



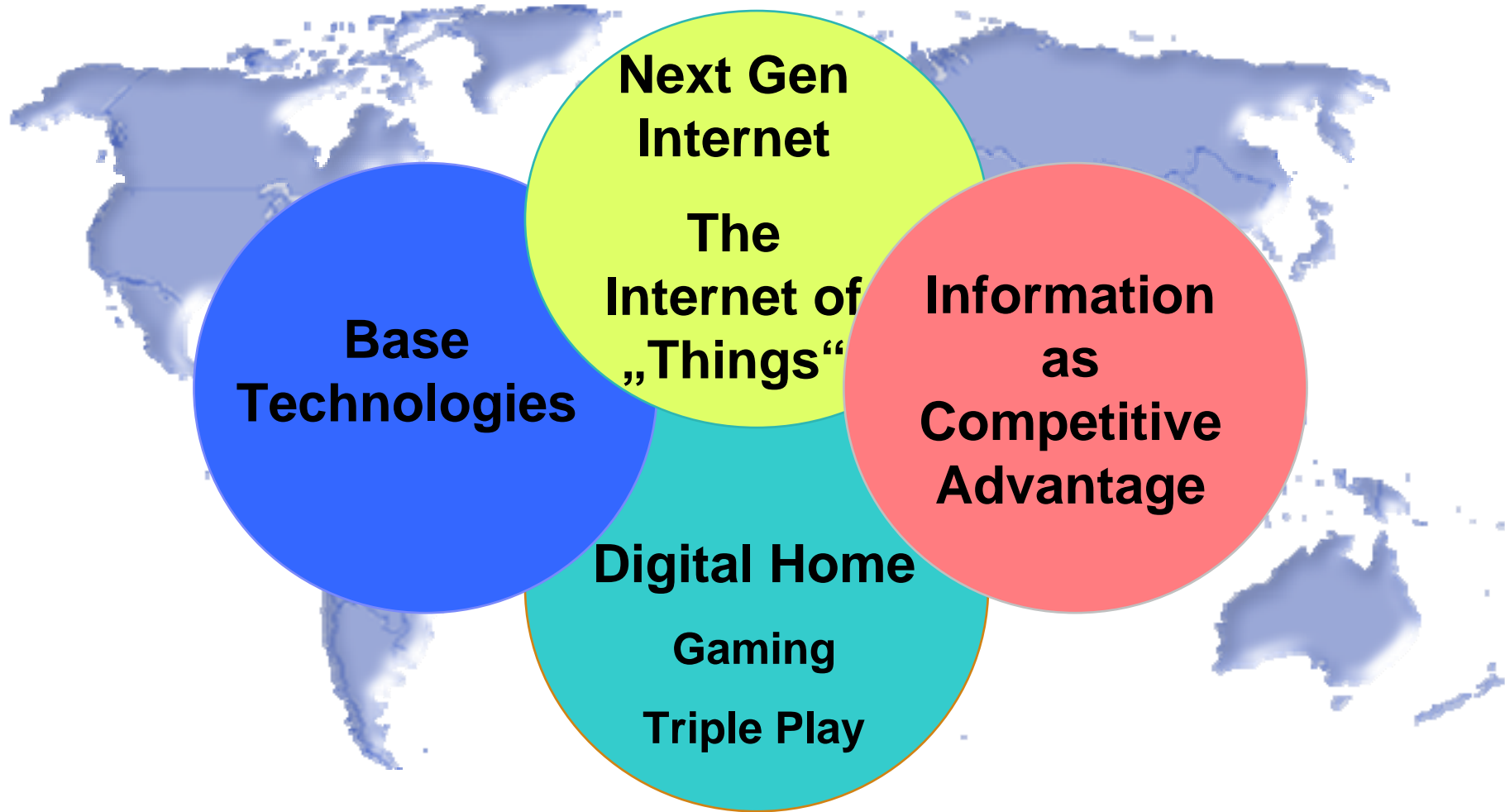
IBM Germany Development

Mega Trends in IT

