

# Inovação @Google

Todo o trabalho, seguro, sempre disponível e fácil de partilhar

**Pedro Félix Mendes**

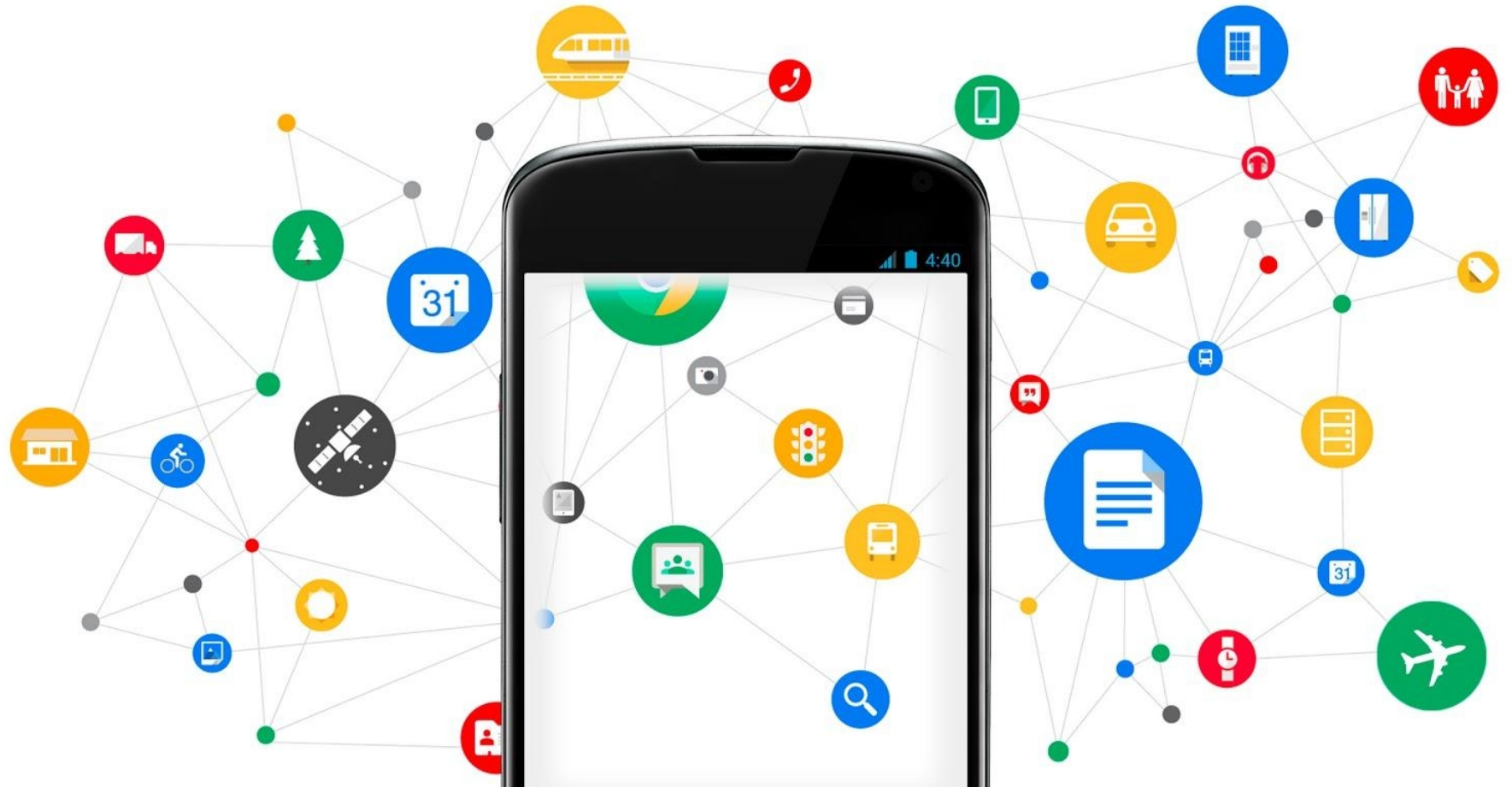
*Pmendes@google.com*

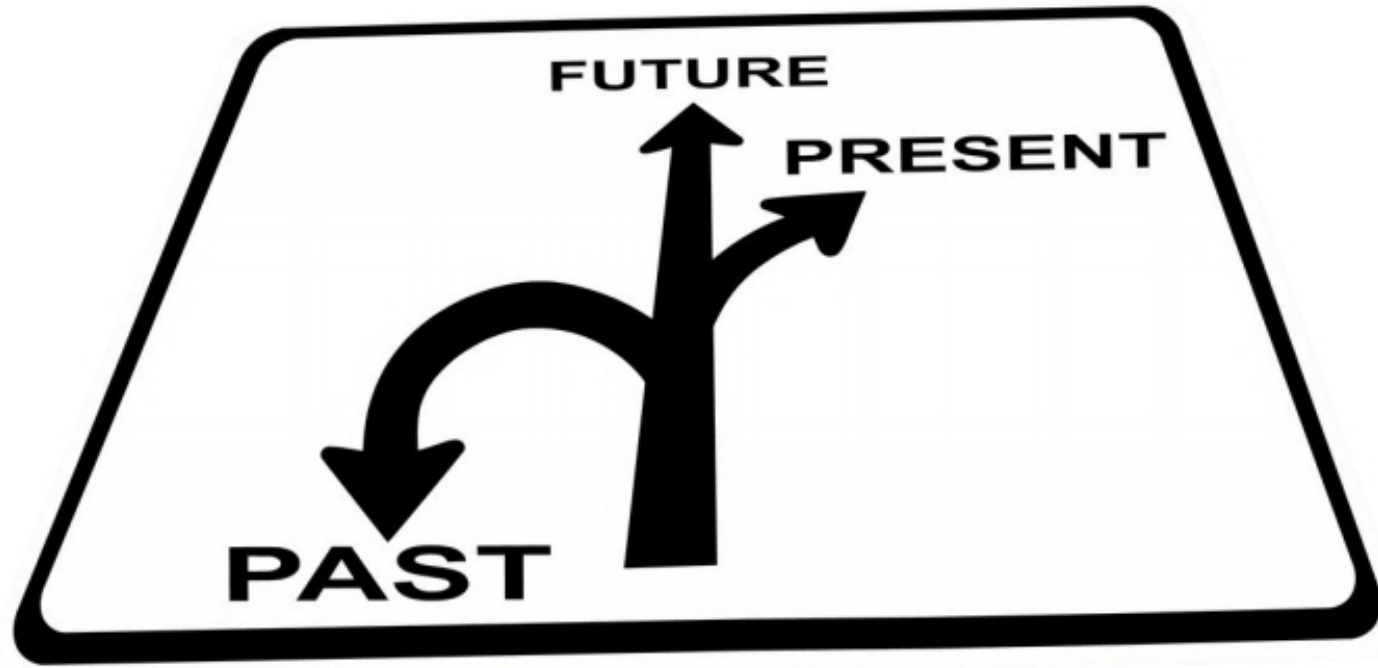
Territory Manager, Google for Work



<https://www.youtube.com/watch?v=DxcQd1GCdn0>

# Mundo Digital, sempre ligados





**The future is not usually discovered or created  
by simply upgrading or extending the present**

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uberX  
THE LOW-COST UBER

Everyday cars for everyday use.  
Better, faster, and cheaper than a taxi.

