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# Jahia's Future and Vision

Making Digital Experience Simpler



# A Look at the Future

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“

Welcome to 2030.  
I own nothing, have  
no privacy, and  
life has never been  
better.

-Ida Auken, Member of Parliament, Denmark



\*With apologies to W.B. Yeats by way of Joan Didion



A man with dark hair and a beard, wearing a blue t-shirt, has a wide-eyed, open-mouthed expression of shock or surprise. He is centered in the frame, with a vibrant, multi-colored explosion of paint or powder behind him. The colors include red, orange, yellow, green, blue, and purple, all radiating outwards against a black background. The word "DISRUPTION" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image, partially obscuring the man's face.

**DISRUPTION**

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## We will look at:

- Technology Disruption Trends
- Consumer trends
- Jahia's vision

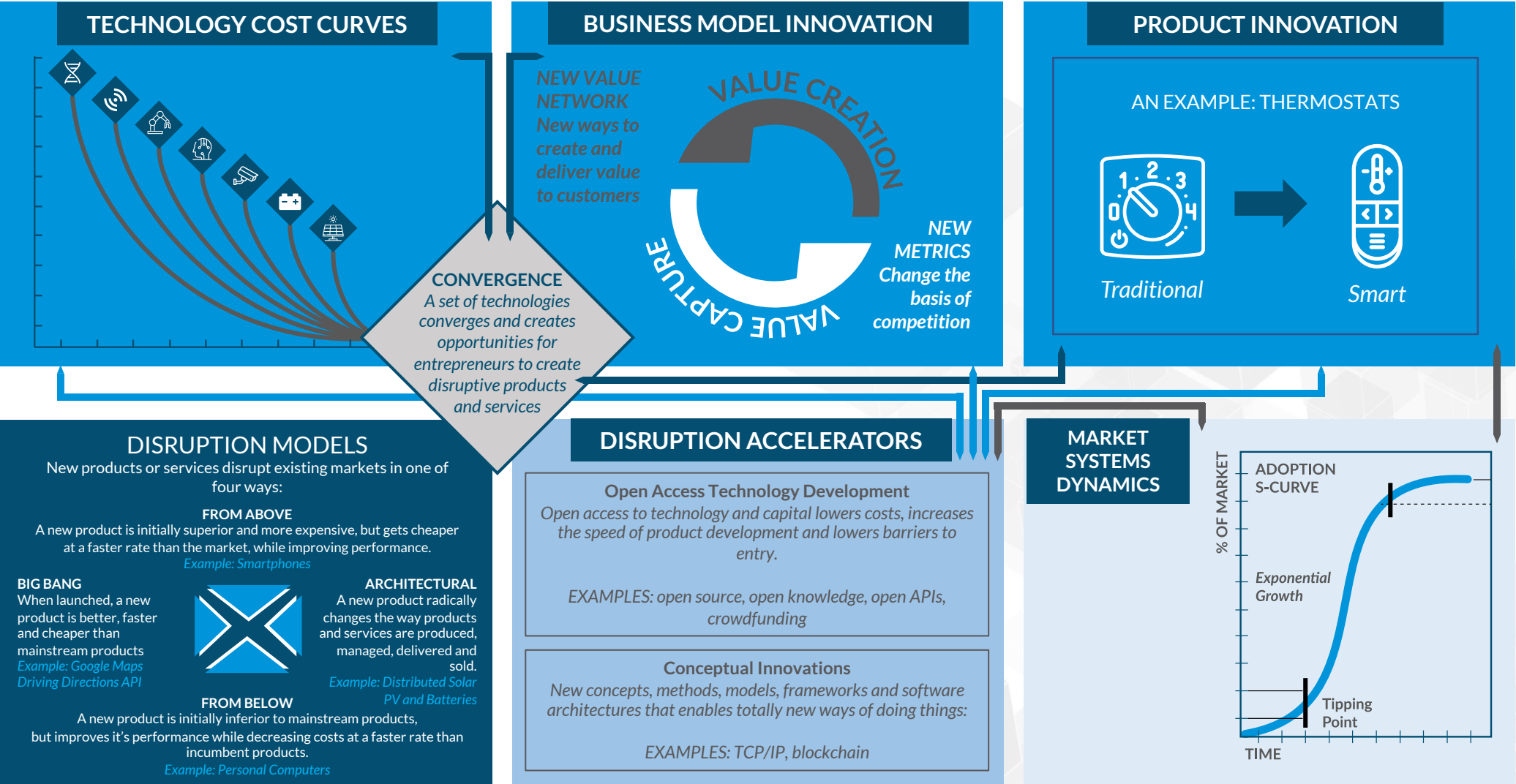




# Technology Disruption Trends

The background of the slide features a collection of 3D cubes of various sizes, rendered in a light gray color. These cubes are scattered across the lower half of the image, creating a sense of depth and architectural complexity. The overall aesthetic is clean and modern, with a focus on geometric shapes.

# Disruption framework



# Exponential Technology Improvement

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## Computing: Moore's Law (1971-2011)

- # of transistors doubles (roughly) **every two years**
- Annual improvement rate **41.1%**
- **Exponential growth** in # of transistors

- **Data Storage**

Hard Disk \$/bit down **50% every 18 months**

- **Digital Imaging**

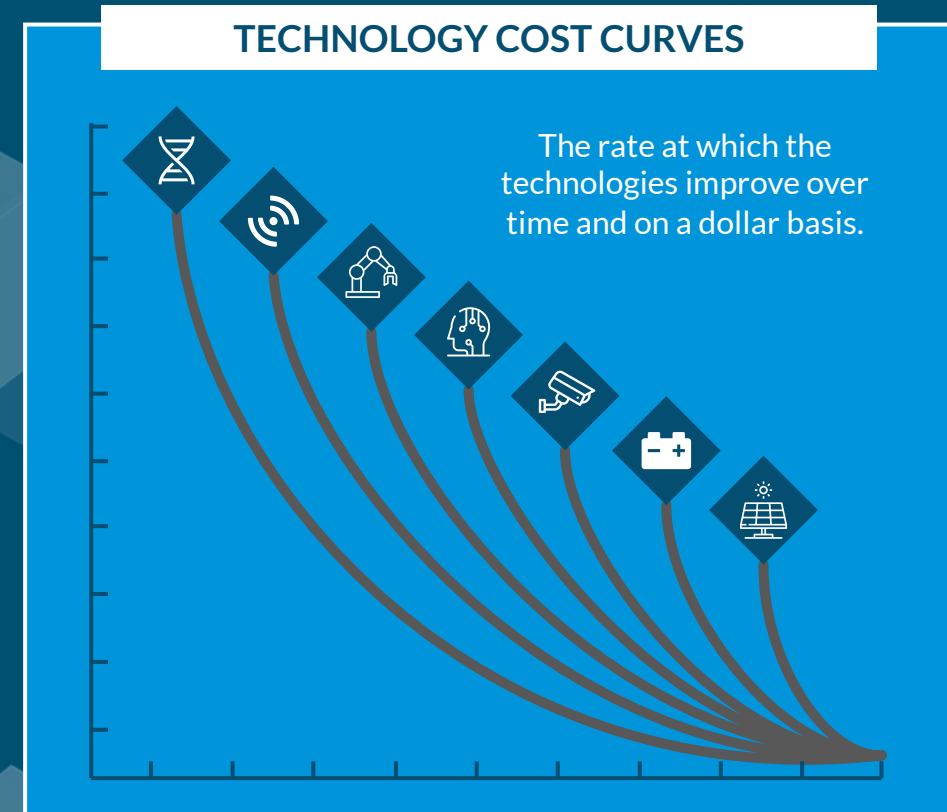
Pixels per \$ - **59% / year**

- **Network Capacity**

The \$ cost of transmitting a bit decreased by **50% every 9 months**

- **Li-iOn Batteries**

\$/kWh **20% per year**





# EXAMPLE: Self Driving Cars

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## Waymo:

