



Visions

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VAX





Google

Web 2.0

Library 2.0



Customer is the Key!



Profiles

- Demographic
- Behavioural properties



Profiles

- Demographic
- Behavioural properties
- International machinery



Use case

- Spy automatically
- Analyze results
- Group
- Data security
- The law

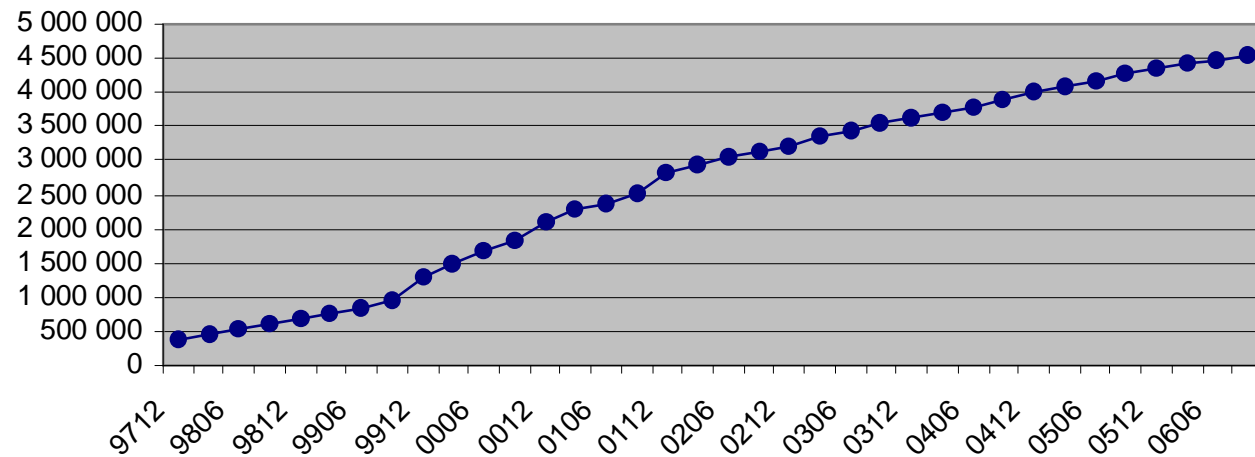


Automation

Bank

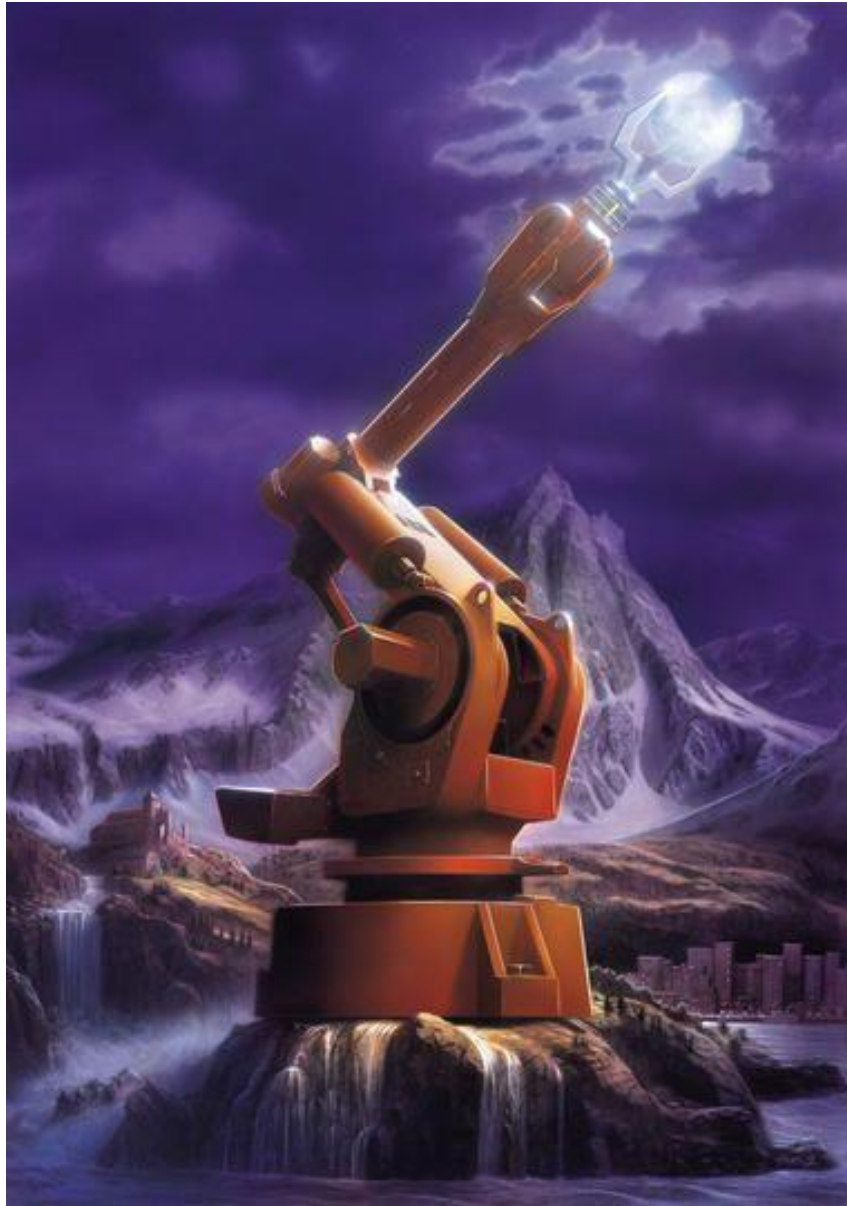



Netbank Customers Dec 1997 - Sep 2006



Library: return and sort





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- Statistics, fire and explosives
 - Supermarket
 - All this can be done with computer aided selfservice



Visions and idiots

- Good idea or not
- Always busy
- Everyday routine work
- One lunatic has more ideas than 100 workers can even try on them



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