This is the presentation from TTI in London on 21st September 2011.

Some of the slides I used on the day were sparse and relied on my explanations, so I've added a few of these explanation slides

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TigerBay

David Jones
Chairman

# Background

- Aspro holidays - 10 years
- Travelink - 10 years, sold 6 years ago

# Today

- Chairman - Sequence, web business / digital agency
- Chairman - Altech, food production software.
- Non-executive - NHS Cardiff
- Political / government advisory - Economic Development
- Chairman - Tiger Bay

# Tiger Bay

# Web-based systems

We all know that the web is changing everything, and that must include the way that Tour Operators work.

That obviously means their selling platforms moving from viewdata to internet booking, but it also includes their back-office procedures. None of this is immune to impact of the web.

# Complex systems, integrating soft content and transactional data

# Highly responsive, highly flexible

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Responsiveness and flexibility are so important. They’re really just aspects of customer support, but in an increasingly automated world this personal support becomes more,  not less important

# What does a non-executive Chairman do ?

- Strategy
- Looking after investors
- Heavy-lifting on legals and financials
- Shepherding - are the priorities correct ?

# Priorities

- Are we generating cash ?
- Do we have the right software engineers ?
- Are we looking to work with very large companies ?
- Flexible architecture
- Spotting the Tsunami

The Tsunami reference means spotting any game-changing disruption, either positive or negative.

# Un-priorities

- HR
- Capex
- Hardware - servers, tablets, PC's
- Cash cows
- Creative / Design skills. SEO. Branding

“Cash cows” looks like an odd inclusion on the Un-priorities.

The reason I include it is that once a technology becomes a cash-cow, it probably maturing and therefore subject to competition..

For small technology companies, having a potential cash-cow makes your business very attractive to acquisition.

# Being a non-executive

- It's a bit like being a Dad, stand back and let them get on with it.

- Because, if you wanted to make all the decisions yourself, you should have applied for the CEO job.

# Selling up

- Selling up
- Getting out, what next

# Big companies can't innovate

- Virgin mobile
- EADS
- Honourable exceptions

EADS and Virgin are just two companies that actively seek-out small businesses with innovation. They have a very positive view of this.

The exception ? Apple, of course.

# Software is a low-tech industry

Software development is a craft, not a production process.

That’s why I take recruitment of software developers very seriously, committing  a lot of time to the interviews and selection process.

# The rules of software development don't change

- Good people
- Shake off the manufacturing mindset
- 5% Performance increases via technology

# Good programmers v Bad programmers

# Productivity

- The best are 10 times faster than the worst
- There are a lot of really bad programmers

There has been some fascinating research into programmer productivity.

The difference between best and the worst is often associated with environmental conditions in the workplace.

Tom DeMarco’s famous book Peopleware has a number of metrics showing how the top and bottom 10% of programmers measured on productivity have very different work conditions.

# What does research tell us about the best and worst ?

62% vs 19%

# Dedicated work space

78 sq feet vs 46 sq feet

# Acceptable noise levels

66% vs 8%

# Finding and keeping the best

100 square feet of office Space

30 square feet of desk space

The context of any business must include a view of the big, new economises. Whether it's India, China, South Korea, Taiwan or Brazil.

The following photo's are from a recent visit to Shanghai and Hong Kong, where I saw the scale of modernisation which is leap-frogging much of the West.

- Biotechnology
- Healthcare
- Environmental targets
- Energy - green + nuclear
- Broadband
- High-end semiconductors
- Aerospace and telecoms


HSBC
MIRAE ASSET


OMEGA
Constellation
OMEGA
Constellation
120

Today... A Reader
Tomorrow... A Leader
閱讀、悅讀、越要讀

Junie B. Jones

Humor
幽默

Age 6+

Captain Field Day

# The future. The next 0 to 5 years

- Shift to the East
- Large scale economic misery - Inflation, deflation, unemployment, reduced spending, greater inequality
- Growth sectors
  - Biotech
  - Information security

When will the software world start to work on the big problems ?

Travel technology must get ambitious.