- **3.5 Million miles** with physical cars on public roads in 8 years
- 25,000 self-driving cars driving **8 million miles per day**
- **2.5 billion miles per years** using Carcraft Simulation
- Convergence





# EXAMPLE: Self Driving Cars

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## Ride Hailing:

- Uber > US Taxi Industry Revenue (2016)
- San Francisco – Uber & Lyft 20% of all VMTs (2017)
- New York City – 500,000 rides per day

## Ride Hailing more than meets the eye:

- Cars, Logistics, Healthcare, Postal Service
- 10% of people who traded in cars did not replace them
- Business Model Disruption

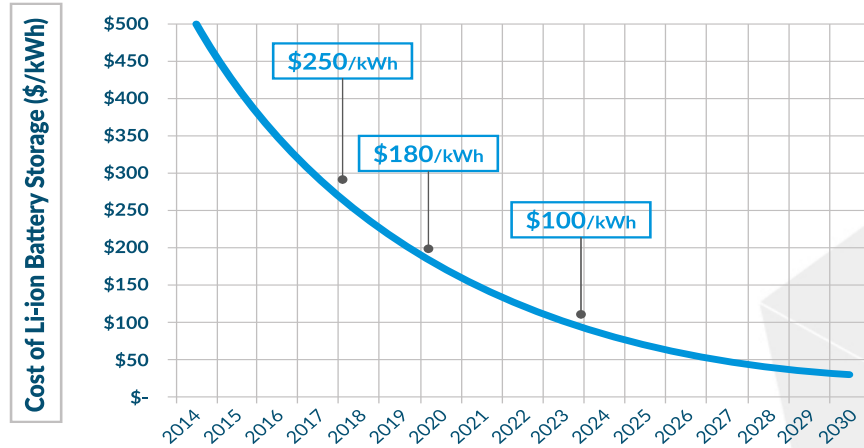




# A Case Study: Transportation and Energy

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## BATTERY:



325 GWh of new capacity coming online before end of 2021 -> Acceleration

Currently competitive with no subsidy in load shifting (consumer and business) – 30% of Generation Assets are 94%+ idle peakers

- EV:**
- Mainstream price competitive by 2022 (<\$25k)
  - 10x cheaper than fuel
  - 100x fewer moving parts
  - 5 times the lifetime miles durability

- A dynamic, modular, scalable, reliable grid source
- Power average home for 2 days
- Many new entrants in an industry that hadn't had many for decades

- AV:**
- LIDAR: \$70K in 2012, \$1K in 2015, \$90 in 2019
  - 1 TFLOP Computer in 2000 was \$46m (Sandia), 8 TFLOP in 2017 was \$600 (NVIDIA), 320 TFLOP in 2018, lower price

- Level 44 (44+ Co), Level 5 (25+)
- Works across platforms (cars, trucks, buses, delivery ...)
- GPU + Sensors + LIDAR + Deep Learning Software now embedded in hardware.

# Adoption is Always in S Curves

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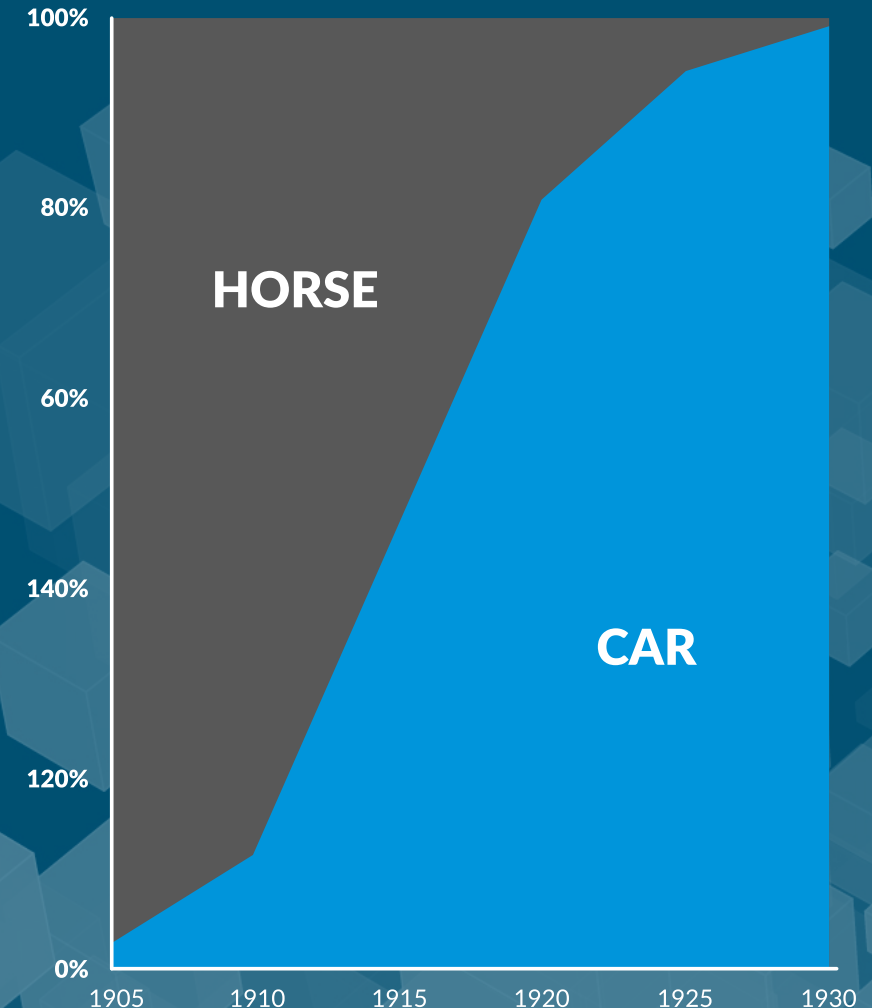
## A Good Example:

Horses to Cars, 95% Displacement in 20 Years

- Car market share (passenger miles): from **11%** (tipping point) to **81%** in 10 years!

## Despite:

- Building 2 whole new industries (auto & oil) from scratch – from extraction to production to retail
- Building a new road infrastructure from scratch
- Training a whole generation of workers in brand new skills (complex operations of machines, maintenance ...)
- Inventing new industrial processes (assembly line...)
- Inventing new business models (car loans ...)
- Fighting World War 1



