

Digitalisation

Henrietta Walker



The world is changing fast



What could be 100,000x more powerful?

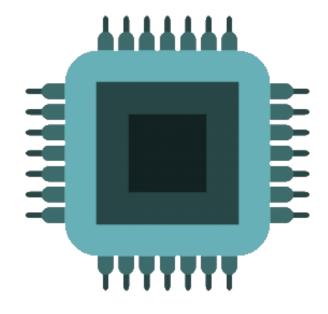




Microchips

Have got much smaller and faster

In 1970 was size of a fingernail...



... now is size of a red blood cell!

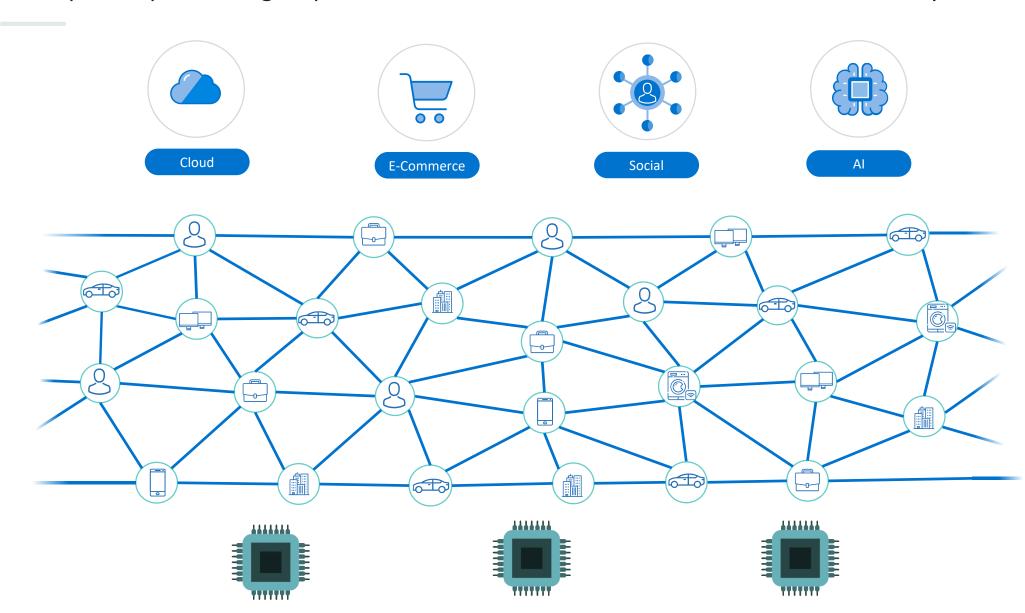
London to Sydney...



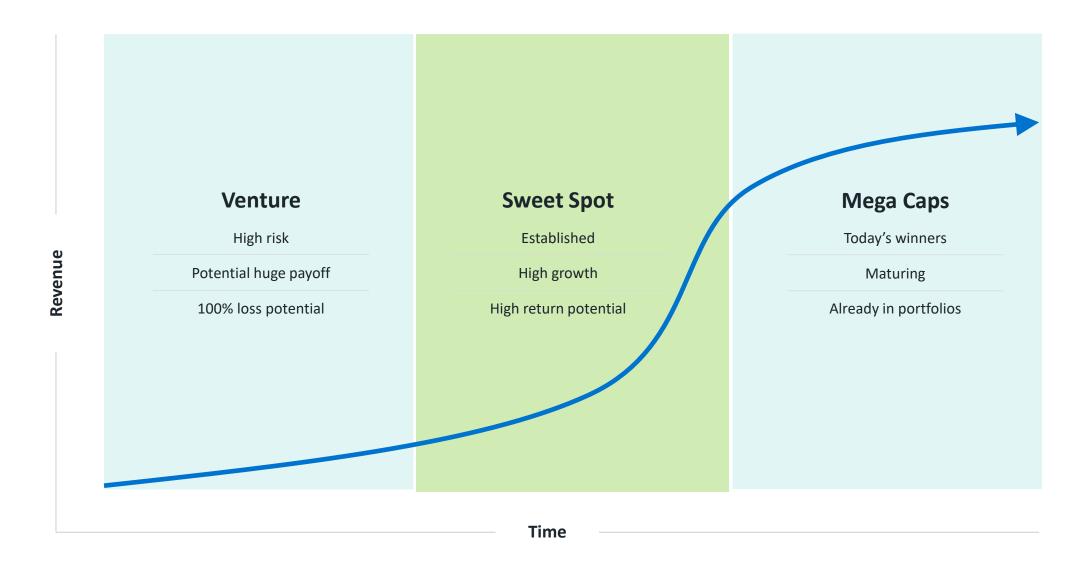
In 30 seconds!

Digitalisation

The rapid adoption of digital products and services within the interconnected economy



Lifecycle of a technology company



The Digitalisation opportunity

The theme is already embedded in portfolios

GOOGLE SPLUNK FIVE9 OR **AMAZON SERVICENOW XILINX MICROSOFT SQUARE ALTERYX**

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