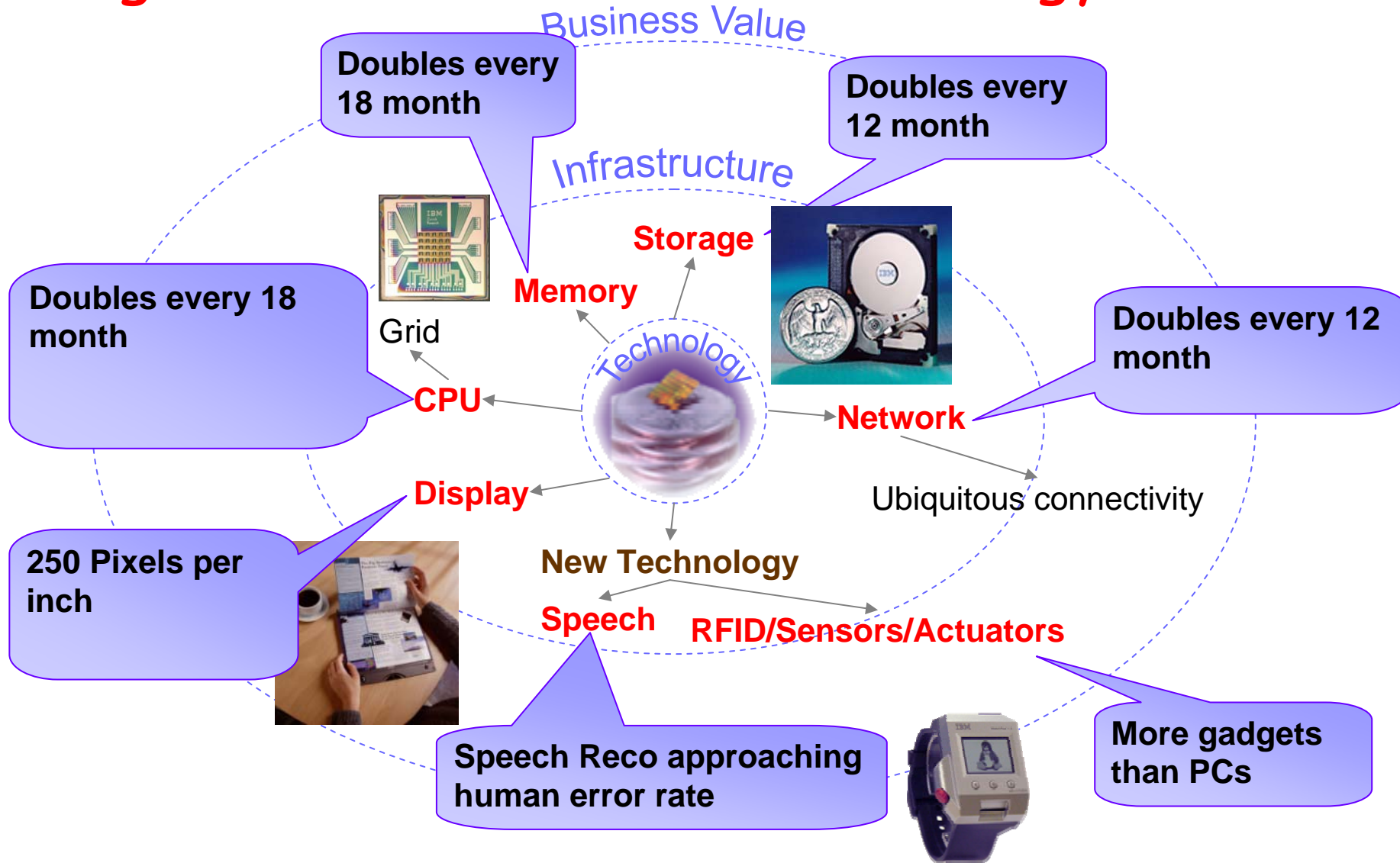
Herbert Kircher
Managing Director of
IBM Germany Development



