

Going International

Some thoughts on the infrastructure required to grow a business offshore

Chris J.T. Auld, CTO, Director and Itinerant Knowledge Worker
June 2014

Where do you live? 1A or 1K!



Chris J.T. Auld

CTO @ Intergen

- Studied Law and Information Science @ Otago
- Intergen is a 400 person IT services business across NZ, Australia and Seattle (about 30% Intl)
- Involved with a few startups incl
 - MedRecruit (2nd Deloitte Fast 50 2009)
 - Optimize (Sold to NASDAQ:RVBD in 2011)
 - Parts Trader (w/ Todd Technology. USA wide)
 - Signal (Recently seed funded)
- My house is in Rotorua and I live on the Internet and Air New Zealand

The Other Side of Moore's Law

The quality adjusted cost of digital is plummeting

- Cheaper chips
- Cheaper connectivity
- More things can be connected
- "Everything" can be connected
- We're about to enter a hardware renaissance





The Age of Context GigaOm IoT Podcast

We're Transporting Ideas To Market

Cloud computing not connectivity is the enabler

- Kiwi digital businesses 'run' in the same place as every other digital business
- We don't need to build 'Cloud Computing' in NZ
- Invest in the pipe and not in the datacenter





[Microsoft Cloud Economics Whitepaper](#)
[The Big Switch](#)

Sifting out the interesting bits...

Data science is the new ~~black~~ **blue**

- All these connected things and people produce a lot of data
- NZ businesses have undervalued data
 - This will be an impediment
- The Cloud delivers
Cheap Storage, Cheap Processing, Cheap Data
- Invest in data culture, data skills and data infrastructure





[Booz Allen Hamilton Guide to Data Science](#)
[Data Science for Business Book](#) (First few chapters)
[Cap-Gemini Open Data Economy Report](#)

Business Infrastructure

The digital economy begets the digital economy

- Capital.
Recycle the gains from recent success
- Advisory.
Legal, accounting, merchant banking
- Education.
K12, Tertiary and Beyond



What makes us different?

Lifestyle as our comparative advantage

- When people can 'work' anywhere they'll work where they want to live
- Long run we need to invest in live-ability

Less San Francisco, CA
More Boulder, CO

[Venture Deals](#)

[The Second Machine Age](#)



Regulators Lookout

When everyone is exploiting technology...

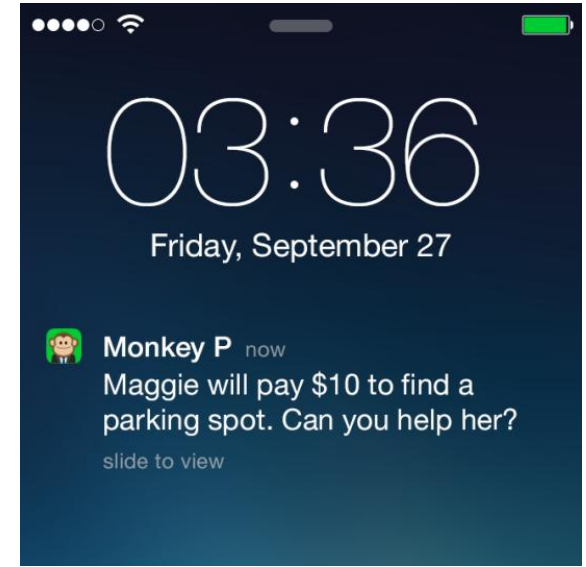
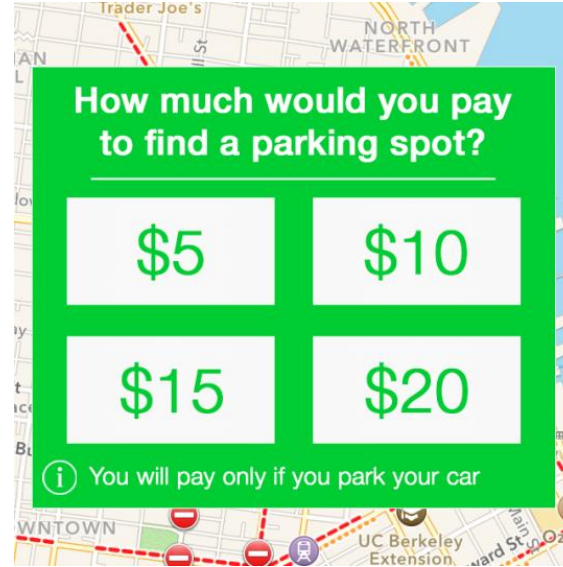
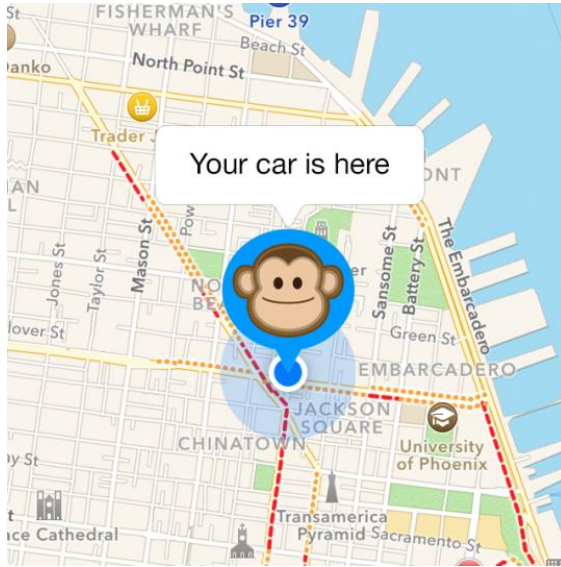
- What else can you exploit? How about Infrastructure?