# But wait, there is more

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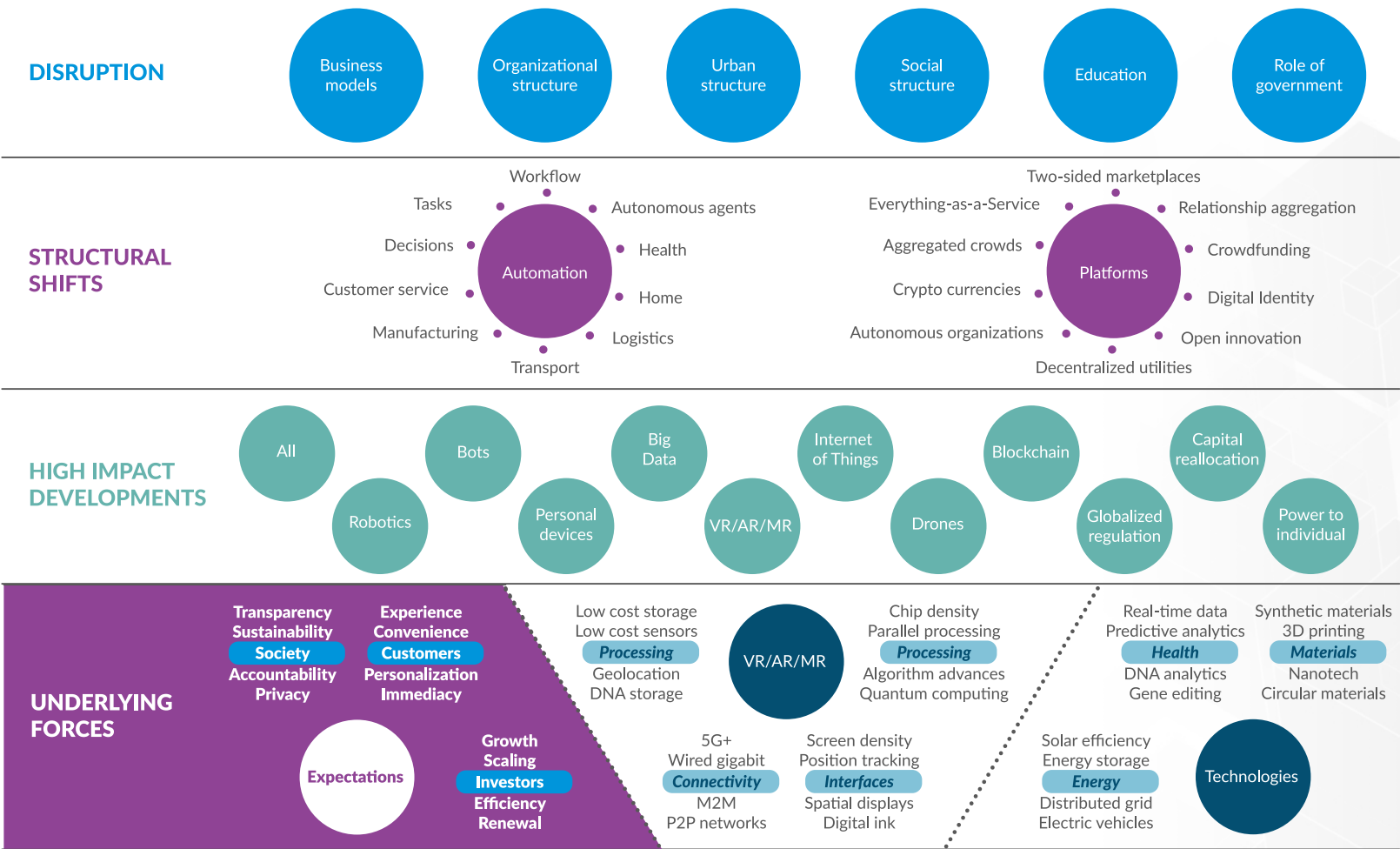
## iPhone:

- \$200 of computer hardware in 2007 iPhone
- Would have cost \$200,000 in 1987
- Would have cost \$200m in 1967
- Will cost .20 cents in 2027
- Will cost .02 cents in 2047
- Embed everything with iPhone computer hardware in 2030



# Underlying forces

No Industry and Value Chain will Resist Disruption in the '20s



# Candidates for massive disruption

The '20s will be a Decade of Massive Disruption

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1. Sensors / Internet of Things
  2. Artificial Intelligence / Machine Learning
  3. Robotics
  4. Solar PV
  5. Batteries
  6. 3D Printing
  7. 3D Visualization
  8. Mobile Internet & Cloud
  9. Big Data / Open Data
  10. Unmanned Aerial Vehicles / Nano Satellites
  11. Blockchain
- 
- A decorative background on the right side of the slide featuring numerous 3D cubes of varying sizes and shades of gray, some with white outlines, creating a sense of depth and modernity.

# Consumer Trends





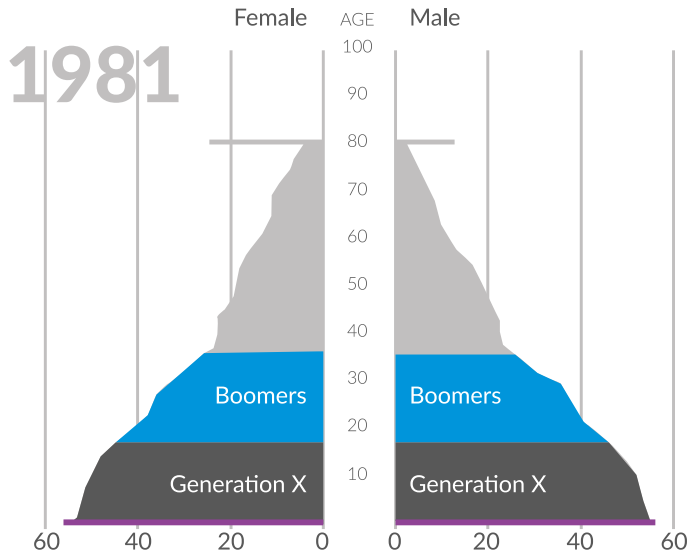
A man with dark hair and a beard, wearing a blue t-shirt, has a wide-eyed, open-mouthed expression of shock or surprise. He is centered in the frame. The background is a dark, black space filled with vibrant, multi-colored paint splashes and dust clouds in shades of red, orange, yellow, green, blue, and purple. The word "DISRUPTION" is written in large, white, bold, sans-serif capital letters across the middle of the image, partially obscuring the man's face.

**DISRUPTION**

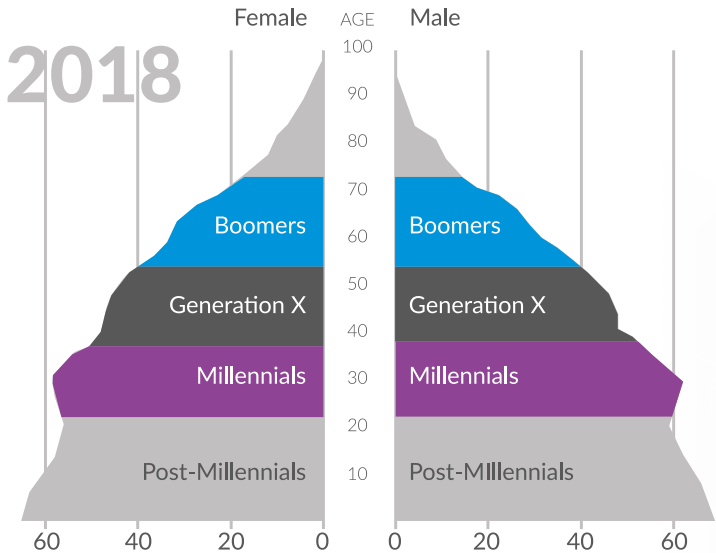
Millennials outnumber Boomers and Generation X since 1995, and their spending power will overtake Generation X by 2020.

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Global population by age and sex (millions)

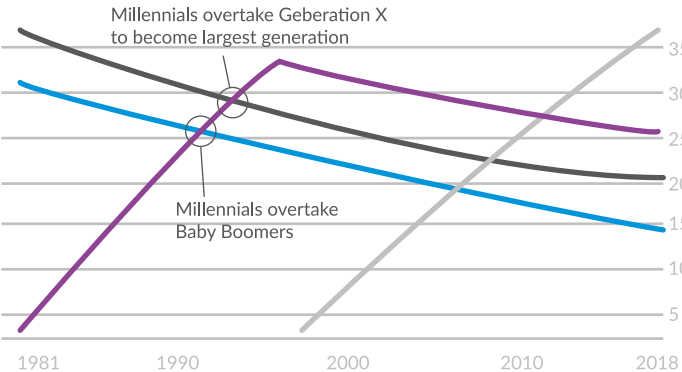


Global population by age and sex (millions)



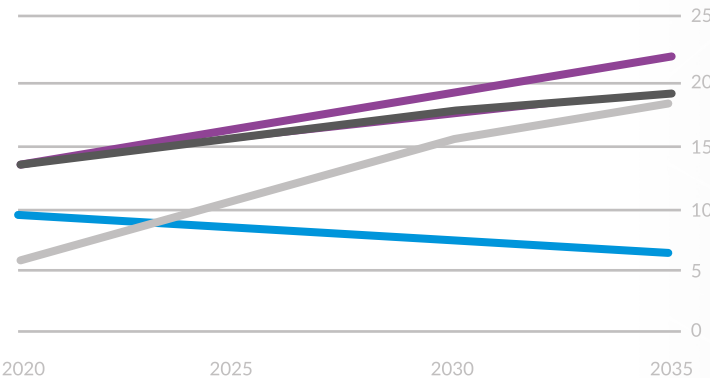
Globally millennials have outnumbered baby boomer for more than a quarter of a century.

