

Course title: Digital Strategy and Action

Development of transformational digital product, marketing, and operational systems strategies.

Dr. Shakhlo Ergasheva

IMAGINE AN ECONOMY WHERE...

70%

The Success Rate Of New Product Introductions Is Improved From Today By 70%

75% Of All Same Day Consumer Deliveries Are Fulfilled By Demand-based, Socially-linked Delivery Networks



Autonomous Vehicles Displace 2nd Car Ownership, Decreasing Congestion By 10% In Served Cities



25% Of CPG Retail Shopping Is Conducted In Omni-channel Commerce Marketplaces



WHAT IS DIGITAL TRANSFORMATION (DX)?

Organizations Adapt To Changes In Their Ecosystem By Leveraging Digital Technologies To Create Digitally Enhanced, Customer Centric Business Models



THOSE WHO THRIVE IN THE
DIGITAL ECONOMY WILL NEED TO

IN RETURN, THEY WILL

Develop And Execute A Vision For Digital
Transformation



Take An Ecosystem-first Approach To
Delivering Products And Services



Manage Information Effectively



Create Flexible And Reliable Human Resource
Model

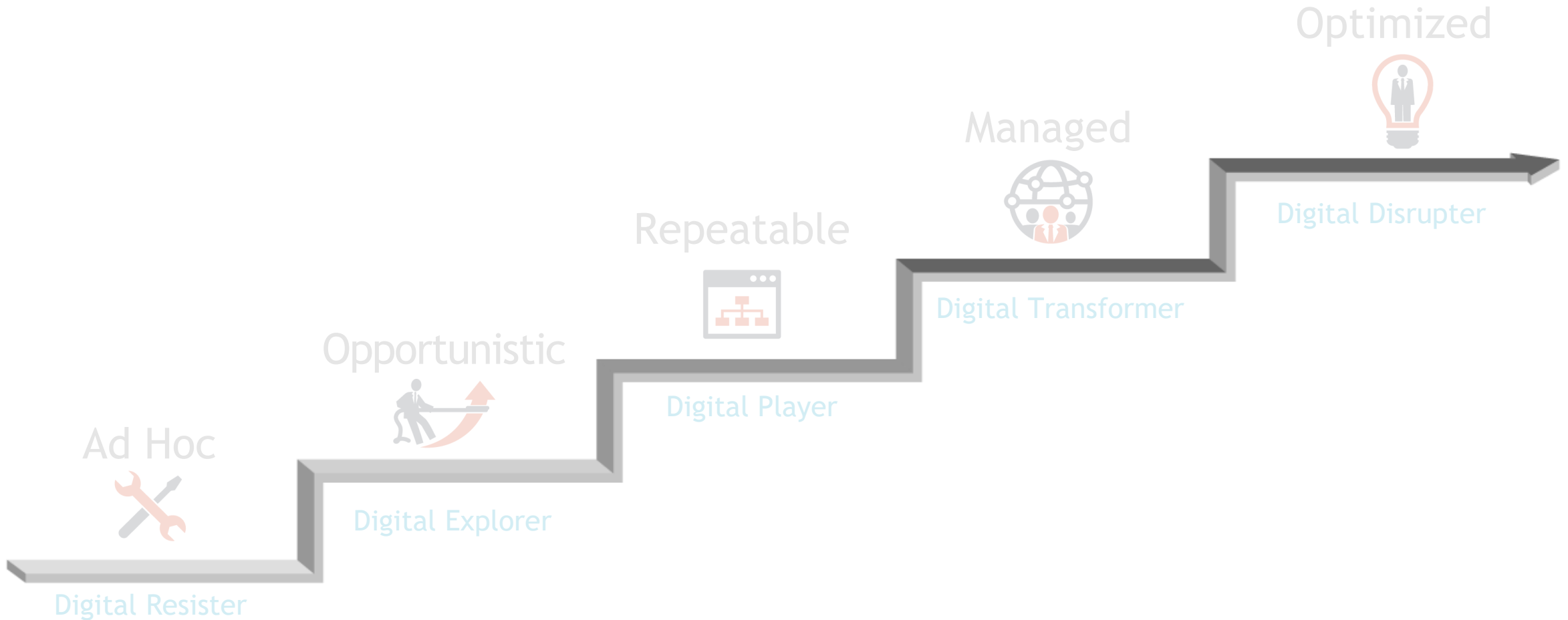


Optimize Business Processes For Speed,
Efficiency, Quality, And Agility



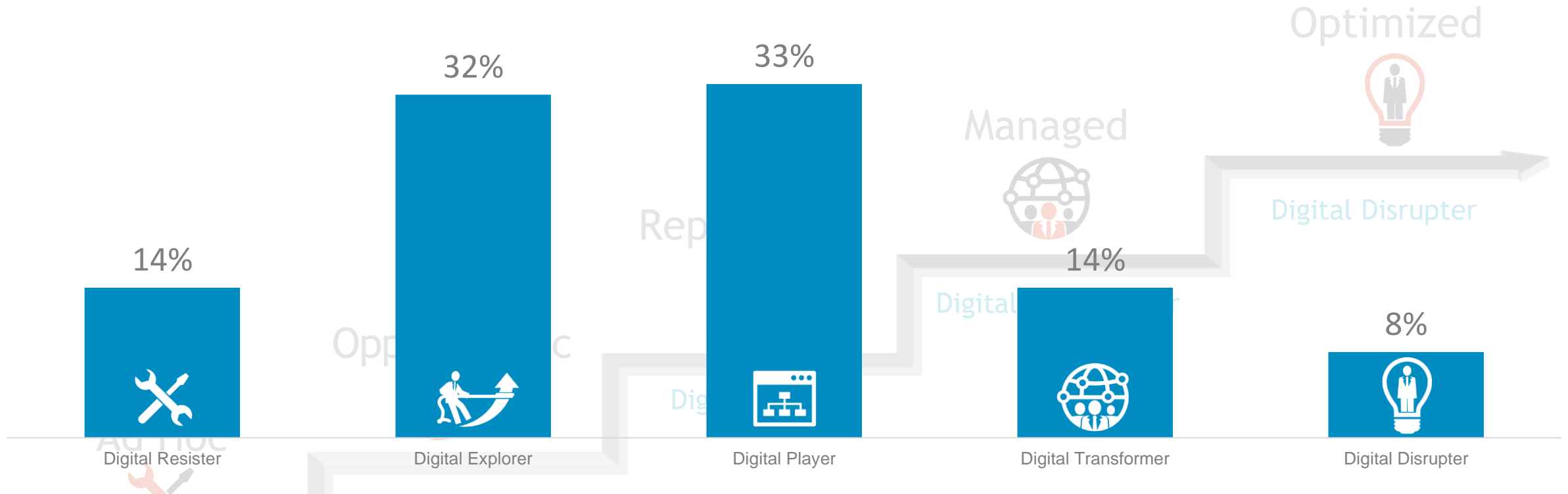
IDC'S DIGITAL TRANSFORMATION MATURITYSCAPE

DIGITAL TRANSFORMATION IS THE APPROACH BY WHICH ENTERPRISES DRIVE CHANGES IN THEIR BUSINESS MODELS AND ECOSYSTEMS BY LEVERAGING DIGITAL COMPETENCIES



