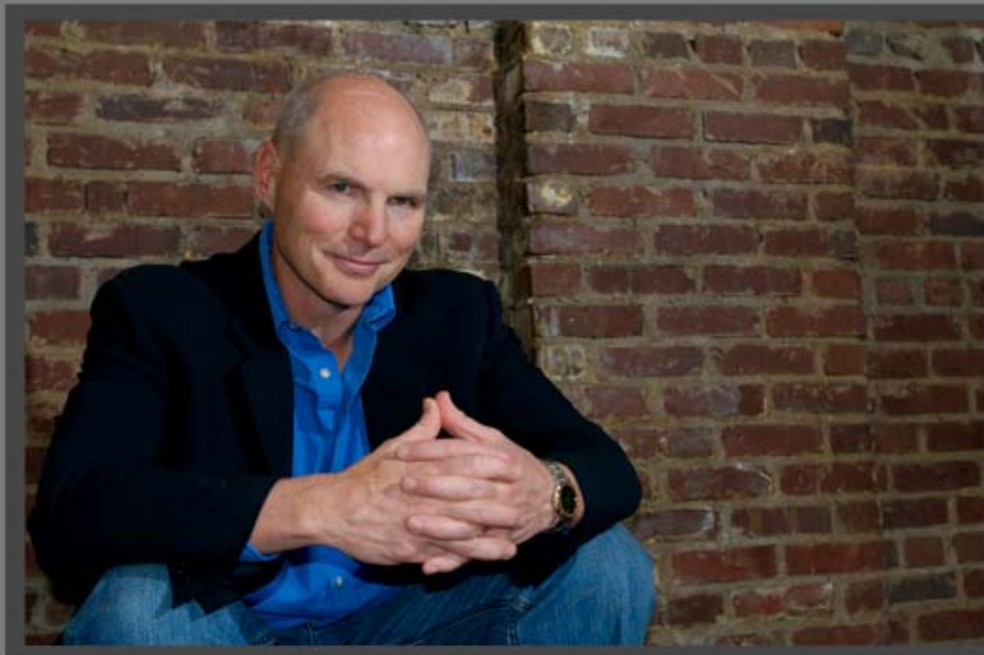





**Convergence: Are We There Yet?**



**Dr. Neale Martin** is an expert in consumer behavior, customer satisfaction, and bridging the gap between new technologies and markets. As a **consultant and executive educator**, he has spent the last decade helping communications and networking companies (Sprint, Nextel, Cisco, Nortel, TI, Motorola) launch some of the past century's most innovative products and services. For the past several years, he has worked on updating the principles of marketing in light of research from cognitive psychology and neuroscience that suggests most of human behavior is **under the sway of unconscious habits**. Martin developed early insights into the power of habits as a counselor and program director for alcohol and drug addiction units. It is his eclectic background in psychology, journalism, and dog training that gave him the critical insights needed to connect recent research in neurobiology and cognitive psychology to today's greatest marketing challenges.

He lives in Marietta, Georgia with his wife, daughter, and three Border Collies.

*Habit: The 95% of Behavior Marketers Ignore* – In Stores July 7, 2008



# Convergence: A brief History

- **Telecom Networks**
  - Built for voice
  - Adapted for data
  - DSL, U-Verse, FiOS
- **Wireless Networks**
  - Built for voice
  - Data added, speed increasing
- **Cable Networks**
  - Built for video
  - Adapted for voice and data
  - Does it need an upgrade?
- **Data Networks**
  - LAN, WAN, MAN
  - Fast, fat, flat

