

# facebook

## On the nature of Digital ~~Transformation~~ Revolution

Luca Colombo – Country Manager, Italy

Milan, 11<sup>th</sup> of March 2015



A I D A F

Associazione Italiana delle Aziende Familiari

- N E X T G E N E R A T I O N -

## Wallet (Square)

Smartphone is the New Wallet



## Transportation *Uber*

On-Demand Transportation



## Housing *Airbnb*

Turn Privately-Owned Properties  
into Hotel Experience



## Education

### *Codecademy*

Accessible by Anyone,  
Anywhere, Anytime



## Nest *Energy*

- 2B+ Kilowatt hours (kWh) of energy saved since 2011\*
- Reduces heating / cooling costs up to 20%...an estimated annual savings of \$173 per thermostat

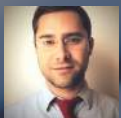


## Automatic *Connected Car*

- Collects / analyzes hundreds of millions of data points daily
- Provides personalized feedback to drivers, saving up to 30% in fuel costs
- Discovered driving over 70 MPH saves <5% time, but wastes \$550 gas / year

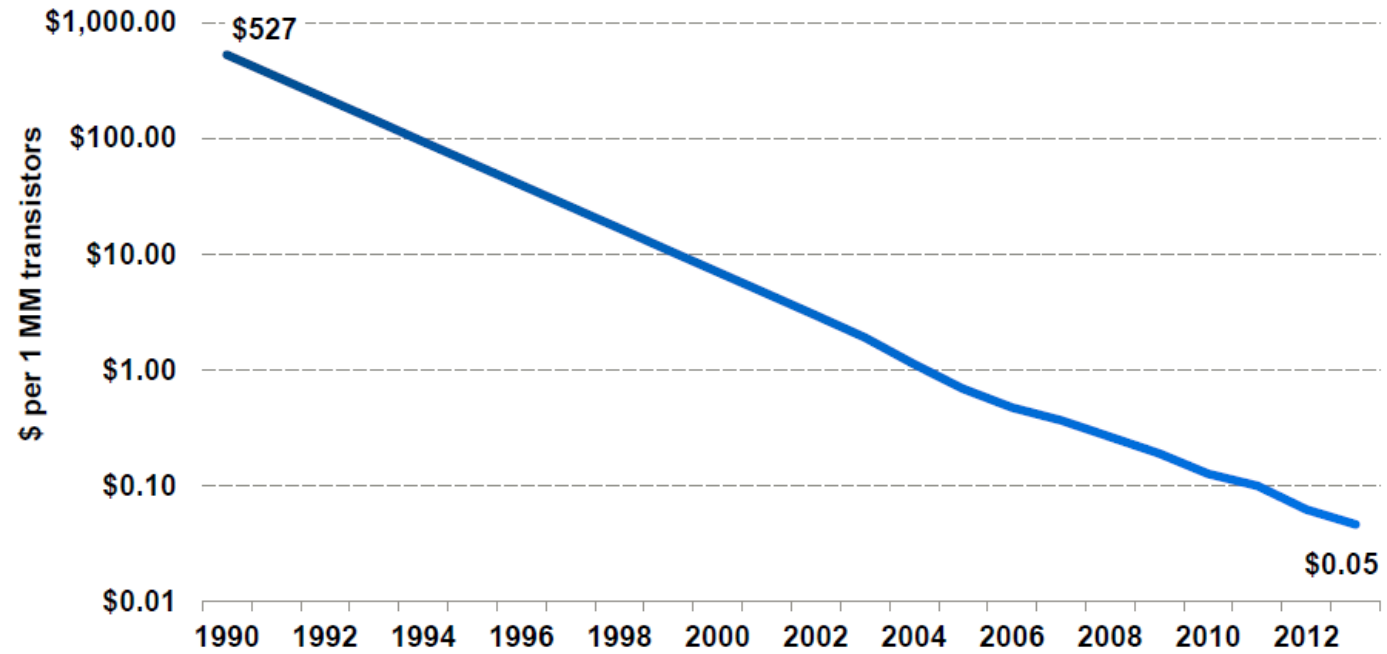


“As the industrial revolution was defined by radical efficiency in production, the digital revolution is defined by radical efficiency in information transmission”