Source: IDC, Digital Transformation Maturity Model, 2015

MOST ORGANIZATIONS ARE JUST BEGINNING THEIR DIGITAL TRANSFORMATION JOURNEY

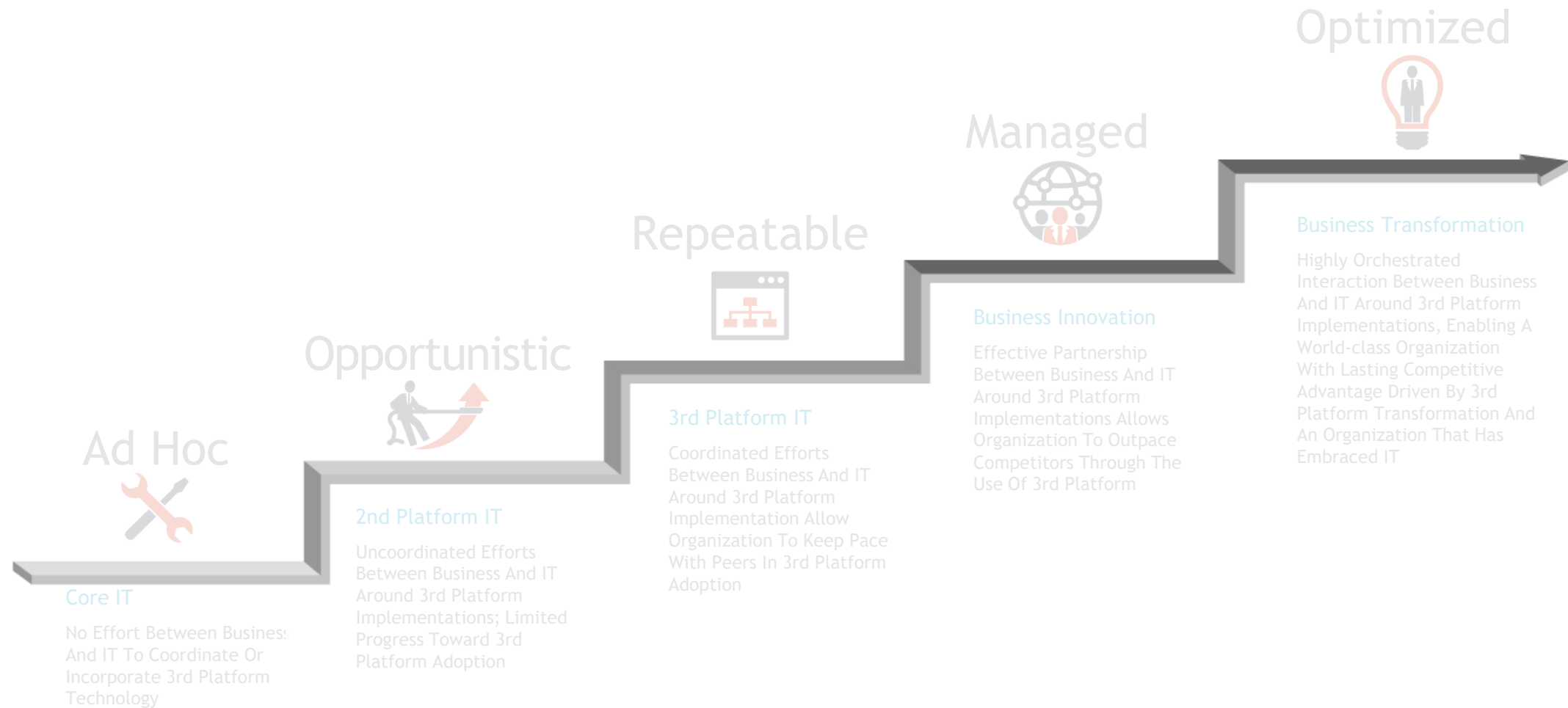


65% Of Organizations Are “Digital Explorers” Or “Digital Players”

Source: IDC, Digital Transformation Maturity Model Benchmark, 2015; n= 317 IT and LOB Executives, March, 2015

TRANSFORMING TO A BUSINESS INNOVATION IT ORG

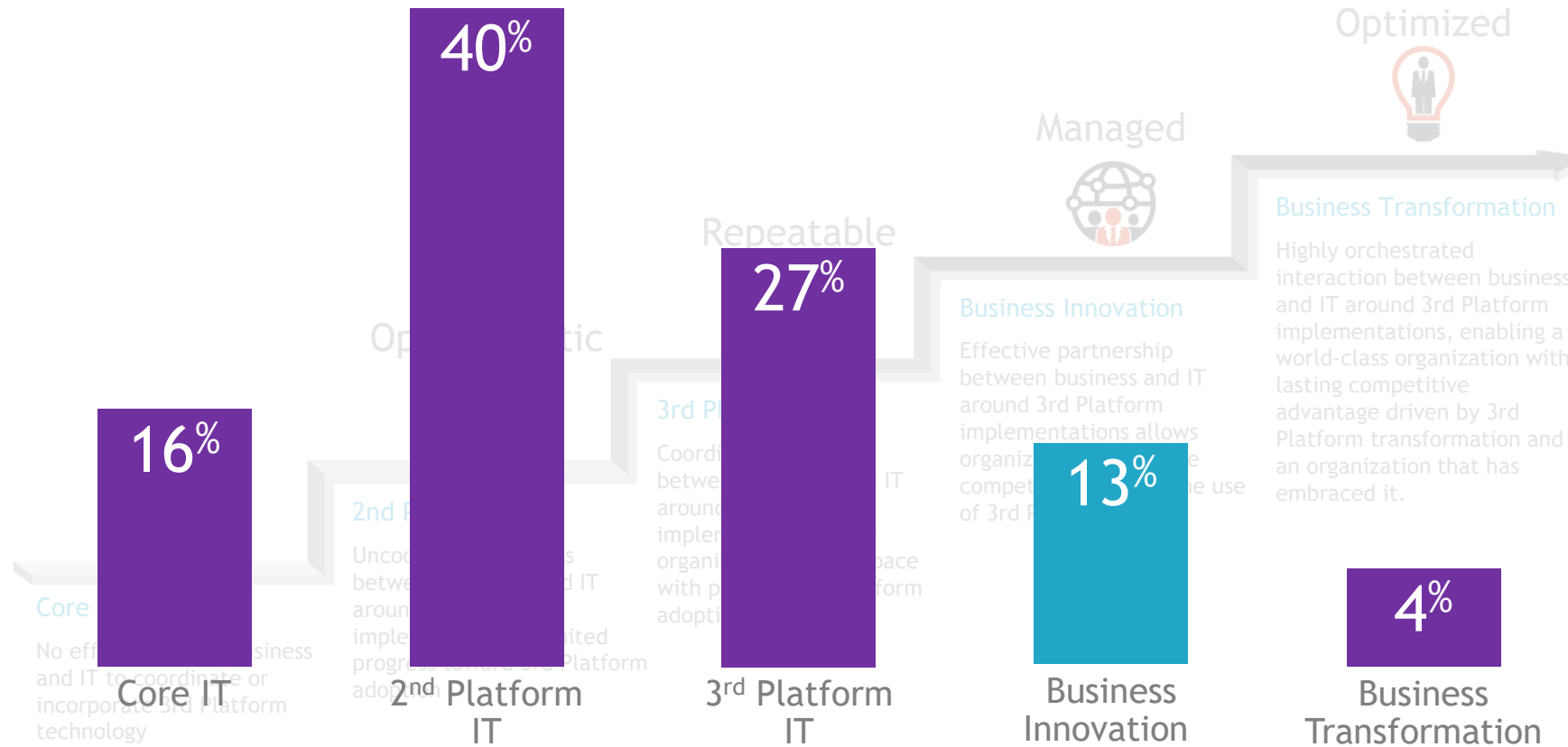
IDC'S ENTERPRISE IT TRANSFORMATION MATURITY MODEL



Source: IDC, Enterprise IT Transformation Maturity Model, 2014

ARE YOU TRANSFORMING YOUR IT ORG FAST ENOUGH?

