



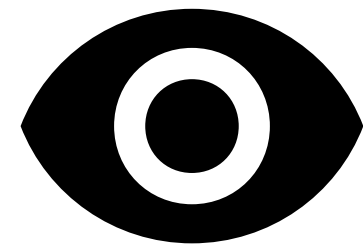
**TRANSFORME
YOUR WORLD**

REGISTER NOW

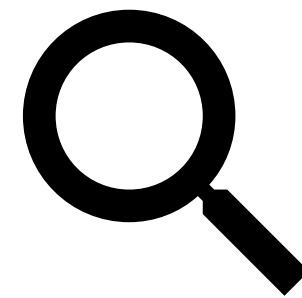
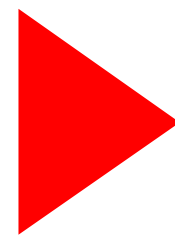
OSIsoft.
Regional Conference
LATAM
June 6 – 7, Sao Paulo

Olá, sou o Sérgio Alexandre!

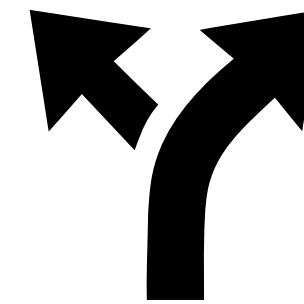
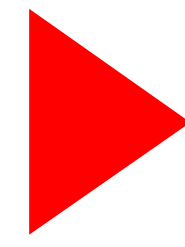
Qual o nosso objetivo hoje?



