

Welcome to CTM!

- Center of Excellence at the USC Marshall School of Business
- Support tech-drive industry evolution since 1985
- Consortium includes leaders from the communications, technology, media, healthcare, government and other sectors – organizations being impacted by digital transformational shifts in their markets and/or operations
- A multidisciplinary link between academia and industry



A Powerful Synthesis of Academia & Industry



The Next Disruptions That Will Drive Us

Change has become a constant!

Companies focus on current business issues and the visible disruptors.

Many over the horizon 'ideas' may become a future disruptor (or a distraction)

Long range ideas do not disappear; they reappear as Black Swans and often cause chaos.

Must Disruption be Random Process?

When innovative people stay in their lanes, incremental linear innovations result

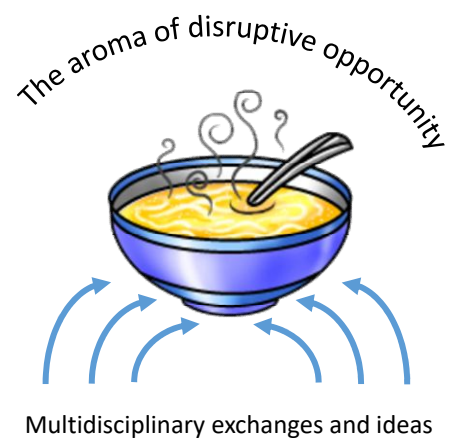
When innovative people are exposed to interesting thinking from outside their domain, disruptive innovations result

CTM creates an environment for systemic exposure to outside innovative thinkers, creators, managers.

The process uses technology as a disruptive catalyst that crosses industry sectors and serves to focus conversation

Like life, you get out of it what you put into it.

- Your contributions shape the conversation
- Your take-aways depend on your collaboration



CTM: A Collaborative Public-Private-Academic Institution

Tech is a tool that needs to serve an unfilled need.

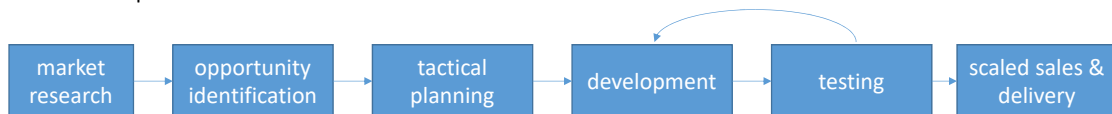
- Realization varies by sector but the desires transcend traditional industry structures.
- Deciding what to do is a business task; tech defines how to realize the end-result

A multidisciplinary approach identifies macro-motivators that drive tactical solutions

- Professionals work hard and do a good job managing the world they see
- Finding future disruptors requires interaction outside the day-to-day

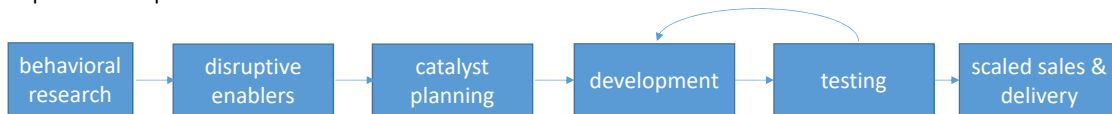
Business Development Processes

Iterative Development



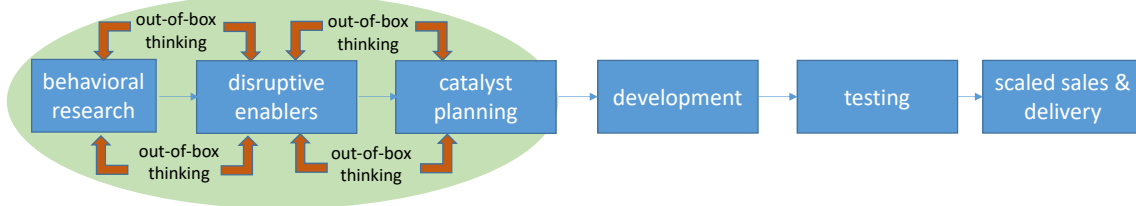
Iterative development considers current market behaviors, trends, competitive actions and creates a response plan

Disruptive Development



*Disruptive development starts with existing behaviors and identifies a catalyst to change established behaviors
The catalyst needs to be encouraged in order to enables these new market opportunities*