Generation by proportion of global population (%)



Global millennial spending power is set to overtake generation X by 2020 and will continue to rise

Forecast annual aggregated income, by generation (\$tn)

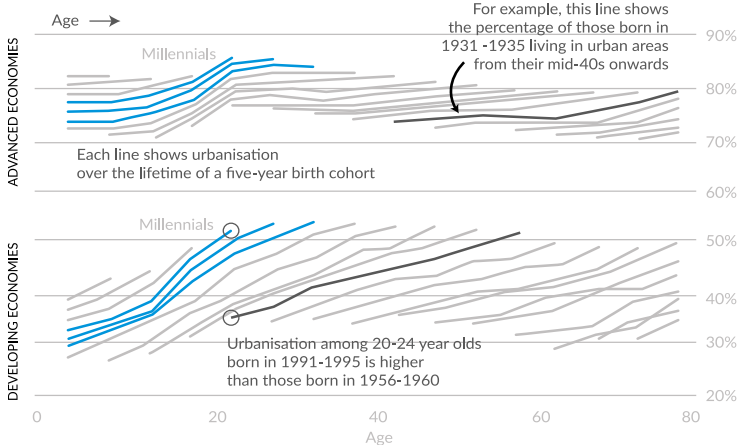




Compared to previous, millennials are more urban, they marry later and are more likely to live at home.

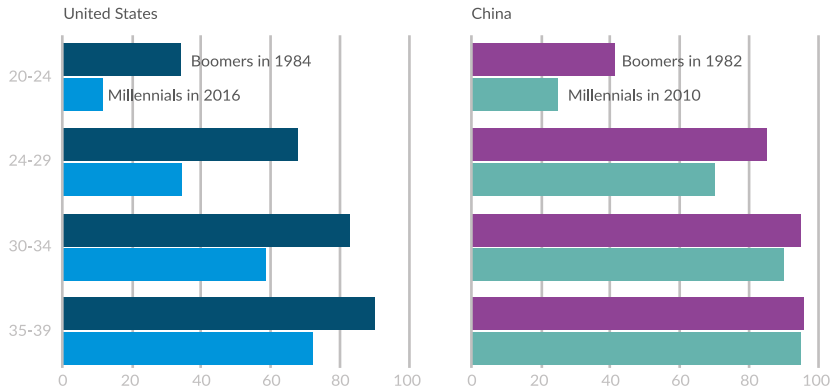
Despite a huge gap in urbanisation between advanced and developing economies, millennials are the most urban generations to date in both.

Each line represents the proportion of a five year birth cohort living in urban areas over their lifetime



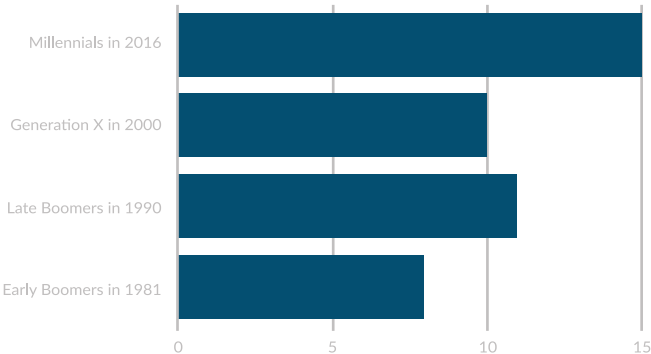
Millennials in the US and China are marrying less than baby boomers did when they were young

Proportion of population married at least once, by age group (%)



Millennials in the US are more likely to live at home when compared with previous generations

Percentage of 25 to 35-years-olds living with their parents



# Millennials show specific spending patterns

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Millennials average yearly Expenditures totals around **\$47,112.**

Together, Millennials spend **\$600 billion** in the United States each year.

Millennials spend **two thirds** the amounts that Generation Xers and Baby Boomers spend on entertainment.



**40%**

Of Millennials refer to online reviews and testimonials before purchasing a product.



**60%**

of Millennials prefer to purchase generic brands over named brands

How will Millennials make their next purchase?