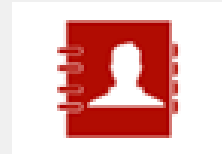
Visão
+
abrangente



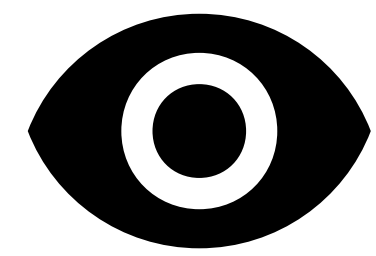
Explorar
o
momento



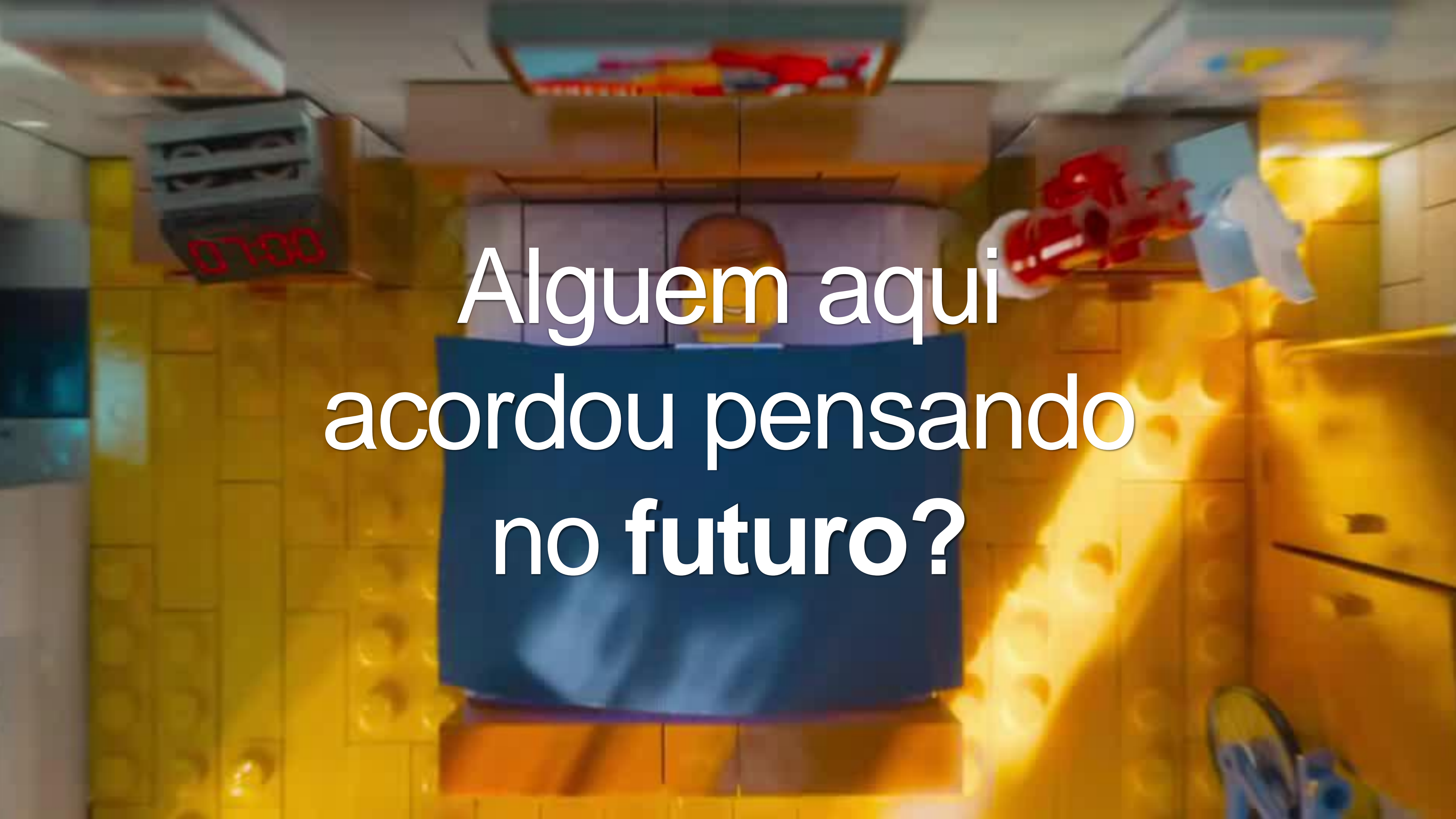
Jornada
de
evolução



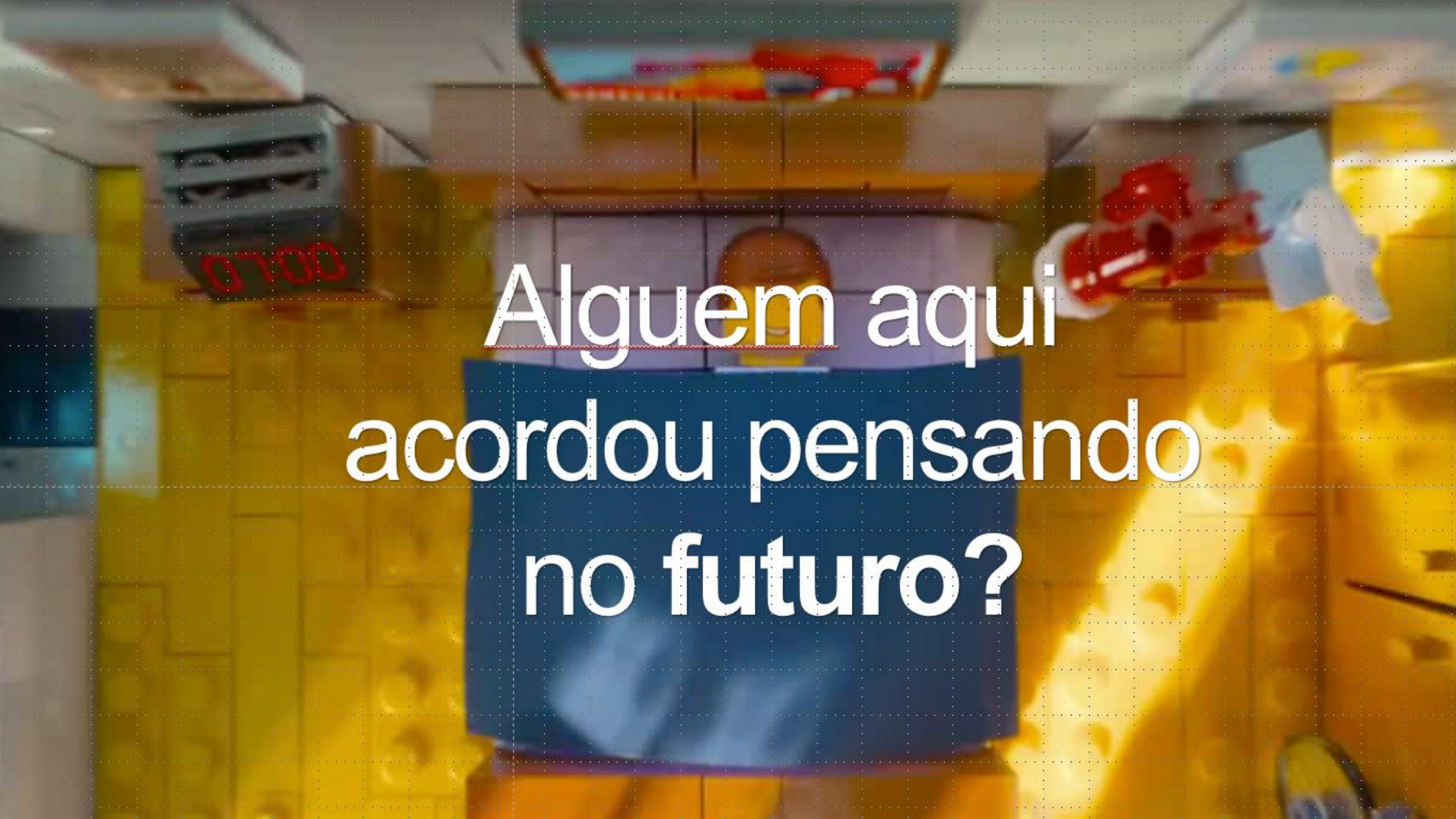
Data driven Everything



Visão + abrangente!



Alguem aqui
acordou pensando
no futuro?



Alguem aqui
acordou pensando
no futuro?

A young boy with dark, wavy hair and brown eyes is looking directly at the camera. He is wearing a red t-shirt and has his arms crossed on a wooden surface, with his chin resting on his hands. The background is dark, and the lighting is soft, highlighting his face and hands.

Benjamin

Mudanças que estão acontecendo no mundo

Mega Tendências

- O que muda, como muda, quem muda.