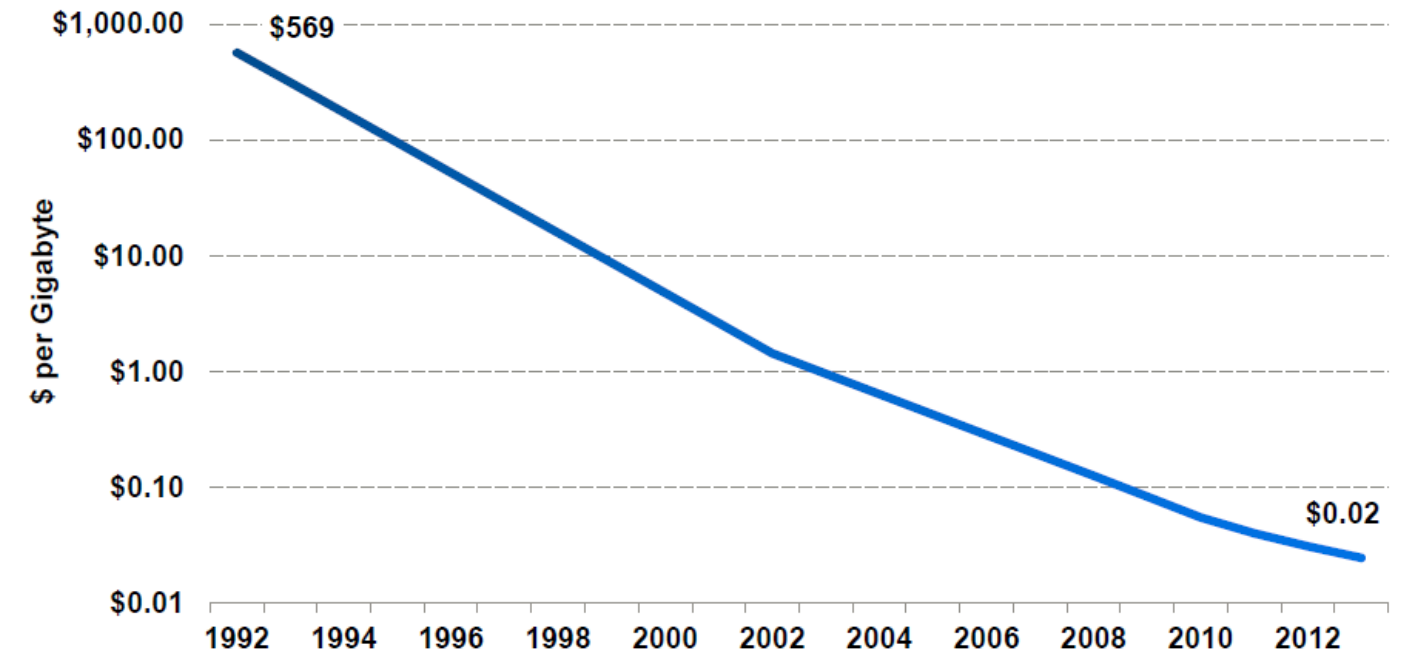


Mike Arauz, «On the nature of Digital Transformation»

