


DISRUPTING THE WORLD OF MARKET RESEARCH

DATE: 13TH FEBRUARY 2019

TIME: 10.00AM – 10.30AM

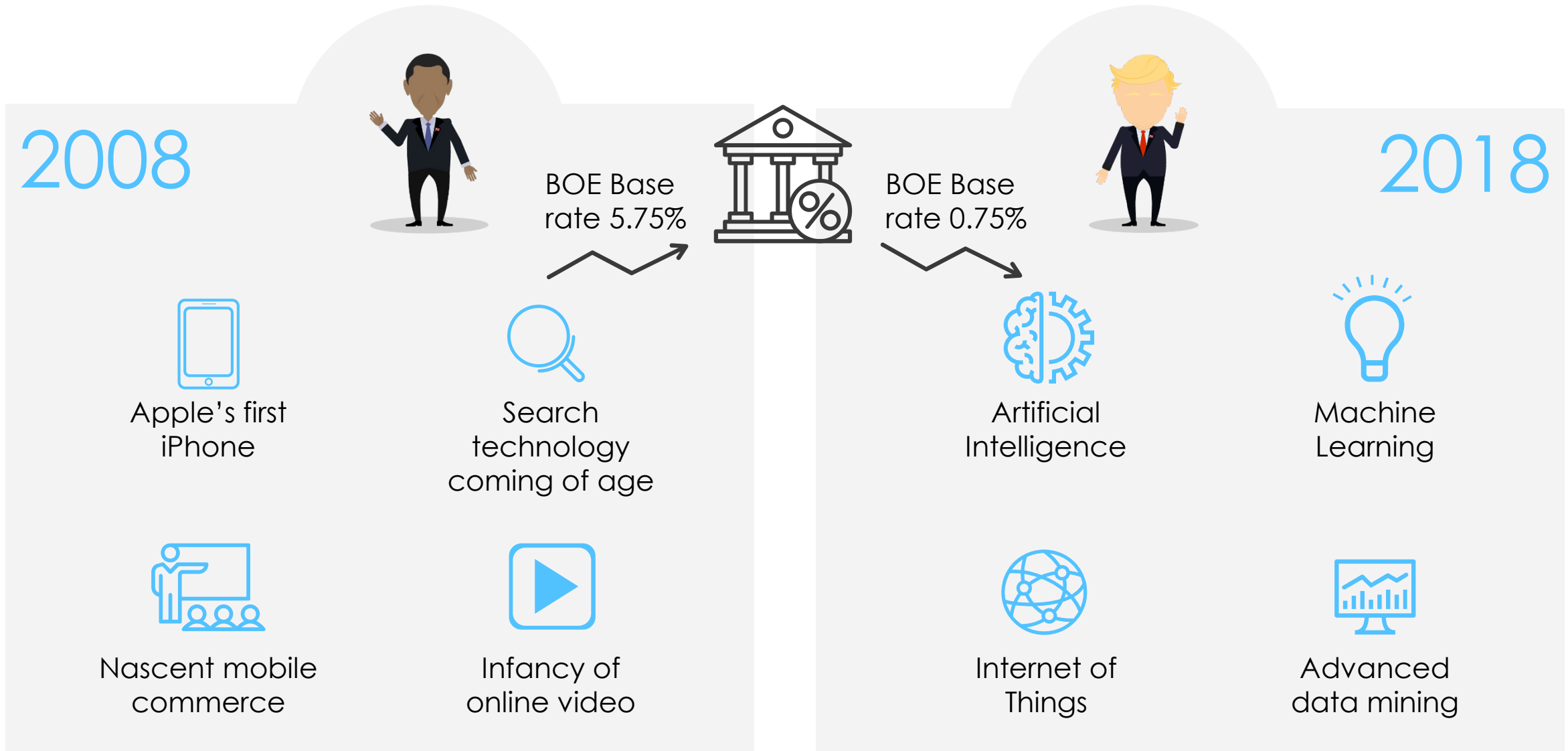
ROOM: 2

PRESENTER: ADELE GRITTEN, UK MANAGING DIRECTOR, FUTURE THINKING



MUCH IS WRITTEN ABOUT
DISRUPTIVE BUSINESS MODELS IN
COMMERCE, BUT VERY LITTLE
ABOUT GENUINE DISRUPTION IN
THE WORLD OF DATA, INSIGHT
AND BUSINESS INTELLIGENCE.

