

*Solutions for Performance Driven Companies*

# “THE DIGITAL NATIVES & ARAS”

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# The digital natives & immigrants



- ❖ A **digital native** is a young person who was born during or after the general introduction of digital technology, and through interacting with digital technology from an early age, has a greater understanding of its concepts. Alternatively, this term can describe people **born in the latter 1970s** or later, as the **Digital Age** began at that time; but in most cases the term focuses on people who grew up with 21st century modern technology.
- ❖ Other popular discourse identifies a digital natives as a person who **understands the value of digital technology** and uses this to seek out opportunities for implementing it with a view to make an impact.
- ❖ A **digital immigrant** is an individual who was born before the existence of digital technology and adopted it to some extent later in their life.

## My Definition:

*Digital natives are people born post-1990 and having grown up surrounded by technology (computers, Internet, mobile phones, ...).*



*"No, you weren't downloaded.  
You were born."*

# Digital Nativ „Timeline“



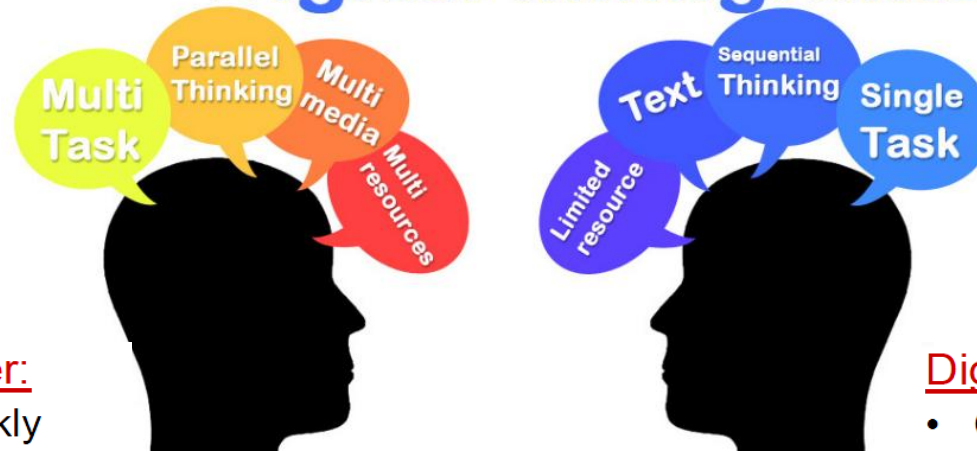
## 43 Years

- **1969** - Creation of ARPANET (Advanced Research Projects Agency) the predecessor of the Internet
- **1972** – the 1<sup>st</sup> eMail System
- **1982** - The term “INTERNET” first mentioned
- **1984** – The first Apple Macintosh goes on sale
- **1993** - The World Wide Web was born at CERN
- **1996** - 45 million Internet User
- **1998** - The Search Engine Google is founded.
- **2000** – Y2K - the millennium bug - the world did not end 😊
- **2001** – Wikipedia, a Wiki free content encyclopedia, goes online; Apple Computer releases the iPod
- **2005** – YouTube is founded
- **2006** – Over 92 million Websites online
- **2007**- Apple Introduces The iPhone
- **2008** – Online game World of Warcraft hits 10 million Subscriber
- **2012** – 1 billion Facebook User world wide

# Different Ways of Thinking

## Digital Native

## Digital Immigrants



### Digital Natives Prefer:

- Receiving info quickly from multiple sources
- Multitasking and parallel processing
- Pictures, sounds and video before text
- Hyperlinked sources
- Interacting in “real-time”
- User generated content
- Learning that is instant, relevant and fun

### Digital Immigrants Prefer:

- Controlled release of info from limited sources
- Single or “focused” tasks
- Often prefer to get information from text
- Greater need for private and personal space for introspection
- Like info presented linearly, logically and sequentially

# The Big Question ?



What will happen in a few years when Digital Natives enter the workforce en masse?