Laptop or Desktop Computer

32%



Smartphone

25%



Tablet

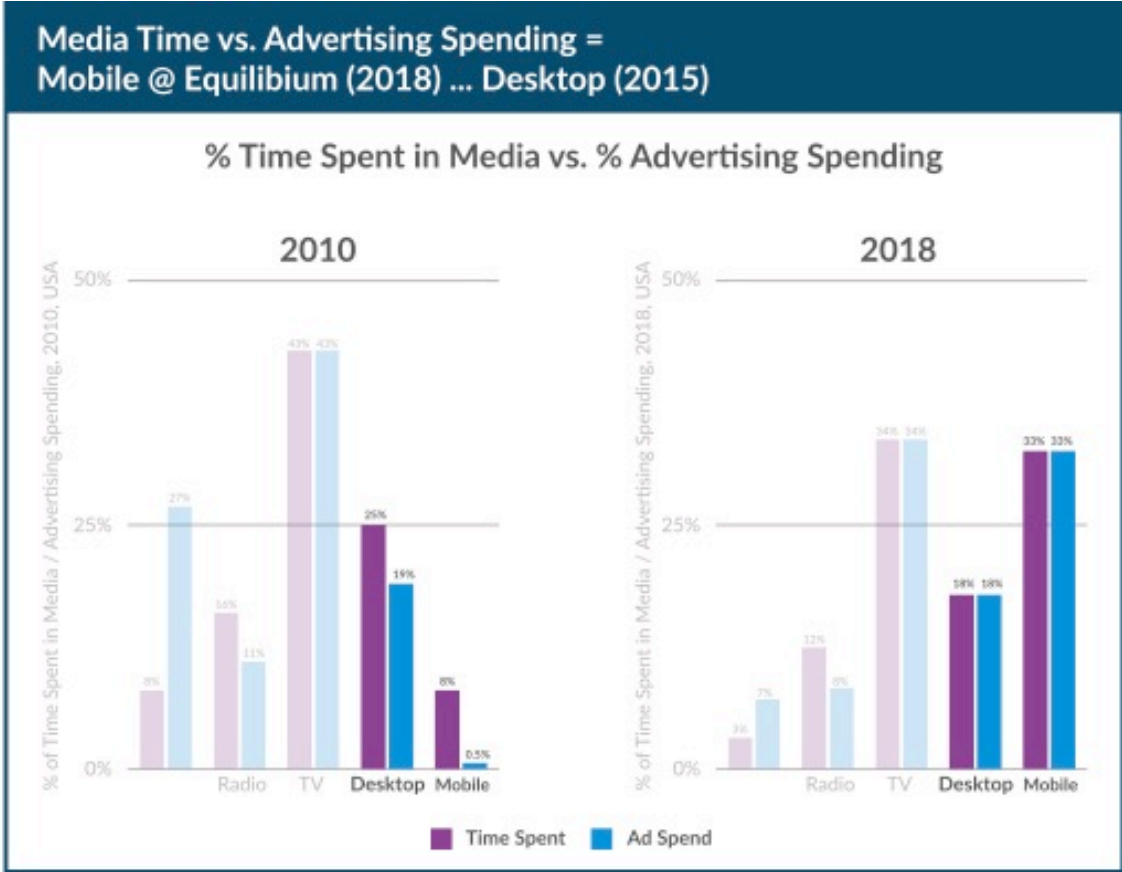
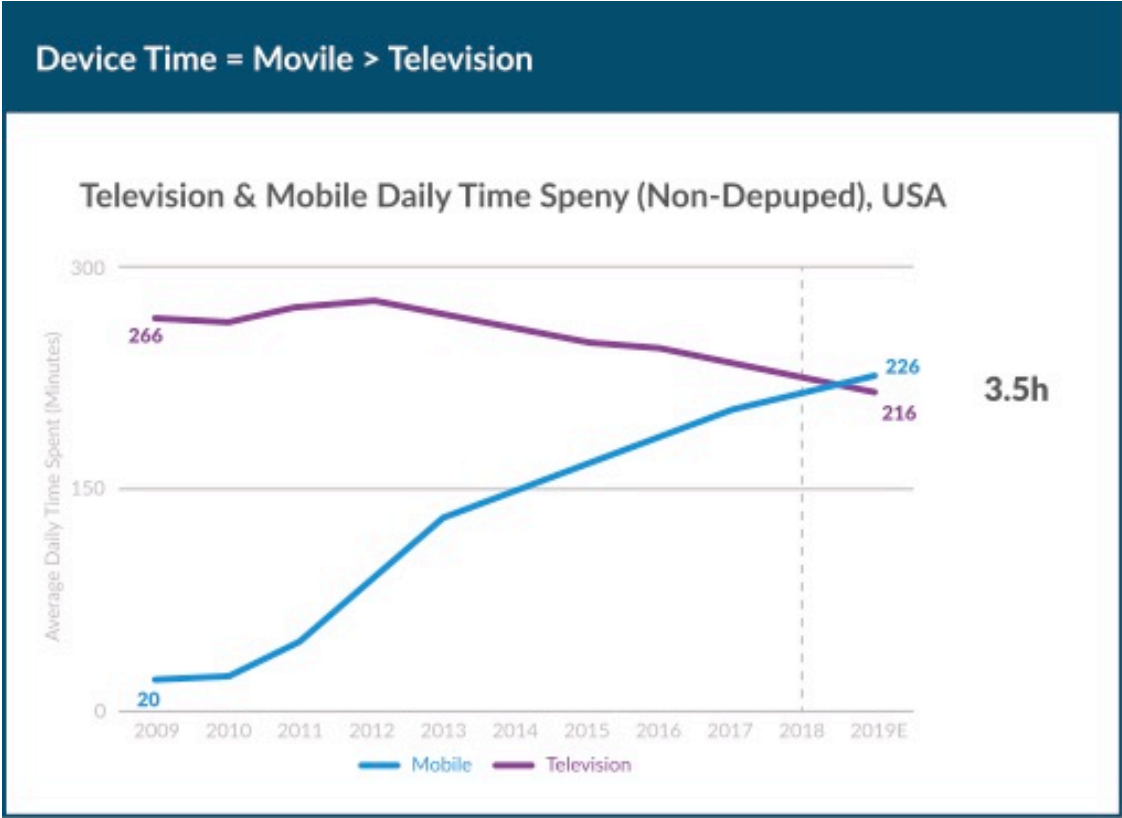
24%

Retail Shop

11%

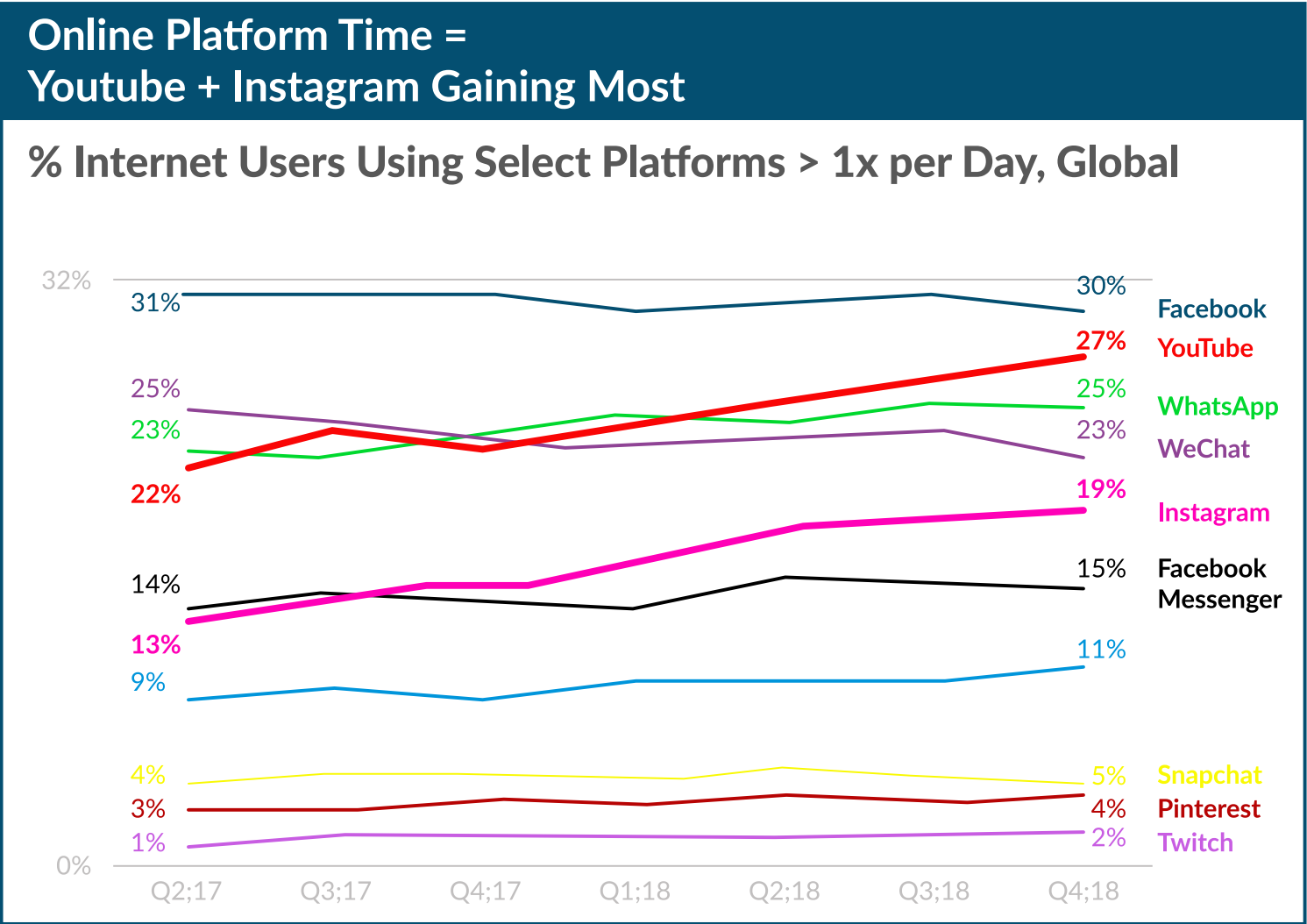


In the US, time spent on mobile now higher than TV (>3.5h/day); advertising spending has now caught up with this time allocation



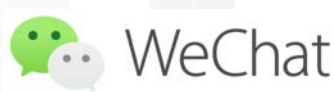


Among online platforms, Facebook remains #1, but YouTube and Instagram are fast growing



Source: Bond Capital

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However, consumers are worried about their data privacy  
(if you're not paying for the product, you *are* the product)



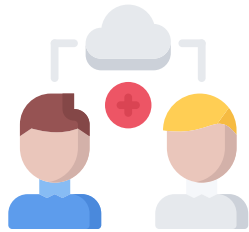
Response base: 2,404 consumers; multiple responses permitted  
Source: Cognizant Center for the Future of Work  
Figure 1



# The forces are shaping trends that brands old and new cannot ignore

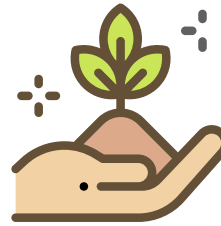
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1



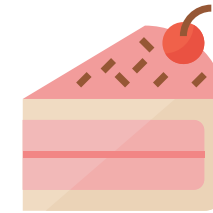
Sharing economy

2



Mindful consumption

3



Instant gratification

4



Personalization

5



Experience

6



Fit and beautiful



## Sharing economy

The technology revolution is making renting more attractive than ownership of many goods

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### Transportation

Uber

lyft Bolt



Lime

BlaBlaCar

cabify

voi.