IDC'S ENTERPRISE IT TRANSFORMATION MATURITY MODEL BENCHMARK

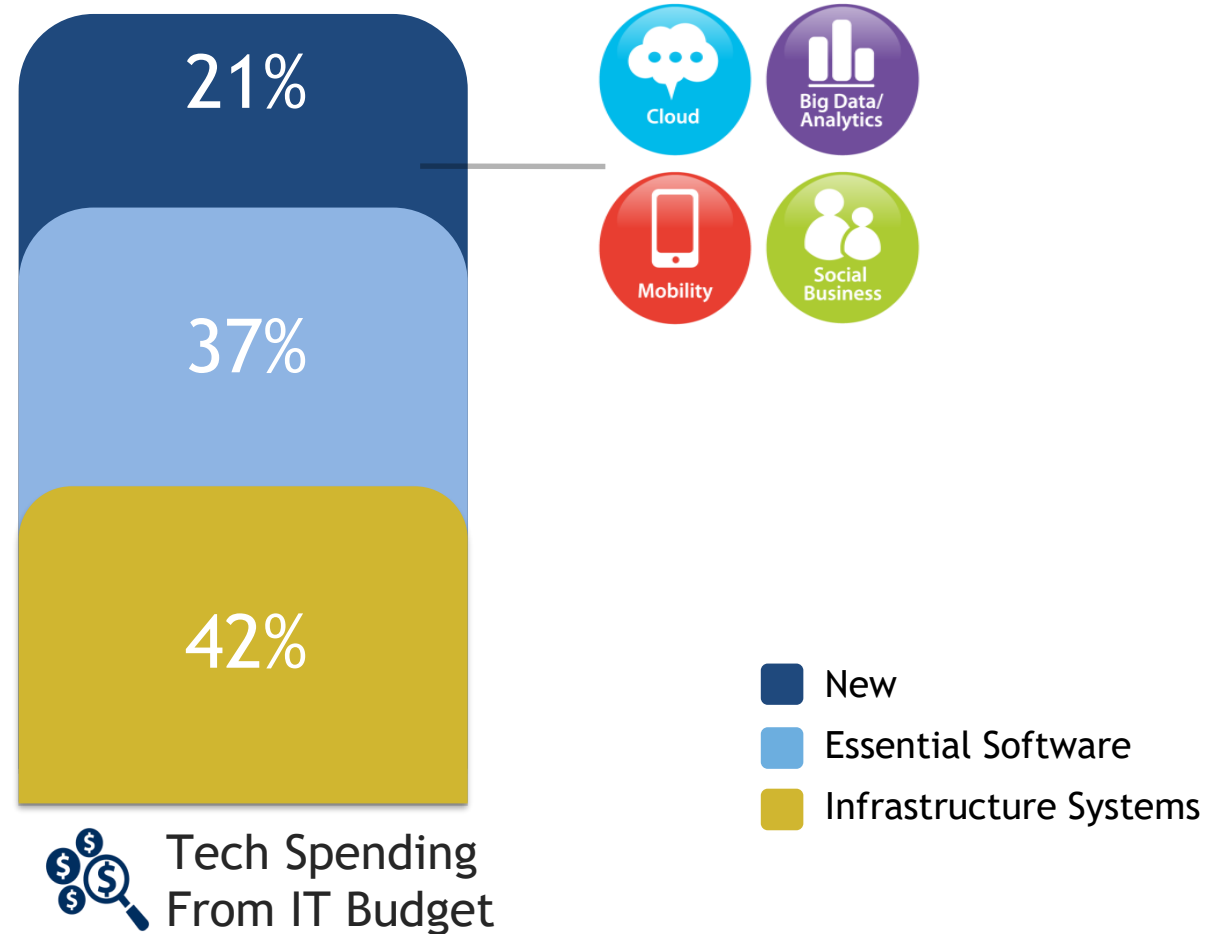


67% Of Organizations Are Operating At A
2nd Platform IT Or 3rd Platform IT Transformational Stage

Source: IDC's Enterprise IT Transformation
MaturityScape Benchmark Study, August, 2014. n-156