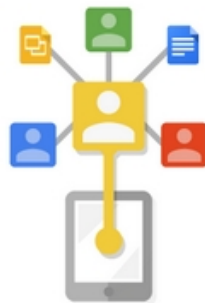
uberX TAXI BLACK SUV LUX

UBER

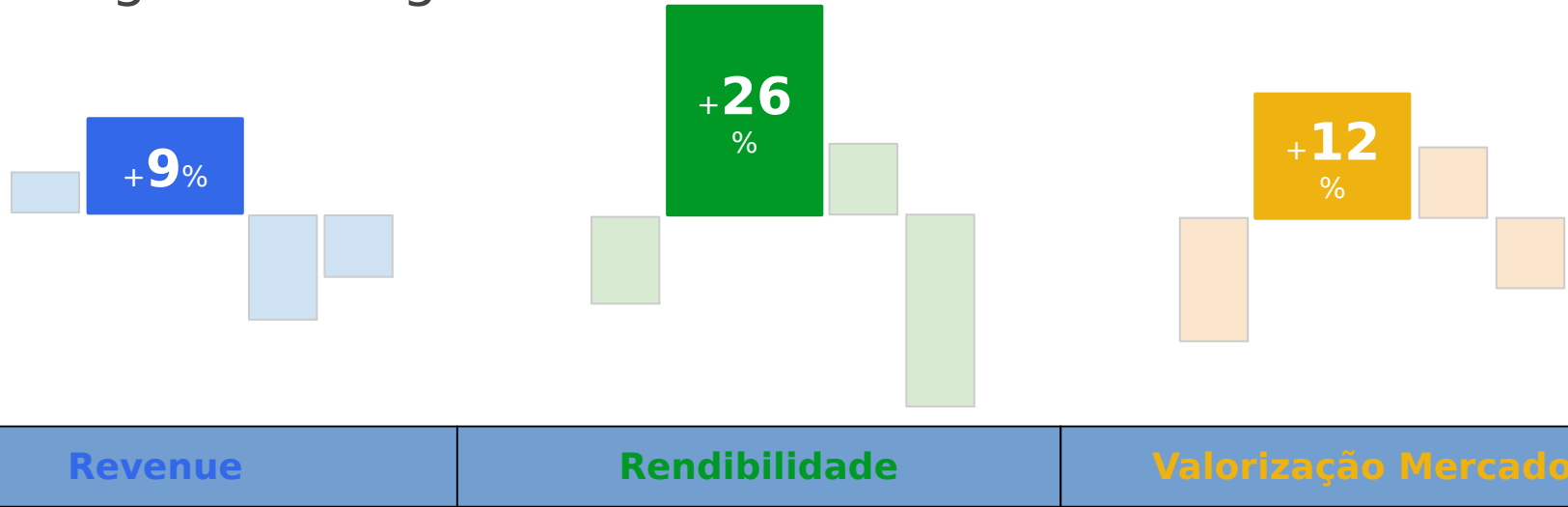
The advertisement shows a side view of a black Uber car. Below the car is a slider menu with five options: uberX, TAXI, BLACK, SUV, and LUX. The uberX option is selected, indicated by a blue highlight and a circular icon. The Uber logo is at the bottom.



Companies must succeed in creating transformation through technology, or they'll face destruction at the hands of their competitors that do.