GENERAL CONTEXT: THE WORLD HAS CHANGED DRAMATICALLY IN A DECADE



DOMINANT GLOBAL PLAYERS LOOK VERY DIFFERENT 10 YEARS ON

LARGEST GLOBAL COMPANIES IN 2018 VS 2008

2018				2008			
Rank	Company	Founded	USbn	Rank	Company	Founded	USbn
1	Apple	1976	890*	1	PetroChina	1999	728
2	Google	1998	768	2	Exxon	1870	492
3	Microsoft	1975	680	3	General Electric	1892	358
4	Amazon	1994	592	4	China Mobile	1997	344
5	Facebook	2004	545	5	ICBC (China)	1984	336
6	Tencent (China)	1998	527	6	Gazprom (Russia)	1989	332
7	Berkshire	1955	496	7	Microsoft	1975	313
8	Alibaba (China)	1999	488	8	Royal Dutch Shell	1907	266
9	J&J	1886	380	9	Sinopec (China)	2000	257
10	JP Morgan	1871	375	10	AT&T	1885	238

*Apple were declared the first Trillion \$ company in August 2018

Source: Bloomberg, Google



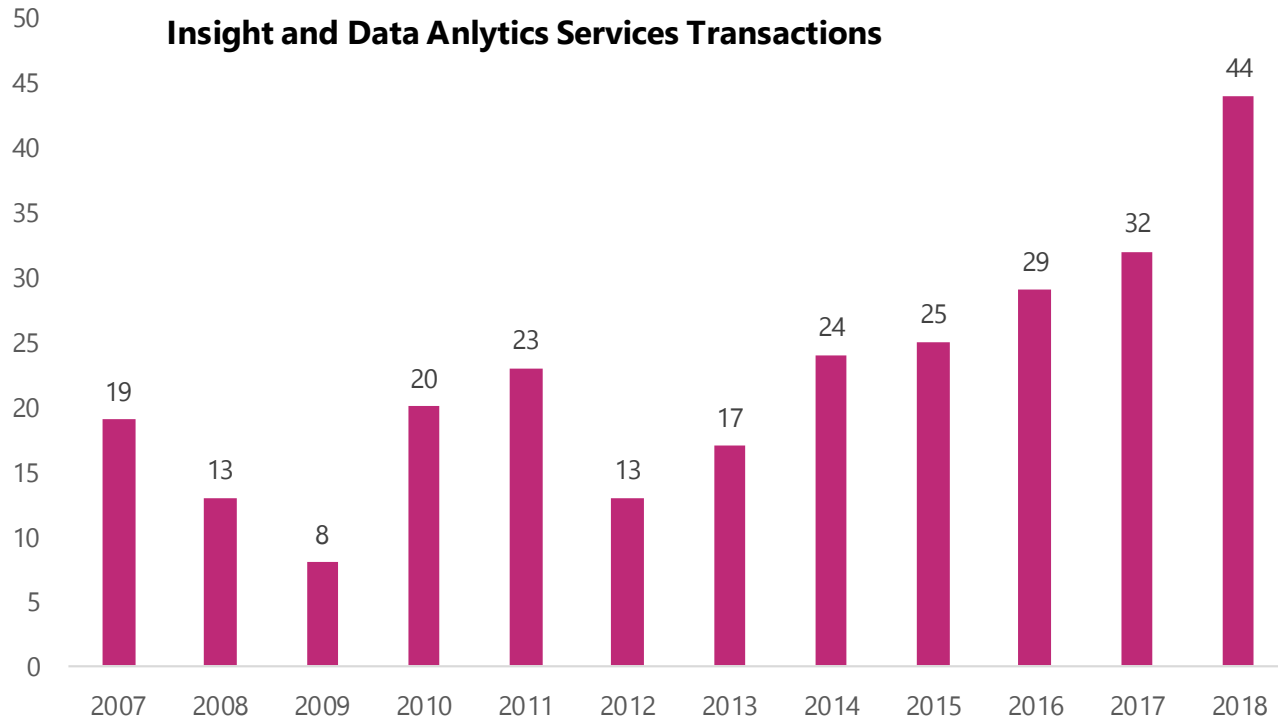
THE OLD IS FAST FALLING, THE NEW IS TRIUMPHING.
WE HAVE TO BE ON A JOURNEY THAT'S PART OF THE NEW.