[Dean Baker in The Guardian](#)
[Felix Salmon from Reuters](#)
[Munger & Roberts @ EconTalk](#)

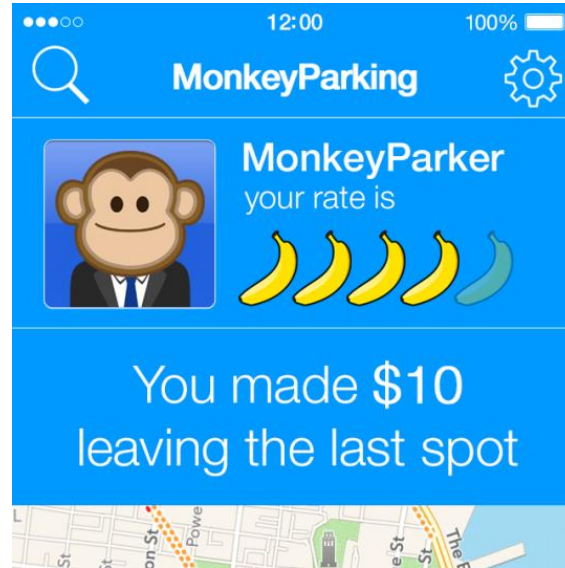
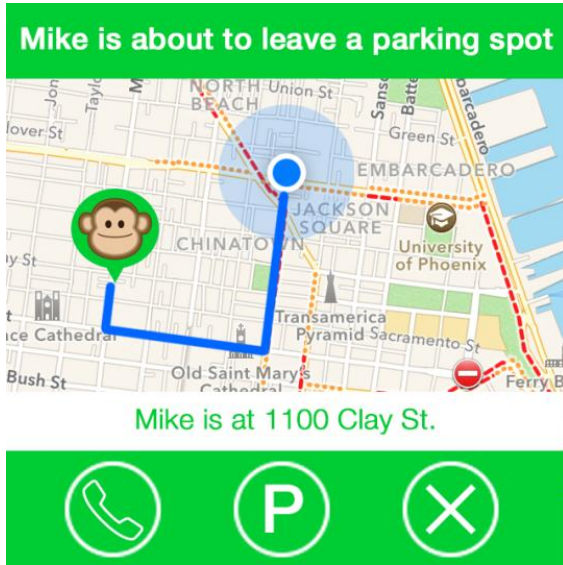
Monkey Parking

Have the software guys eaten too many bananas!?!



Monkey Parking

Have the software guys eaten too many bananas!?!



What's happening now?

Thank you

Email: chris.auld@intergen.co.nz

Mobile: 021 500 239

LinkedIn: [linkedin.com/in/cauld](https://www.linkedin.com/in/cauld)

Twitter: @cauld
























INTELLIGENT BUSINESS
intergen™

Yellow Icons for use cont ...

Utilise icons to emphasise your content. Use these sparingly.





















	Financial Services		Portals/Intranets		Mobility
	Manufacturing & Distribution		Web Content Management		Cloud
	Retail		Emergency Management		Systems Management
	Professional Services		User Experience Design		Desktop Deployment
	Public Sector		Web Strategy		Unified Communications
	Financial Management/ERP		Consulting & Architecture Services		Business Intelligence
	Customer Relationship Management		Records Management		Custom Application Development (EA)

Yellow Icons for use cont ...

Utilise icons to emphasise your content. Use these sparingly.



	Hosting		PMO		Global		Database
	Social Media		Laptop		Down Arrow		Navigation
	Knowledge Management		Male		Up Arrow		
	Human Resources		Female		Right Arrow		
	Corporate Services		Travel		Left Arrow		
	Marketing		NZ		Document		
	Sales		Australia		Exclamation		

Black icons for use

Utilise icons to emphasise your content. Use these sparingly.



Financial Services



Manufacturing & Distribution



Retail



Professional Services



Public Sector



Financial Management/ERP



Customer Relationship Management



Portals/Intranets



Web Content Management



Emergency Management



User Experience Design



Web Strategy



Architecture Services



Records Management



Mobility



Cloud



Systems Management



Desktop Deployment



Unified Communications



Business Intelligence



Custom Application Development (EA)

Black icons for use cont ...

Utilise icons to emphasise your content. Use these sparingly.



Hosting



PMO



Global



Database



Social Media



Laptop



Down Arrow



Navigation



Knowledge Management



Male



Up Arrow



Human Resources



Female



Right Arrow



Corporate Services



Travel



Left Arrow



Marketing



NZ



Document



Sales



Australia



Exclamation

Some images for use