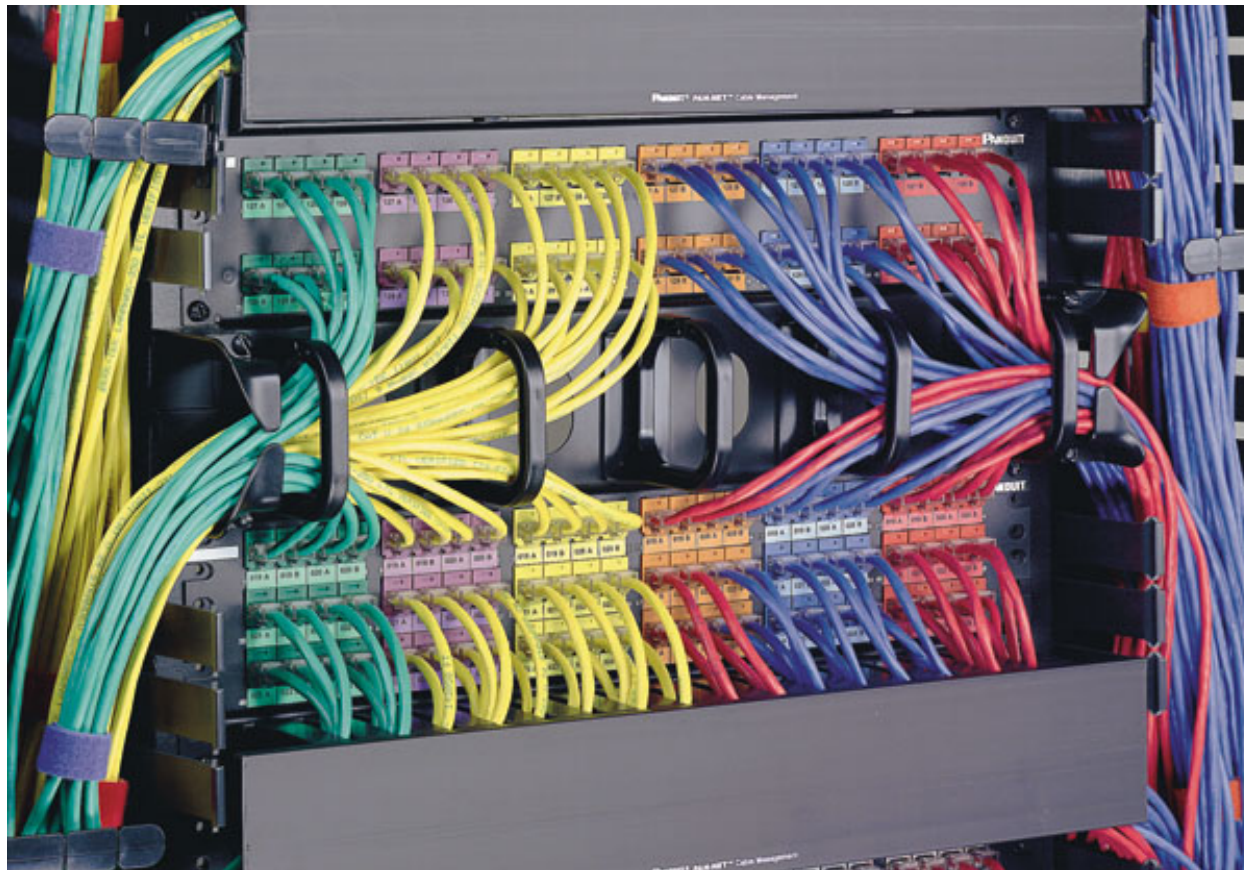


# Convergence at All Levels

- **The physical layer**
  - Wires, increasingly fiber optic
  - Wireless, increasing speeds
- **The application layer**
  - More work done in the ‘cloud’
  - SaaS now includes Google and Microsoft (Live Mesh)
- **The content layer**
  - Web 2.0/Social Networking
  - Mashups



# IT's View of Convergence





# Roadblocks to Convergence

- Lack of standardization in the industry creates numerous potential solutions
- Business models divide around open versus closed networks
- Net Neutrality, Muni Wi-Fi, wireless auctions, etc.
- However, biggest roadblocks are not technology



# User's View of Convergence: a Mashup





# Behavioral Roadblocks to Convergence

- **Convergence enables radical advancements across industry, education, and society**
- **However, we have failed to change our systems, processes, and procedures (our habits) accordingly**
- **Atlanta has not only the potential, but the need to take convergence to the next level**



# Strategy/Technology/People

- **Currently, no integration along these three dimensions which results in lack of productivity**
  - **Teleworking failures**
  - **Education failures**
  - **Vision required to drive new behaviors**



# Habit-based Convergence

- While we focus on new technology and new applications, markets move on habits
- The unconscious mind rules behavior
- Change must occur from the ground up



# Incentives to Change

- **\$4 gas**
- **Longest commutes in the country**
- **Poor school performance**
  - **Compared to nation**
  - **Compared to globe**
- **Quality of life tied to making a transition to convergence**

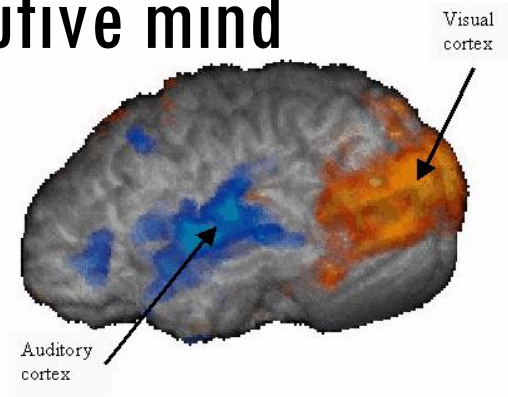


# Though Tech Progresses Habits slow Convergence

- **Old-guard resists changes**
  - Senior managers don't get it
  - Politicians don't understand it
  - Regulators conflicted between protecting what exists and encouraging new growth
- **Younger workers have convergence in their DNA**