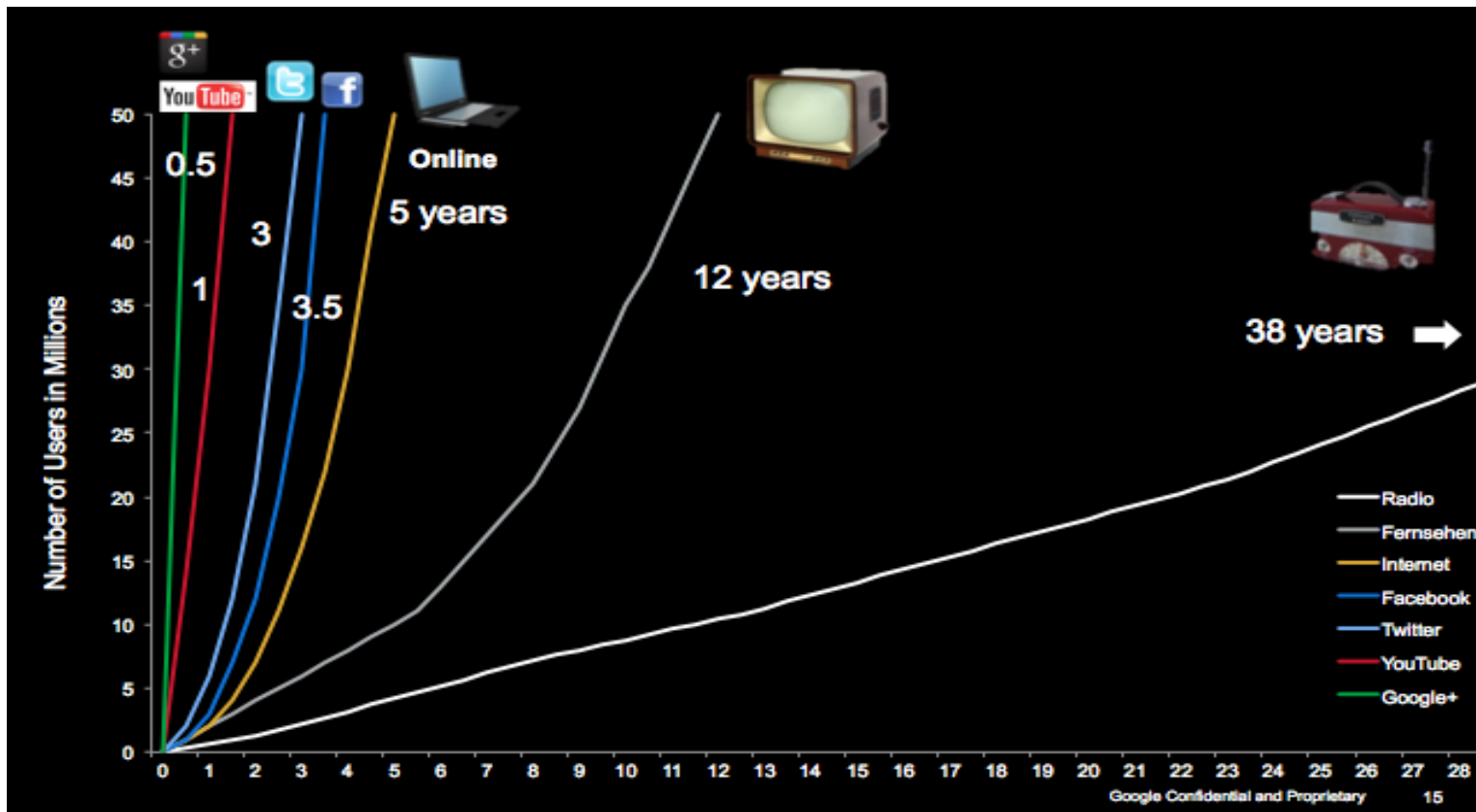


# A Vantagem do Digital



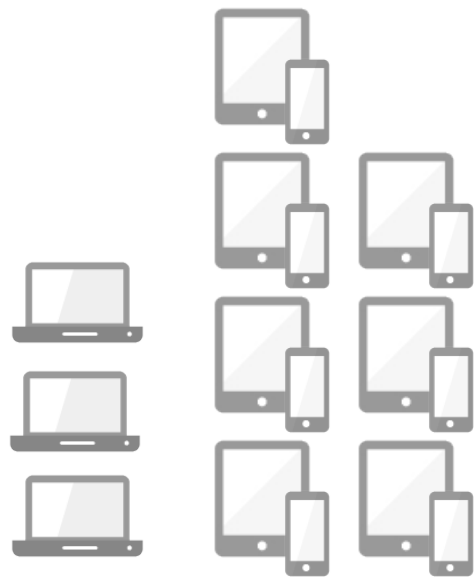
estudo demonstra que em 2 anos, 400 empresas digitalmente “maduras” ultrapassaram os seus competidores

