

# Hyper-connectivity: Envisioning the Digital Future

*iRise User Conference*

*Wing K. Lee*  
*Director, Innovation Realization*  
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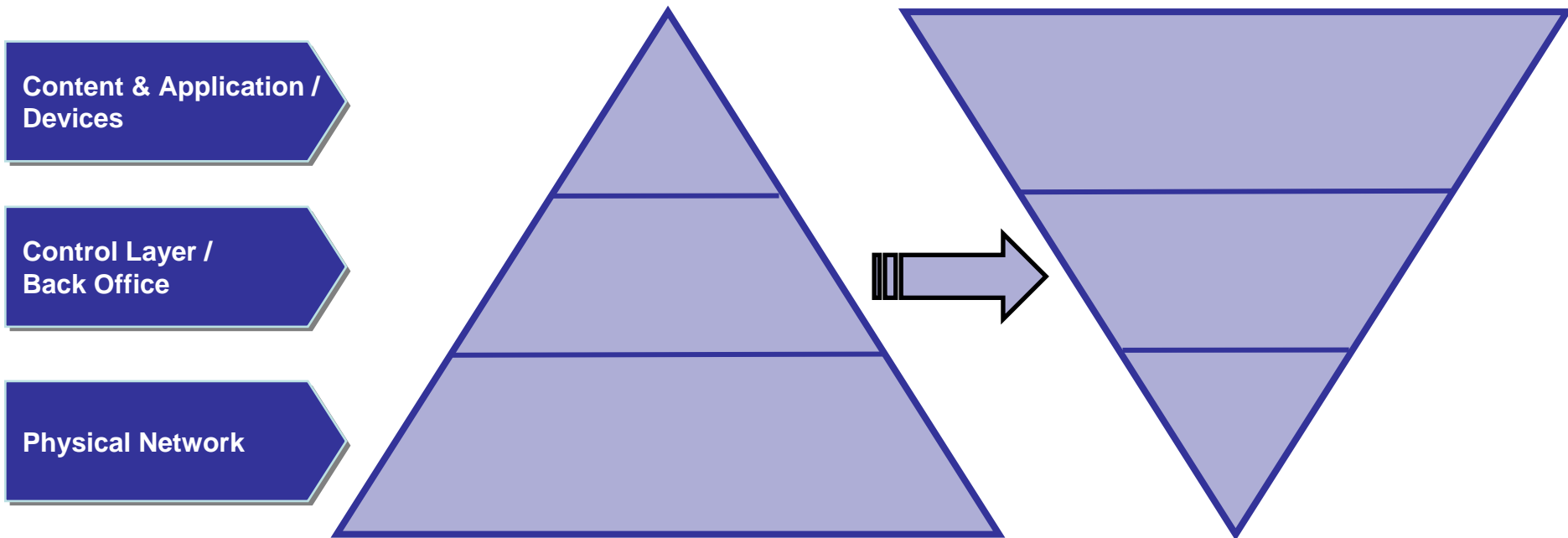
# About Sprint Nextel

- Global IP Network
- 3G Business:
  - Largest high speed wireless data network in the US
  - Best-in-class nationwide walkie-talkie service
  - Industry's highest wireless data ARPU (avg rev / user)
- 4G Business:
  - Launching the world's first Mobile WiMAX next year
- #1 most admired for innovation in telecommunications industry

“If I asked people what they wanted,  
they would say: ‘a faster horse’...”  
*--Henry Ford*