- Power in Industry
- Power in Politics

A Digital Native cannot conceive of a work environment without collaborative tools (chat, p2p, blogs, forums, wikis...)

Are companies prepared already TODAY to take advantage of a new type of worker? or, more importantly still, are they willing to make a series of changes TODAY to attract those new employees? If not – what will happen with those companies?

# Market Dynamik

- It tooks decades to establish global brands like Daimler, Siemens, Nestle, ...
- Google required several Years
- Facebook only two Years
- Twitter just month
  
- What's next?

# Status quo

## ❖ Between today and 2020

### ✓ Digital Natives are:

- Students
- Employees
- Consumer

## ❖ After 2020 (and maybe a bit before)

### ✓ Digital Natives are:

- CEO's
- Minister
- Presidents
- ...



# Anticipated Impact



- ...business runs faster again
  - shorter Innovation Cycle
  - more new Products
  - new concepts
  - new tools
- Collaboration is key to success
- Organizations focus more on being networks than hierarchies
- Discussions and Communication will be managed more and more via Communities & Portals
- Personal Identity is linked to the Digital Identity (Today it's separated)

# The Only Constant Is Change



# Change Is The Only Constant



# **BEDIFFERENT**

- ❖ **The Real World is more complex than a simple workflow**
- ❖ **The Real World changes faster than legacy software can adapt**
- ❖ **The Real World doesn't always fit in a box**
- ❖ **In the Real World, there is no meaningful way to evaluate a PLM product based only on 2 demo's**
- ❖ **In the Real World, paying up-front for more software than you need for the next 2-3 years, is unnecessarily risky**

## Aras's 2012 theme

- ❖ Don't be constrained by conventional wisdom, find the best solution
- ❖ Don't feel restricted to best practices, find what really works for your company
- ❖ Ignore the hype – and solve the real world problems
- ❖ Aras Technology approach is different
- ❖ Aras Business model is different
- ❖ Be Different



# Everything Changes

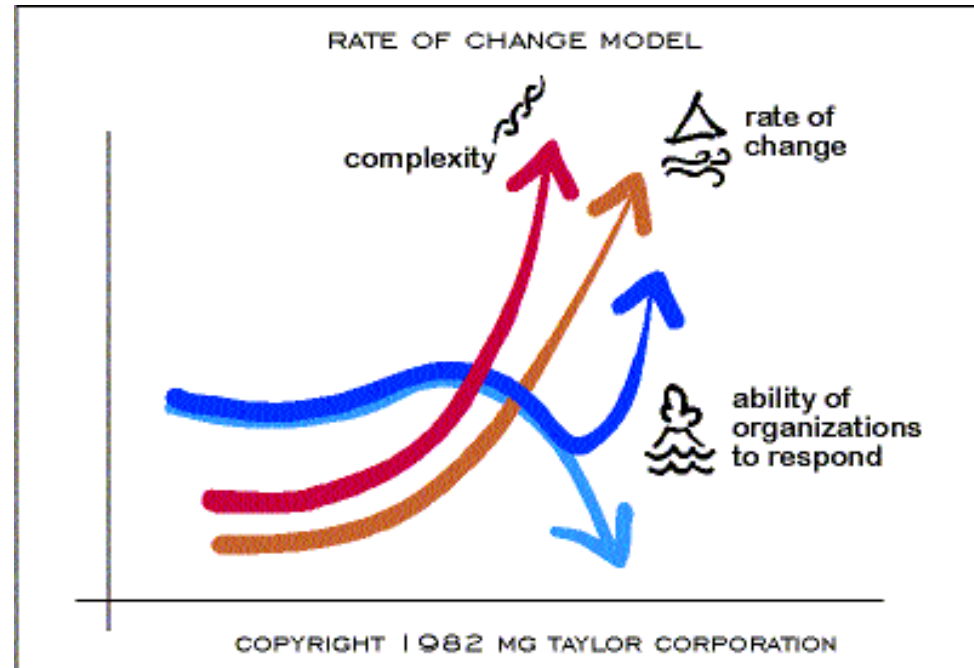
*Businesses, Markets, Technologies, ...*