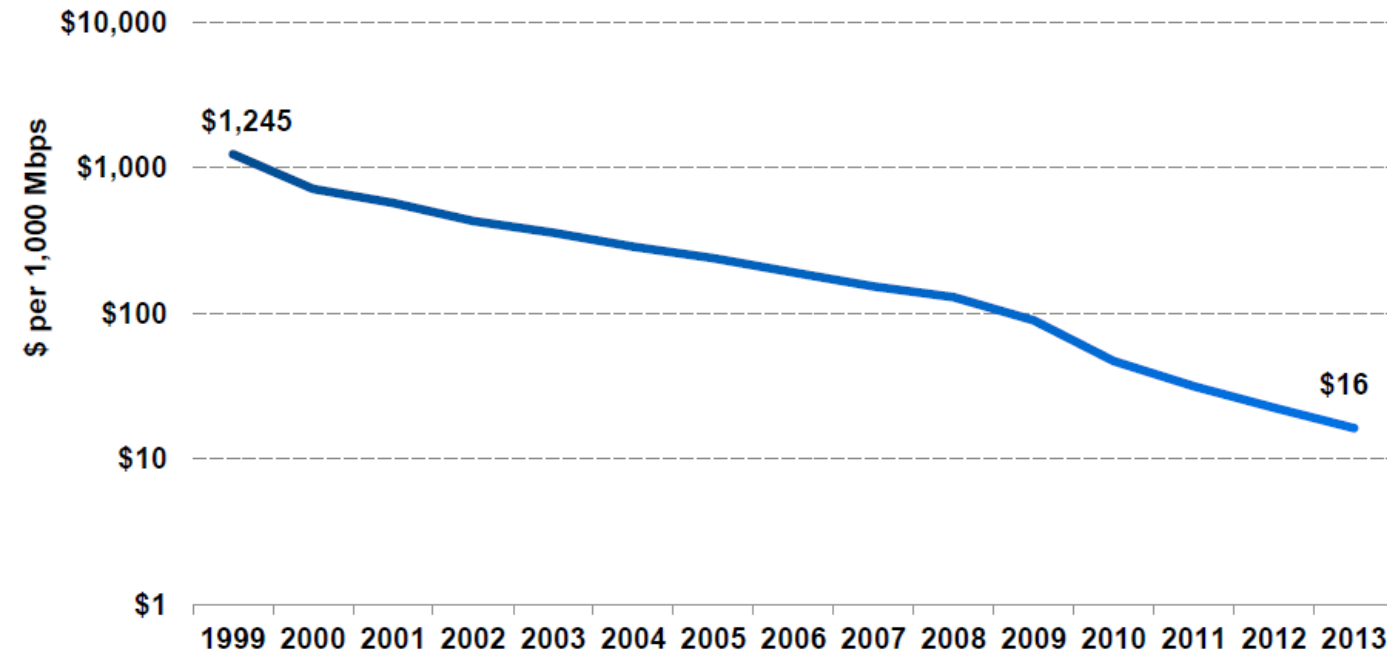
### Global Compute Cost Trends



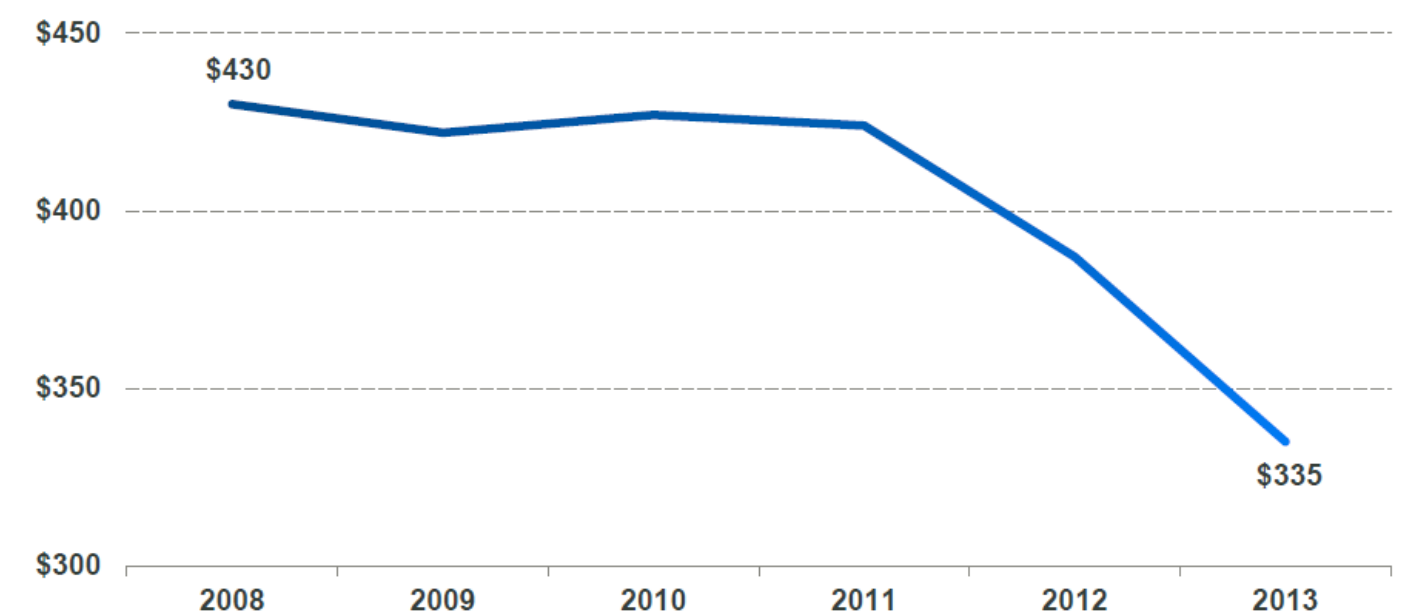
### Global Storage Cost Trends



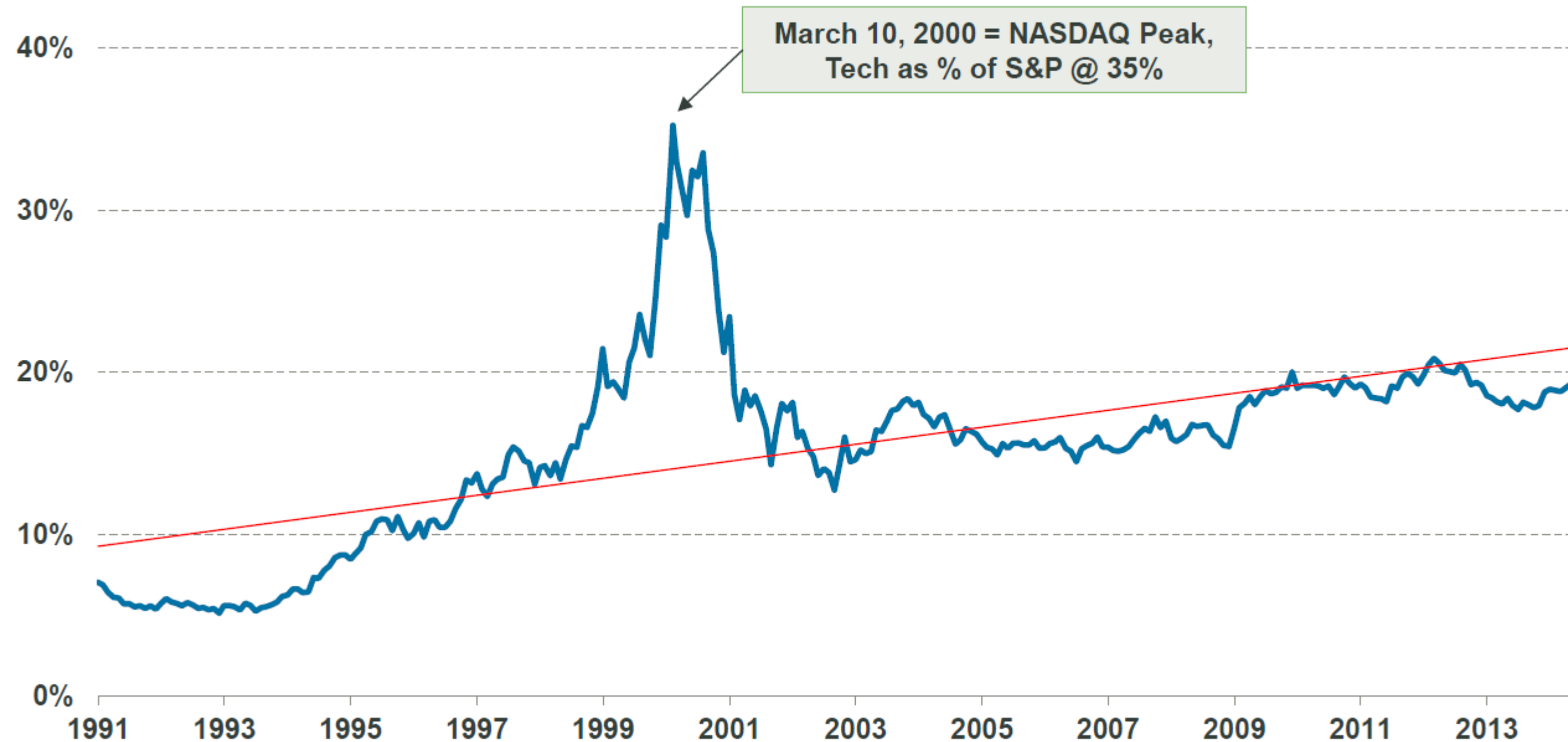
### Global Bandwidth Cost Trends



### Average Global Smartphone Pricing Trends



# Technology Company Market Value as % of S&P500





“everything can be disrupted”

# Taxi App - Next

## Push to Talk

Say current location and where you're going. Your voice message will be delivered instantly to all nearby available taxis



## Bid to Win

Increase your chance of hailing a cab during peak hours by offering extras tips up front (in addition to regular fare)



## Real Time Tracking

View your taxi's location in real-time, push to talk to the driver directly to coordinate pick-up



A photograph of a young child with light hair, wearing a dark sweater with a yellow and green striped collar, sitting at a desk. The child is holding a black smartphone in their hands and looking down at it. In the background, a large computer monitor is visible on the left, and a bookshelf filled with books is on the right. The scene is dimly lit, with light coming from the monitor and the bookshelf.

“Digital doesn’t  
respect boundaries.  
Regardless of the  
industry, digitization  
will uncover  
inefficiencies and  
create value”



“are people using it?”  
is the only question that really matters.