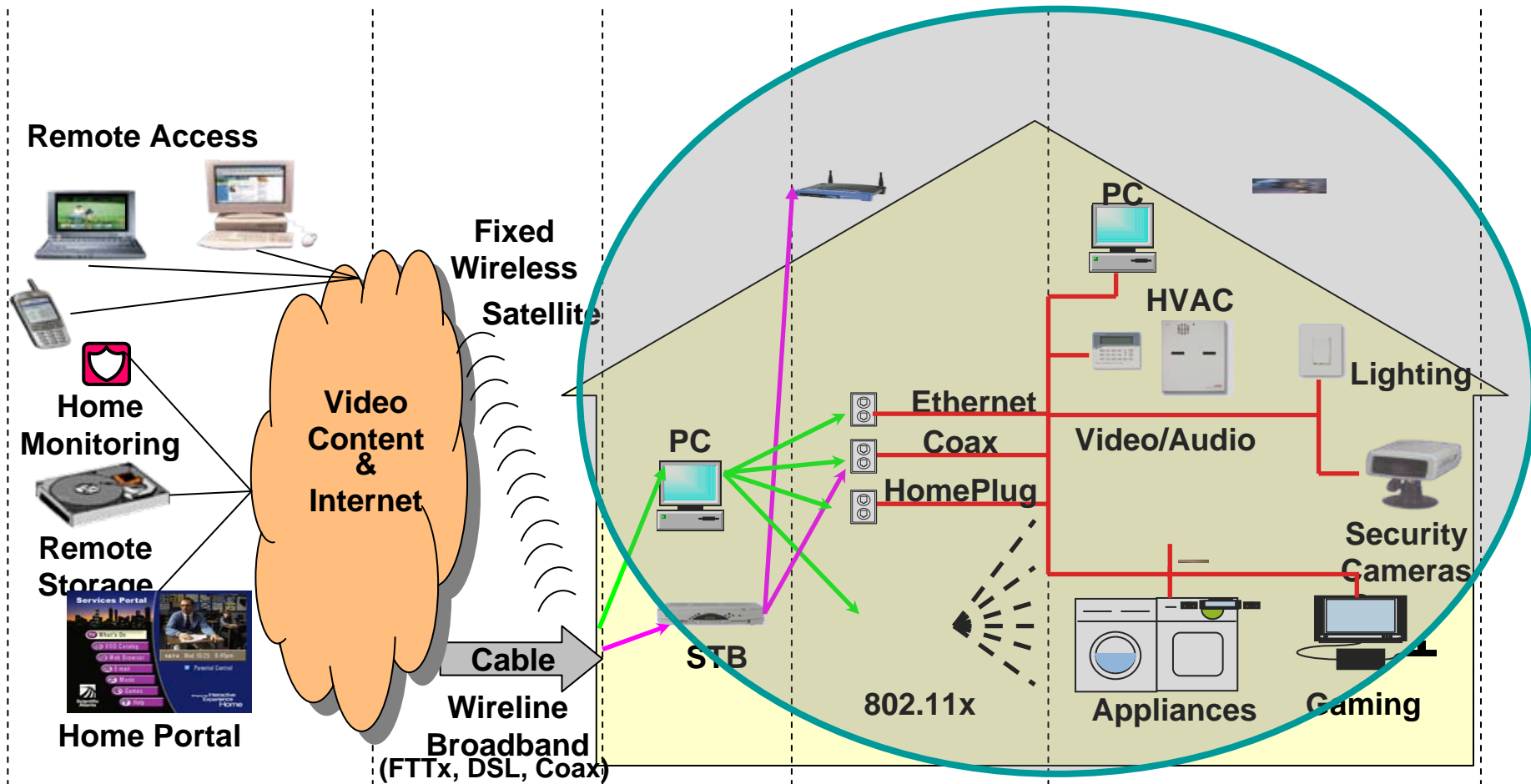
# The paradigm has shifted

New model mimics the Internet Architecture