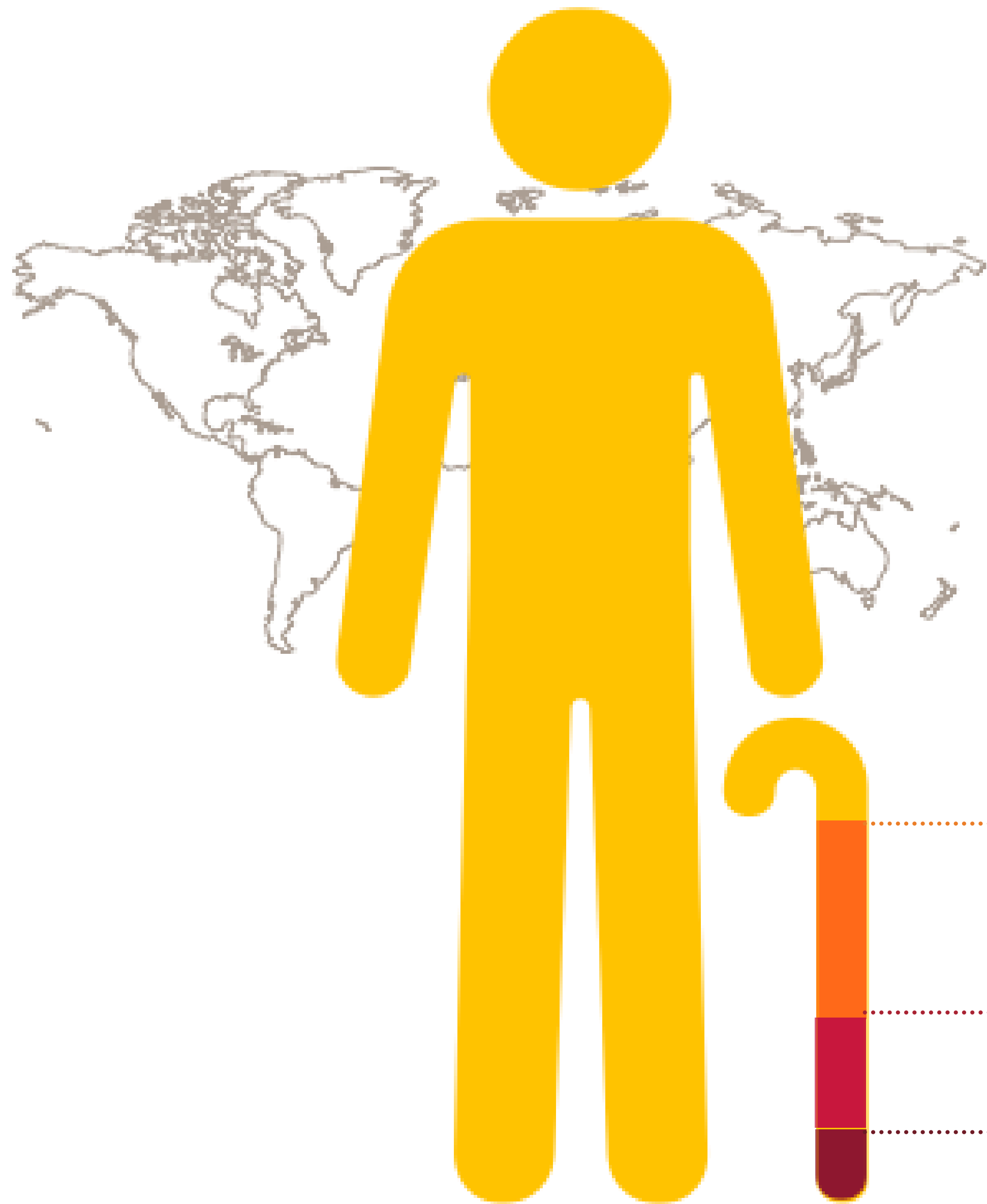
*Mega
Tendência
s*

um

Mudanças Demográficas

A photograph of three elderly men sitting in a row, each focused on using a smartphone. The man in the foreground is wearing a green sweater and a ring, looking down at his device. The man in the middle has a mustache and glasses, also looking at his phone. The man in the background is wearing a yellow shirt and a brown jacket, similarly engaged with his phone. The background is a blurred green wall.

*O mundo está ficando mais
velho.*



Envelhecimento no Mundo ... e no Brasil

2020 > 27%

+35%

2015 > 21%

30%

2000 > 10%

8,1%

1950 > 8%

4,9%

*Envelhecimento
da população*

*Sistemas de saúde
deverão ser repensados.*

*Não haverá
postos de
trabalho para
tanta gente ativa.*

*Aumento na
expectativa de
vida versus os
modelos de
negócios.*

Mega
Tendências — *dois*

The background is a blurred, high-angle view of a busy city street. In the upper left, a large digital billboard displays the number '7200' in red, followed by a Euro symbol and '7750'. Below this, smaller text reads 'БЕЗ КОМИССИИ' and 'БЕЗ ПРОЦЕНТОК'. To the right, another billboard shows the letters 'W' and 'M' in red. The street below is filled with the silhouettes and blurred figures of pedestrians, suggesting a fast-paced urban environment.

Deslocamento da Economia Global

\$ 82.51
\$ 83.49
€ 90.01
€ 91.49

Департамент
Касса

82.51
83.49
90.01
91.49

O mundo está mudando.
De lado.