FEB  
2014

# WHATSAPP IN NUMBERS

TOTAL ACTIVE  
WHATSAPP USERS  
AROUND THE WORLD



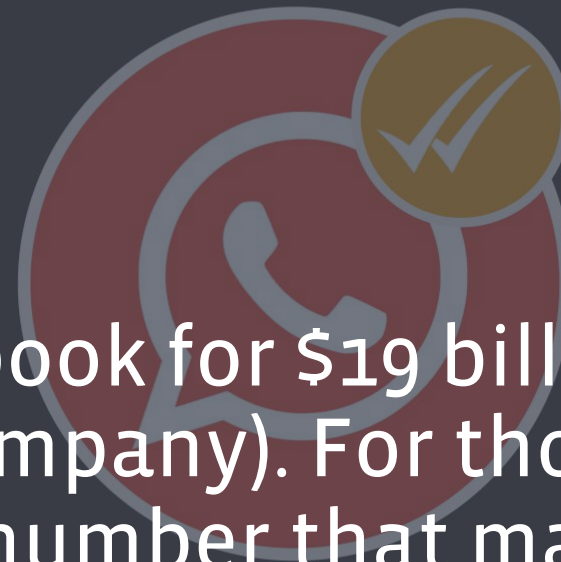
450M

NEW WHATSAPP  
USERS SIGNING  
UP EVERY DAY



1M

NUMBER OF MESSAGES  
SENT VIA WHATSAPP  
EACH DAY (GLOBAL)



50B

NUMBER OF SMS  
MESSAGES SENT  
EACH DAY (GLOBAL)



21B

WhatsApp was acquired by Facebook for \$19 billion (that's roughly 1/3 the market cap of Ford Motor Company). For those who are baffled by the size of the deal, look at the number that matters: as of December 2013, WhatsApp had over 400 million active users per month (the population of the United States is roughly 313 million).



If you're not designing for NETWORKS  
(Connections), you're missing the point



iPhoto



flickr

YAHOO!



dotphoto



WEBSHOTS  
part of the **excite** family



NikonNet



shutterfly

Kodak EasyShare Gallery

## OurPictures

### OurPictures

Peer-to-peer photo sharing via desktop application.



### Photo Cheap

Rudimentary standard print/share site whose name, for better or worse, says it all.



### PhotoWorks

Standard print/share site with good-size image display.



### Picasa Hello (owned by Google)

Desktop app Hello is the free peer-to-peer sharing companion to Picasa's photo-browsing software.



### Ritzpix.com

Standard print/share with emphasis on printing. (Print at Wolf is the same service.)

### searsphotos.com

### Searsphotos.com

Lackluster print/share site but integrated with Sears portrait studios.



### Shutterfly

Clean, polished standard print/share site that works well and offers both consumer and pro features.



### Snapfish (owned by HP)

Smooth, polished standard print/share service.



### Wal-Mart Photo Center

Very basic print/share site with few frills but good prices and local store pickup.



### Webshots (owned by CNET)

Standard print/share service with full-res display and pop-up ads with basic service.



Standard print/share service with good prices.

free; \$2.99 per month for unlimited

- Free; 200MB

- Free; unlimited

- Free; unlimited (stand-alone program)

- Free 100 picture spaces for 90 days; album space can be purchased

- Free; unlimited

- Free album sharing; first two Collections (with a personalized URL) free; unlimited
- Pro galleries from \$99 for 250MB to \$199 for 1GB

- Free; unlimited

- Unlimited for 30 days
- Free
- 20MB; \$1.48 per year

- Download 5/month for Free; unlimited photo downloads for \$2.49 per month

- Unlimited
- Free

- Viewer experience: 8
- Desktop peer-to-peer application is simple to use and offers high-quality viewing plus text messaging

- Upload/manage: poor
- Viewer experience: 7
- Slower; basic display features; good pic quality and size

- Upload/manage: good
- Viewer experience: 7
- Fast; basic display features; good pic quality and size

- Upload/manage: good
- Viewer experience: 8
- Easy to use; fast; offers good-size pic views but middling quality

- Upload/manage: good
- Viewer experience: 6
- Fast; basic display features; average pic quality and size

- Upload/manage: good
- Viewer experience: 6
- Slower; basic display features; average pic quality and larger size

- Upload/manage: excellent
- Viewer experience: 6
- Fast; basic display features; average pic size and quality

- Upload/manage: good
- Viewer experience: 6
- Fast; basic display features; average pic quality and size

- Upload/manage: good
- Viewer experience: 6
- Fast; basic display features; average pic quality and smallish size

- Upload/manage: mediocre
- Viewer experience: 7
- Fast; basic display features; good pic quality and size up to full-res

- Upload/manage: good
- Viewer experience: 6
- Fast; basic display features; average pic quality and smallish size

- No external linking; full-res downloads permitted

- JPG
- No external linking or full-res download permitted

- JPG, TIF, BMP
- No external linking or full-res download permitted

- JPG, BMP, GIF, PNG, PSD, TIF, AVI, MPG, WMV, ASF, MOV, RAW
- No external linking but full-res transfer permitted

- JPG, TIF
- No external linking or full-res download

- JPG
- No external linking or full-res download

- JPG
- No external linking or full-res download

- JPG, ZIPs with JPGs
- External linking to Match.com and Ceiva online frame service; no full-res download