Accelerating Disruptive Process Adoption

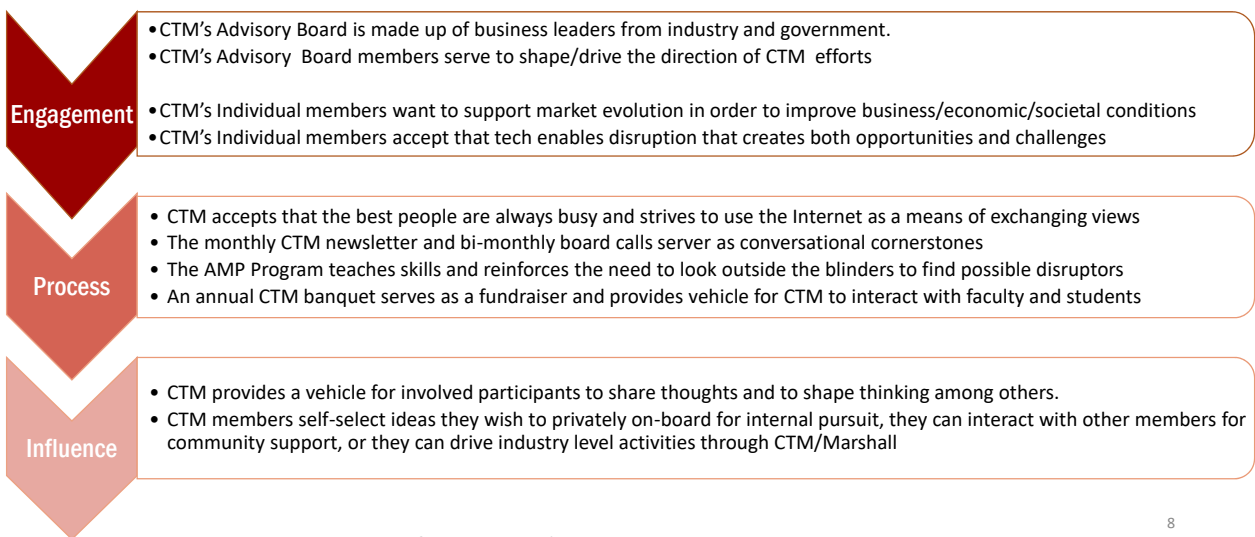


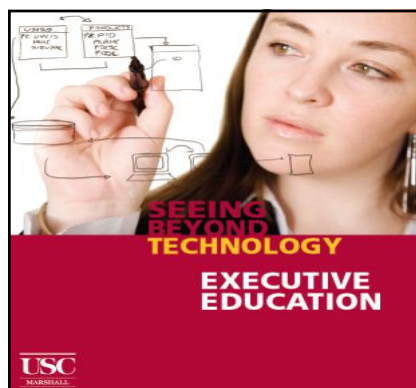
Disruptive Thinking can be accelerated by injecting non-traditional thinking into the process

- Behavioral research focuses on understanding market needs and market desires (these are different) which drive existing market behaviors
- Disruptive enablers are catalysts that allow behavior patterns to change (e.g. new technology, new systems, new business models). Behaviors will not immediately change; existing behaviors have to be dislodged and the incremental benefit has to be high enough to overcome market inertia (modest improvements will not survive)
- Catalyst planning recognizes that a catalyst has to be encouraged to grow and in doing so changes market demand

CTM creates an environment for exploration of cross-disciplinary thinking need to encourage disruption

Serving CTM's Member Companies





Events

- Educational events designed to allow CTM members to take an active role on the forward edge.
- Workshops and forums designed to engage and expand the conversation



USC Marshall
School of Business
5G

Business Innovation in the Age of 5G

USC Marshall School of Business - Institute for Communication Technology Management
May 18, 2016 - Main Campus, University of Southern California, Los Angeles, CA | Register Now

5G: The Next Big Disruption Is Almost Here

We are witnessing incredible breakthroughs in the speed, reach, and coverage of wireless broadband networks. 5G promises to transform personal and business communications, commerce, business operations, healthcare, entertainment, the public sector and more. Join us for a forward looking conference focused on what business leaders need to know about 5G and how they can prepare their organizations for the future.

PRESENTERS INCLUDE:

Peter Marx CIO City of Los Angeles	Tobias Englund Managing Partner A(d)sets	Rasmus Hellberg Sr. Director Technical Marketing QUALCOMM	Tariq M Walker Vice President Creative Development AOL	Chris Sambar Vice President Corporate Strategy AT&T	Gary A Silberg Partner National Automotive Industry Leader KPMG

ABOUT THE INSTITUTE FOR COMMUNICATION TECHNOLOGY MANAGEMENT (CTM):

The Institute for Communication Technology Management (CTM) is one of Centers of Excellence at the University of Southern California's Marshall School of Business. Founded in 1985, CTM brings together ideas, people, and knowledge to advance the emerging business ecosystem created by the convergence of new digital technologies, products, services and content distributed over broadband and wireless networks. Through its research and program, CTM's consortium identifies business opportunities, consumer desires, emerging trends and disruptive elements that will shape the future of the industry.

USE THIS CODE TO VIEW THE EVENT WEBSITE

QUESTIONS? PLEASE CONTACT US!
For more information on the 5G Digital Summit, including attendee and press registration and sponsorship opportunities, please contact:
Jay Tucker - Head of Programs, USC Institute for Communication Technology Management (USC CTM)
eMail: Jay.Tucker@marshall.usc.edu | office: 213.821.2124

REGISTER HERE

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50% OFF

THRU MAY 1

Business Innovation in the Age of 5G: A USC CTM Digital Summit

<http://www.marshall.usc.edu/faculty/centers/ctm/>

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CTM Efforts Drive Results!

- Impacts of Social/Collaboration Networking
- Broadband Driven Biz Impacts
- Changing Media Windows Business Models
- Internet of Things

- AMP Module
- Cisco VNI Traffic Model
- USC-Marshall Student Challenges
- Internet of Things
 - Application drive markets
 - Network driven business model
 - I3 Consortium
- The Real-Time Revolution (Penguin 2019)

Institute for Communication Technology Management

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CTM Ideas Continue to Stir the Pot

- **Innovation vs Quality/Reliability Processes**
 - Innovation sacrifices quality
 - Quality inhibits innovation
 - A false tradeoff! But how to integrate within a collaborative framework
- **Healthcare Ecosystems**
 - Digital Healthcare is unique
 - Data is ubiquitous
 - How to create an open healthcare data ecosystem
- **Trust is the commerce enabler**
 - Digital trust can be earned
 - The trust cost/benefit must be weighted
 - What actions can be taken to maintain trust in a dynamic environment?



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CTM Membership Options

- Corporate memberships are available to support all employees. Includes board seat to drive CTM's mission
- Individual membership are available for people with a personal passion for disruptive thinking.
- <http://Marshall.usc.edu/ctm>



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