IT FUNDING FOR INNOVATION WILL BE CHALLENGED

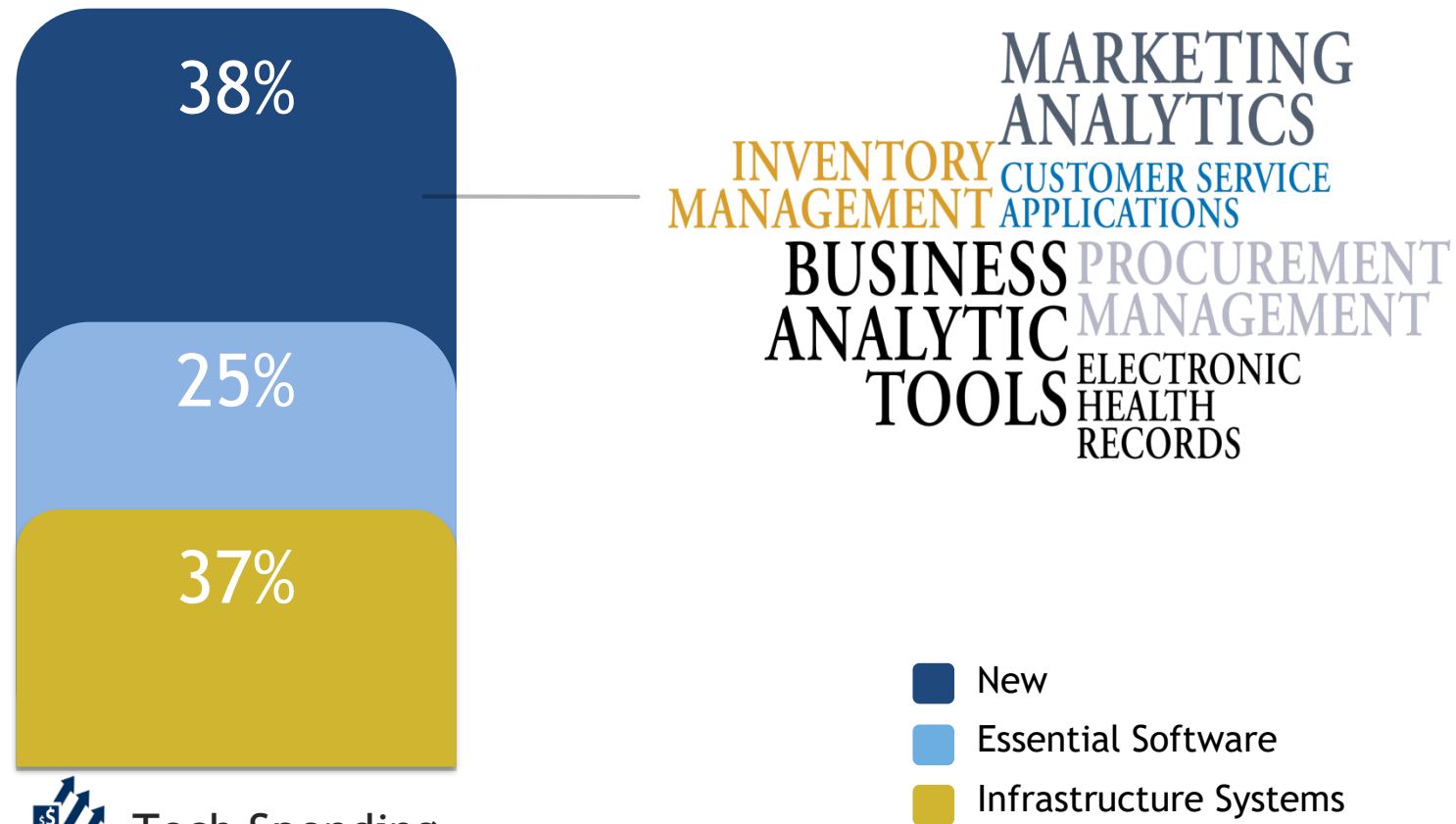
IT BUDGETS ARE SADDLED WITH INFRASTRUCTURE & SOFTWARE MAINTENANCE COSTS



Source: IDC, 2014

BUSINESS INNOVATION WILL BE LARGELY FUNDED BY LINE OF BUSINESS

BUSINESS BUDGETS HAVE MORE AVAILABLE FUNDS FOR BUSINESS-FACING APPLICATIONS

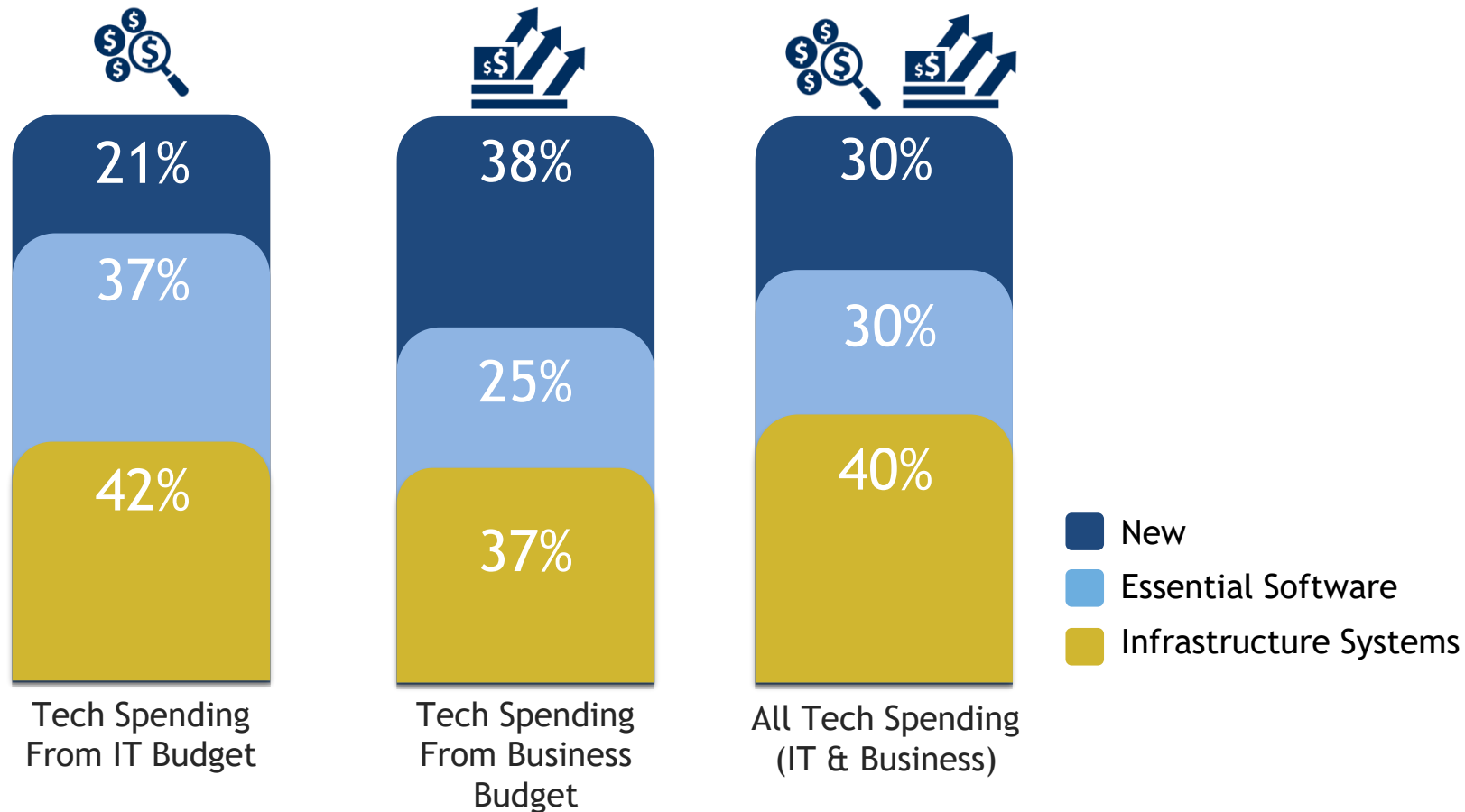


 Tech Spending From Business Budget

Source: IDC, 2014

INNOVATION FUNDING WILL REQUIRE A HOLISTIC APPROACH TO TECHNOLOGY SPENDING

CONSIDER ALL TECHNOLOGY SPENDING ENTERPRISE BUDGETS



Source: IDC, 2014

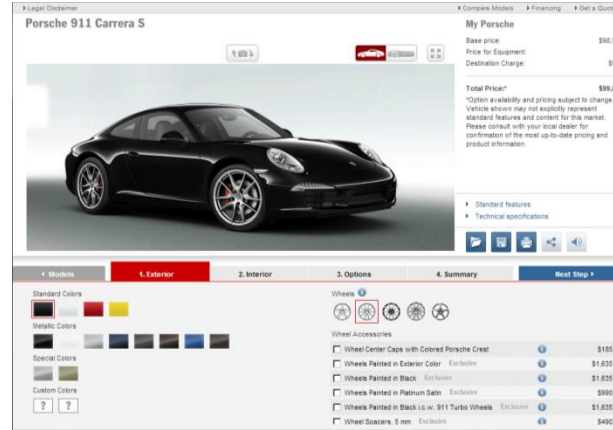
ACCELERATING TRANSFORMATION REQUIRES YOU TO..



