

Ten Years of Technological Advances

September - October 2014

Volume 11 -- Issue 61

10th Anniversary Issue

Ok, everyone at the same time, repeat after me: "Happy Anniversary!"

Thank you, thank you, very much. You are now reading a historic publication. We've reached the 10th anniversary of 'Designing Strategies' newsletter.

Some of you haven't been with us the whole way, but others have remained loyal readers since our first issue came out in September of 2004.

Let's raise our glasses and toast to another successful 10 years delivering actionable business strategies that small businesses can adapt to move their businesses closer to success.

Terri L Maurer, FASID

Wow, time does fly. It's hard to believe so much time has passed or that I am writing the 60th issue of small business tips and trends. So much has happened over these ten years in every facet of life that affects our businesses: the economy, society and cultures, politics, law and government, ecology and sustainability, and global influences.

For the most part, it is felt that these areas of external influence are pretty much uncontrollable by businesses. They are just out there, influencing and affecting the world in which we live and operate our businesses. We need to learn to adapt to them in order to survive and grow. But, knowing about them in advance certainly provides opportunities to plan how to deal with them when they come.

I selected just one of the five major areas of influence, technology, to review. I looked back over the past ten years to see what is new and what has changed. If nothing else, it opened my eyes to just how quickly technology has evolved over such a short period of time. Take a walk with me down Memory Lane and see how much influence technology has over our business success or failure.

Introduced in 2003, by **2004**, **iTunes** had sold 10 million songs. In 2005 television shows and music videos were added to the iTunes product mix. By 2006, full length movies were available and by 2008, movie rentals. The App Store opened. Also launched in 2003, **WordPress** became the fastest growing blog platform. By **2004**, WordPress plug-ins were being developed and in **2005**, their theme system and static pages were introduced. Google purchased the four-year-old Blogger platform, rebranded it **BlogSpot** and made it available to the public.

2004 - iPods took off. They had been on the market since 2001, selling only about 2 million units. 2004 launched them in an upward trajectory that hasn't dipped or leveled off - 10 million units were sold that year, and BMW introduced the



Maurer on the Move

Terri will be speaking at the Independent Office Products and Furniture Dealer Association (OPFDA)

"Creative Disruption" conference in San Diego.

Location:

Loews Coronado: San Diego

Date:

October 25, 2014

Time:

Four Generations under one Roof - Recruiting and Retaining an Age Diverse Workforce.

8:15 - 9:15 AM

Panel on Age-Diverse Recruitment & Retention

9:30 - 10:30 AM

first sound system with iPod integration.

2004 - Facebook was launched by Mark Zuckerberg and his college roommates for use by fellow students at Harvard.

2005 - YouTube made it's beta test debut, it's first video, a mere 19 seconds long, "Me at the Zoo" was uploaded by one of the video sharing site's founders and ranked as the 4th most popular site on the Internet.

2006 - Google buys YouTube for \$1.65 billion. As the site expands, YouTube now has more than a billion unique viewers each month. Over 6 billion hours of video is viewed through YouTube each month and over 100 hours of video are uploaded each minute.

2006 - The Internet went 'social' in a big way. Written blogs, video blogs, wikis and interactive web sites gained speed.

2007 - Twitter arrived, an online version of 140-character messages previously only used in cell phone texts. The definition of twitter is "a short burst of inconsequential information" and "a series of chirps from birds". Twitter has also become known as a micro-blogging platform. 271 million active users of **Twitter today** with 500,000 Tweets shared daily.

2007 - Enter the Smart phone. iPhone development was announced by Apple and arrived in stores by mid- 2008 , taking basic communications to a new level. Making and receiving telephone calls on a typical cell phone was no longer enough. Communications were amplified through a touch screen with larger viewing area, better cameras and Internet interactive. Increased storage capacity allowed for including GPS, YouTube and Google Maps access.

2007 - Social Media took a huge step forward as FaceBook was introduced for public use. Family, friends and businesses flocked to the site as the hottest new way to communicate online.

2008 - Amazon.com introduced the **Kindle** e-book reader. Downloading published books and e-books to a lightweight electronic a boon for travelers who no longer have to pack and carry heavy volumes of vacation reading. Not an electronic gadget leader, Amazon's first several versions were at best clunky and filled with unnecessary, ill-placed buttons. The early e-readers came out on the pricey end of the cost spectrum and were relatively slow moving in the marketplace.

2010 - iPad introduced by Apple. Providing a bigger screen a smart phone, but smaller and lighter than the average laptop computer. The Rumor-mill referred to it as just a giant iPhone. In addition to upgraded operating system used by the iPhone 3G, and touch screen capabilities being used in the iPod Touch, the iPad could run nearly all third-party iPhone applications. Taking aim at Amazon's dominance in the e-reader market, Apple quickly added their own iBooks application.