# Habit insights

- 95% of behavior controlled by the habitual mind
- Habits are the result of unconscious learning
- Habits build inertia
- We are focused on the executive mind





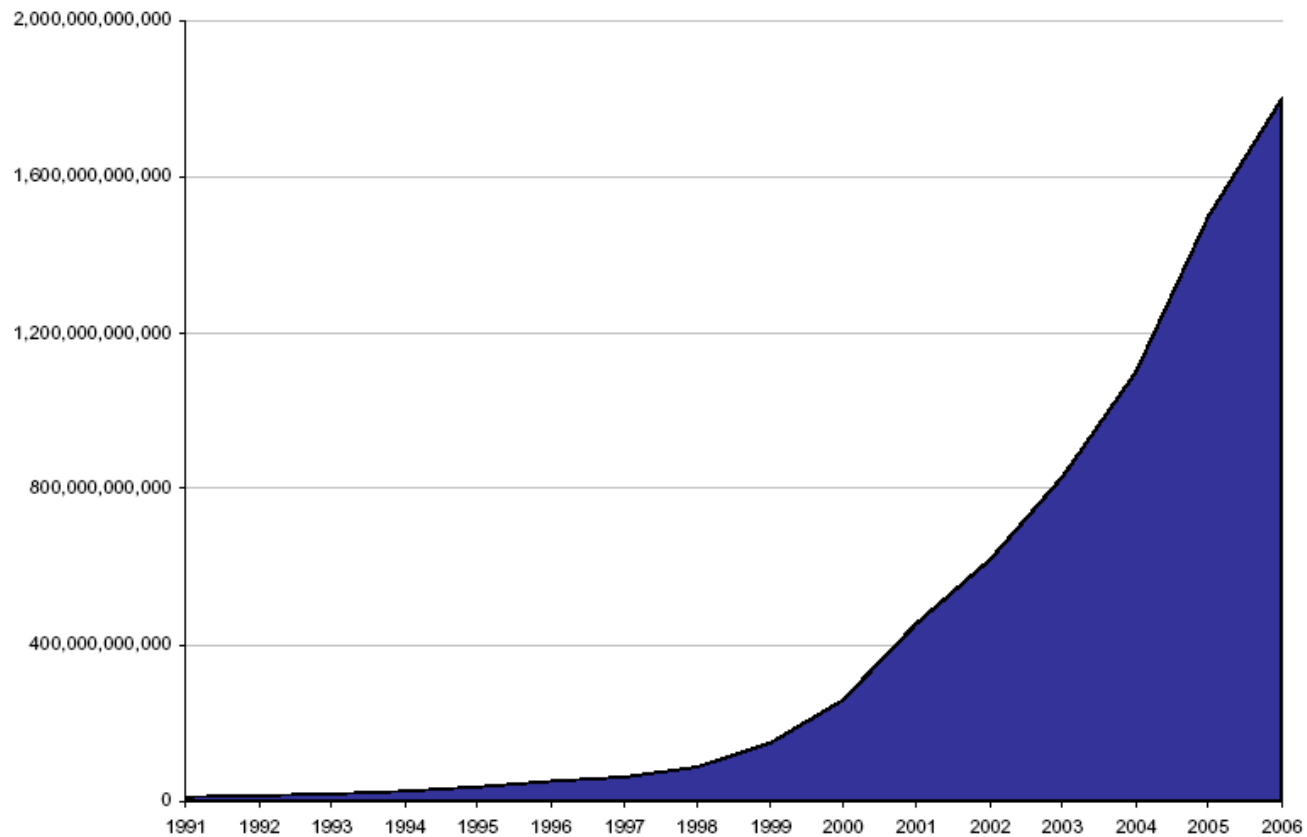
# Creating 21st Century Strategic Relationships

- Partnership needed between government, technology and population
- Regional not national approach
- For Atlanta to regain growth momentum, it must become a leader in tying convergence to strategic business and social agendas



# How Markets Change

Reported Wireless Minutes of Use Near Two Trillion in 2006



Total Annual Reported Wireless MOUs Grow 20% Year-over-Year

Source: CTIA

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# The Time to Act is Now!

- We are at the forefront of the most important revolution since the printing press
- Size of company or location doesn't matter—we live in a truly global economy
- Many companies will not successfully make the transition
- To survive, we must act now!



# Build it and They May Come

- **Smaller markets are competing for their lives**
  - Competing for industry
  - Competing for jobs
  - Competing for their very existence
- **Broadband is as important (maybe even more important than) as roads and schools**



Conclusion



# The Opportunity

- Reduce strain on infrastructure
- Reduce commuting
- Improve educational system
- Improve quality of life



# The Threat

