

TARPTAUTINIŲ TINKLŲ IR EKOSISTEMŲ VAIDMUO PLĖTOJANT SKAITMENINĘ RINKĄ

- Giedrius Markevičius, 2015 12 27

Trends and Future

It's a liquid world



It's a lie. Every industry is
being transformed



“Well informed people know it is impossible to transmit the voice over wires, and if it was possible, the thing would be of no practical value.” – Boston Post, 1865



“Television may be technical feasible, but commercially and financially I consider it a waste of time” – Lee DeForest, American radio pioneer, 1926.

Governments Are Facing Challenges



States are changing

“Network is the Leviathan as opposed to the state. The new state would be a network, not a geography. When you have a potential to opt into the country that you want be part of as opposed to it being the function of where you live.”
(Ben Horowitz)

“So the idea of national borders and systems, the old idea of fixed equipment, these things will become less and less relevant.” (Neelie Kroes)



New Class of
Competitors

New Scale
of Threats

New Scale of Needs

“I just think that most people already find that their governments are too far away. Their national governments are far away, Brussels is far away. The tendency is actually in the opposite direction – people want to have some kind of controls over their lives. To vote for governments they can understand, where the rules are set, and they expect technology to adapt to these rules.”
(Jakob von Uexküll)

New Scale of Threats

“It is frightening to see how terrorist groups, currently the so called IS, use social media in the same way as peaceful protesters do in Hongkong. But they do not use them to incite peaceful progress.” (Klaus Dieter Lehmann)

- Source: https://www.mkm.ee/sites/default/files/digitalideology_final.pdf

New Scale of Competitors

List of Estonia's “digital firsts”

2000 World's first e-government with paperless e-cabinet sessions
2000 World's first mobile parking system
2001 Introduction of X-Road, the de-centralized backbone to all public e-services
2002 Introduction of mobile payments
2005 World's first internet voting in official elections
2009 Electronic registration of companies (up and running in 15 minutes)
2013 Estonia becomes a pilot country in computer based math education
2014 99% of banking transactions are done electronically in Estonia
2014 Estonia launches the world's first e-residency in beta

Estonia's goals for 2020

20% of economically active population in the EU are using digital signatures *
100 000 Estonian e-residents worldwide **
Estonia has data embassies around the world *
Information society and e-governance think tank in Estonia*

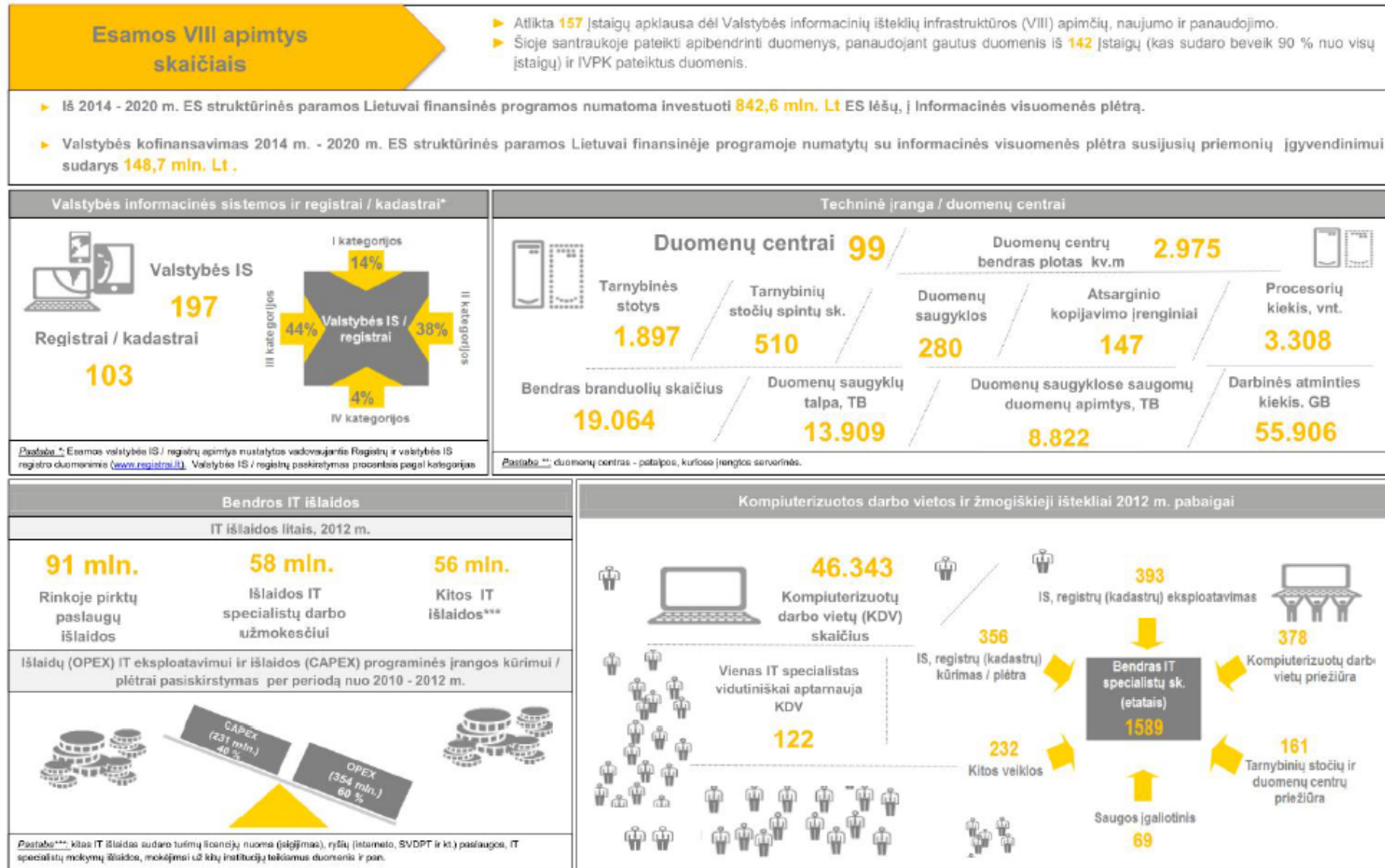
- Source: Digital Agenda 2020 for Estonia, Ministry of Economy and Communication
- https://www.mkm.ee/sites/default/files/digital_agenda_2020_estonia_engf.pdf