IT-ENABLED PRODUCTS IS THE END GAME



IT-enabled
Business Processes
Automating Business Processes



IT-enabled
Services
Transforming Business Processes



IT-enabled
Products
Creating IT-enabled Products

MOVING OUTSIDE YOUR COMFORT ZONE

10%

IT-enabled
Business Processes
Automating Business Processes

54%

IT-enabled
Services
Transforming Business Processes

36%

IT-enabled
Products
Creating IT-enabled Products

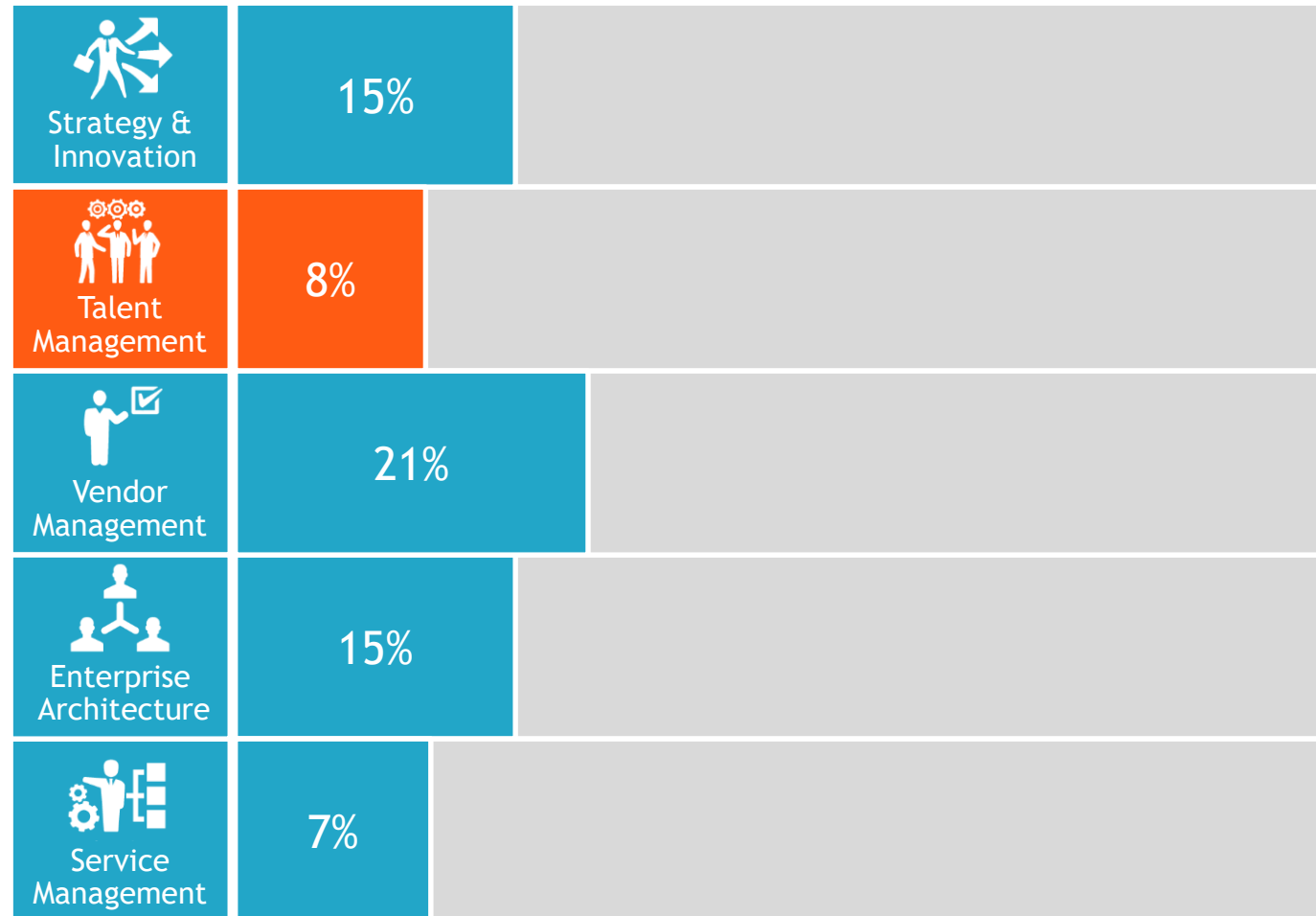
ACCELERATING TRANSFORMATION REQUIRES YOU TO..



TALENT MANAGEMENT

ONE OF LEAST MATURE DIMENSIONS

Percent Of Organizations At Business Innovation IT Stage



Source: IDC, Enterprise IT Transformation Maturity Model, 2014

THE 3RD PLATFORM WILL CREATE A SKILLS GAP

THE 10 MOST DIFFICULT IT POSITIONS TO STAFF

For Each Role, Indicate How Difficult It Is To Hire Suitable Candidates



Source: IDC's 2013 IT Staffing Survey – Jun 2013 n=131

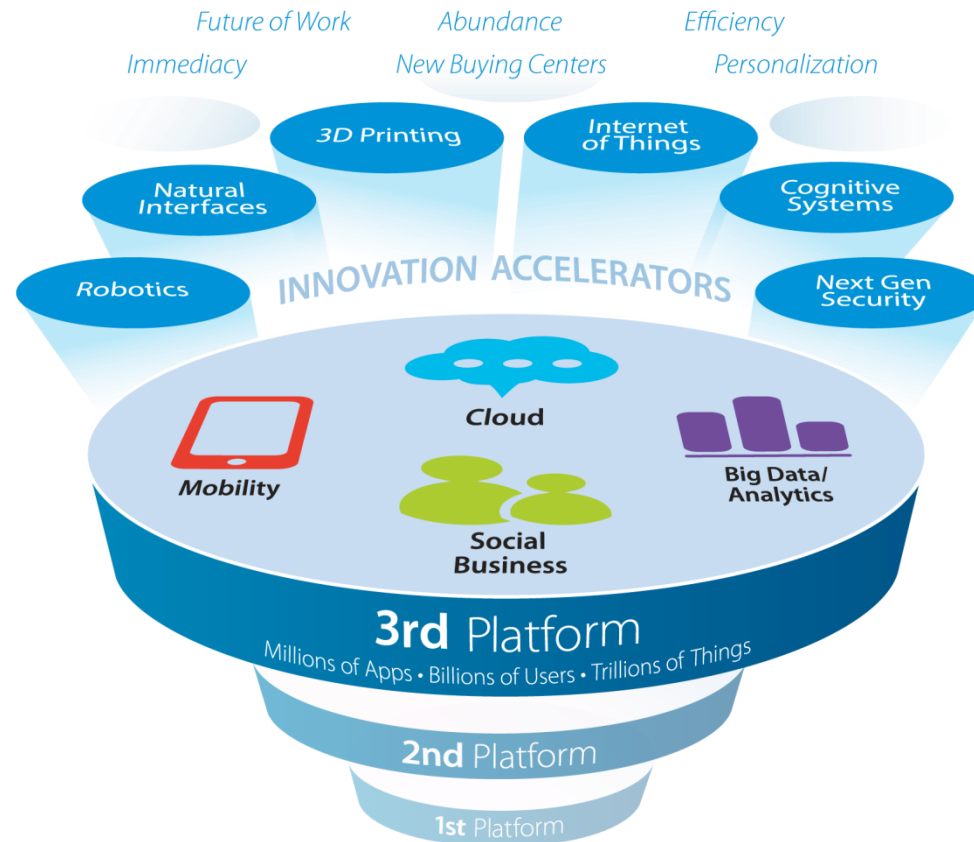
ACCELERATING TRANSFORMATION REQUIRES YOU TO..