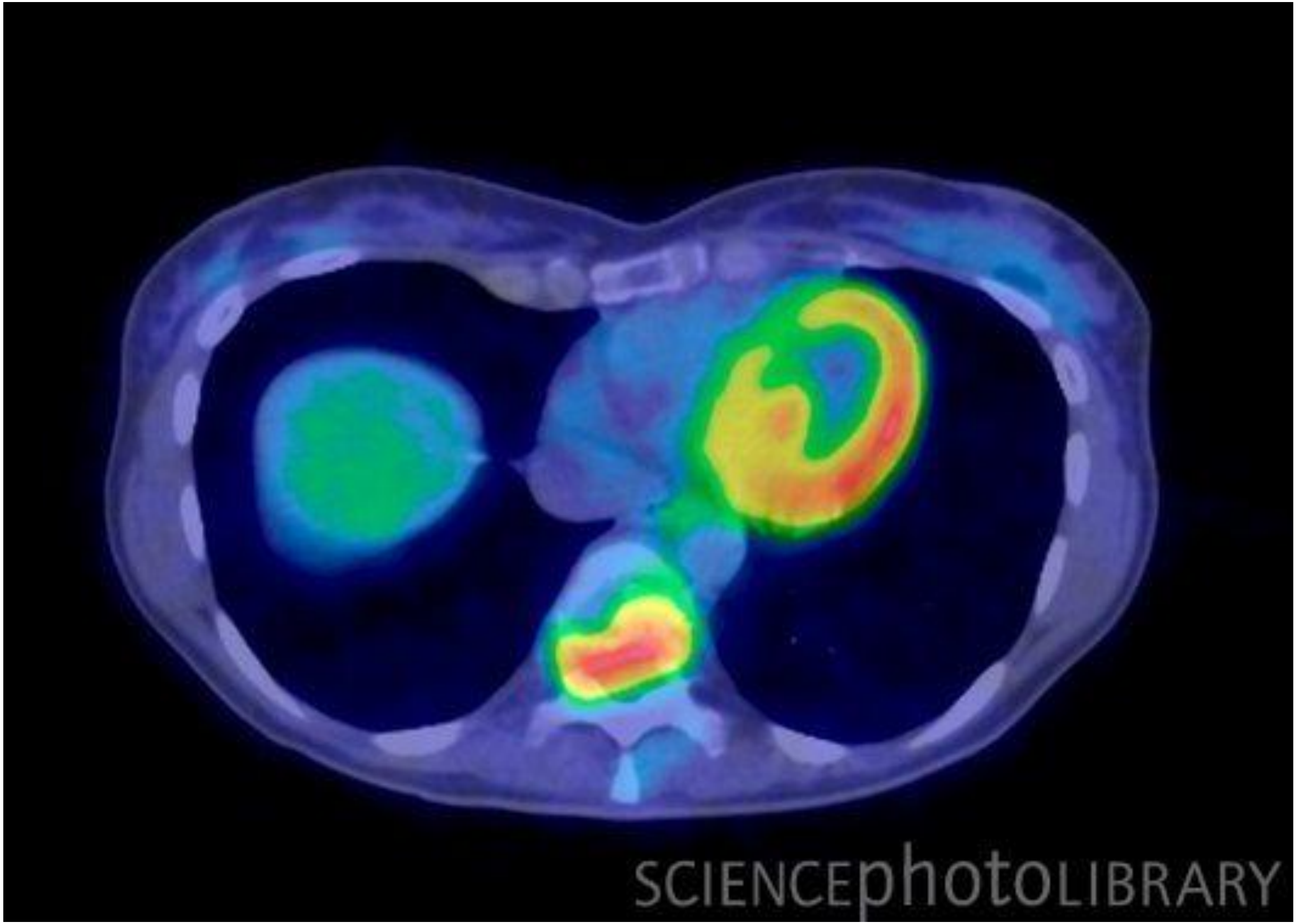
As an example, the challenges in the healthcare and biotech sectors are starting to be met.

# Baseline information

1

Cost of genome sequencing compared with Moore's law for computers


Source: Broad Institute


SCIENCEphotoLIBRARY

# Killing the sick

We know that clinical technology can assist healthcare, but so can information technology.

The data mentioned here is from research published in Medical journal called Archives of Internal Medicine.

It shows that those hospitals with the top 10% of patient administration system have an adjusted mortality rate* of 14 patients per 1,000 compared to hospitals in the bottom 10% which have a rate of 19. So effectively, one patients will die because of poor IT for every 3 in the best hospitals.

* Adjusted Mortality Rate means that the degree of illness is averaged out. It ensures that you do not, for instance, compare a Cancer hospital with one that undertakes minor operations like removing tonsils.

