



GOING DIGITAL

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AMIT PATEL

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# Introduction



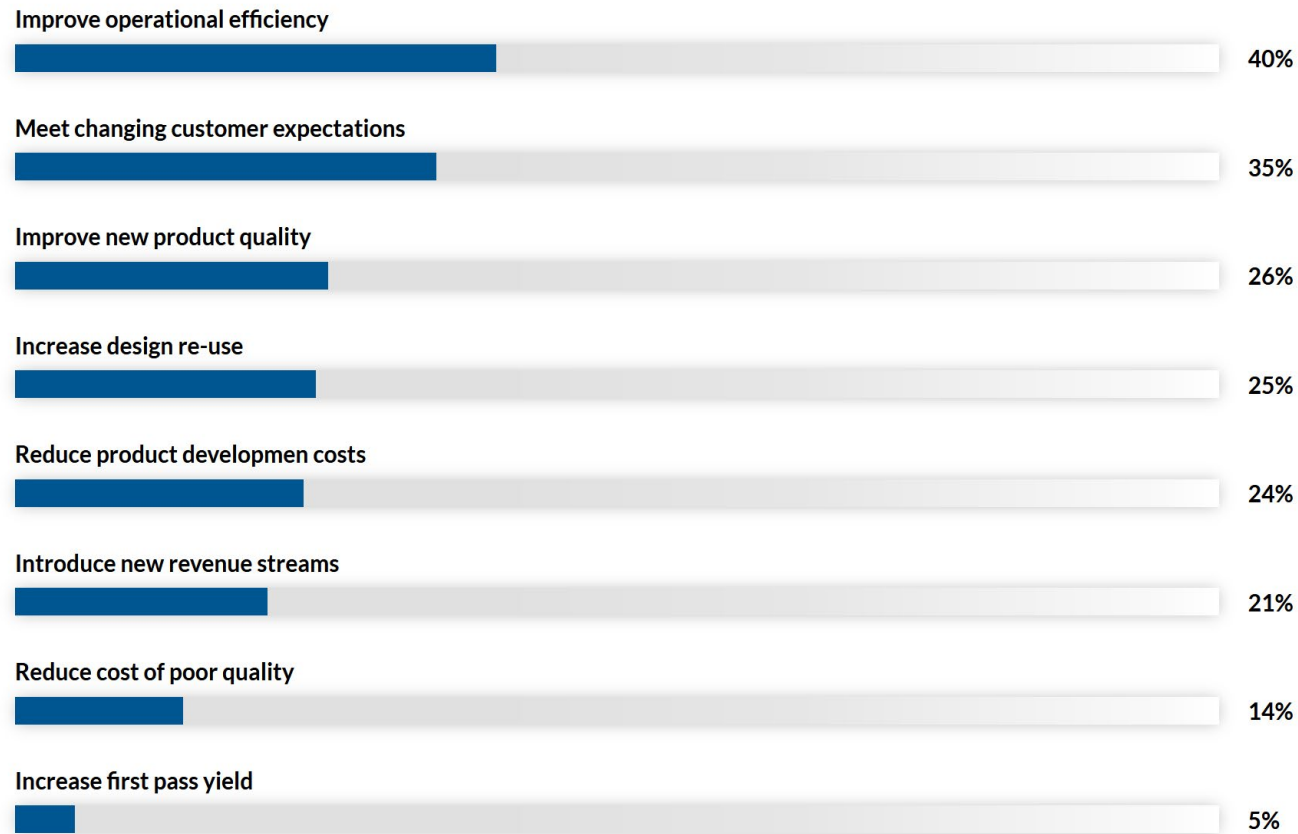
**Over the past few years, going digital has become the norm.**

Fueled by technologies such as 5G, artificial intelligence (AI), big data analytics (BDA), cloud computing, blockchain, edge computing, internet of things (IoT), robotics, 3D printing, and other emerging technologies digitization now plays a critical role in adding business value.

To retain a competitive edge, digitization needs to be woven into the fabric of an organization. An organization's ongoing effort to digitize their business has been further amplified by the COVID-19 pandemic.

# Introduction (continued)

## Top Benefits Of Adopting A Digital Model



Source: PTC.Com, 2019

[In a 2018](#) Tech Pro Research survey, 70 percent of survey respondents said that their companies either have a digital transformation strategy in place or are working on one.