- JPG, TIF
- No external linking or full-res download

- JPG, GIF
- No external linking; full-res download permitted

- JPG
- No external linking or full-res download

without the OurPictures app

- Simultaneous text messaging and photo viewing mimics collaboration software; integrated tool for photoblogging

- View your Sears portrait studio pics online

- Camera phone downloads

- Camera phone downloads; community features; public galleries; pro photo downloads; screensaver and wallpaper creation

- Camera phone downloads



Type any name or tag:

Dan Rose

Recent Tags:



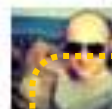
**Sarah Abbott**

Facebook · University of Bristol



**Michael Eyal Sharon**

Facebook · NYU



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Facebook · San Francisco, California



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**Blake Ross**

Facebook · Stanford

Like

Comment

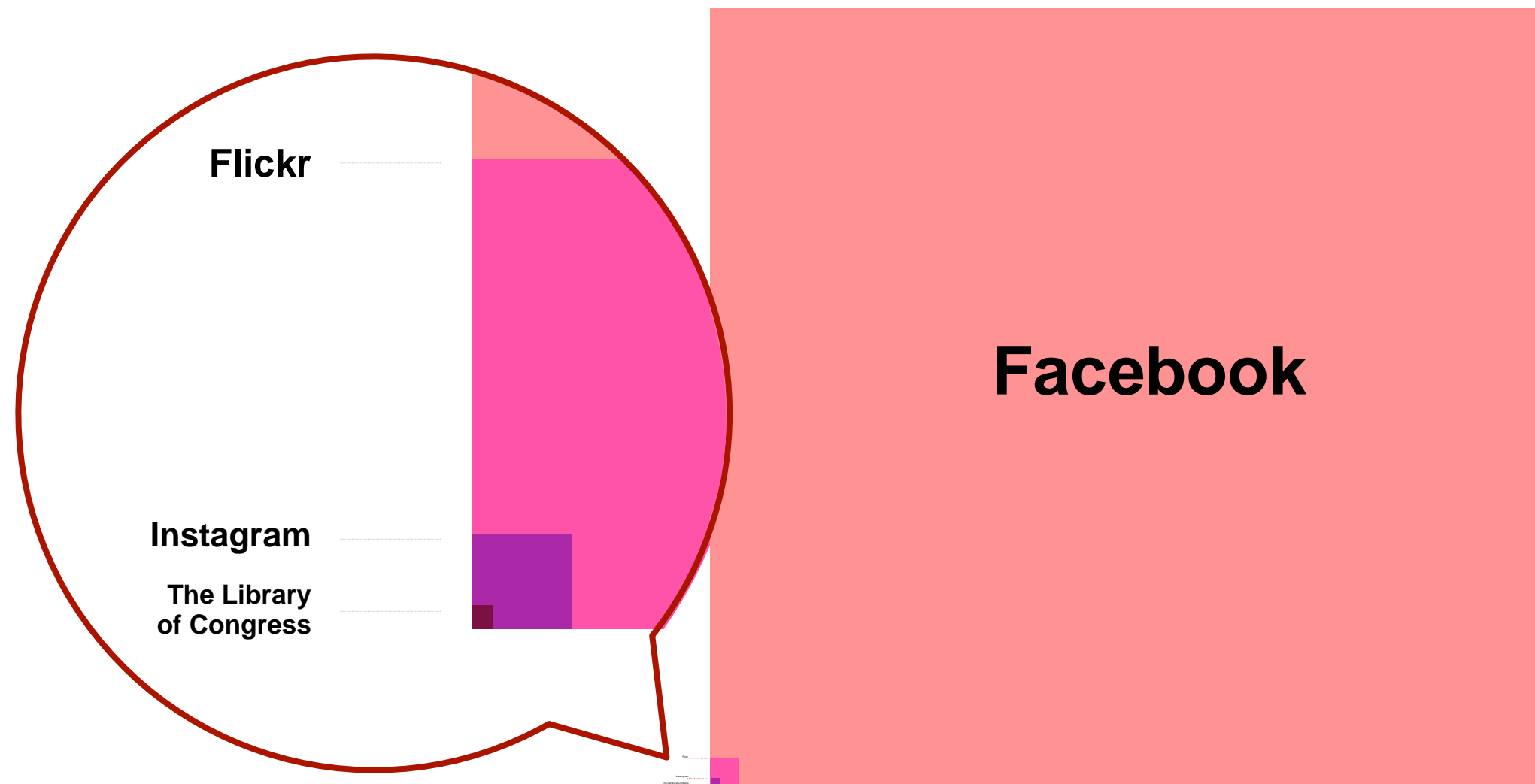
Tag This Photo

Share

Download

Report This Photo

# World largest photo libraries



Source: <http://www.businessinsider.com/chart-of-the-day-the-largest-photo-libraries-in-the-world-2011-9?>