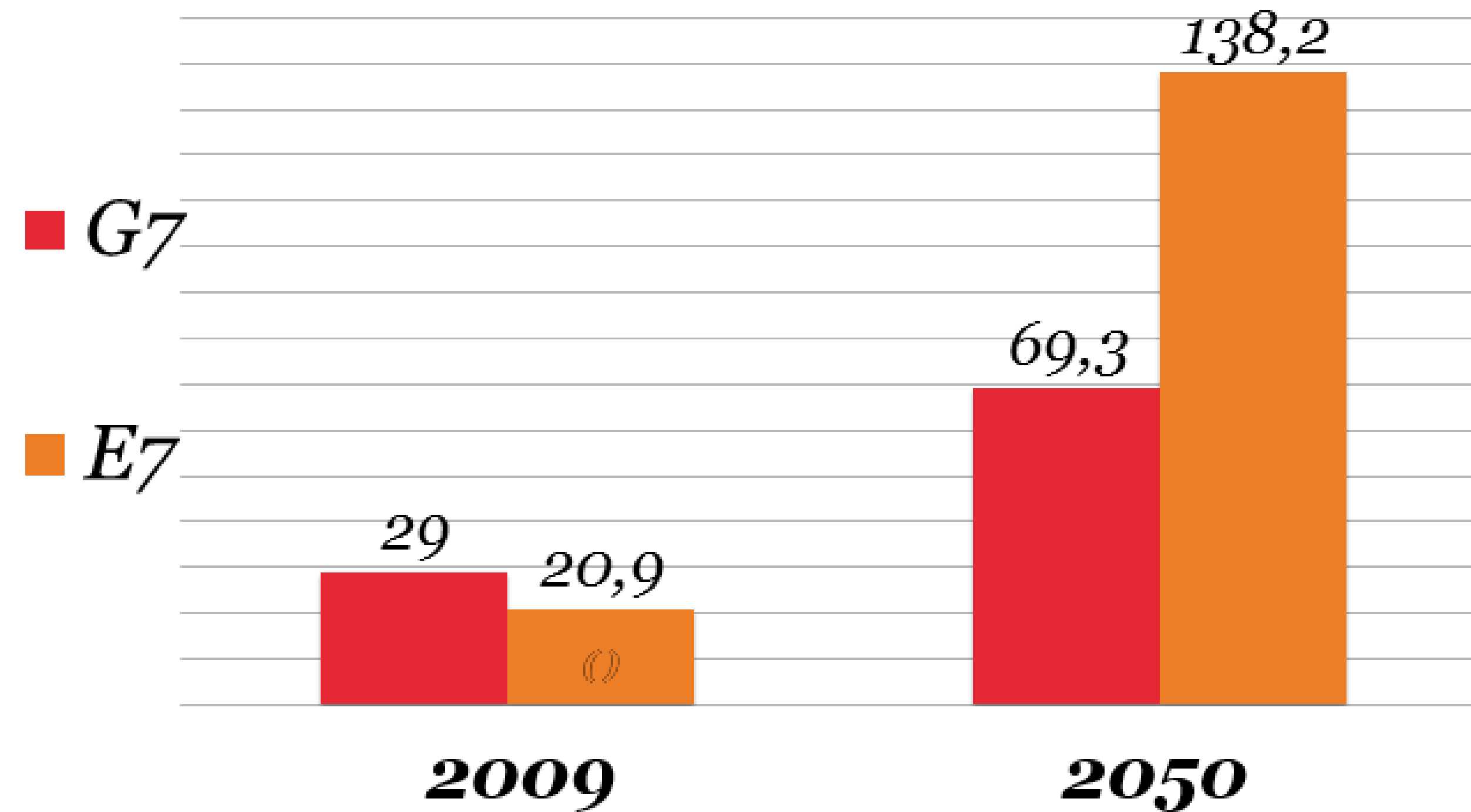


Deslocamento do Centro de Gravidade Econômica

(PIB em trilhões)

EUA, Alemanha, Reino Unido,
Japão, França, Itália e Canadá.

China, Índia, Brasil, Rússia,
Indonésia, México, Turquia.



*Novos perfis
de
competidores*

*Mercados
maduros não
mais
atrairão os*

*Competição
entre
Governos*

*Agilidade, sensores,
dados, menos
burocracia, ...*



*Mega
Tendências*

três

Urbanização Acelerada

72%

fonte: PwC

*Aumento da
população urbana
no Mundo nos
últimos 20 anos.*



An aerial, high-angle photograph of a very busy city street intersection. The scene is filled with a dense crowd of pedestrians walking across the street and on the sidewalks. In the center, a large group of people is crossing a wide zebra crossing. To the right, a line of vehicles, including several white vans and cars, is stopped at a red traffic light. The background shows more of the city street with buildings, trees, and additional pedestrians. The overall atmosphere is one of intense urban activity and high population density.

