The Customer Experience; Why IPv6 Makes a Difference

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Managing Director, Asia Pacific
IDC Financial Insights

- Research and Advisory services to 150 leading institutions in Asia Pacific,
- AP’ largest ‘independent’ FSI research & analysis firm,
- Proven track record in Vendor Selection,
- A vast repository of industry best-practices and Cost & Operational benchmarks.
Agenda

Key Drivers of Change in Banks

Tomorrows Consumer

Big Data & IPv6
The Landscape from 2010 - 2015

1) New Market Player Dynamics

Number of players in Asia/Pacific set to increase

Greater market share concentration at the top

The rise of Asia/Pacific “super-regionals”
2) A Completely Different Customer!

- Has a tendency to churn with no Real Loyalty
- Knows that multiple relationships are better
- Has the power to influence others through Social Media
3) Emerging Technology Phenomena

Other Recent & Emerging Technology Phenomena

Location Intelligence  Crowd Sourcing

Web 3.0  Big Data
Anywhere

eReaders  Social Network Analysis

“Mobile Enterprise”  Visualization
4) A Reordering of Technology Priorities

Cost management priorities are being superceded by customer centricity & (granular) performance measurement.
5) Continued Emphasis on Risk Management

1) Spending on risk & compliance continue to dominate IT budgets

2) Operational risk becomes crucial

3) Identity & access management a major consideration
Banks & Insurance Firms will spend $$$ on ……

1. Channel Delivery & the Rise of Web 2.0
2. Customer Centricity & Business Analytics
3. Risk Management & Compliance
4. Innovation in IT Delivery
5. IT Security & Fraud
Web 3.0 & Birth Of Cloud
The Rise of Generation Y


Googling
Quickly scanning PC screens
Collective homework
“KIPPERS”

Gaming
Non-linear text reading
Music
Multi-tasking
Banks Need Applications, applications, applications – On Mobile & On Demand!

“For Screenagers”
Channel Delivery & the Rise of Web 3.0

- Need for more Customer Contact
- Need for more Secure Customer Identification
- Need for more personalization
- Need for Big Data – Anywhere, Anytime!
Web 3.0

Definition:

3rd generation Internet applications & services

Generally rich in user experience

Allows users to also become contributors (wikis) or participants (ecommerce site reviews, blogs)

Collaborative, socially oriented, enjoyable, & beneficial (social network sites like Facebook)
Channel Delivery & the Rise of Web 3.0

Social Networking Reach & Engagement in A/P Markets

- 75.4% Reach
- 25.4 Average Visits per Visitor/Month
- 223.3 Average Minutes (>3.5 hours) per Visitor

Average for Asia/Pacific: 148.9 (2.5 hours)
Philippines: 50.8
Australia: 15.1
Indonesia: 15.1
Malaysia: 15.1
Singapore: 15.1
New Zealand: 15.1
Taiwan: 15.1
Hong Kong: 15.1
India: 15.1
South Korea: 15.1
Vietnam: 15.1
Japan: 15.1

Note: Study done in Feb 2010, based on total internet audience, age 15+, accessing the Net from home and work locations. This excludes visitations from public computers such as Internet cafes or access from mobile phones or PDAs.
Source: comScore World Matrix, 2010
Channel Delivery & the Rise of Web 3.0

Top Social Network in Individual A/P Markets by % Reach of Web Population

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Philippines</th>
<th>Australia</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>Singapore</th>
<th>New Zealand</th>
<th>Taiwan</th>
<th>Hong Kong</th>
<th>India</th>
<th>South Korea</th>
<th>Vietnam</th>
<th>Japan</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>84.5%</td>
<td>69.4%</td>
<td>84.9%</td>
<td>77.5%</td>
<td>72.1%</td>
<td>63.6%</td>
<td>46.8%</td>
<td>54.2%</td>
<td></td>
<td></td>
<td>18.4%</td>
<td>18.9%</td>
</tr>
</tbody>
</table>

Source: comScore World Matrix, 2010
More Mobiles, More Accounts, More Data !!!

Projected change by 2015

Mobile voice

Laptop data

Smart device data

New Accounts!

+50%

+1,000%

+10,000%

23 Exabytes/year by 2015

23,000,000,000,000,000,000,000 Bytes/year

23 Exabyte/year = 6.3 billion people each downloading a digital book every day
The Next Big Internet

Trillions of
- RFIDs
- Sensors

Billions of Smart Devices
- Vehicles
- Buildings

5 Billions
- Mobile Phones
- PDAs

10% Internet

1 B
- Hosts
Move from IPv4 to IPv6 is Inevitable!

WORLD INTERNET USAGE AND POPULATION STATISTICS
March 31, 2011

<table>
<thead>
<tr>
<th></th>
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<td>1,037,524,058</td>
<td>4,514,400</td>
<td>118,609,620</td>
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<td>2,527.4 %</td>
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<td>Asia</td>
<td>3,879,740,877</td>
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<td>922,329,554</td>
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<td>816,426,346</td>
<td>105,096,093</td>
<td>476,213,935</td>
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<td>353.1 %</td>
<td>22.7 %</td>
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<tr>
<td>Middle East</td>
<td>216,258,843</td>
<td>3,284,800</td>
<td>68,553,666</td>
<td>31.7 %</td>
<td>1,987.0 %</td>
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<td>North America</td>
<td>347,394,870</td>
<td>108,096,800</td>
<td>272,066,000</td>
<td>78.3 %</td>
<td>151.7 %</td>
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<td>18,068,919</td>
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<td>36.2 %</td>
<td>1,037.4 %</td>
<td>10.3 %</td>
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<tr>
<td>Oceania / Australia</td>
<td>35,426,995</td>
<td>7,620,480</td>
<td>21,293,830</td>
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<td>179.4 %</td>
<td>1.0 %</td>
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<td>WORLD TOTAL</td>
<td>6,930,055,154</td>
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<td>2,095,006,005</td>
<td>30.2 %</td>
<td>480.4 %</td>
<td>100.0 %</td>
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</table>
IPv6
Target use segments

Big Data/analytics
- Big, complex, high velocity, wide variety
- Creative discovery
- Info. integration & mgt along with content analytics

Consumerization of IT = social business
- Establish customer intimacy through social interaction & mining
- Drive business growth through social media

Customer-centric business process transformation
- Retail banking with competitive multi-channel wars
- Hyper-competitive B2C sectors such as retail, media, airline industries
## IPv6 DFP's per country

Total number of countries: 171

<table>
<thead>
<tr>
<th>Pos</th>
<th>Flag</th>
<th>Country</th>
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<th>A</th>
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<td>United Kingdom (Great Britain)</td>
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<tr>
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<td>South Africa</td>
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<tr>
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<td>🇬🇷</td>
<td>Greece</td>
<td>9</td>
<td>25</td>
<td>0.10%</td>
</tr>
</tbody>
</table>
IPv4
500 M

IPv6 Vision
Billions of Nodes

Always-on
Autoconfig
Multicast

Always-on
Security
Privacy

© IDC Financial Insights
Banks & Governments will Push ISV’ to adapt and migrate ASAP!
Deployment Rate: Slow but Steady

IPv4 Internet

IPv6 Internet

WEB/Email

VoIP

P2P Ad Hoc

GRID

3G

HN

ITS

Slow but Steady
All ISPs will have to take off like this!”
Conclusions; So……What Should U Do Tomorrow ??

1. IPv6 is Not Hype or a Phase! Don’t discount it or think you can just wait for the “right time”.

2. Prepare and Understand the migration strategy; Training & Incentives are now available.