Information Technology changes the World

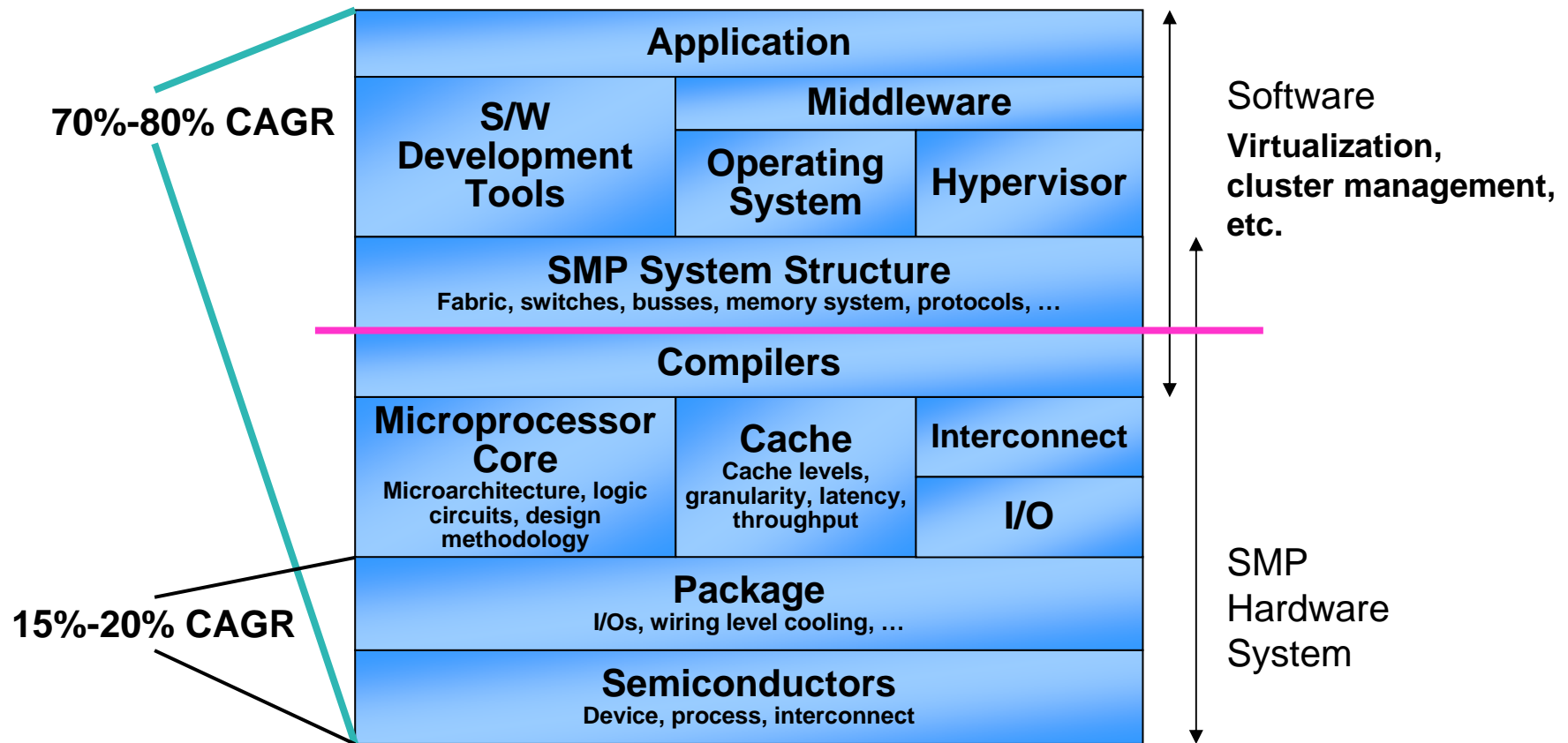


Progress in Information Technology



System Performance Stack

Performance improvements will increasingly require system level optimization



Web 2.0 and the Wave of New Tools and Techniques

New paradigms for individuals and businesses to interact and do business on the web

RSS

Really Simple Syndication: a family of XML file formats for web syndication, which provides a way to distribute information

Wiki

A group of web pages that facilitates community authoring

AdSense

A mechanism that helps creators of web sites serve up advertisements relevant to a site's content

Blog

A web-based publication of periodic articles (a.k.a. weblog)

AJAX

Asynchronous JavaScript and XML: a mechanism to update parts of a web-page without refreshing the entire page

Mash-up

A mash-up is a composite application derived by aggregating components or services

Tagging

Bookmarks providing a way to attach keywords to pages or images on the web helping categorize and making it easier to find (i.e., metadata)

REST

Representative State Transfer: an architectural style for distributed hypermedia systems like the world wide web

