

#### The Shift

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### The Generation Shift

### **The Content Shift**

## The Cloud Shift

# The Identity Shift

# The Community Shift

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# PORTRAIT OF A MARKET OPPORTUNITY



Alcatel-Lucent researchers Allison Cerra and Christina James spent more than a year getting to the heart of network providers' Web 2.0 business challenges. Capturing their findings. The Shift is a compelling exploration of what makes today's business models unstable-and how providers can respond by transforming their networks into high-value development platforms for applications and services. Covering generational attitudes, market disrupters. evolving customer expectations and more, The Shift paints an informed. research-based picture of the next-gen telecommunications ecosystem and the more than \$100 billion market opportunity it represents. Preview the future.

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ALLISON CERRA & CHRISTINA JAMES



# IDENTITY SHIFT

WHERE IDENTITY MEETS TECHNOLOGY IN THE NETWORKED-COMMUNITY AGE

# IDFAS