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Topics: How Cloud Computing and Analytics will drive 21st century business applications, revenue for enterprise customers.

The advent of the Internet era, alternatively known as Web 1.0, an increasing proportion of physical life has become digital. With the advent of Web 2.0, the Internet has become the information hub where people spend a majority of their time learning, shopping and communicating with others globally. Consider the following statistics. Google maintains roughly 1 trillion number URL's in its indexing database. On any given day, Google serves 2 billion search queries. In March 2011, the total number of videos on YouTube is 200 million. By December 2010, the total number of videos hosted by YouTube is over 200 million. By 2011 we are talking about almost 100 GB of storage in the smart devices and every smart mobile user potentially could be a content provider.

By 2011 the cost of a professional studio has gone from \$250,000.00 to almost \$10,000.00. Educational industry is changing faster than we can imagine web sites like Khan Academy are providing 10000 of educational video available to school children. Children are learning at home virtually via educational cloud space and doing reviews in school, a completely reverse of what we have done in the past where we listened to the lectures in the class room, then did home work at home. Enterprise and small businesses can no longer operate their businesses without their software tools, mobile devices and or internet access.

Historically during the Web 1.0, and Web 2.0 era companies were mainly involved in building the server racks, and scalable software solutions and infrastructure for delivering web services and solutions to the enterprise customers. However value added services, such search, target advertising, ecommerce, M2M,

sensors, content sharing and mobile wallet services will need be provided in the cloud with strong analytics.

By 2015, the intersection of "Processing Engines" and "Network Effects" with embedded analytics will provide a powerful environment for business intelligence. Cloud computing with consideration for analytics and mobility provides the effective environment to address the mobile work force for many years to come. To satisfy the enterprise customers, consumer's behaviors and needs must be at their finger tips to a point that enterprise services can be tailored to their demands.

Delivering the greatest degree of flexibility to the enterprise mobile workforce depends on providing appropriate knowledge management via cloud-based data and applications from anywhere at any time.

Today, users are looking for recommendation based services from the local business and services while they travel between various locations during the course of a workday – switching between multitudes of public, private, places. Here we have introduced a set of guidelines to establish a seamless multi dimensional opportunities to serve enterprise customers globally.

Processing and Network effects with the freedom and functionality of analytic engines in every aspects of business intelligence will give rise to wide range of service opportunities including Web 3.0 business model based on integration of mobility & cloud computing services.

This model provides enterprise customers with live intelligent data mining engines which are running in the cloud on behalf the users. The objective is to enable enterprise customers with smart personalized analytics empowered by their business principals.

Intersection of network effects with Cloud-based Personalized-analytics will help enterprise customers to start realizing the technical and economic promise of Web 3.0. Smart virtual analytics specific to enterprise customers will be a good revenue model for direct, targeted and recommendation based advertizing. By year 2020 revenue from business intelligence and cloud based analytics can reach in billions. Business intelligence infrastructure such as cloud services, mobility, and "Information Durability Engines" will create a trusted environment for million's AT&T subscribers' world-wide. Virtual environment also brings results to enterprise customers looking for key CRM solutions.

I believe as I have said this about 1 years ago, by year 2020, our industry will be leading the Web 3.0 experience via the many of the innovative cloud solutions with embedded analytics with full consideration for network and mobility effects. Revenue opportunities will be far greater when recommendation based business intelligence will be at the heart the cloud business models when over 250B devices will be connected to Internet by 2020 time frame.

Web 3.0 Business Model
(Integration of mobility & cloud computing services)