Trying something costs less  
then not trying anything



Sunlight-powered 'bulbs' made  
from plastic bottles light up homes

# Unparallel Reach and Engagement. Even in Italy!

Every day

>20M  
people daily

>17M  
people daily  
on mobile

77% of monthly mobile users return daily

Every month

>26M  
people monthly

Representing  
70%  
Of Italian  
Internet  
users

>22M  
people monthly  
on mobile





**Andy Sparks**

[Update Info](#)

[View Activity](#)



- Works at Facebook
- Studied History at SUNY Buffalo
- Lives in San Francisco, California
- From Marilla, New York

[About](#)



[Friends 1,337](#)



[Photos 977](#)



[Map 66](#)



[Likes 489](#)

7

[Now](#)

[September](#)

[August](#)

[2011](#)

[2010](#)

[2009](#)

[2008](#)

[2007](#)

[Born](#)



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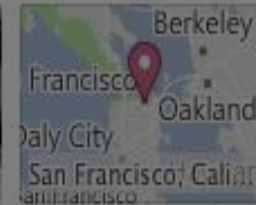
From Marilla, New York



Friends 1,337



Photos 977



Map 66



Likes 489

7

Status

Photo

Place



What's on your mind?



Andy Sparks shared a link.

October 1



Ben & Jerry's  
www.facebook.com

Ben Cohen and Paul Rice dish about Fair Trade on Ustream - Friday, October 1st @ Noon EST

Like · Comment · Share

11,628



Greg Hoy Love it.

September 15 at 6:46pm · Like

Write a comment...



News

Recent Activity on Washington Post Social Reader



- Read Facebook Timeline Launch Date:...
- Read Apple Co-Founder Steve Wozniak...
- Read Everything You Need to Know Ab...
- Read The First Trillionaire.

See more activity...