2010 - 3-D printing becomes more than 'buzz'. 3-D printing has been under development since the early 1980s. Beginning in 2002, workable replacement body parts were being printed and used successfully. Today, we read about 3-D houses, aircraft, cars, jewelry and even replacement parts for the International Space Station coming to us through the science and technology of 3-D printing.

2011 - The Amazon Kindle Fire was introduced and sold 2.5 million units in three months. With 8GB of internal storage, 10 movies or 800 songs or 6,000 books can be stored in a single unit. The battery allows for 8 hours of consecutive reading or 7.5 hours of video playback if WiFi is turned off.

2011 - Over 5.5 million downloadable **iPhone apps** were available for customizing smart phones.

2011 - Facebook users numbered 800 Million - in just four short years. Today, there are 1.4 Billion Facebook users worldwide.

2012 - 1 billion smart phones sold worldwide. Today, pretty much anything that can be done on a desktop or laptop computer, or tablet can be accommodated anywhere Internet access is available. All this from an instrument that fits in your pocket or purse.

2012- Voice-recognition software finally reached a point where it had become reliable. Siri was added to Apple's iPhone 5 to answer questions and provide information at the sound of your voice. Voice recognition software dates back to the 1950s and slowly progressed based on word search processes that began at around 10 words, expanded to 100 words, then 1,000 words. Advances stalled out through the 2000's.

The bottleneck with speech recognition has always been the availability of data, and the ability to process it efficiently. In 2010, Google Voice Searchapp came out for the iPhone. Everyone is familiar with Siri today. Even though still not 100% accurate, the size and speed of processors and ability to collect and sort data should eliminate those minor flaws soon.

2013 - Google Glass was introduced - your computer in your eyeglass lens. Glass is step one in today's wearable technology. Although Apple's introduction has not been particularly popular because of the lack of aesthetic appeal. There are also potential of privacy issues for those in an area where someone is wearing Glass, possibly photographing or videotaping them without permission. Others are currently working on similar products.

2013 - Drones hit the news as Amazon.com announced plans to use small drones to make same-day or next-day delivery of small packages to customers. Stand by for the next retailer interested in dropping your orders on your doorstep within hours.

2013 - Self-driving cars, also known as driverless cars, robot cars and autonomous cars make the news and are being tested on the roads. A number of automotive companies are developing these new cars. Autonomous vehicles sense their surroundings using techniques like radar, lidar, GPS, and computer vision. Advanced control systems interpret sensory information to identify appropriate navigation paths, as well as obstacles and relevant signage. If self-driving cars aren't exciting enough for you, **flying cars** will be available for sale by 2015. My friends, the Jetsons have arrived in our lifetimes.

2014 - Wearable technology is coming to a store near you soon. Shades of the Dick Tracy cartoons of my childhood, with police detective Tracy communicating via his two-way wrist radio. A look into the future? Maybe, but with oh, so many more features available. Whether it's Apple's Glass, the Apple iWatch, fitness wristbands, rings, or various wearable medical devices coming on the scene, wearable technology will become the norm before we know it.

2014 - The Obama administration assigned the FAA (Federal Airline Administration) to review **use of drones** commercially over US land. Permits have been granted to oil production companies, allowing them to fly drones over oil fields and pipelines in Alaska. Hollywood film companies are taking filming to a new level (no pun intended) for movies and television shows. It may be a while until FAA regulations are ready for mass commercial use of these new delivery vehicles, but the sky is the limit (pun intended) on what might be delivered to our doorsteps - quickly- in the near future.

Obviously this list is not all-inclusive of technological and scientific changes that have occurred over the past ten years. Rather, they are highlights of things that have changed the world for small businesses, or will in the very near future. Most of us spend hours each day on social media platforms, chatting with friends, colleagues or potential customers, and marketing our businesses. At least we, or someone in our company, should be out there 'being social' and building relationships.

Not so very long ago, a flip phone or flip camera were all the rage in new technology. Today, smart phones are the norm with almost limitless capabilities. Technology continues to get smaller and faster, opening doors for new products every day.

We read, write and publish blogs and e-books as marketing tools. This is all considered a 'must' in today's marketing basics. These new capabilities and tools barely existed ten years ago. [According to WordPress](#), 409 million

people view more than 15.8 billion pages each month created using just their blogging platform. Users provide 43.7 million new pages of content each month. That is amazing technological growth in less than ten years.

This all just goes to show the importance in including technology and the other outside areas of influence in our environmental

scanning process before creating our strategic plans. Small changes can make a big difference in how we operate our businesses in these rapidly changing environments. Unless we stay aware of changes, we are unable to make logical decisions about growth and moving our firms forward.

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