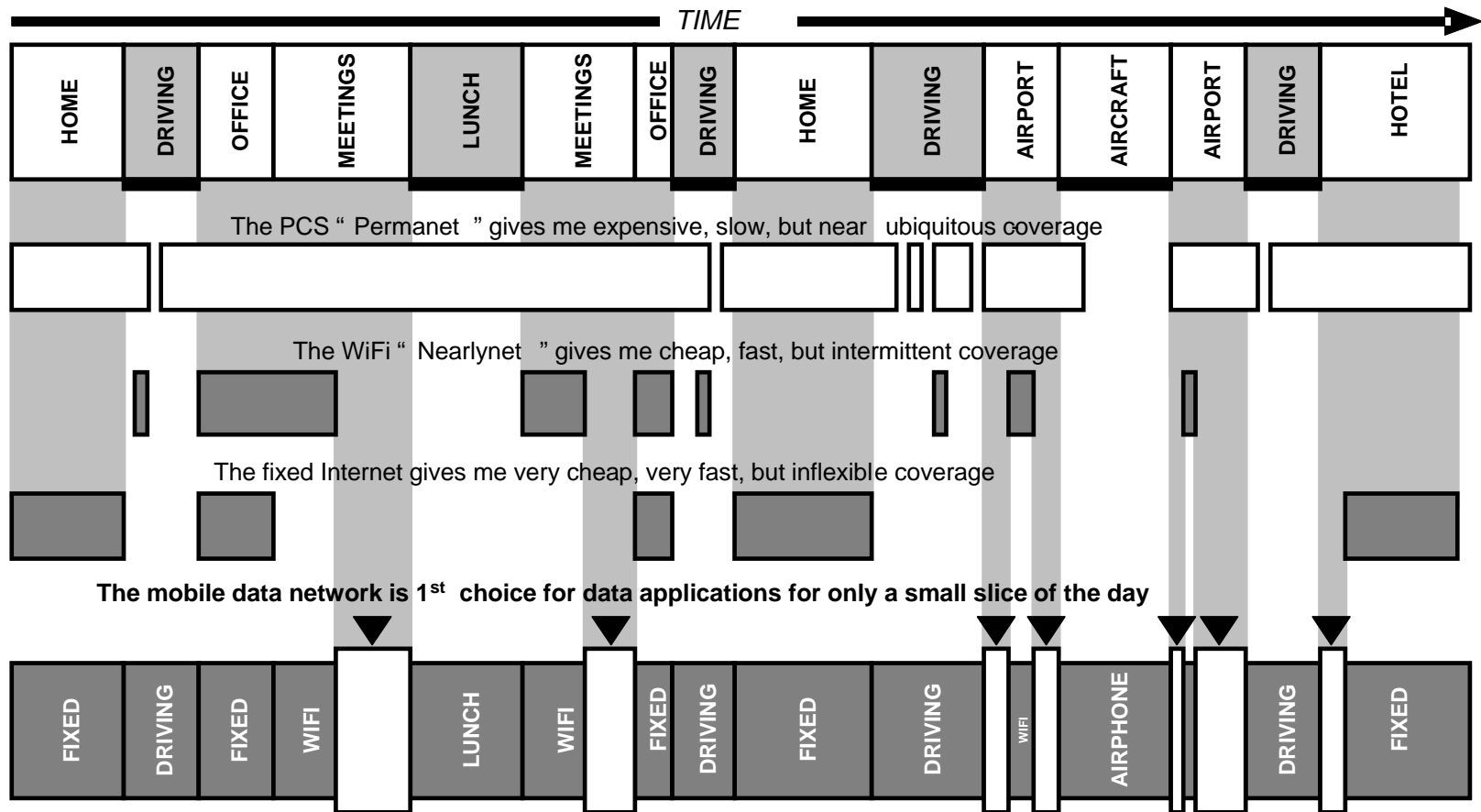
# Current State (1/2)

Last mile problem largely solved. However, big gap still exists.