*As cidades estão cada vez mais
populosas.*

Piaggio MP3

enjoy

Tutorial



Mudanças climáticas e escassez de recursos

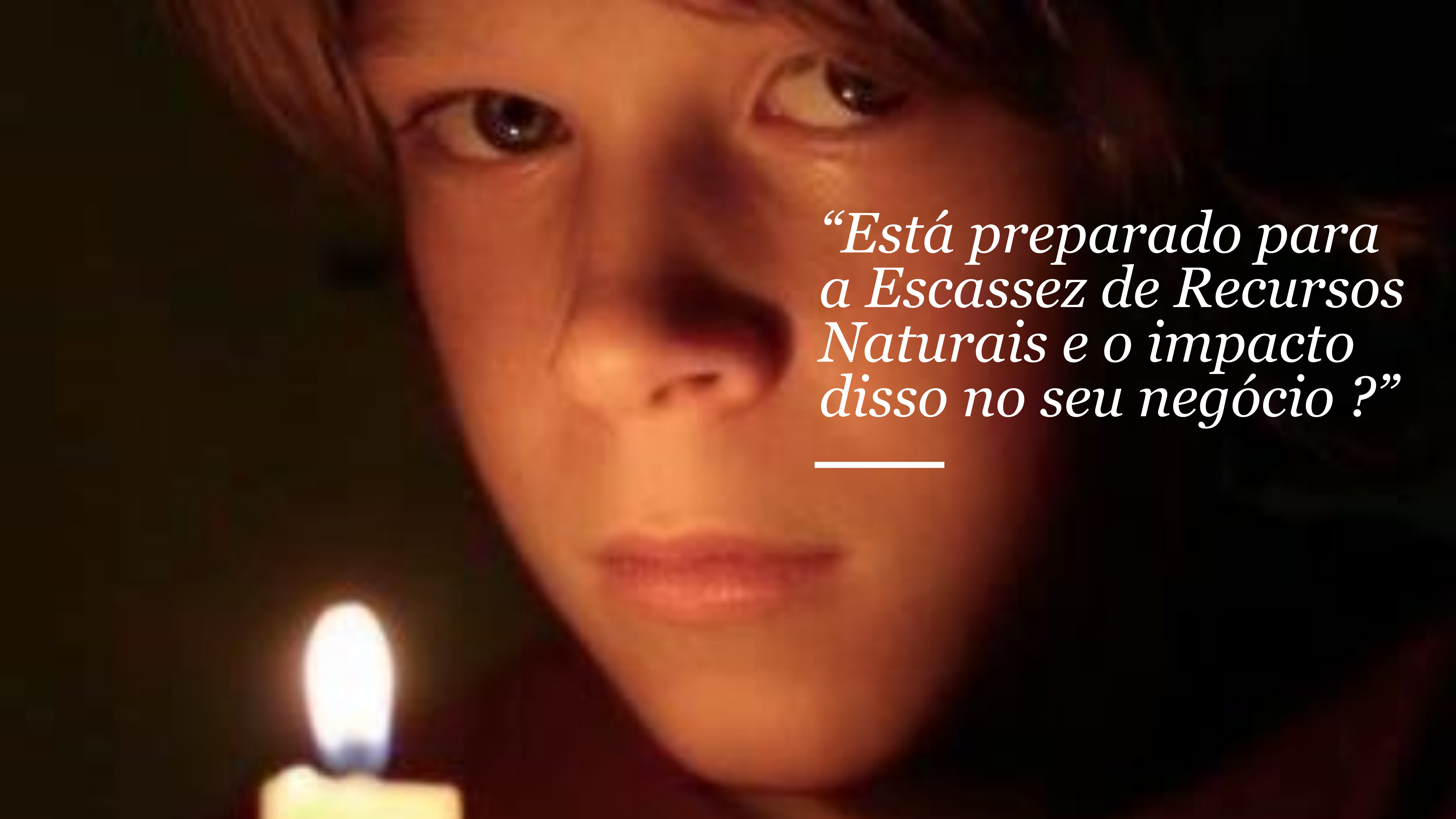
*Mega
Tendências
s
quatro*




Aumento nos níveis de regulação.

Novas indústrias serão criadas. As existentes mudarão drasticamente em resposta à falta de recursos.

Surgirão conflitos, volatilidade de preços e tensão política com a mudança dos padrões de alimentos, energia e



*“Está preparado para
a Escassez de Recursos
Naturais e o impacto
disso no seu negócio ?”*

A close-up shot of a young boy with curly, light-colored hair. He is looking directly at the camera with a neutral expression. The lighting is warm and low-key, creating a soft glow on his face and hair. The background is dark and out of focus, with some blurred light spots.

*“Que mudanças você
vai fazer para que não
falte nada para mim?”*

Last but not least

*Mega
Tendências*

cinco

Avanços Tecnológicos



2005



Luca Bruno / AP

2013



NBC NEWS

Michael Sohn / AP

VIDEO 1

*O futuro já chegou.
Só ainda não está **distribuído**.*

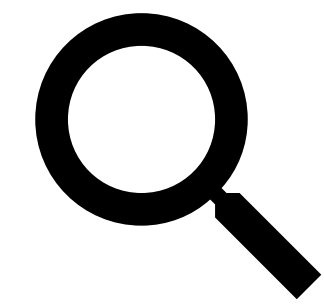
O negócio virtual está sendo adotado como modus operandi.

Ativos serão flexíveis. Muitas vezes desnecessários.

Talentos envolvidos de maneira diferente na cultura

A group of people in a classroom setting. In the foreground, three people are sitting on beanbag chairs (green, white, and yellow) and talking. In the background, several people are standing near a whiteboard, some looking at it and others talking. The scene is brightly lit and appears to be a collaborative learning environment.