**“90% of CEOs believe the digital economy will impact their industry, but less than 15% are executing on a digital strategy.”**

*MIT Sloan And Capgemini*

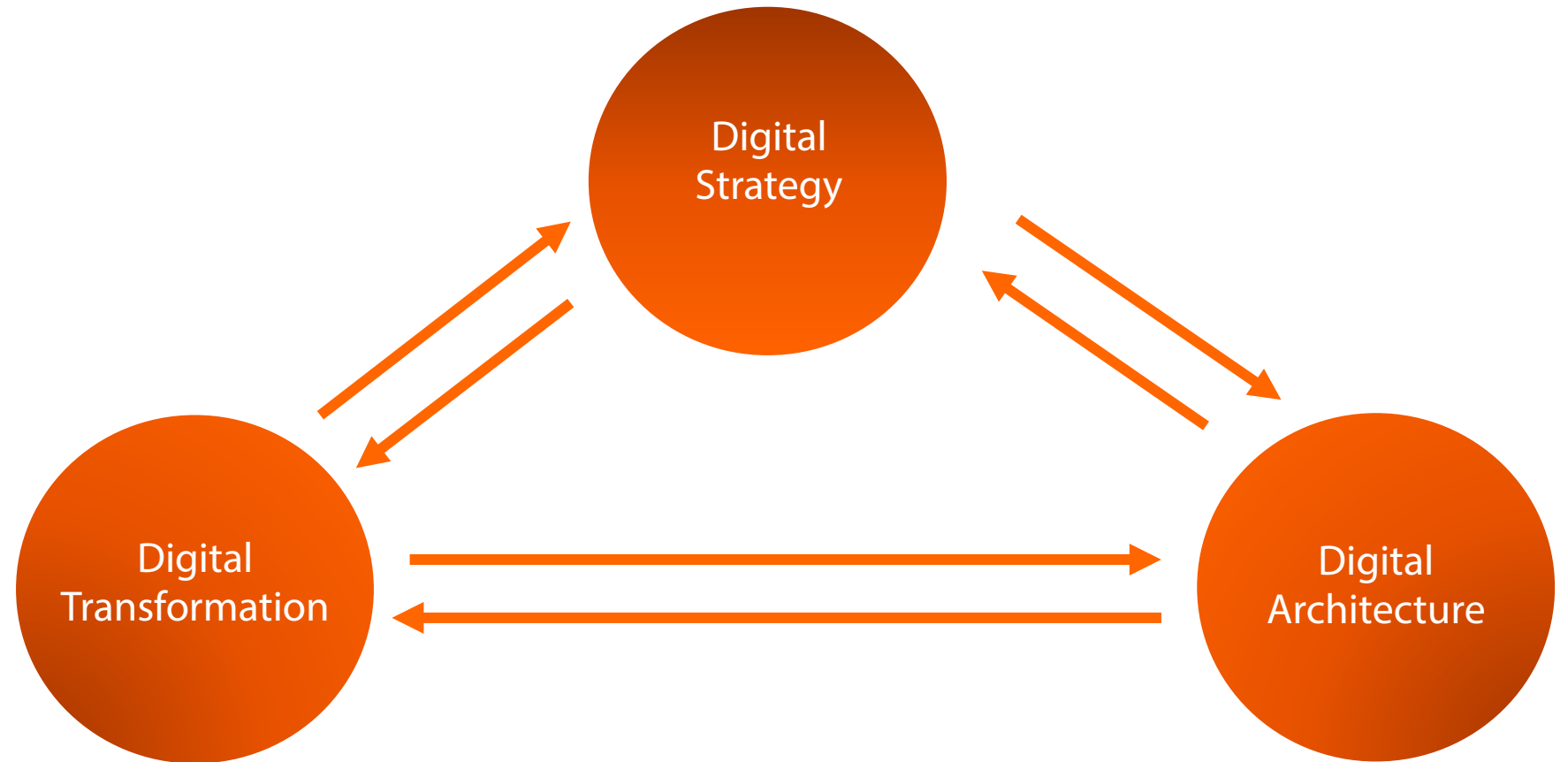


# Going Digital

## 3 KEY INTERCONNECTED ELEMENTS

An organization's digital journey requires 3 key interconnected elements – digital strategy, digital transformation, and digital architecture.

Attempting to go digital without any one of the aforementioned key elements is analogous to attempting to navigate to a destination without a compass or a map.



# Going Digital (continued)

## DIGITAL STRATEGY



### Digital

**Digital** is an umbrella term used to capture a broad base of online or web accessible medias, channels, technologies or devices such as websites, portals, banners, social networks, digital signage, mobile and more ...



### Strategy

**Strategy** is derived from the ancient Greek word 'Strategos', which means "the art of the General". Strategy is a recommended approach to achieving a set of objectives – an action plan that describes when to use what means to reach certain goals, given the current context.



### Digital Strategy

**Digital Strategy** provides measurable direction on how to use digital to achieve a vision and its specific business, brand and/or marketing objectives.



# Going Digital (continued)

## DIGITAL STRATEGY - EXAMPLES



**Strategic Objective:** Reduce piracy, and change business model from physical software distribution to a digital model.

**Digital Strategy:** Adobe proactively developed a digital strategy to move its entire product-base online in 2013 – and it has truly paid off. According to their 2018 financials, the company achieved record quarterly revenue of \$2.20 billion in its second fiscal quarter, representing 24% growth year-on-year. The move to a digital model also significantly reduced software piracy. This digital strategy is also empowering creative businesses to embrace digital transformation.



