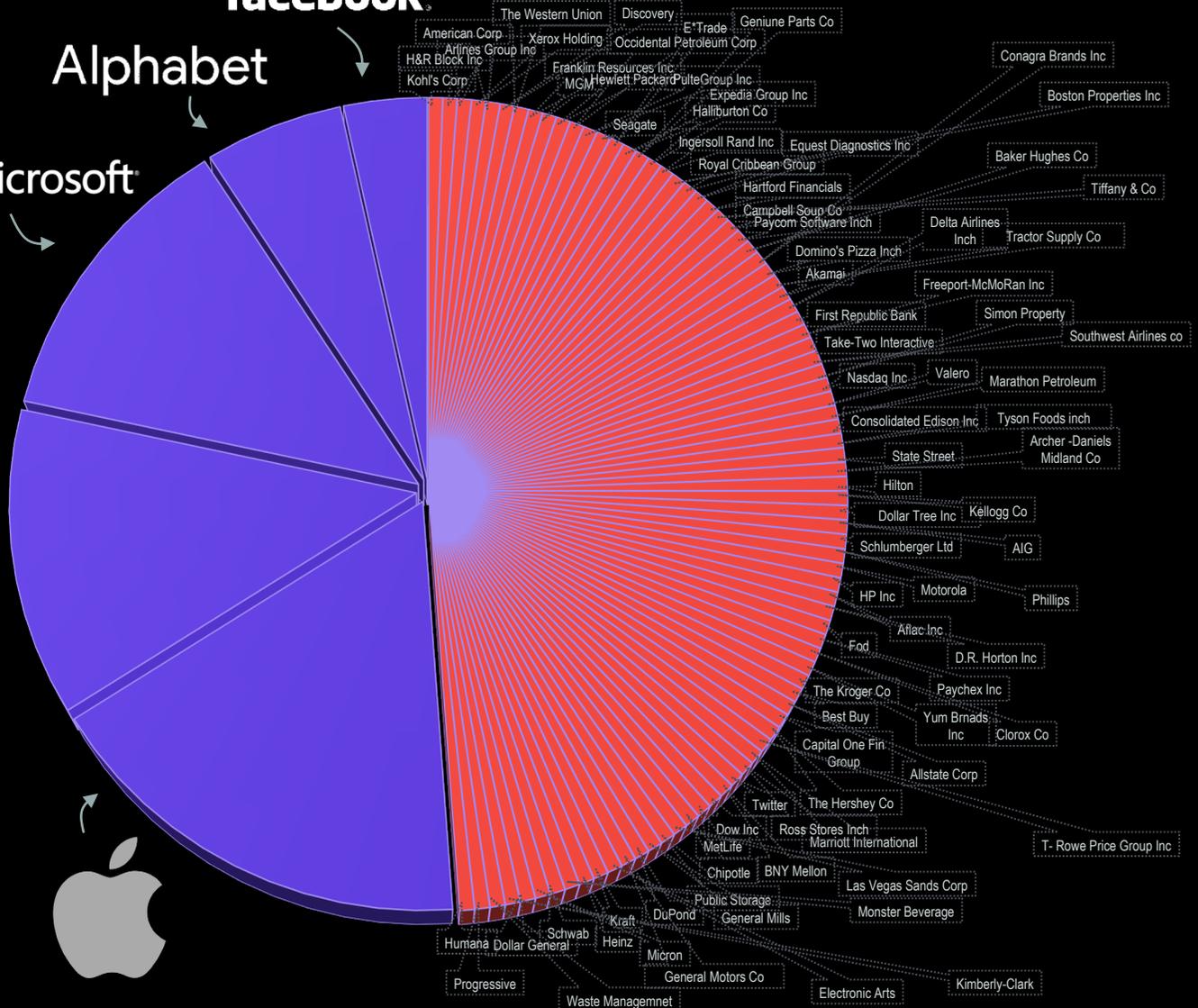
amazon.com



Microsoft

Alphabet

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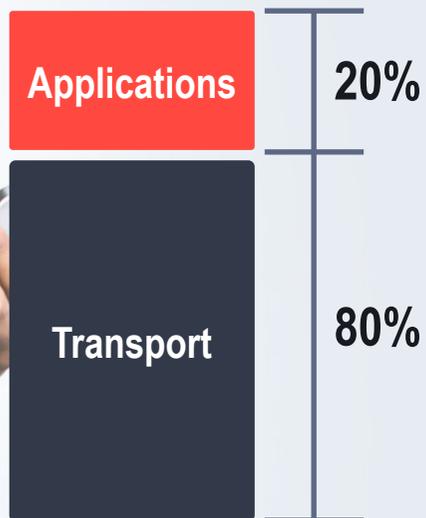
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**The Tailwinds of the New  
Economy – We built this!!**