# Porquê a velocidade importa...



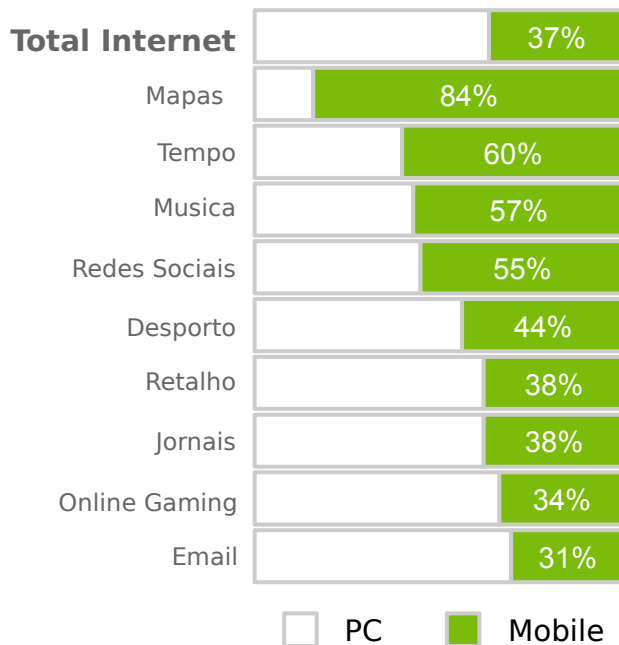


# A Mobilidade é um facto!



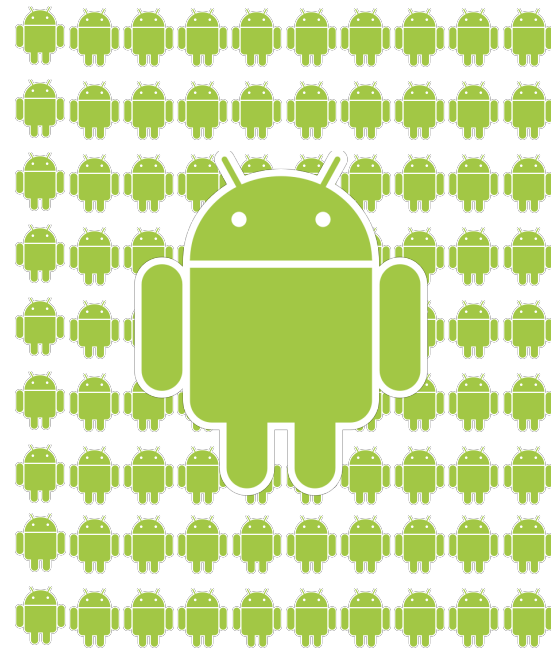
70%

dos dispositivos vendidos em 2012 são smart devices (fonte: Gartner)



40%

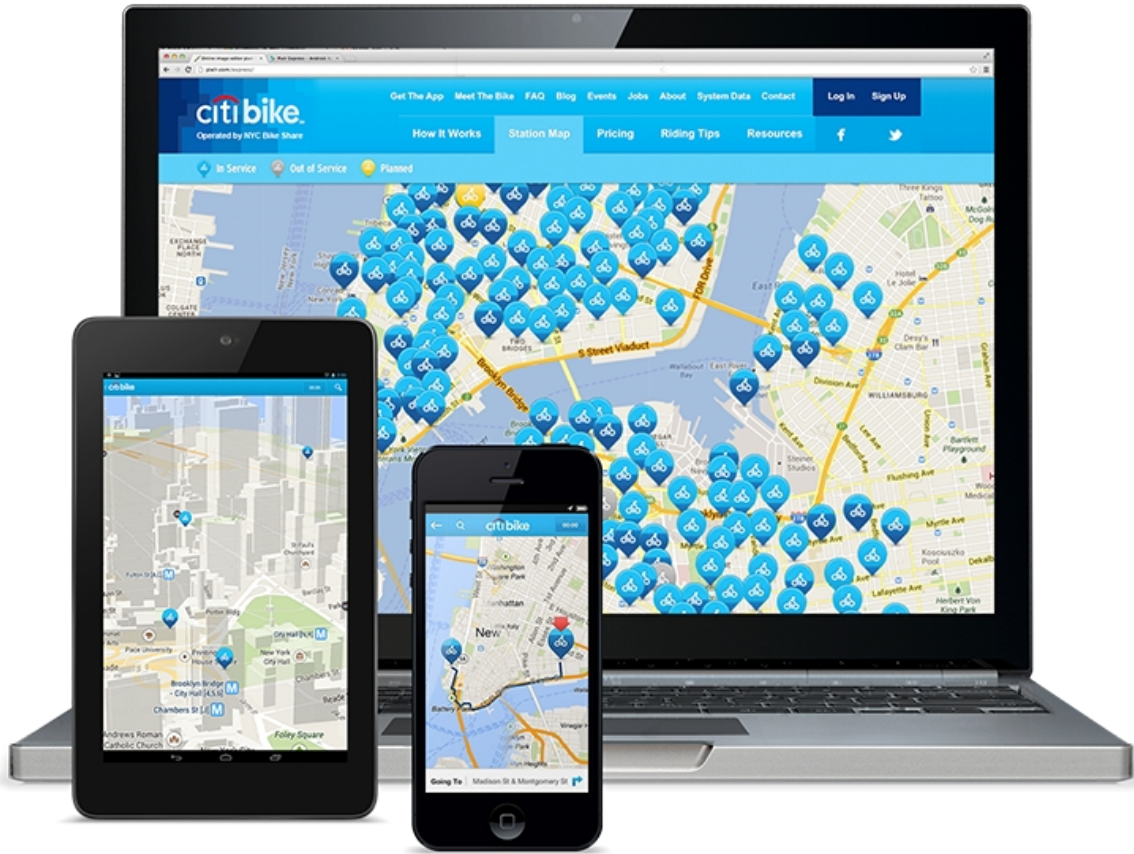
do consumo internet é agora feito através de dispositivos móveis (source: ComScore)