- **Aras was founded with one simple idea**

Software: data models, process models, and business logic, must adapt to business change as fast as the business needs to change

- **Our technology, our methodology, and our business model are all focused on enabling change**



## ❖ Cloud computing

- ✓ virtualization of all computing resources

## ❖ Private clouds

- ✓ Replacement of hosting services

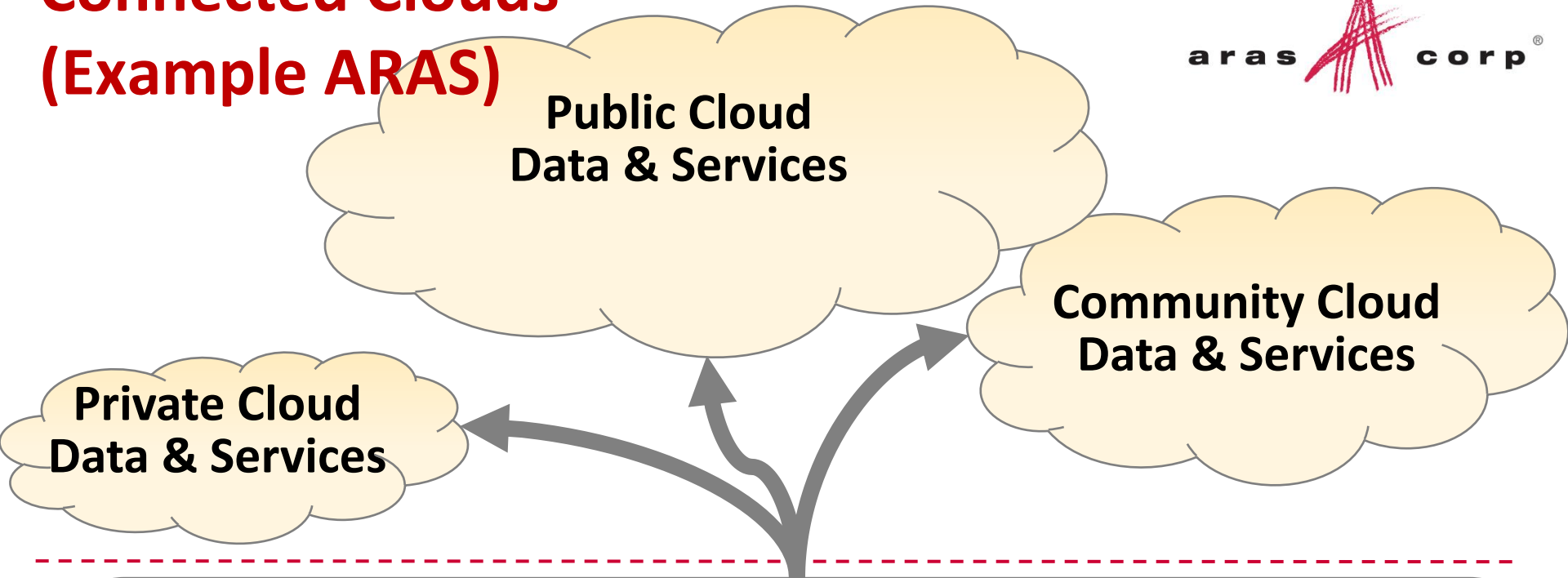
## ❖ Public clouds

- ✓ More and more data/information a company can use for business decisions

## ❖ Connected clouds

- ✓ Integration of information from the Public Cloud in companies business processes

# Connected Clouds (Example ARAS)



## Customers' Product Lifecycle Environment

Aras PLM – Product Lifecycle Management Solution  
Internal Backbone for Collaboration, Data Mgmt, Doc Mgmt, Library Mgmt and Workflow Process