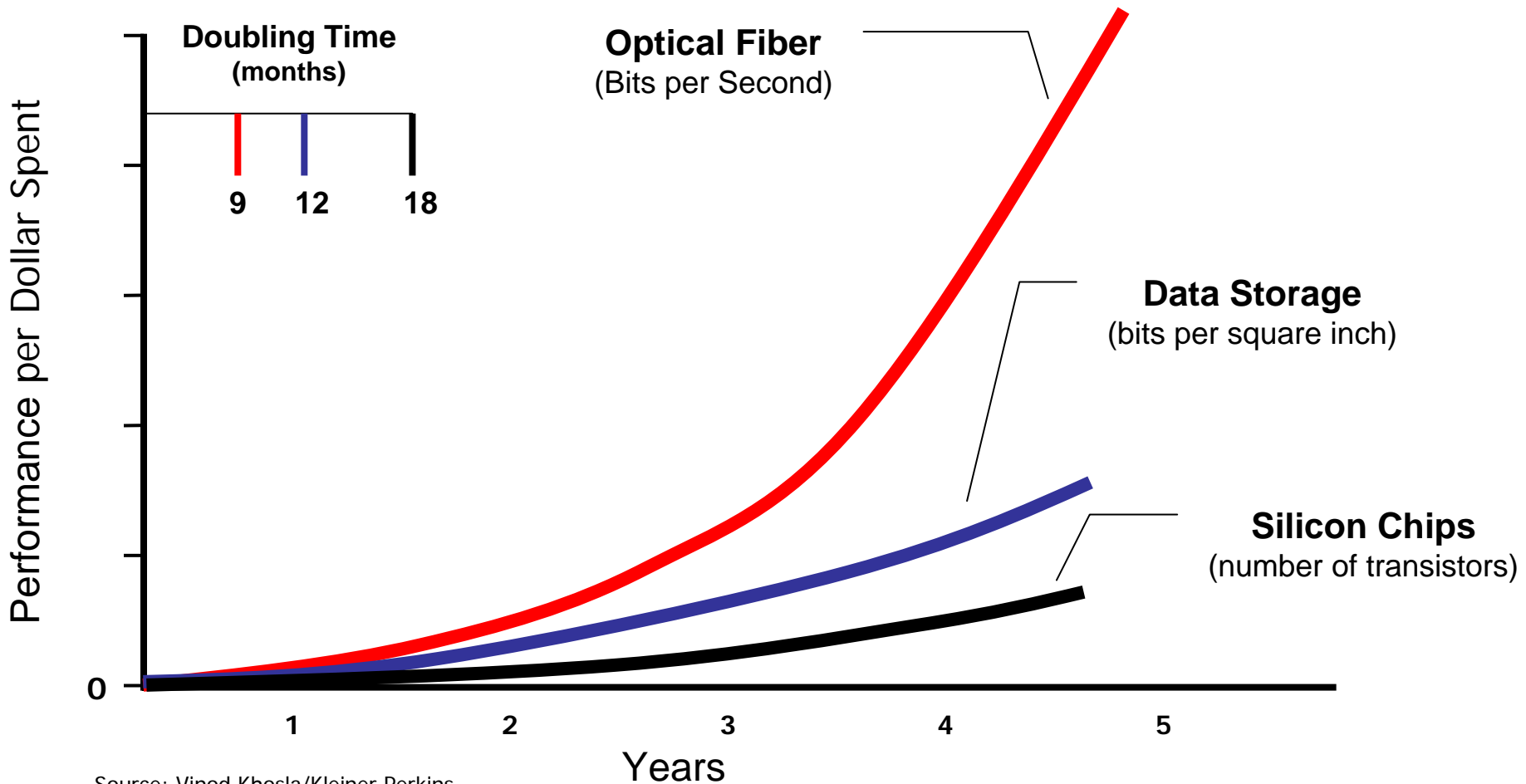
# Current State (2/2)