Likes

October



Nike



Starbucks

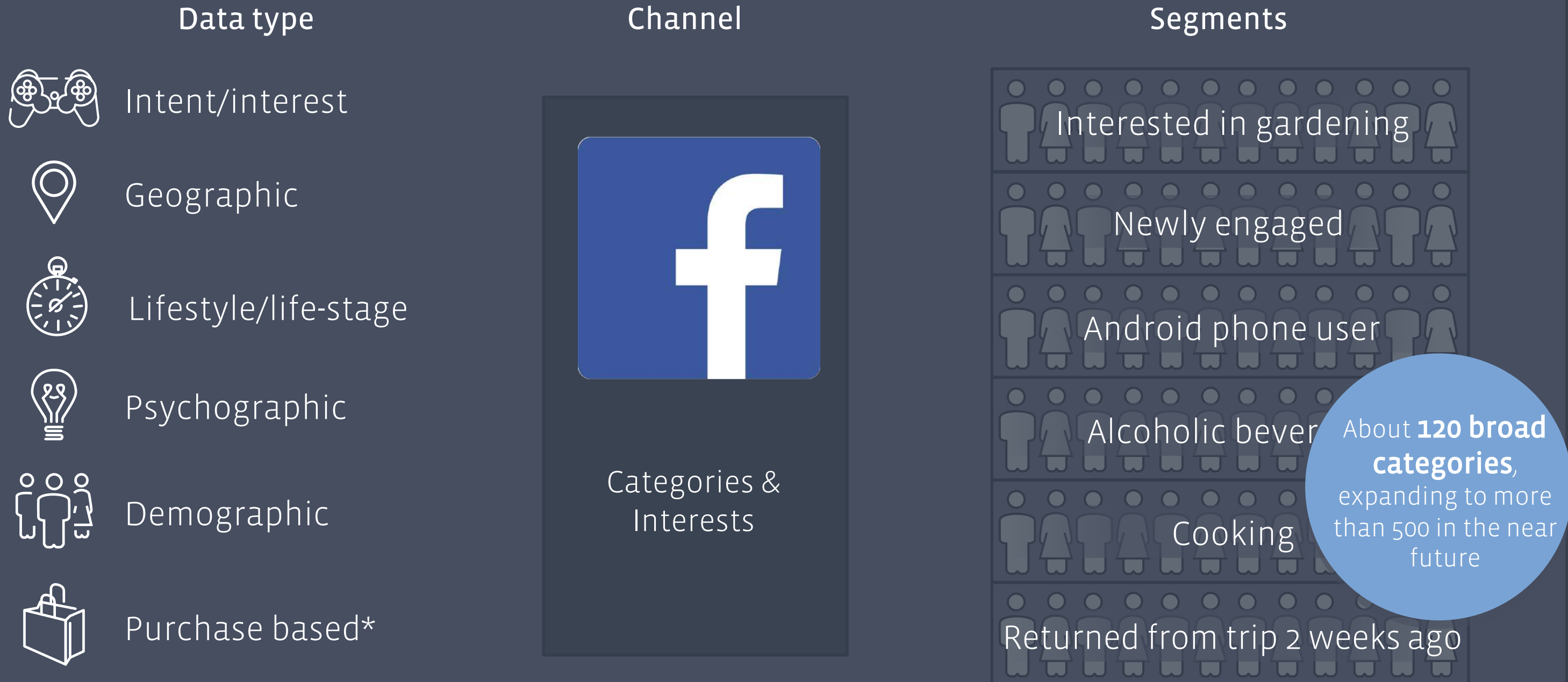


Netflix





# Core Audiences



About **120 broad categories**, expanding to more than 500 in the near future

\*Only available in US

# Custom Audiences

Reach your specific customers or prospects at scale

Your CRM  
database



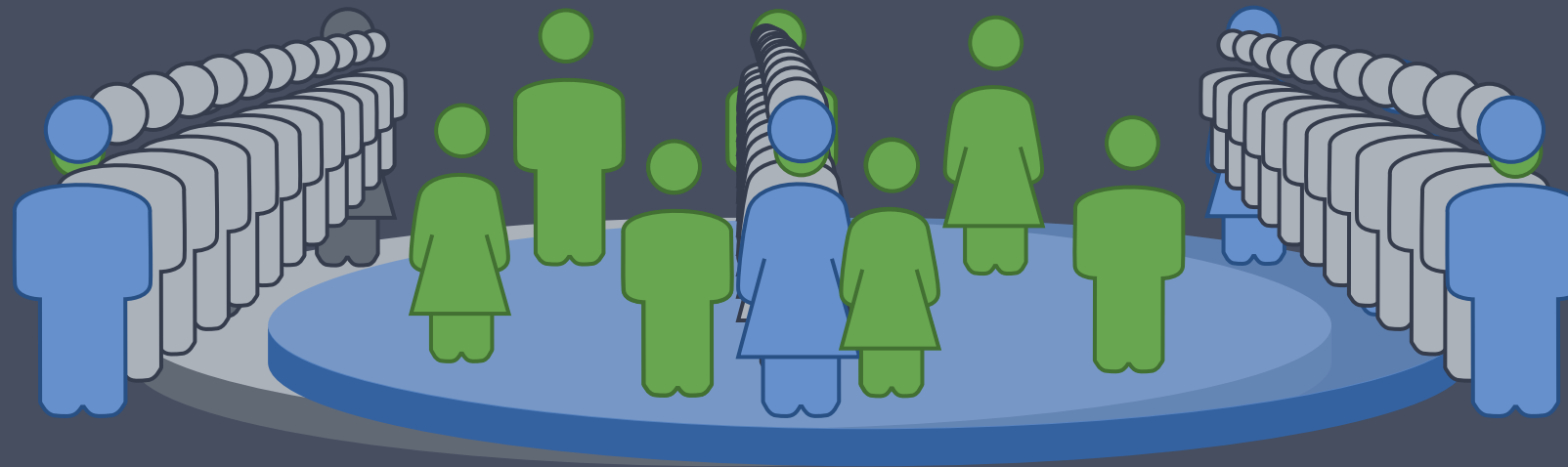
Facebook



Matched targets

# Lookalike Audiences

Find more people who look like your best customers



Loyal members of your  
automotive owners club

Customers who bought your  
apparel in the last 3 months

Carries 2 or more  
insurance products

and people who look like them

Napisan Success Story

# Reaching mums through mobile to lift sales

4.6

million people  
reached

30%

year-on-year sales  
increase

“I think the biggest obstacle for a company like RB was proving that Facebook could increase sales. But that’s what we did and now we have great ROI data.”

Rohit Jindal, Marketing Director, Reckitt Benckiser



**facebook**



# Manfrotto Imagine More

Esprimi le tue emozioni attraverso le immagini!

Manfrotto è leader mondiale nella produzione e distribuzione di supporti professionali per fotografia e video.  
L'attività su Facebook ha permesso di creare una community attiva e "protagonista" e di incrementare la conoscenza del marchio .

+602%

accesso ai siti esterni da smartphone e tablet

+207%

di crescita dei contatti in 9 mesi



# Tramé

## Il tramezzino veneziano conquista Milano

Tramé, delizioso locale nel cuore di Milano che propone il tradizionale “tramesìn” veneziano imbottito, ha incrementato il fatturato del 50% in due settimane, chiamando a raccolta veneziani e veneti attraverso la Pagina Facebook.

50%

di incremento del fatturato

95%

di nuovi clienti