**WPP REPORTED REVENUE
DOWN 2.1% IN FIRST HALF**

**IPSOS HALF-YEAR
REVENUE DOWN 5.7%**

**SAP AGREES TO BUY QUALTRICS FOR
\$8B IN CASH, JUST BEFORE THE
SURVEY SOFTWARE COMPANY'S IPO**

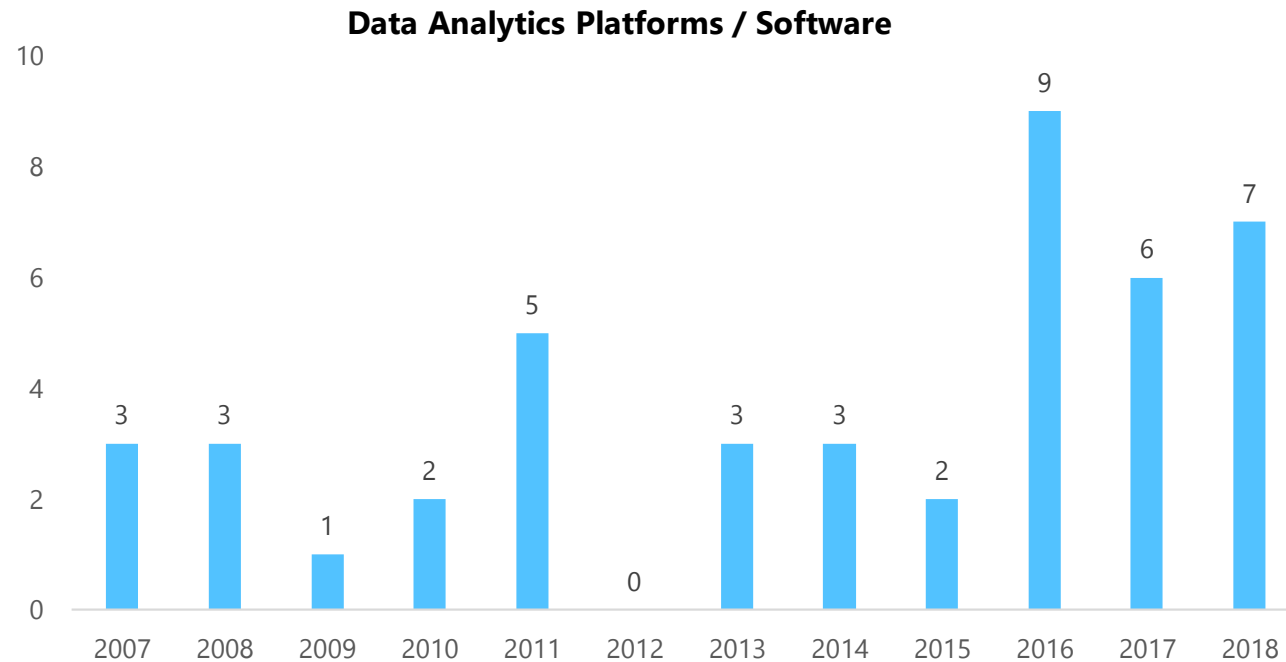
THE M&A LANDSCAPE AS PART OF THE NEW IS ONLY JUST WARMING UP



KEY TRANSACTIONS IN 2018

- 1** Upland Software's acquisition of Rant & Rave for c. £50m.
- 2** Ipsos' acquisition of GfK's CXP, health and public affair's division for £92m.
- 3** BVA's acquisition of BDRC (rumoured for £20m).