Our lives are -- at best -- intermittently connected



# Help is on its way... (1/2)

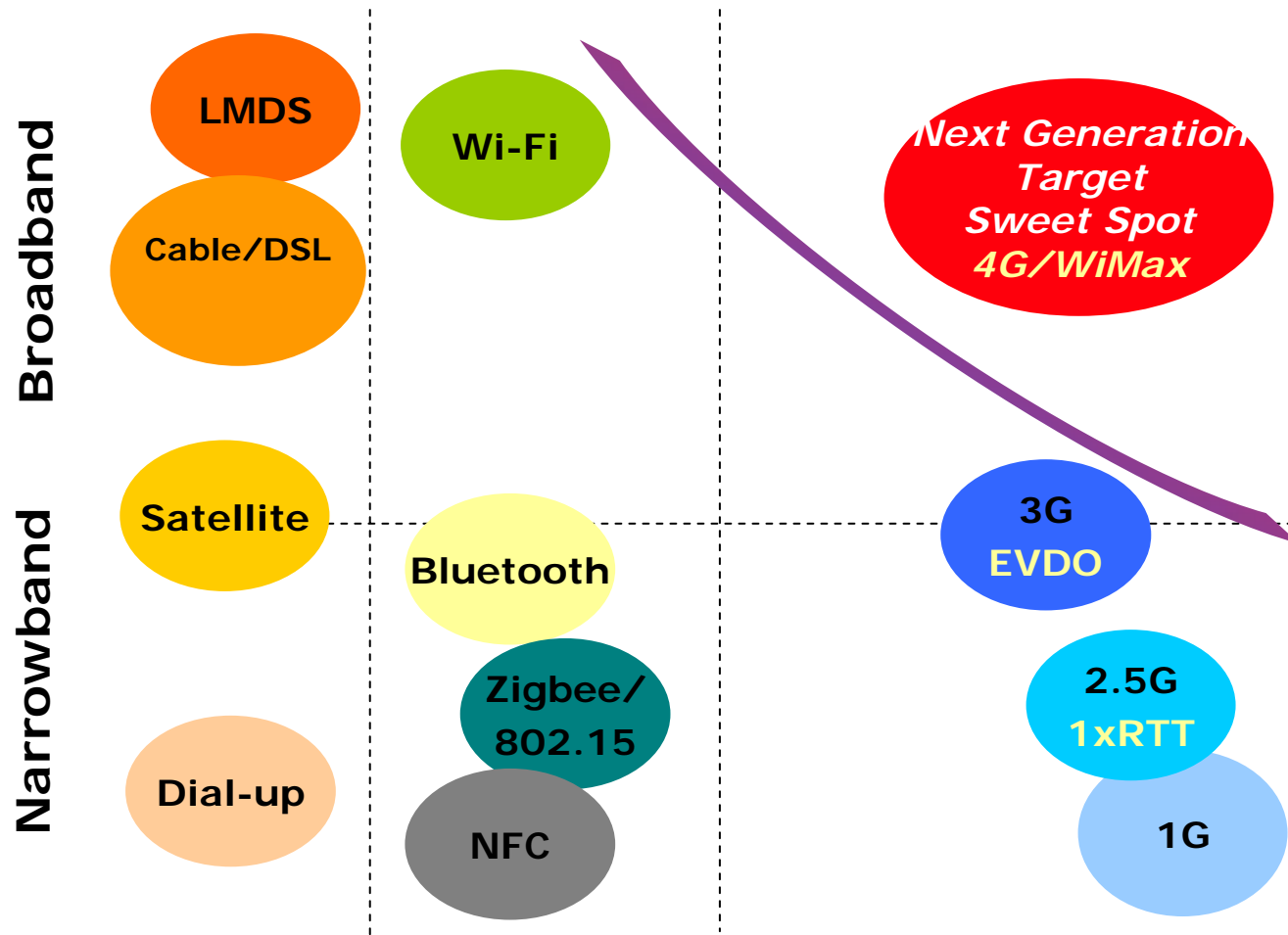
Infrastructure is on an exponential growth path ☐