TIER

### Accommodation



HomeAway

SONDER

wework

### Media

NETFLIX



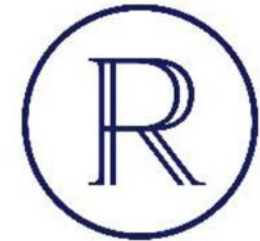
STADIA

### Other

JOYMODE

CaaStle

### Apparel



RENT THE RUNWAY

### Furniture



FEATHER

fernish

The sharing economy will be worth a whopping \$335bn in 2025 and most of these companies are all Unicorns (10Bn+) and Titans (50bn+) already

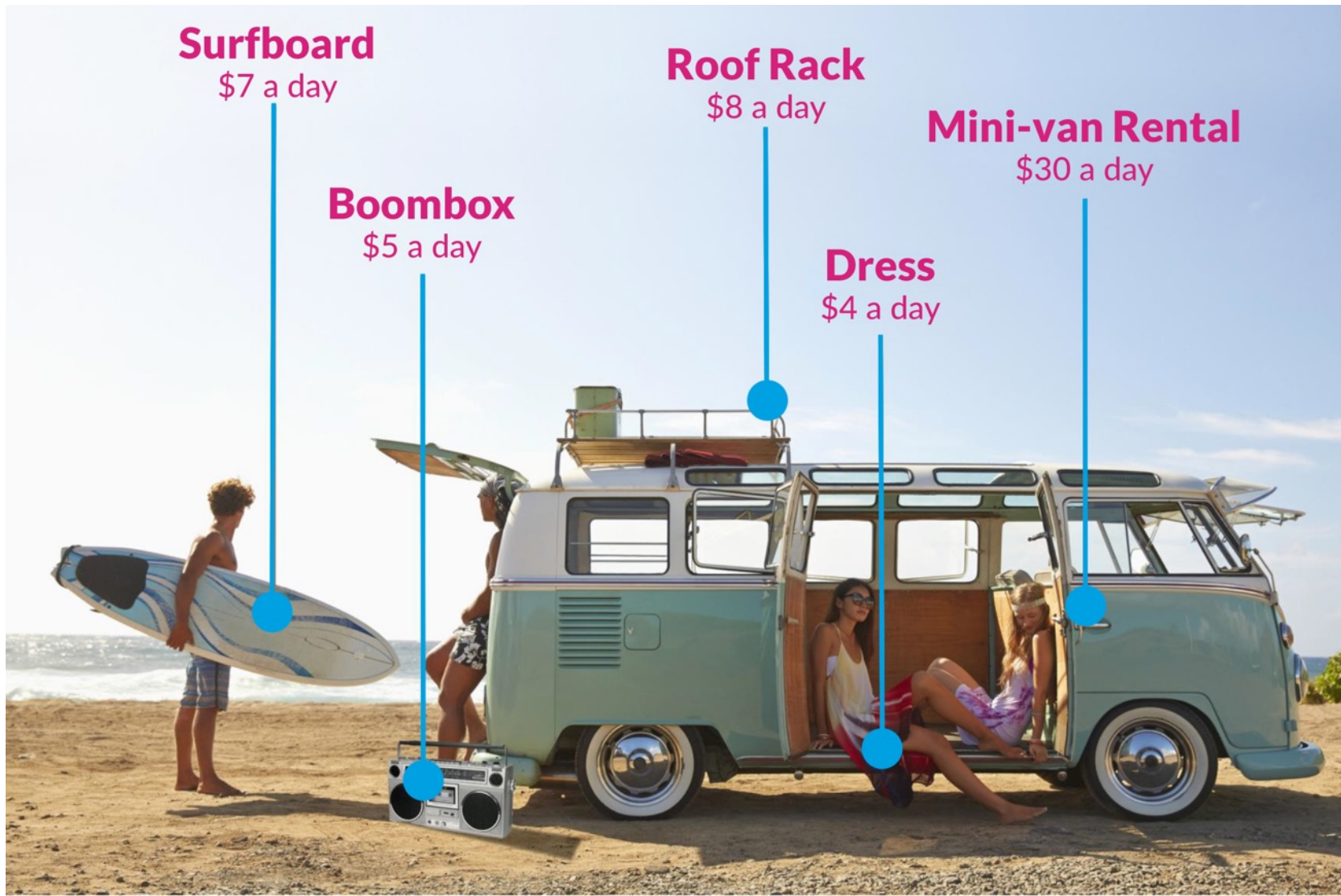




Sharing economy

# Your Vacation has never been cheaper!

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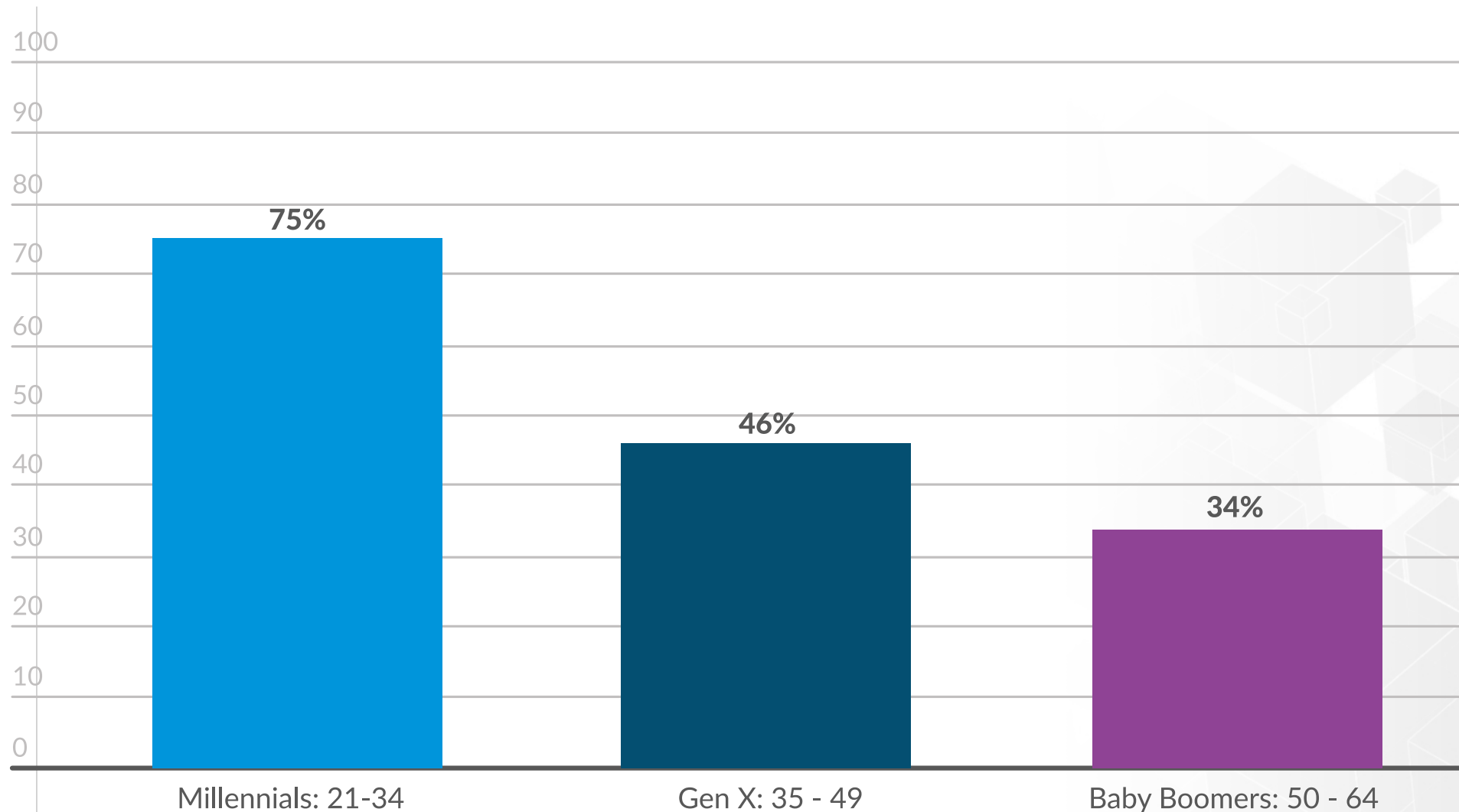