TRANSFORMED EXPERIENCES



Continuous Industry Transformation



TECHNOLOGIES ARE ALREADY FUELING THIS TRANSFORMATION

By 2020...



A World Of Industry Clouds Handle $\frac{3}{4}$ Of All Economic Activity In A Fully Automated Way – **Eliminating Over \$100B** Of Coordination Waste

Companies **Double The Productivity** Of Their Knowledge Workers Through The Use Of Big Data/Analytics



60% Of Device Interactions Are Passive As **Users Accept Information** Surfaced From Intelligent Systems And Machine Learning



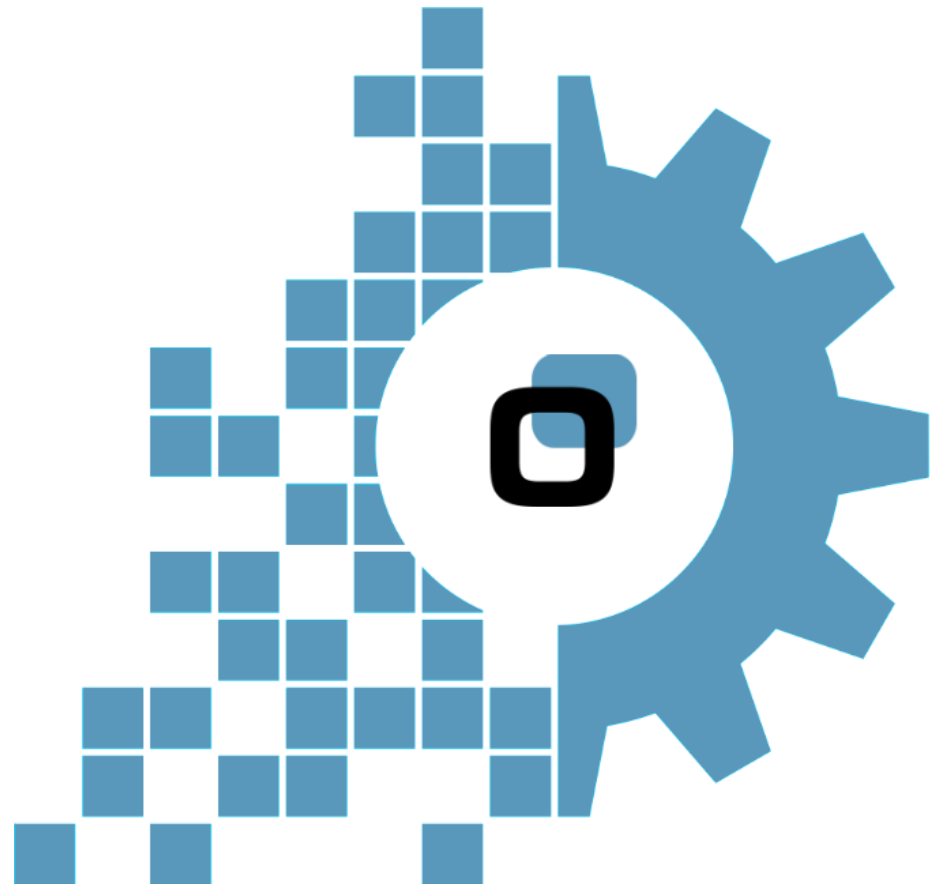
Mobile And Connected Devices **Redefine CX**, Tying Loyalty, Service, Sales And Content To Context In Real Time



Digital Transformation is driven by technology

To be a truly digitized business, you must tap into the vast tech available to reach your target market.

Artificial Intelligent
Virtual Reality
Analytics (data)
The Internet of things
Mobile technology



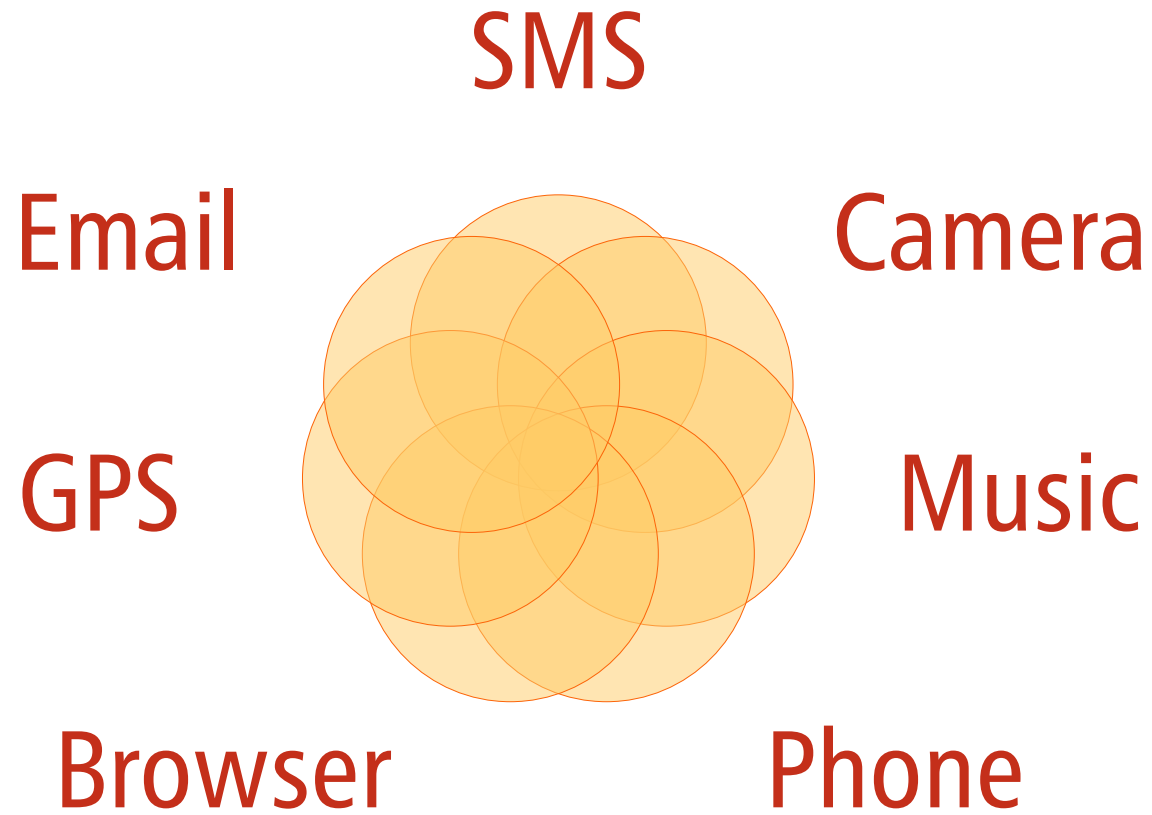
Everything
is becoming:
Connected
Intelligent
Real-time
Customizable
Multi-Platform

In today's fast paced technologically driven world, almost everything that can be digitized or automated... Will be

icloud
Smart phone
Smart House
Smart Car
ecommerce



A simple example of Digital Transformation



Examples of Disruptions in the Digital Landscape

Innovation in value creation is all it takes.