Source: Vinod Khosla/Kleiner Perkins

# Help is on its way... (2/2)

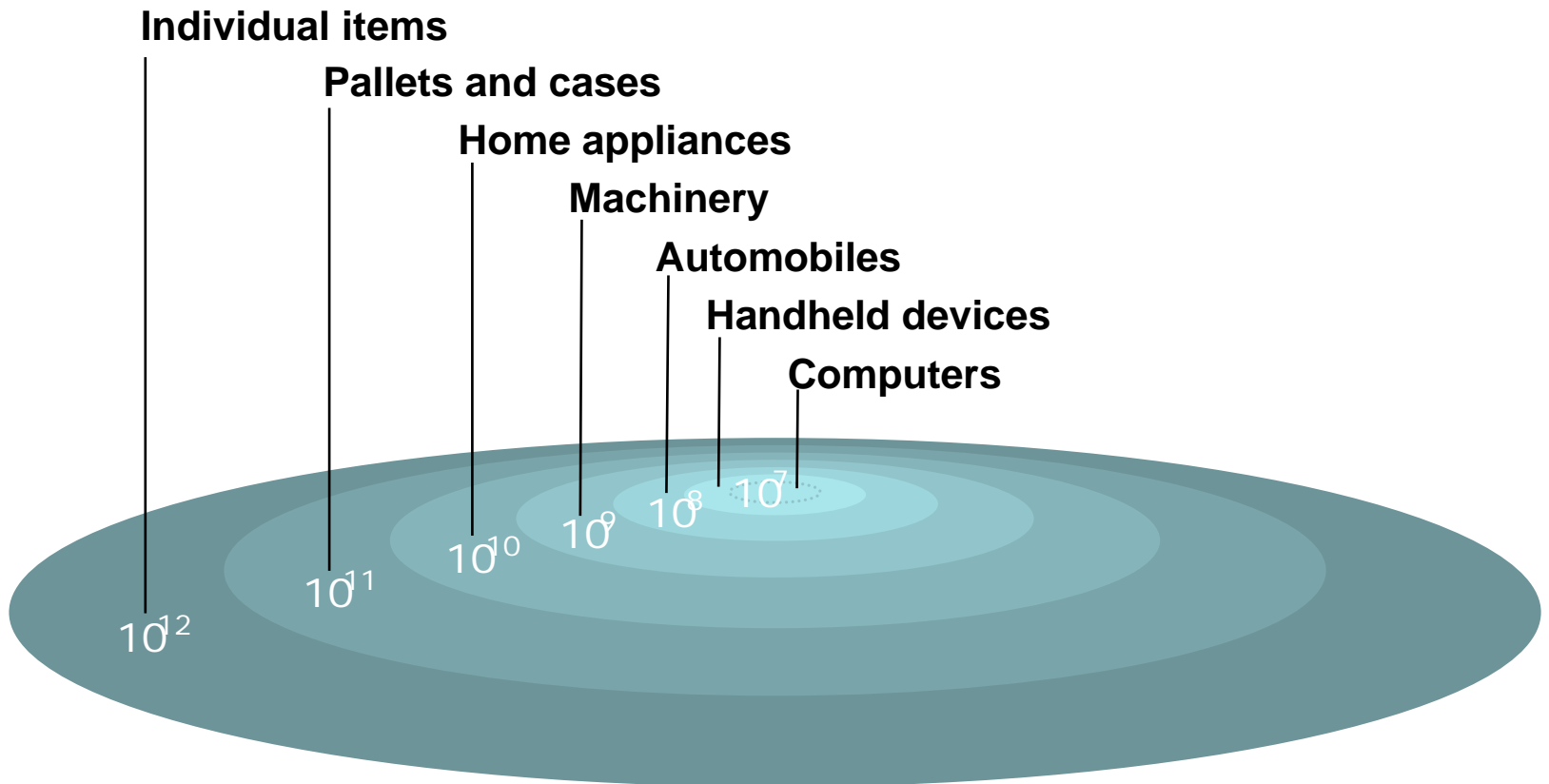
Data will \*finally\* be like air



# What's in our digital future? Hyper-connectivity.

- An enriching experience
  - Simple, always connected and contextual
  - The right device for the right job
  - User-controlled
  - Seamlessly transcends the physical and virtual worlds

Hyper: as in a brand new scale of possible end points...