## Mindful Consumption

Millennials are >2x more likely than baby boomers to change their consumption habits to reduce environmental impact

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## Personalization

Consumers want to express their individuality and feel special; consumption becomes a mean of self-expression

# 62%

### Special Snowflakes

62% of millennials think they are a “fundamentally different” generation compared to their parents. 47% of boomers disagree and say millennials aren’t different, they’re just in a stage of life

**“The core of Gen Z is the idea of manifesting individual Identity. Consumption therefore becomes a means of self-expression –** as opposed, for example, to buying or wearing brand to fit in with the norms of groups. Led by Gen Z and millennials, consumer across generations are not only eager for more personalized products but also willing to pay a premium for products that highlight their individuality. More than 40% of consumers are willing to pay more for personalized offerings.”

McKinsey

Source: McKinsey (“True Gen”: Generation Z and its implications for companies), Accel/Qualtrics

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## Brand Power

Millennials are more brand loyal than their parents. 83% say brand is important when they purchase products and millennials are almost 3x more likely to say brands are “extremely” important than older generations. This is important to remember as the spending power of millennials is expected to increase by 15% simply as a result of them becoming older while boomer spending power will decline by 10% over the next 5 years.



83%  
Millennials

73%  
Gen X

69%  
Boomer

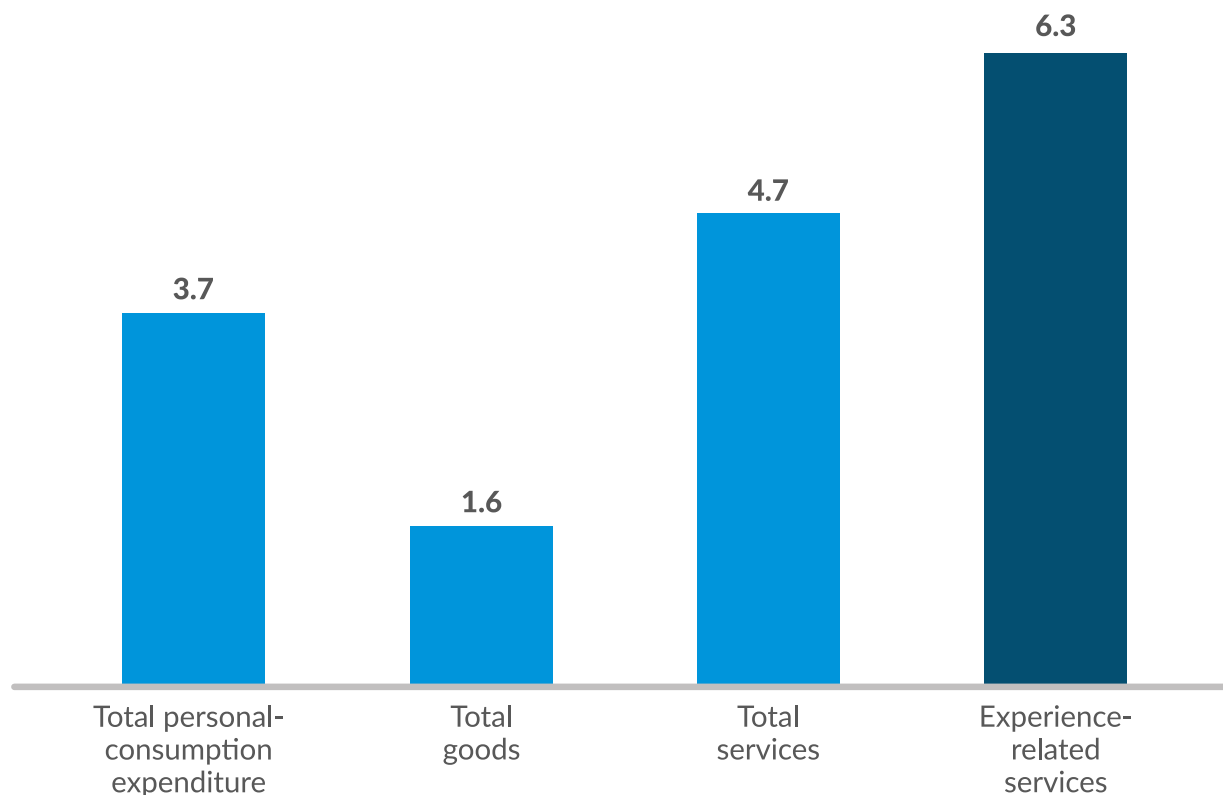


## Experience

Spending on experience-related services is growing at ~2x the rate of personal goods spending, driven by younger generation

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Average annual personal-consumption-expenditure growth, 2014-16%

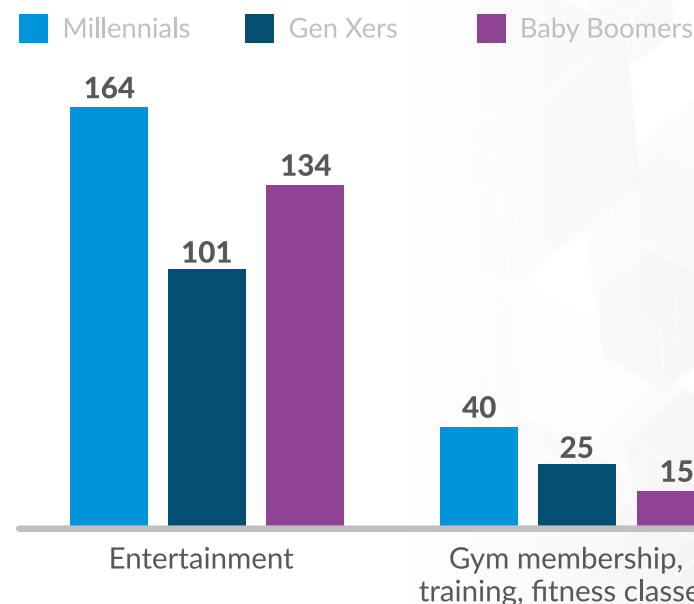


Experiences include the following Bureau of Economic Analysis service categories: membership clubs, sports centers, parks, theatres, events, museums, casino gambling, food service, accommodations, air travel, package tours, and foreign travel by US residents.

Source: McKinsey

Millennials spend more than Gen Xers And Boomers on experiences.