SAS AND DATA ANALYTICS ARE THE NEW DARLINGS



KEY TRANSACTIONS IN 2018

- 1** SAP's acquisition of Qualtrics for c. £7bn.
- 2** Synnex's takeover of Convergys Corporation (CXP analytics for contact centres for c. £2.0bn.
- 3** Insight Venture Partner's acquisition of Quantum Metric for c. £19m

UK MARKET RESEARCH

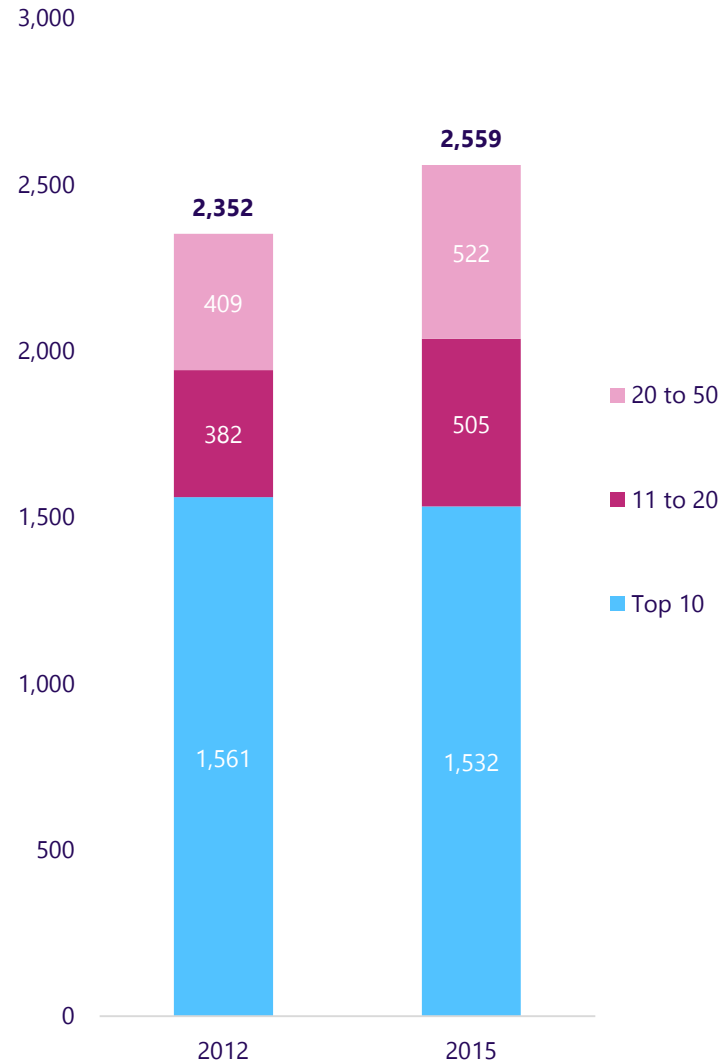
THE MRS PROVIDES THE UK REVENUES OF THE TOP 50 FIRMS OPERATING IN THE UK.

The 2017 report provides data from the last full financial year available (which is 2015).

Comparing 2017 reported revenues from the top 50 firms in 2012 shows:

- Overall, the top 50 firms generated more revenues in 2015 than 2012.
- The categories of 11 to 20 and 21 to 50 both grew.
- The largest 10 firms actually shrunk.