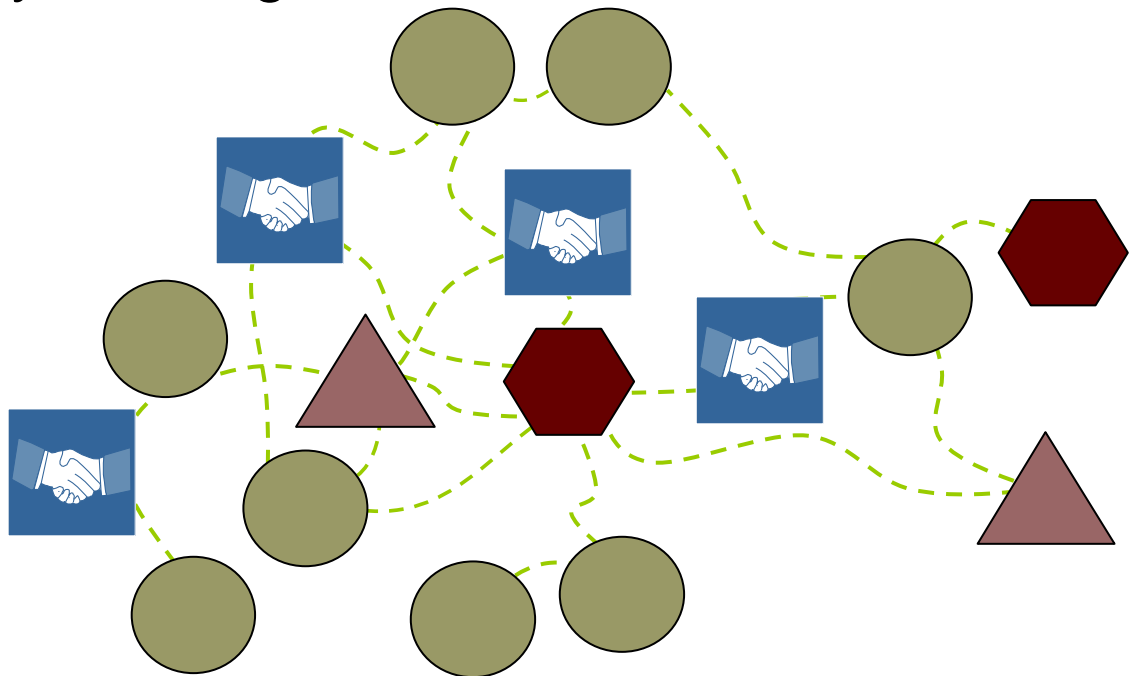


Let's take a glimpse...

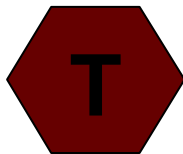
## Some key learning...

- Platform always win over applications
  - Social network platform: mySpace.com, facebook.com
  - Communications platform: skype.com, GoogleTalk, AIM
  - Application platform: salesforces.com, Google Apps
  - Trading platform: Amazon.com, eBay.com
- Community makes the platform. It is easy to build but hard to sustain.
- Internet delivery model fundamentally changes clock speed -- embrace small “S’ curves
- Data is asset; not burden

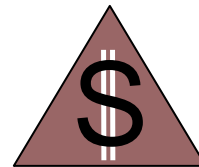
# Some key learning...



Inventor



Transformer



Financier



Broker

## Some key learning...

Blue Ocean	Red Ocean
Create uncontested market space.	Compete in existing market space.
Make the competition irrelevant.	Beat the competition.
Create and capture new demand.	Exploit existing demand.
Break the value-cost trade-off.	Make the value-cost trade-off.
Align the whole system of a firm's activities in pursuit of differentiation <i>and</i> low cost.	Align the whole system of a strategic firm's activities with its choice of differentiation or low cost.

# In summary...

A more rewarding prosumption relationship

QuickTime™ and a  
MPEG-4 Video decompressor  
are needed to see this picture.

Shift does happen...but:

**“The real difficulty in changing any enterprise lies not in developing new ideas, but in escaping the old one”**  
*-- John Maynard Keynes*

**Thank you!**

**wing.k.lee@sprint.com**