** Interview with Taavi Kotka, the “CIO” of Estonia

Gouvernement IT strategy built for the future



Why to change? Why now?



Debate appears broken

“...unless we can fix the current democratic system, we will not have chance. Because all the problems we are facing now in Europe and in Finland with structural changes are almost like impossible to carry out with the current democratic structure and governance models. They are too short-sighted and rigid.” (Mikko Kosonen)

“.. the government is going to seem massively broken to young people.”
(Ben Horowitz)

“People just leaving, mainly young, talented, and they go somewhere.” (Garry Kasparov)

“I think, if you look at the recent Scottish referendum, and if you look at how the focus was distributed, that the younger generation were in majority for the independence, /---/ they were completely disconnected from the system or political structures as they are, they don't recognize anything in that.” (Ton Zijlstra)

Innovation



To stimulate growth and
drive competitive advantage

Experience



Amaze customers
and empower employees

Security



Manage risk and
protect brand value

Priorities

Recommendations:

1. Start a dialogue
2. Build a networks: Baltic's, Nordic, Europe, World...
2. Start small, stay strategic – make quick successes
3. Recognise that IT is no longer just about control and constraint
4. Cooperate
5. Reuse
6. Invest to the people and enable talents
7. Build an innovation culture

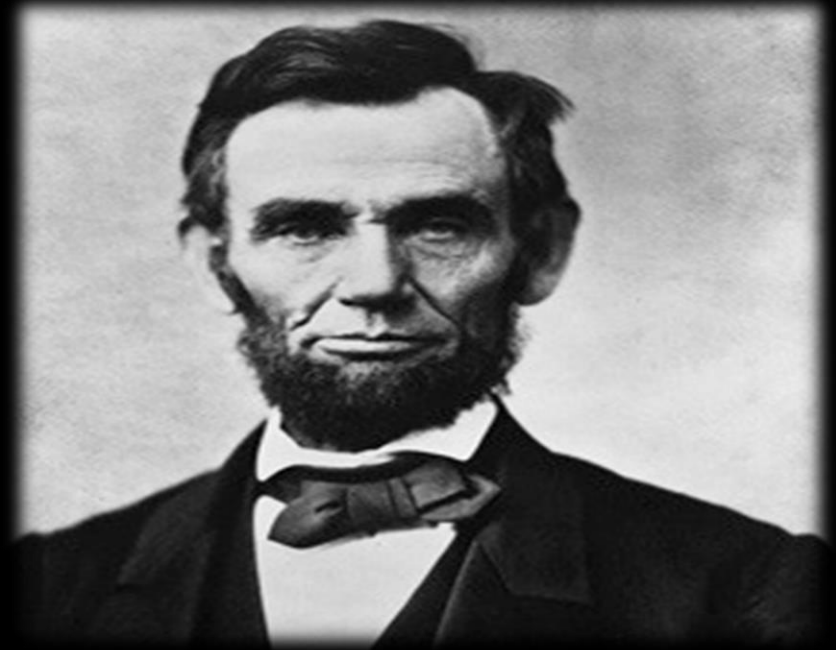
Fearless Innovators

A person's silhouette is centered in the lower half of the frame, looking out over a city at night. The city lights are visible in the distance, and the sky is filled with stars. The title 'Fearless Innovators' is overlaid in white text on a dark, semi-transparent background.

“

The best way to
predict your future
is to create it.

”



Abraham Lincoln