Spending on experiences,  
\$ reported in average month



Respondents were asked "Approximately how much do you spend in an average month on the following types of purchases or expenses? (enter amount to the nearest dollar.)" Results are mean \$, including responses of those who spent nothing. Such as eating out, movies, and sporting events.



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# JAHIA'S VISION



A man with a shocked expression, wide eyes, and an open mouth, is the central figure. He is wearing a light blue t-shirt. The background is a vibrant explosion of colorful powder in shades of red, orange, yellow, green, blue, and purple, set against a black backdrop.

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**Disrupt or be Disrupted**



# DX made simpler

Our philosophy on creating amazing customer experiences is simple: **more power, less complexity**

# Simpler faster

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Jahia streamlines DX development so you can go from idea to extraordinary experience in record time.

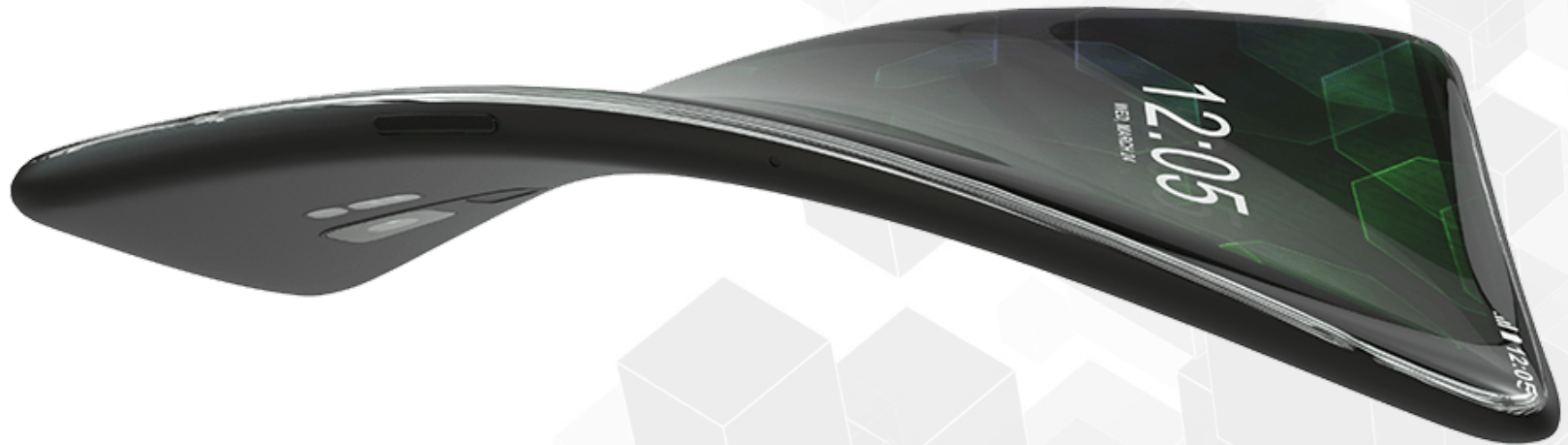




# Simply faster

# jahia Day

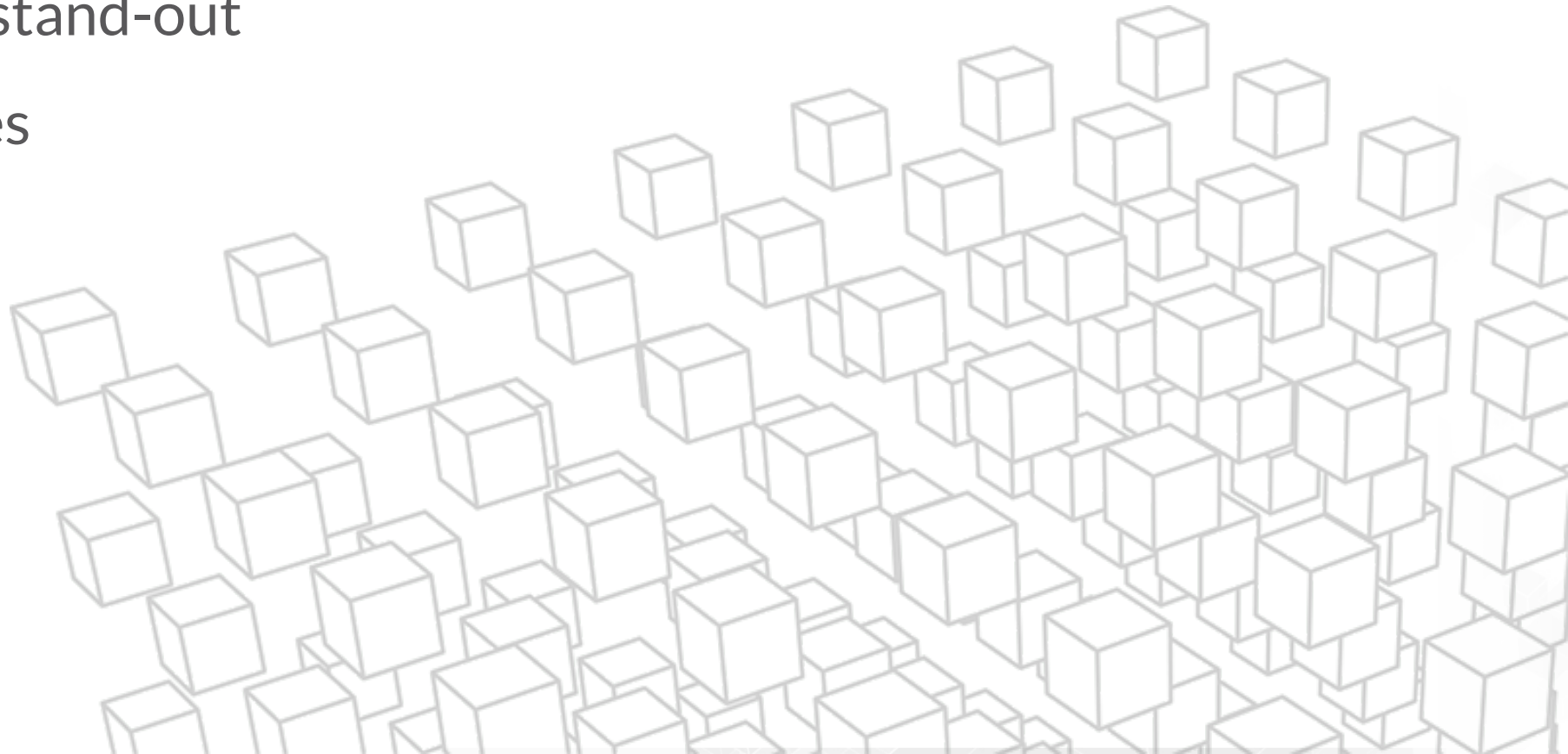
Jahia lets you build personalized customer experience for today and iterate quickly for tomorrow.



# Simply stackable

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Integrate new and existing apps into  
your stack to create stand-out  
customer experiences



# Simply remarkable

# jahia Day

Stand out from competitors by building customer experiences that truly engage across every digital touchpoint.





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# Our customers are Jahiants

Ja-iant / jiant / noun

1. Organization embracing digital evolution with Jahia
  - unifies legacy and new tech in their own DX stack
  - iterates amazing digital experiences
  - wins against the competition, every time

*"That Jahiant has really taken over the market."*



# It's your stack



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We believe that digital experience platforms are assembled – not bought.

That creating personalized experiences should be simpler. Connected. Scalable. Agile.

We count companies, system integrators and developers who want to adapt and create new experiences fast among our community.

**\$45M**

Investments to date

**95**

Employees

**600%**

Growth in Active  
Partners

**34%**

ARR Growth

**238%**

New business  
Growth

**100%**

% of 2019 deals  
in Jahia Cloud

\*Numbers based on 2019 forecast