*O novo mundo (new normal)
está na mão dos **Benjamins**.*



Explorar o momento



*Misture tudo is
so.*





*A colisão entre essas tendências
pode gerar transformações disruptivas.*



+




+



=

*Economia
Compartilhada*

LE TOTE

Rente  Vous

my
open
closet 

fautales
RENTING

*“Eu quero **roupa**
nova sem ter que
comprar.”*





*“Eu quero ter um **carro** só quando precisar dele.”*



*“Eu quero acesso a
música e video
onde e quando
eu desejar.”*



NETFLIX



*Urbanização
Acelerada*



*Avanços
Tecnológicos*

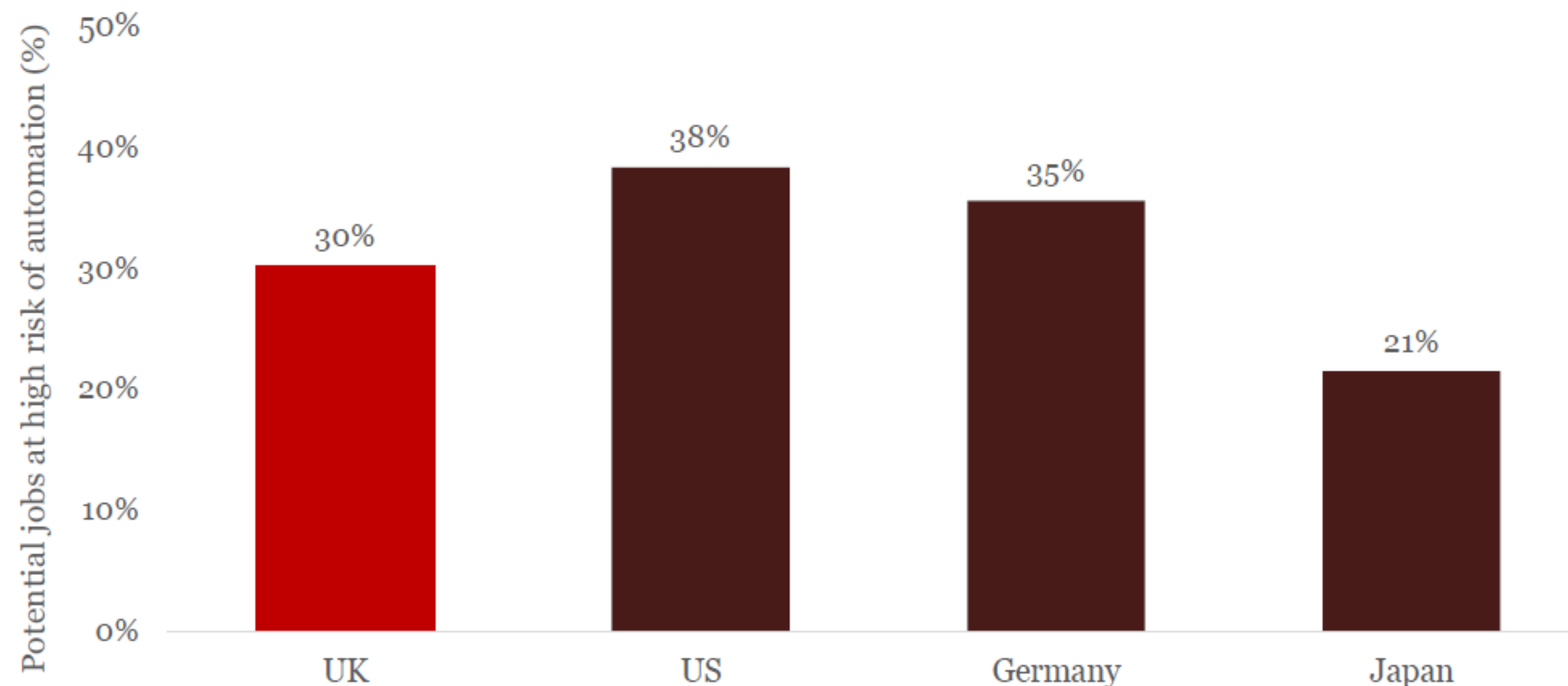
=

Robotização

Industry 4.0 - Will robots steal our jobs?

Up to around 30% of UK jobs could potentially be at high risk of automation by the early 2030s, lower than the US (38%) or Germany (35%), but higher than Japan (21%).

Proportion of jobs at potential high risk of automation by country by early 2030s



The **risks of automation** by the early 2030s appear highest in sectors such as:

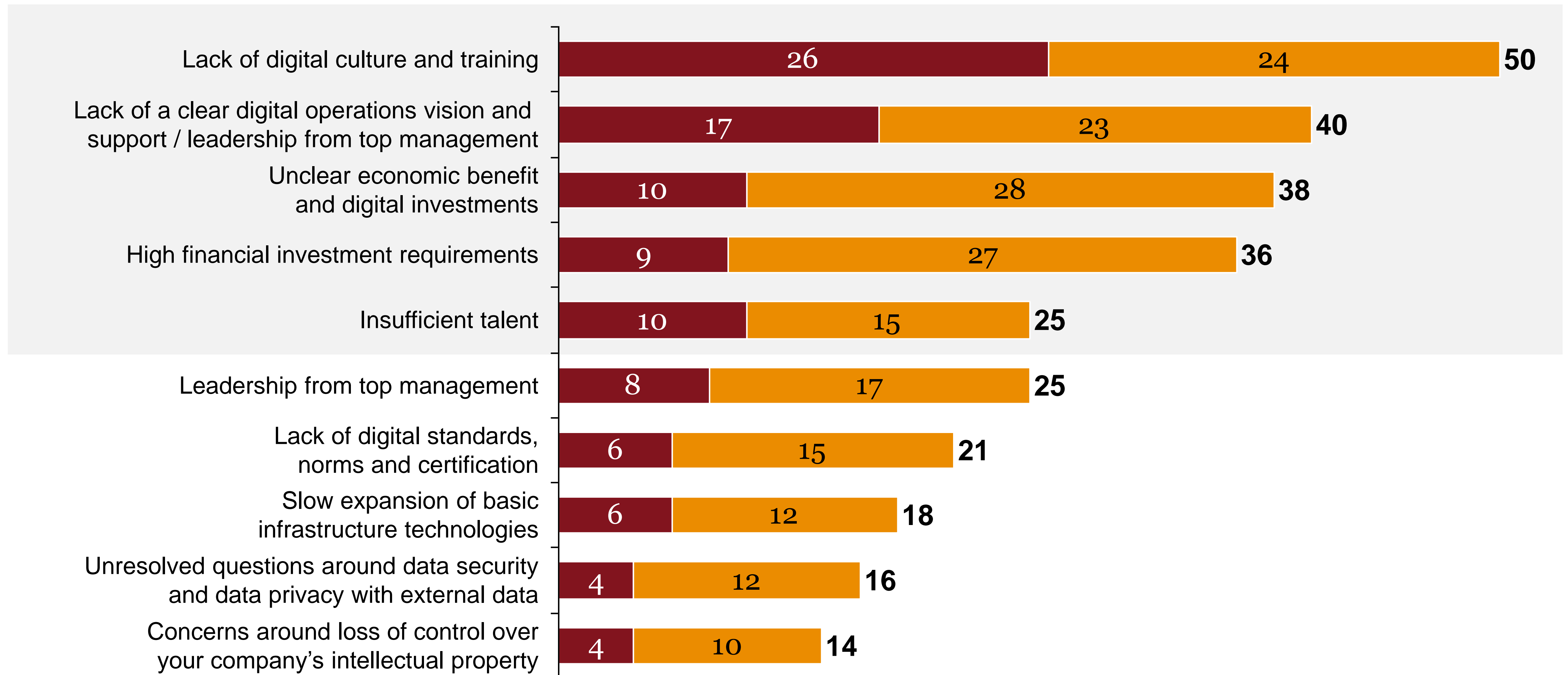
- transport and storage (56%)
- manufacturing (46%)
- wholesale and retail trade (44%)

But lower in sectors like health and education where social skills are important

For individual workers, **the key differentiating factor is education**. For those with just GCSE level education or lower, estimated potential risk of automation by early 2030s is 46%, compared to only 12% for university graduates

In practice, not all of these jobs will actually be automated for a variety of economic, legal and regulatory reasons. Furthermore, **new 'digital automation' technologies will boost productivity and wealth** – as this wealth is spent, it will create additional jobs in hard to automate sectors.

Industry 4.0 - Digital operations is not only about technology, but about employee skills & transformation management



CAUTION

**THIS MACHINE
HAS NO BRAIN
USE YOUR OWN**



DA

7219

Robots vs D&A



*Mudanças
Demográficas*



*Deslocamento d
a Economia
Global*



*Urbanização
Acelerada*



*Mudanças
Climáticas e
Escassez de
Recursos*



*Avanços
Tecnológicos*

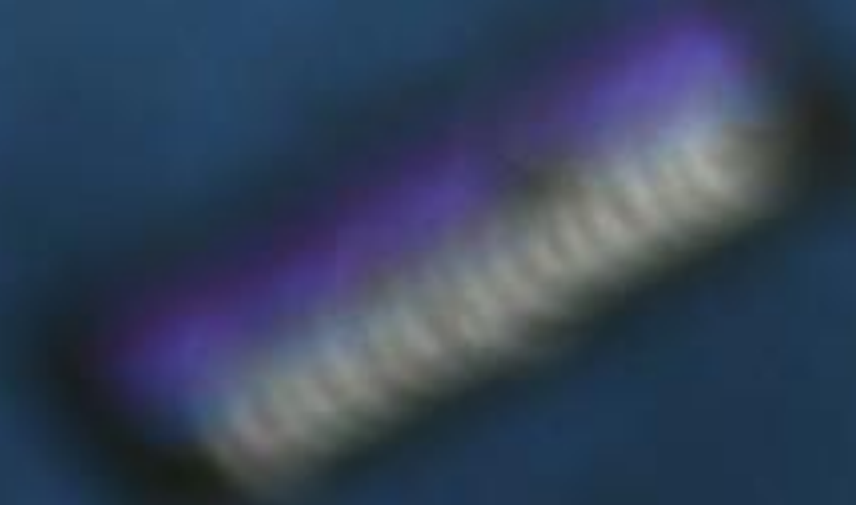
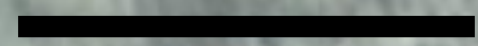
=

Negócios Sustentáveis

*“Quero saber de
onde vem minha
comida.”*



*“Quero um
produto que
dure
e **respeite** o
meio ambiente.”*



reclamã@



ReclameAQUI

*“Se o
produto não
for bom,
eu reclamo
na internet.”*

As possibilidades são infinitas para os Benjamins.