UK Revenues of Top 50 Market Research Firms




“
The market is even less consolidated in 2015 than it was in 2012.”

**WHAT HAVE WE BEEN
GETTING WRONG
OVER THE LAST
DECADE – SINCE THE
IMPLOSION OF TECH?**

HOW DID WE LET
OTHERS START TO EAT
OUR LUNCH?





We've falsely assumed that tech (platform tech in particular) is an adjacent part of rather than integral to the future of insight.





2

We've failed to recognise the changing pace, speed and evolution of our clients' businesses – external and internal.





We've not fully recognised the era of the polymath—the blend of data scientist and data artist as the new “business partner” to drive best outcomes from multifaceted teams.





**WHAT CAN WE
LEARN FROM
OTHER
INDUSTRIES AND
HOW CAN WE
APPLY SOME OF
THEIR GROWTH
STRATEGIES TO
OUR OWN BACK
YARD?**

FIRSTLY, WE'RE NOT ALONE! ALL INDUSTRIES FACE SIMILAR CHALLENGES. THOSE AHEAD OF THE CURVE STICK TO WHAT THEY ARE GOOD AT



Technology is going to hit the profession like a tsunami," explained Izza. "The entire sector is aware of this. We can already see the shape of the change but there is not enough acknowledgement of how disruptive it will be". "Jobs we currently think of as core to accountancy will be automated – not just compliance work, but increasingly decision-making functions too.

- Michael Izza -
CEO of the Institute of Chartered Accountants for England and Wales



More and more legal services will be enabled by the support of new technology. You can say "that is for the technology industry to sort out", or you can be part of the technology industry.

- Professor Richard Susskind -
Author of 'The End of Lawyers?'



The future is not about eliminating physicians, it's about leveraging physicians. Leveraging [physicians] by providing digital and other tools that work like they do in virtually all other industries—making our environments more supportive, providing the data we actually need in an organized, efficient way, and saving time so we can spend more of it with our patients.

- James Madara -
MD, Executive Vice President & CEO, AMA



WE MUST RECOGNISE THAT AGILE IS THE DAILY NORM.

IT'S HOW OUR CLOSEST COMPETITORS OPERATE (THOSE INCREASINGLY EATING OUR LUNCH).

LET'S LEARN FROM THEM!



EMBRACE THE FRENEMY!

fren•e•my

[noun, informal]

A person with whom one is friendly despite a fundamental dislike or rivalry.



| **CRYSTAL
BALL FOR
2029 AND
BEYOND**



THE SURVEY WILL BE AT DEATH'S DOOR

INSIGHT AND THE WORLD OF DATA DRIVEN INTELLIGENCE WILL BE PREDICATED ON DIGITAL DATA ONLY. OFFLINE DATA COLLECTION WILL BE A THING OF THE PAST