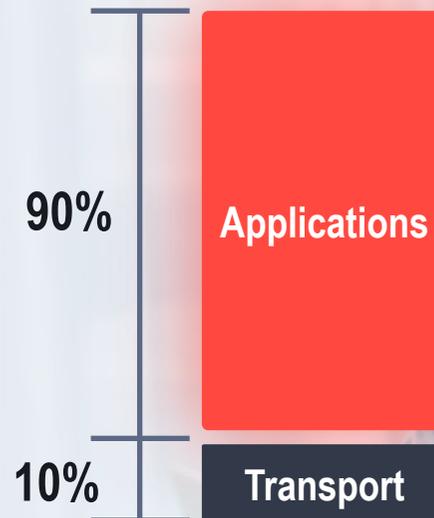


# This is how it started...

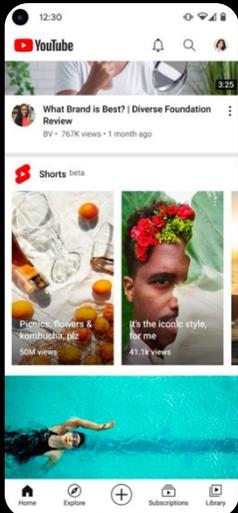
Past ARPU'S



Current ARPU'S



# This is how we've evolved...



YouTube



NETFLIX

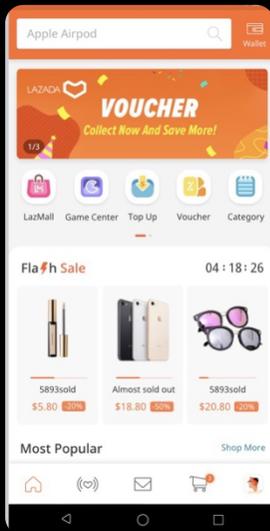
IG

FLIPKART

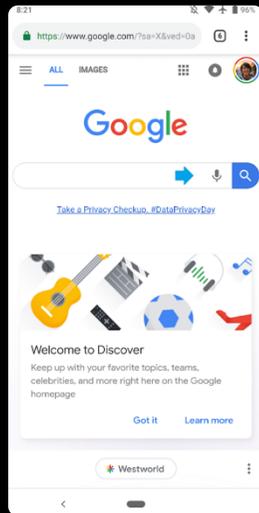
WECHAT

ALIPAY

MX TAKATAK

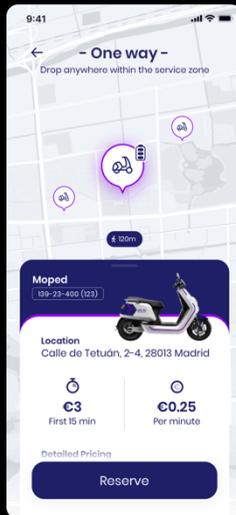


Lazada



Google

TINDER

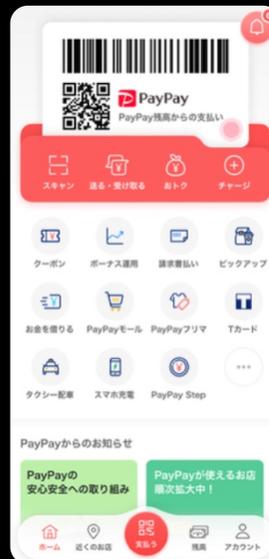


GoTo



FACEBOOK

AMAZON

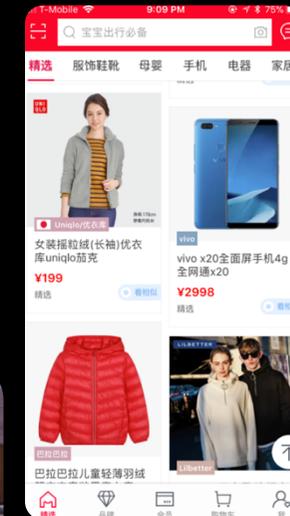


PayPay

GRAB



TikTok



Taobao



PINDUODUO

DEEZER

# 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

<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 ...

Quantum computing

Convergence

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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Hybrid cloud