One of the strong pillars of Digital Transformation is Digital Marketing

Digital Marketing is defined as using digital channels to promote, or market, products and services to consumers and businesses.

A Shift from Traditional to Digital

Traditional

Broadcast

Message Driven

Didactic

Constrained

Calendar and
Budget Bound

Power retained by
owner/advertiser

Vs.

Digital

Interactive

Consumer Driven

Based on
Listening

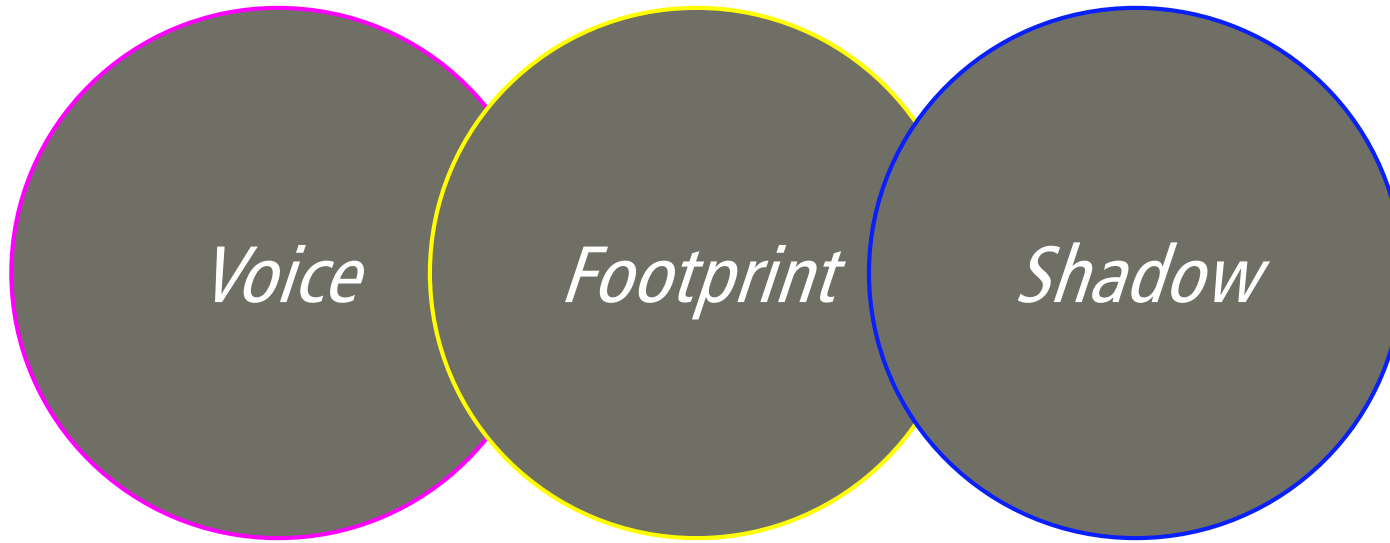
Un-constrained

Open-ended

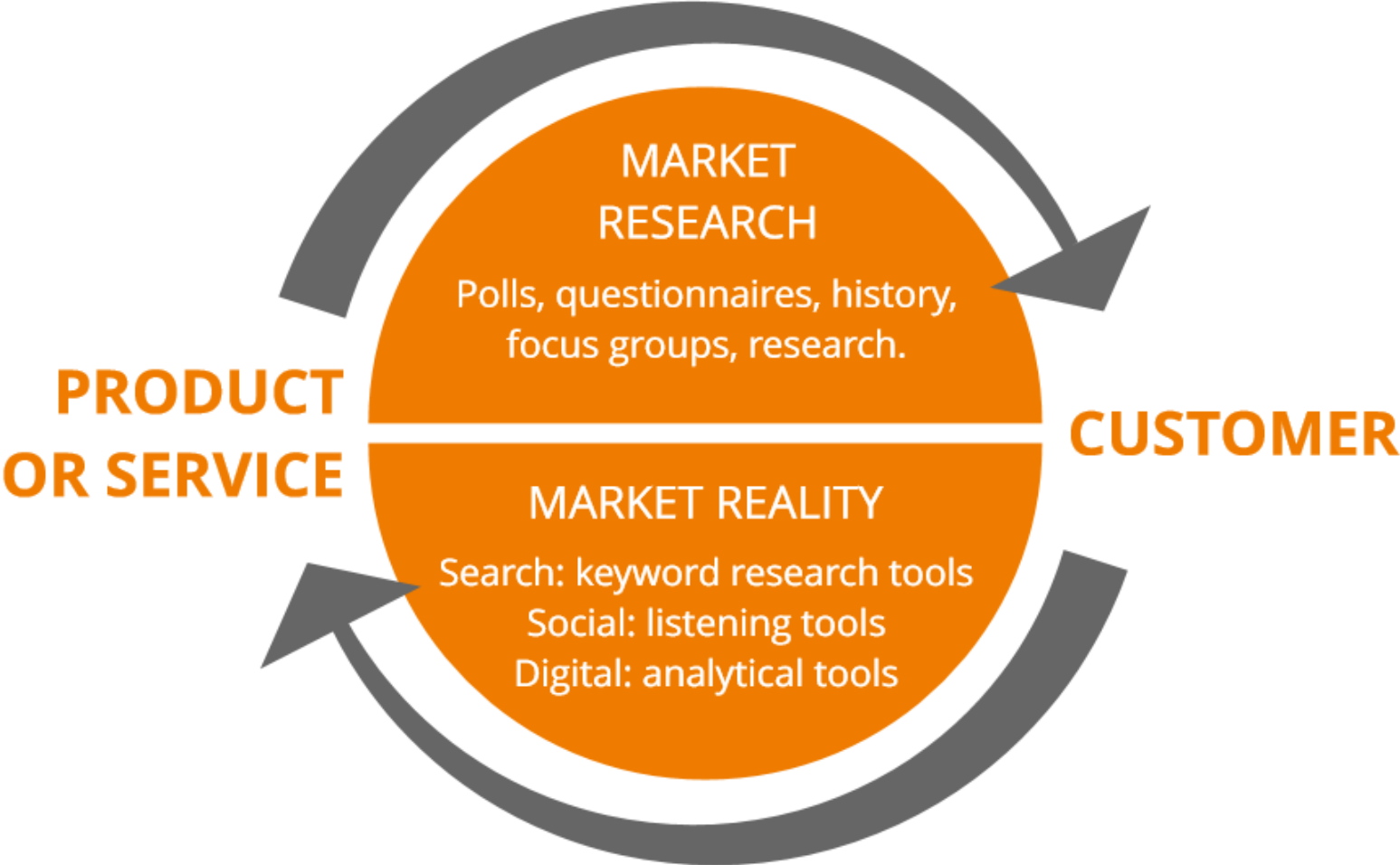
Content Driven

The three aspects of your digital brand

In creating a digital brand, you need to focus on 3 important areas



Digital tools are crucial in creating and managing your brand



fanpage
karma