BIOMETRICS



VIRTUAL REALITY



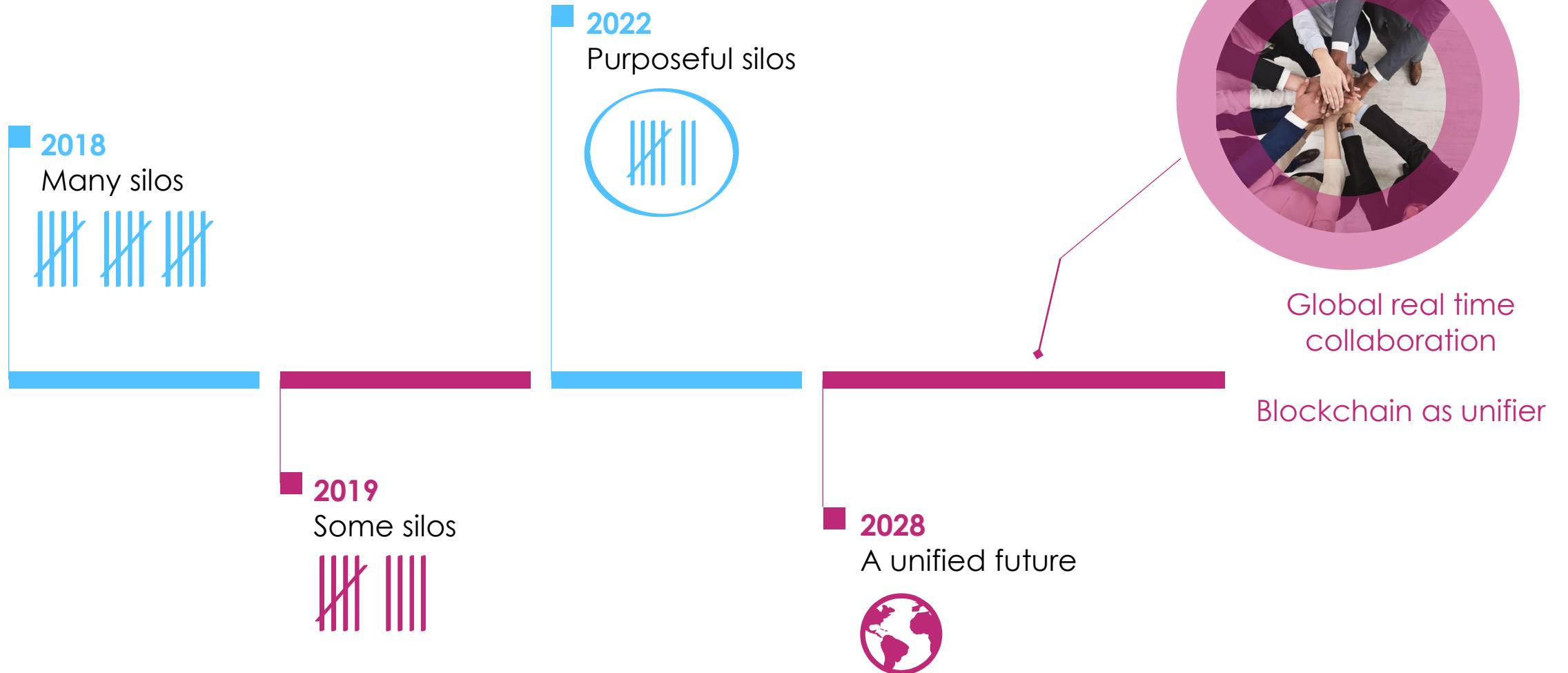
IMAGE ANALYTICS



PASSIVE METERING

COLLABORATION WILL TRUMP COMPETITION. INSIGHTS BUSINESSES WILL BE TRULY GLOBAL

MORE JOINED UP, COMMERCIAL AND LEANER BUSINESS PARTNERSHIPS GLOBALLY



A large pile of light-colored wooden letters, including uppercase and lowercase letters, is scattered on the left side of the image against a teal background. The letters are of various sizes and are arranged in a somewhat chaotic but dense manner.

TODAY'S BUZZWORDS WILL BE HYGIENE FACTOR PARLANCE IN 2029

- AI
- Techsight
- Foresight
- Partnership
- Automation
- Machine learning
- Platform
- Qualitative
- SAS
- Trusted advisors
- System 3
- Business intelligence
- Integration
- Video
- Consultants
- Behavioural economics
- Blockchain
- Dashboards
- Agile
- Python



THE INSIGHT WORLD IN 2029

2029

- SAP (or similar) in the top 50 global companies.
- Industry composition of systems engineers, data, architects, CRM gurus, psychiatrists, poets, artists, digital historians, polymathic brains.
- Insight as a word is dead! We'll only be talking about foresight.
- Mid-size agency continues to face a squeeze as the new bigger, get bigger and the new smaller agile ones form strategic partnerships.
- We'll be attending conferences such as these through VR!



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