### Concept

Ideas & Innovation

Portfolio Mgmt

### Define

Requirements Mgmt

Systems Engineering

### Design

Schematic Capture

PCB Layout

3D CAD

Software

### Validate

Simulation

FMEA

### Produce/Support

ERP

Quality

CAPA

Integrated Software, Solutions, Processes, and Data



# BEDIFFERENT



***“ Our head is round to allow thoughts  
to change direction ... ”***



# Aras Secure Social

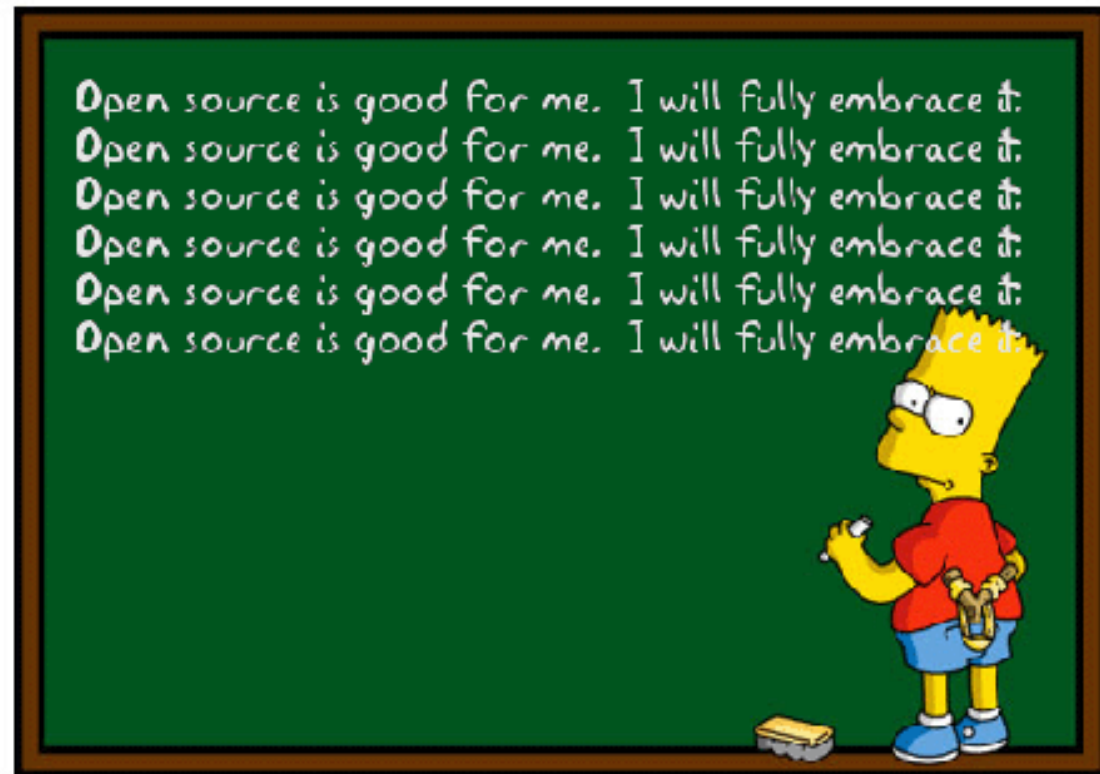
- ❖ Provide context to social interactions
  - ✓ Connect feedback about a product to the part, problem report, corrective action and employees affected
- ❖ Introduce security into social
  - ✓ Collaboration within a product team stays internal unless you say otherwise
- ❖ Make social revolve around product
  - ✓ Social collaboration is not about what I had for lunch, but how to improve my products
- ❖ Keep social content connected in the enterprise
  - ✓ Integrations with upstream and downstream systems means social content is not stuck in one place



# Check it out – The Aras Community



- Forums
- Blogs
- Wiki's
- Download's
- Online RFP
- Online Learning
- Knowledge Base
- ❖ Community Projects
- ❖ Subscriber Portal
- FAQ's
- ...



# BE DIFFERENT