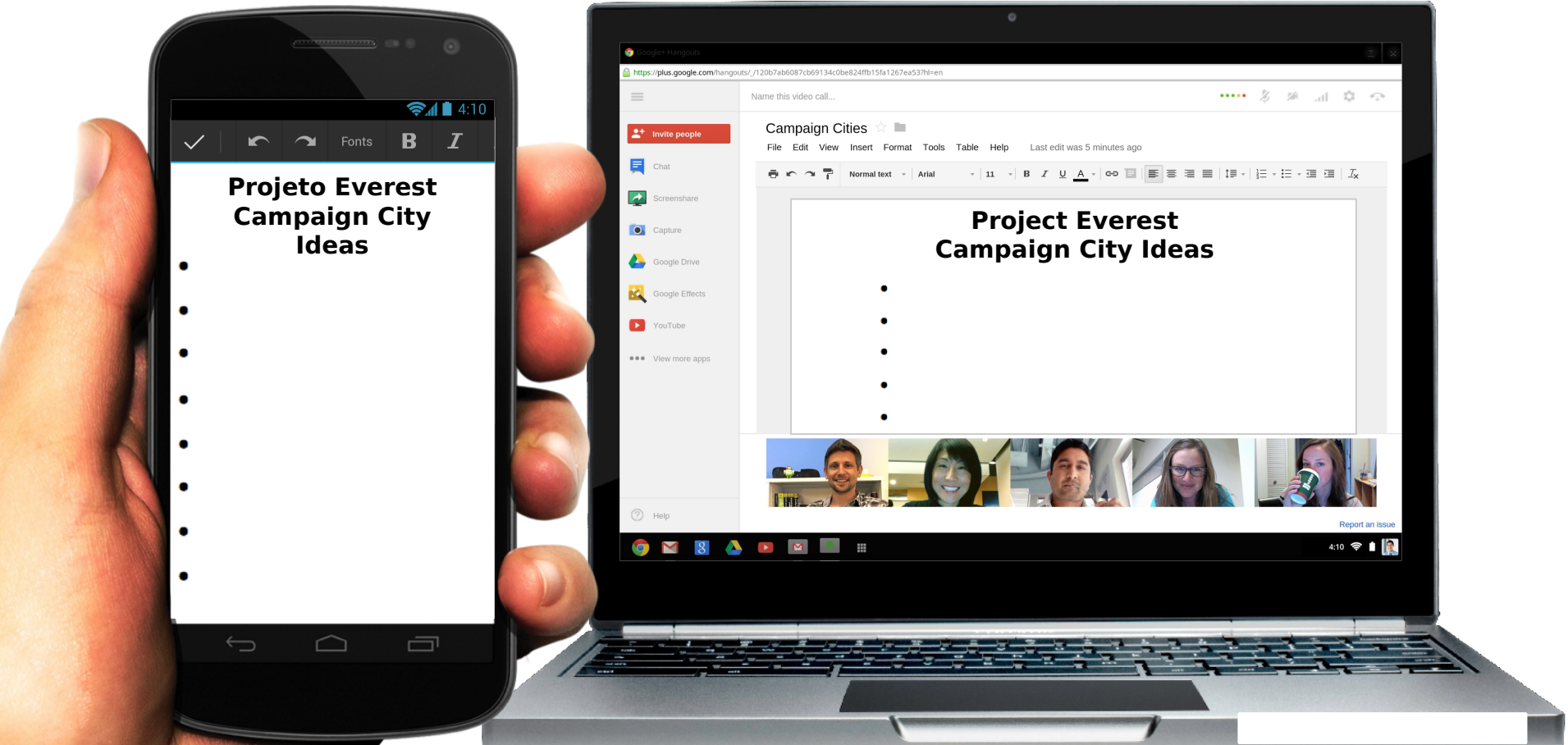
1.5  
M

ativações de dispositivos Android por dia (source: Google)