ICONOSQUARE



Meltwater



bitly



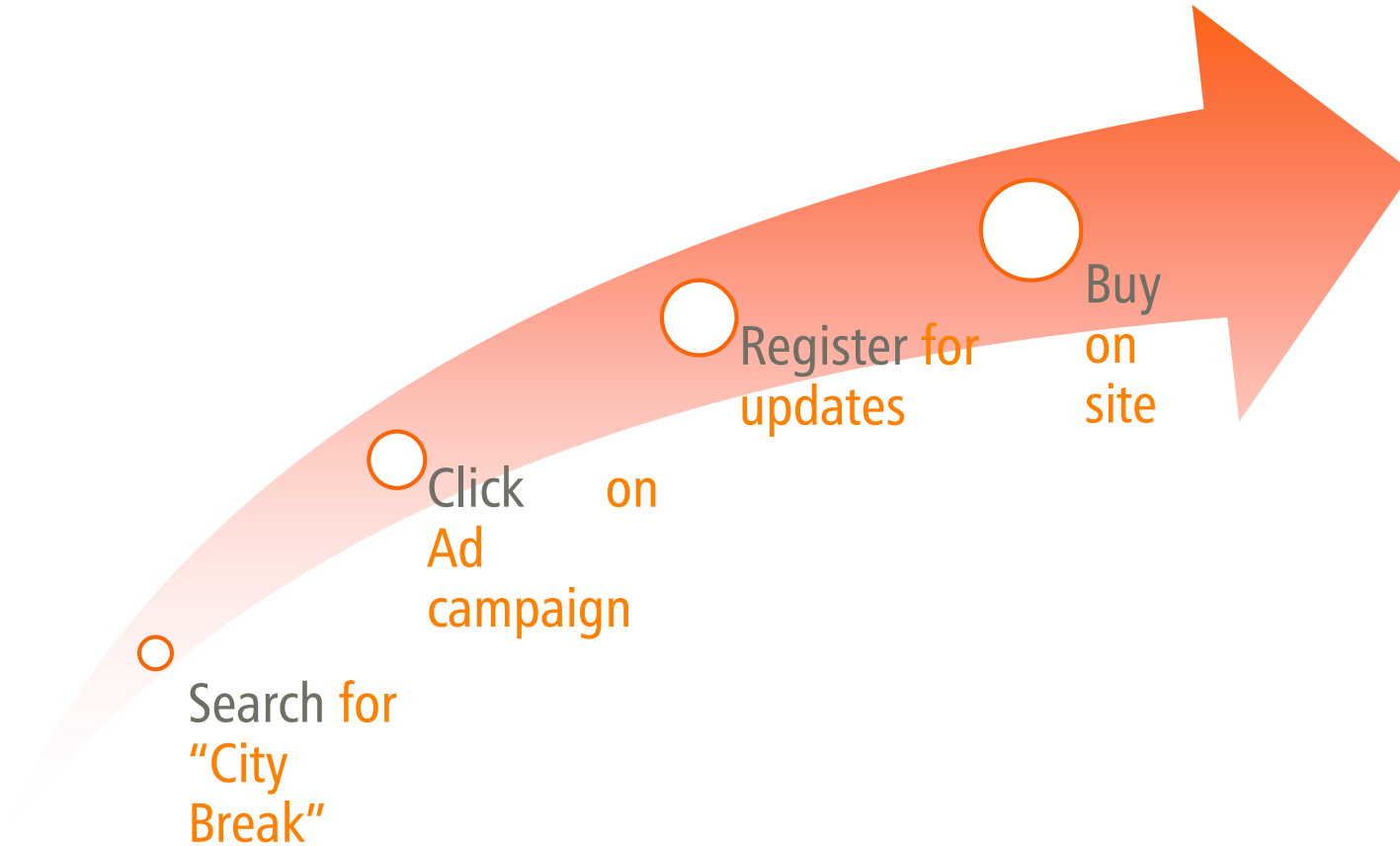
social studio



BrandsEye

Consumers leave a trail

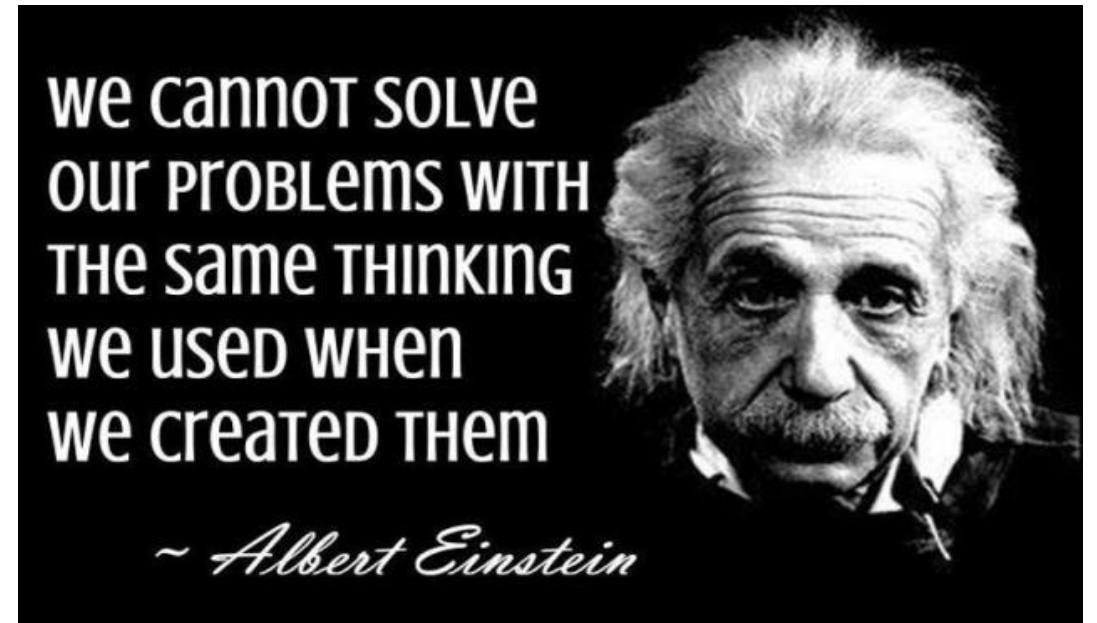
Digital marketing gives you access to track consumer activities/behaviour online. This gives you a huge advantage over businesses that are not digitally inclined.





AT LEAST 40% OF ALL BUSINESSES WILL DIE IN THE NEXT 10 YEARS... IF THEY DON'T FIGURE OUT HOW TO CHANGE THEIR ENTIRE COMPANY TO ACCOMMODATE NEW TECHNOLOGIES.

JOHN CHAMBERS,
EXECUTIVE CHAIRMAN, CISCO SYSTEM



WE CANNOT SOLVE
OUR PROBLEMS WITH
THE SAME THINKING
WE USED WHEN
WE CREATED THEM

~ *Albert Einstein*

INNOVATION IN UNEXPECTED PLACES



Reference and source

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