**Strategic Objective:** Create market disruption. Redefine how entertainment is delivered – move away from “brick and mortar” to “digital” distribution model, and reduce operating costs.

**Digital Strategy:** Netflix developed a radical digital strategy – they pioneered online streaming to create a significant competitive advantage, and change their customers’ value proposition (comfort and convenience). By changing the online streaming game, Netflix has become one of the most widely adopted streaming service in the world. It has also allowed them to continue to innovate in other ways, such as producing original shows and movies for their platform.





# Going Digital (continued)

## DIGITAL TRANSFORMATION



**Digital Transformation**, also referred to as DX or DT, is the reimagining of a business in the digital age. It is a radical rethinking of how an organization uses digital technologies, culture, people and processes, to fundamentally change business performance, and the value it delivers to its customers.

**Digital Transformation** is not all about digital technologies – it should be guided by a broader business strategy. After an organization has identified what strategic goals and objectives it wants to achieve it should evaluate what digital technologies to adopt.

**Digital Transformation** impacts all levels of an organization. Having the right leader and leadership commitments are key to a successful digital transformation.





# Going Digital (continued)

## DIGITAL TRANSFORMATION - EXAMPLES



**Business Challenge:** As an industry, the healthcare sector lags behind other sectors such as retail and tourism when it comes to digital innovation

**Digital Transformation:** Pfizer is revolutionizing the healthcare field by adopting digital innovations. By embracing IBM's machine learning capabilities, the pharmaceutical company plans to roll out a system of sensors and mobile devices to provide doctors and researchers with critical disease symptom information in real-time to find valuable connections between symptoms as well as other clinical data.



**Business Challenge:** Reduce operating costs, improve supply-chain efficiency, and increase customer satisfaction.

**Digital Transformation:** For Anheuser-Busch (AB) InBev, transformation extends from its breweries to its 4 million retail store partners — and everywhere in between. AB InBev has created B2B, a mobile application that liquor, convenience and retail store operators use to replenish orders. An algorithm in B2B also makes replenishment suggestions, enabling AB InBev's sales staff to spend more time discussing new brands and products with store owners.



# A Digital Roadmap (continued)

## DIGITAL ARCHITECTURE



**Digital Architecture** redefines the solution design process to incorporate the use of digital architecture and emerging technologies – shifting the focus from solving a business problem to enhancing customer experience.

**Digital Architecture** facilitates the translation of a digital strategy into a digital reality. In concert with the right strategic and customer focus, and fostering an innovative culture, organizations' are putting well-defined digital architectures, to achieve sustainable digital transformation success.

**Digital Architecture** allows organizations' operate digitally. It represents an integrated digital platform that comprises of interconnected emerging digital technologies that creates a competitive advantage, drives hyper-personalization, and scales rapidly to meet customers' demand.



# Going Digital (continued)

## DIGITAL ARCHITECTURE – POTENTIAL BLUE PRINT

Digital Architecture touches five key elements needed for envisioning a solution design.

### **Business Architecture**

Focus on business-outcome-driven models and process views.

### **Information Architecture**

Focus on identifying and creating a mesh of data and managing the same..

### **Application Architecture**

Focus on building intelligent machines, embodying the logic to work upon the data to do, learn, think.

### **Technology Architecture**

Focus on the material aspect of intelligent machines covering the hardware and technology choices of implementation such as artificial intelligence (AI), etc.

### **Security Architecture**

Focus on providing the required degree of protection and risk mitigation for the organization and the customer.



# Summary

*IT'S TIME TO GO DIGITAL!*

Going digital requires three interconnected elements – digital strategy, digital transformation, and digital architecture. While digital strategy and digital transformation sound similar, they are distinctly different.



**Digital strategy** provides measurable direction on how to use digital to achieve a vision and its specific business, brand and/or marketing objectives

**Digital transformation** is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.

# Summary

EXECUTIVES ARE LEADING THE DIGITAL CHARGE!



Going digital is a top-down initiative, often led with a vision from the C-suite. CIOs and CEOs are most often reported as owning or sponsoring digital transformation initiatives – [28 percent and 23 percent](#), respectively.



[Gartner](#) Predicts by 2021, CIOs Will Be as Responsible for Culture Change as Chief HR Officers. By 2021, 80 Percent of Midsize to Large Enterprises **will change their culture** as a way to accelerate their digital transformation strategy.



*“In today’s era of volatility, there is no other way but to reinvent. The only sustainable advantage you can have over others is agility, that’s it. Because nothing else is sustainable, everything else you create, somebody else will replicate.”*

*Jeff Bezos. Founder, Amazon*



*“Longevity in this business is about reinventing yourself or invent the future.”*

*Satya Nadella. CEO, Microsoft*





# Next Steps

*Going digital successfully requires a strong foundational digital strategy with an emphasis on cultural change. With over 20 years of strategy planning and transformation experience, Mythos Group is uniquely positioned to partner with you in successfully navigating through your digital challenges.*

## **Let's Talk!**

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THANK YOU

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