# Disponibilização de serviços via Mobile



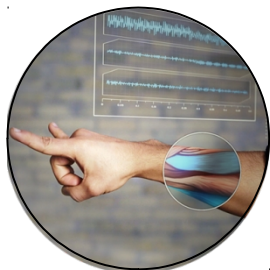
# Trabalho Colaborativo a partir de qualquer dispositivo



# A próxima geração transformacional



# Um mundo de...6 ecrãs



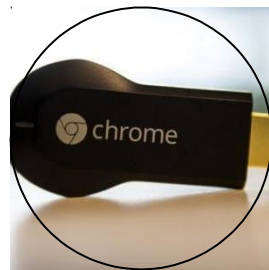
[DESKTOP]



[MOBILE]



[TABLET]



[TV]



[WEARABLE]

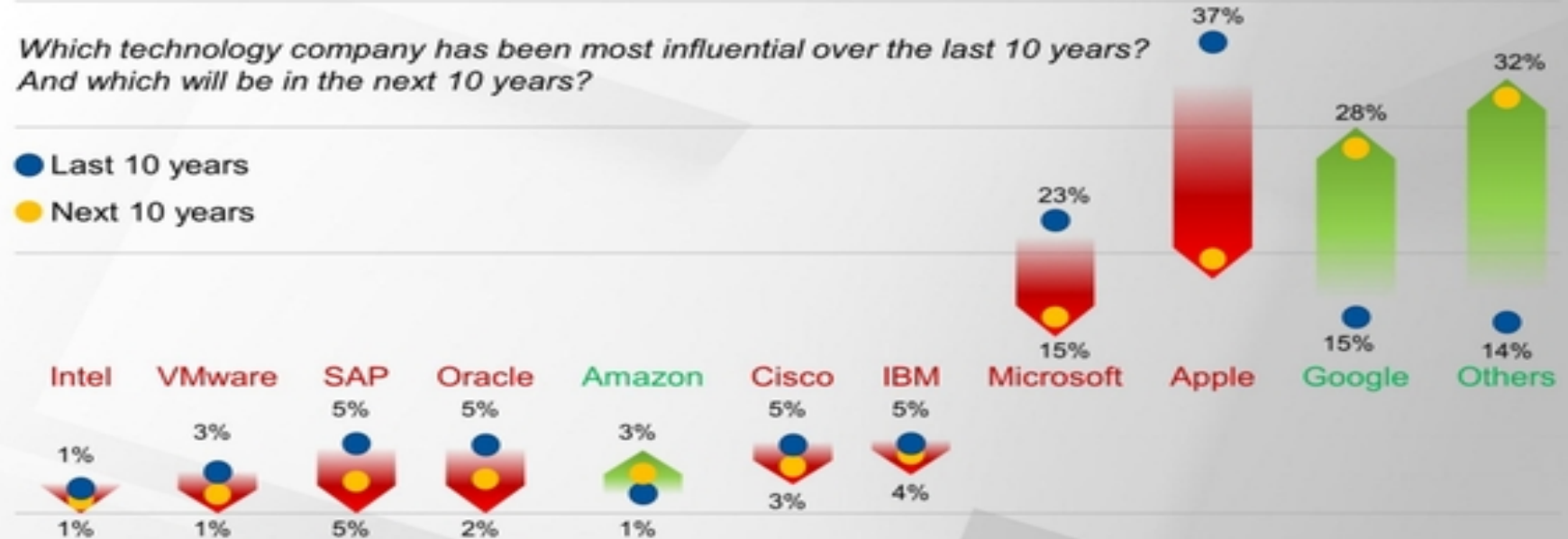


[IN-CAR]

# Where's Innovation Coming From?

Which technology company has been most influential over the last 10 years?  
And which will be in the next 10 years?

- Last 10 years
- Next 10 years



Percentage of respondents mentioning, Gartner annual CIO survey, 2013 1305/1255 respondents





<https://www.youtube.com/watch?v=EXaSeIDctaU>

A wide-angle photograph of a large industrial facility, possibly a data center or manufacturing plant, captured at dusk. The sky is a deep blue with scattered white clouds. The building's structure is illuminated from within, showing a complex network of steel beams and glass panels. In the foreground, there are several large, white, rectangular units, likely server racks or storage units, arranged in rows. The overall scene is lit with a mix of natural twilight light and artificial interior lights.

# Obrigado