AI/machine learning

Advanced nanotechnology capabilities

THE  
"MOST 2021"  
HEADLINE

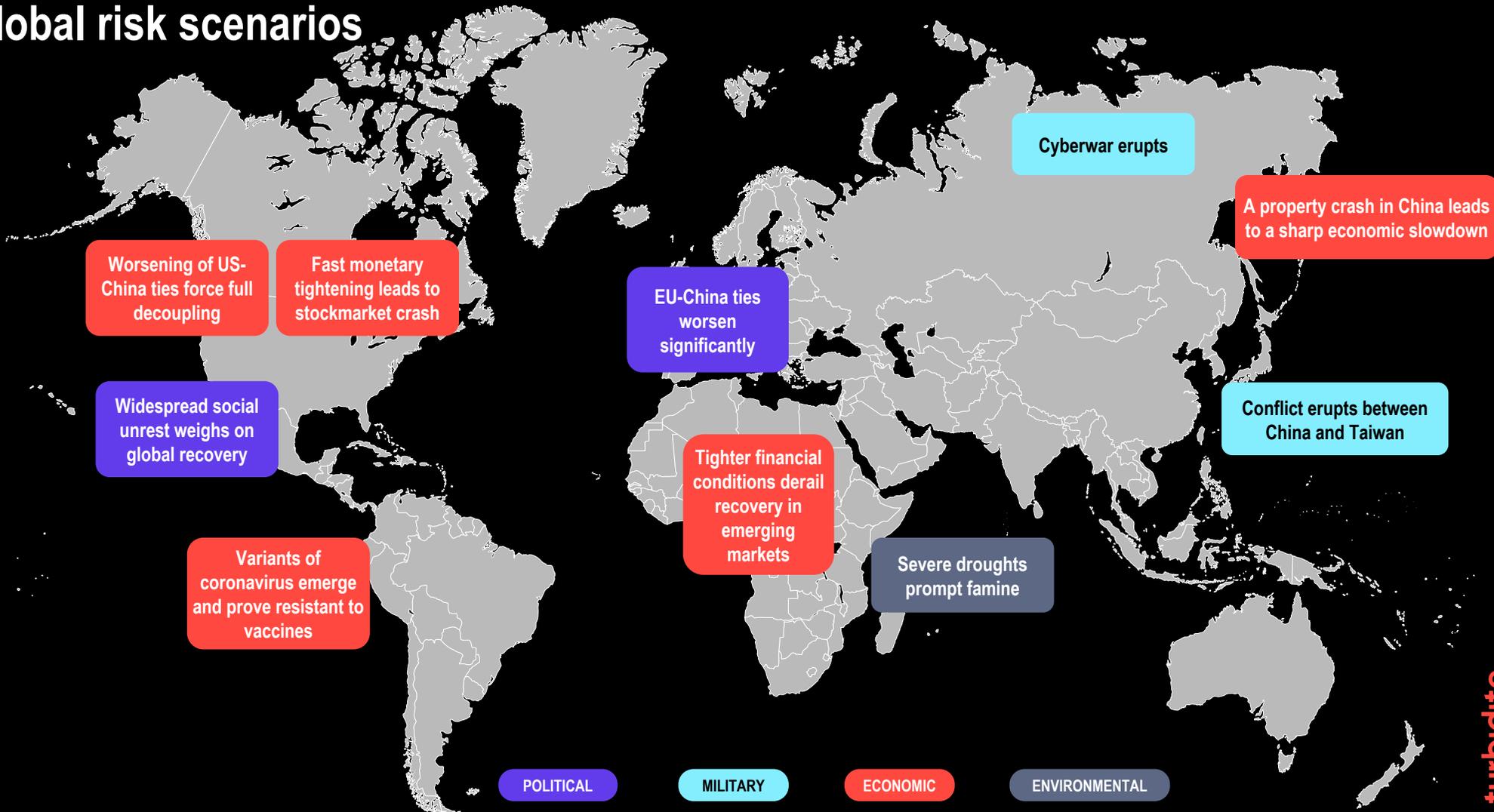
Facebook rebrands to Meta

∞ Meta

Blockchain

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

# Global risk scenarios



POLITICAL

MILITARY

ECONOMIC

ENVIRONMENTAL

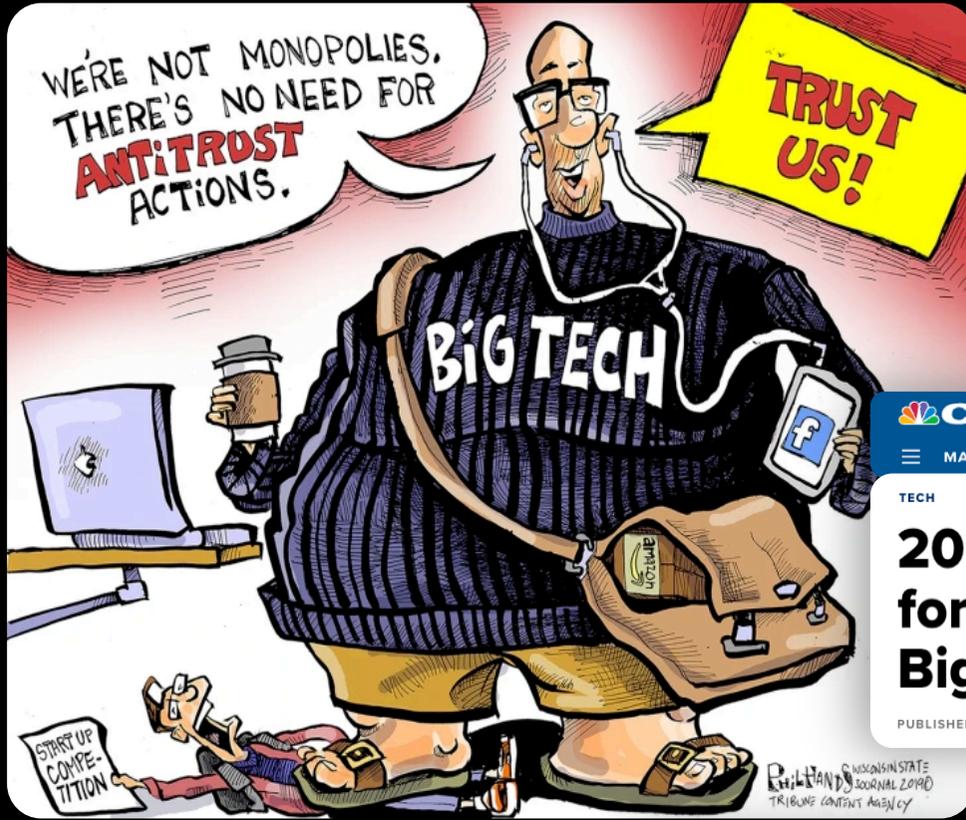
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Already the China-US Trade War has made the South China Sea a "no lay zone" for US cables



- + 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? +



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



Tech / Big Tech

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



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



Sun Tzu

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