A close-up photograph of a hand holding a glowing, translucent orb. The orb is illuminated from within, creating a bright white and blue light. The background is dark and out of focus, showing some indistinct shapes and colors. The text is overlaid on the image in a bold, italicized serif font.

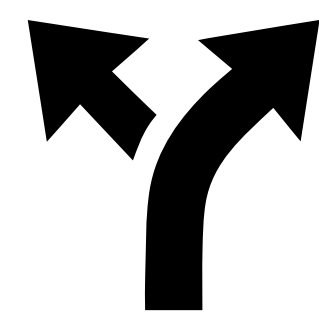
Mude.

Transforme.

Reinvente.

Em resumo

E agora?



Jornada de evolução

A hand is shown holding a small, white paper umbrella over the index finger. The background is dark and blurred, focusing attention on the hand and the umbrella. The text is overlaid on this image.

Precisamos exercer o
Poder da Perspectiva

Ver os problemas e desafios por diferentes ângulos

TRANSFORMAR significa:

BUSINESS

B

*Pensar em
negócios viáveis.*

EXPERIENCE

X

*No momento
das pessoas.*

TECHNOLOGY

T

*De forma
simples.*

BUSINESS

B

*Pensar em
negócios viáveis.*



EXPERIENCE

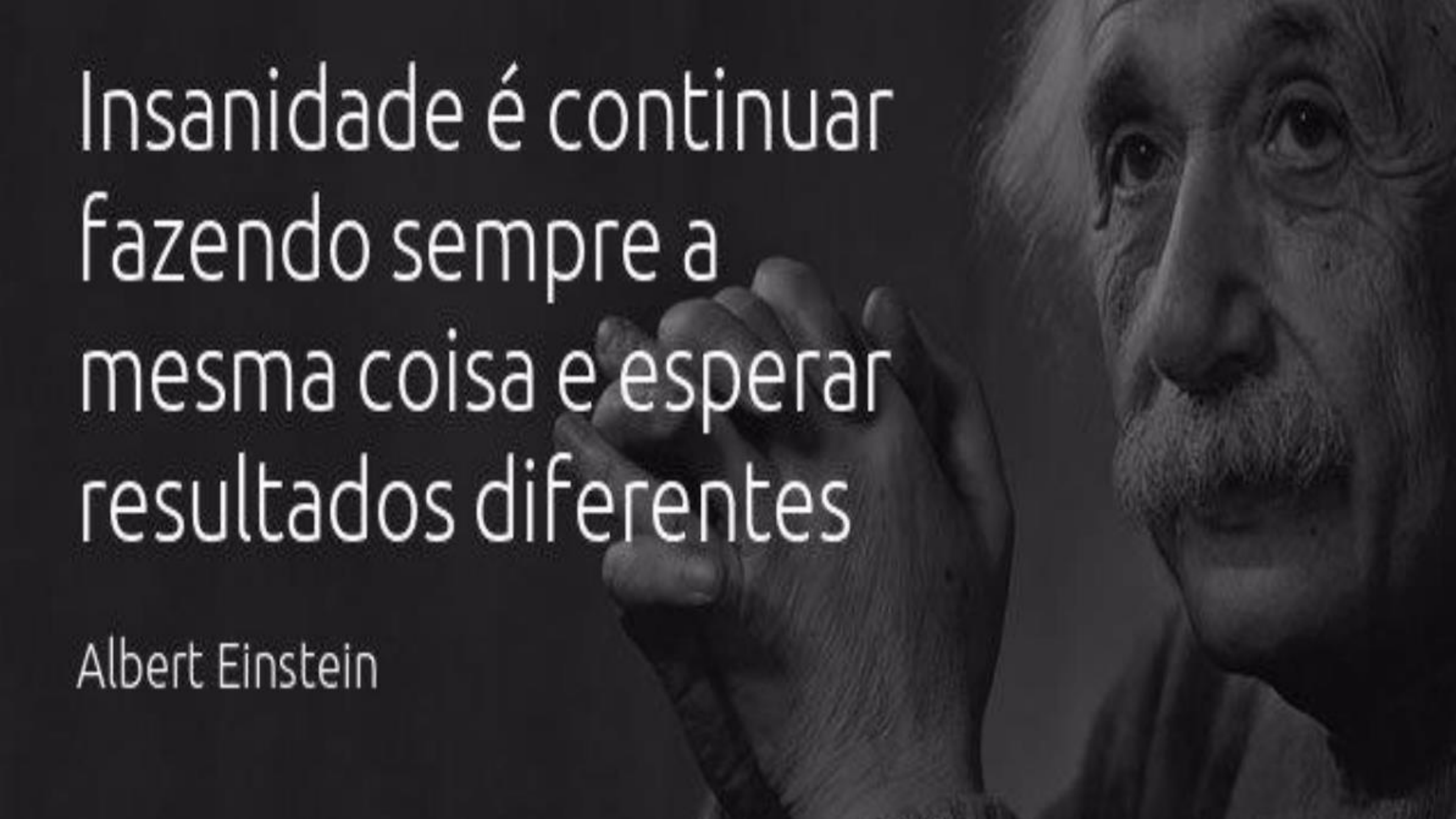
X

*No momento
das pessoas.*

TECHNOLOGY

T

*De forma
simples.*



Insanidade é continuar
fazendo sempre a
mesma coisa e esperar
resultados diferentes

Albert Einstein



Obrigado 🙄