



“Technology and the DSR of the Future”

Discussing the Future can be Daunting...

“If you have the same ideas as everybody else but have them one week earlier than everyone else, you will be hailed as a visionary...”

But if you have them five years to early, you will be called a lunatic.”

Barry Jones



Discussing the Future can be Daunting...



**“An Inconvenient Truth”
By Al Gore**

“*Ing* the Thing”

**IFDA Sales and Marketing Conference
Naples, FL**

July 23, 2006



“*Ing* the Thing”

- **The technology is the “Thing”**
- **Focus on the “*Ing*”**
- **“*Ing*” is the process**

“Faster to Market”

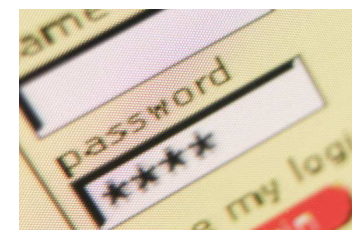
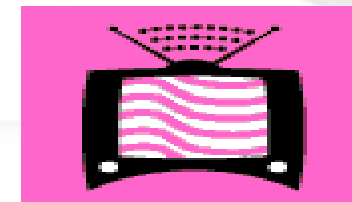
It took 50 years for electricity to get into 25% of our homes...

35 years for phones...

26 years for TV...

15 years for both the PC and cell phone ...

Only 7 years for the Internet to reach the same percentage of households!



February 14, 2006

Does your company have any formal programs that are preparing your sales force for their role change of taking on new roles or providing additional support toward certain segments?

Yes: 53%

No: 47%

“Ing the Thing”

- **How will the DSR of the future be affected by technology?**
- **What types of technology will play an increased role?**
- **What technology skills and attributes will be desired in the ideal DSR of the future?**

“Ing the Thing”

- **Keep an eye on:**
 - **Consumer behavior toward their own media consumption**
 - **Attitudes toward shopping and advertising**
 - **Tech Gadgets**
 - **Broadband**
 - **Consumer’s adoption of technology**

Since 2004...

- **Consumers are going device crazy**
 - Between 4.3 and 6.6 devices per person.
- **Adoption of MP3 players doubled to 10.8 percent of households**
- **8 million households added laptops to their computer lineup**
- **15 million households added digital cameras**
- **Camera phones exploded from 2.5 percent to 12.8 percent of households**

Since 2004...

- **Bank... *ing***
 - Check your bank balances
 - Pay bills
- **Shop... *ing***
 - Online purchases continue to grow
 - Research products for purchase
- **Download... *ing***
 - Music files
 - Listen to radio online
- **Share... *ing***
 - Send photos to friends and family

Since 2004...

- **Under 25 year olds are making 40% more long distance calls than in '03**
- **Camera, video and customized content (ESPN phones) becoming standard offering**
- **A 50% jump in households with Broadband Internet service and it's cheaper.**
- **Watch television two hours less per week read newspaper one hour less per week**
- **More likely to go online to book travel, research a medical condition or contact customer service by e-mail.**

Popular Consumer Websites



Broadcast Yourself



**MySpace.com got more online visitors
than Yahoo in June.**

Customer Loyalty



Companies are clustering their loyal customers into online communities for special treatment and exclusive offers.

Implications for the Foodservice Distributor

Implications

- 1) **Today's 17 year old may be your future DSR**
- 2) **Use of Hand Held devices will surge**
- 3) **Online ordering will grow**
- 4) **“A picture is worth a 1000 words...”**
- 5) **Cellular technology will boom**

A future DSR?



A future DSR?

- Remember the old PSA... *“It’s 11 p.m., do you know where your kids are?”*
- *“It’s 2016, do you know who your DSR is?”*
- DSR of the future will be different than today
 - Attitudes and Behaviors will drive their performance
 - And yours!

The future DSR

- **Stores – “It doesn’t matter where you buy your clothes. You could get them from eBay or Abercrombie, and nobody would care.”**
- **“Nobody really cares where you get your clothes, it just matters how they look.”**

Hand Held Devices

- **The new laptop?**
 - iPod
 - Camera/video phones
- **Customized content for Operators**
 - Product specs, Recipes, Nutritional Information...
 - iPod for Hospital vs. iPod for a School vs. iPod for Pizzeria...



Online Ordering

- **Relatively low participation today**
- **Looking back.. “they’ll never order online”**
- **Ordering is transactional and may become more commoditized in future**
- **Operators will find greatest value in the “experience” of doing business with you and your DSR**

Pictures

- **Not just pictures...**
- **Videos that show them how to make it**
 - ... for dinner
 - ... tonight!
- **Smart devices are getting smarter**
- **Distributors should use as a brand building tool**

Cellular Technology



- **Bluetooth enabled**
- **Hands free**
- **Mobile office**
- **Acura, Audi, Chrysler, Honda, Saab, Toyota and VW have Bluetooth option**

**Car becomes a CAN -
Car Area Network**

“ING” the Thing

- **Banking**

- Check bank balances
- Pay bills

- **Shopping**

- Online purchases continue to grow
- Research products for purchase

- **Downloading**

- Music files
- Listen to radio online

- **Sharing**

- Send photos to friends and family

- **Report... “Ing”**

- Product mix
- Managing the transaction

- **Order... “Ing”**

- Online enables flow of data
- Right information drives right decisions

- **Communicate... “Ing”**

- Recipe files
- Learn trends, train staff

- **Partner... “Ing”**

- Loyalty programs
- Account penetration

Manufacturer Implications

- **Understand the available technology**

“The new device analyzes smells through 15 sensors, records the odor’s recipe in digital format, reproduces the scent by mixing 96 chemicals and vaporizing the result. Allows smells to be recorded in one place — by sensors in a mobile phone transmitted to appreciative noses...”

- **Expand your organization’s marketing skills**
 - Product marketing expertise won’t suffice
- **Use trade dollars for the “*Ing*” not the just the Thing”**

Be Careful...

“Don’t stay too close to the edge of the bed...”