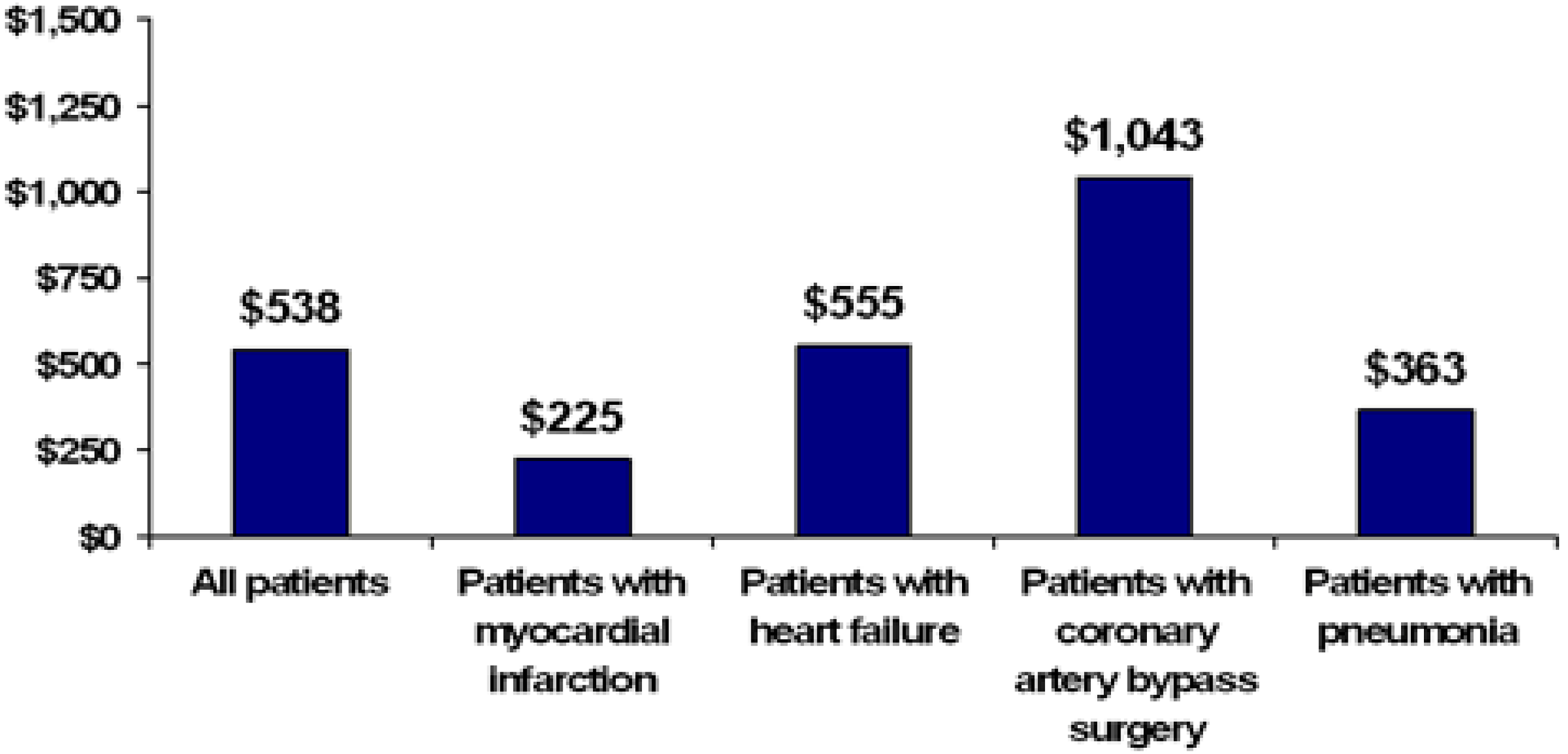
Every 1,000 patients

14 vs 19 die

And, to make the case even more compelling, this study went on to show how the cost of operations in hospitals with better IT is cheaper.

## Hospitals with Automated Clinical Decision Support Have Lower Costs

**Mean adjusted hospital savings per hospitalization***




* Adjusted for patient complication risk; patient mortality risk; and hospital size, total margin, and ownership. Savings associated with a 10-point increase in Clinical Information Technology Assessment Tool subdomain score.

Source: Adapted from R. Amarasingham, L. Plantinga, M. Diener-West et al., "Clinical Information Technologies and Inpatient Outcomes: A Multiple Hospital Study," *Archives of Internal Medicine*, Jan. 26, 2009 169(2):108–14.

- Put programmers first
- Go East
- Tackle the big stuff