Digital Transformation

Are you ready?

How will you handle the digital disruption?

Preparing For Digital Disruption

Organizations may be waiting too long to prepare for digital disruption. Less than half of respondents agree or strongly agree that their organization is preparing for the disruption that most respondents project to occur.

87% anticipate disruption

To what extent do you believe digital technologies will disrupt your industry?

Great extent	Moderate extent	Small extent	Not at all
59%	28%	9%	3%

44% are adequately preparing

My organization is adequately preparing for disruptions projected to occur in my industry due to digital trends.

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
11%	33%	23%	25%	6%

*Percentages may not total 100 due to "Don't know" responses.

Why organizations lag behind

- Fear of not getting it right

- Not sure where to start

- Risk to business

- Cannot easily undo

- Could be a waste of resources

- Being in locked into something that does not work

Domino's Pizza Case Study

Domino's Pizza operates in 83 countries

- ==Financial crisis struck== in 2008, stock dropped from $32 in 2007 to just $6

- Faced a ==drop in demand== & decrease in popularity

They were lagging behind….

Domino's Pizza plan to save itself

- <mark>Technology and business had to be brought together</mark> to produce extra value.

- Offer a <mark>better service at the same price</mark>

- Had to turn into a tech-savvy company

Domino's Pizza are not tech geniuses.... so how did they do it?

They achieved new Business Outcomes by working closely with tech partners.

What exactly did they change?

- More convenient to order: Domino's Anyware enables clients to order pizza via dozen of channels (Twitter, Facebook, etc)

- Smart chatbots automated orders in all channels – speeding up ordering & tracking of the order

- Chatbots remembered client preferences including past orders, delivery, address, payment, etc

- During Pandemic, Domino's offered car side delivery so contact would be limited

What was the result?

- Customers enjoy ==greater convenience== on all of their favourite channels (ex. Twitter, Alexa, etc)

- Can now ==order from anywhere==

- Customers see Domino's ==presence in all digital channels==

- Domino's has now created a ==more robust relationship== with their audience

Stock price is now ==$392.29==

The Digital Transformation Model

Domino's Pizza, Amazon & Uber model:

- Clearly understood the outcomes they wanted

- Created a new business model, with new ways of doing business (<mark>Business Rules</mark>)

- Relied on business technology partners to help design the Business Rules & achieve their outcomes

- Understood that the new business rules had an impact on all aspects of their business and had to be fully integrated

What technology looks like without a Digital Transformation Roadmap
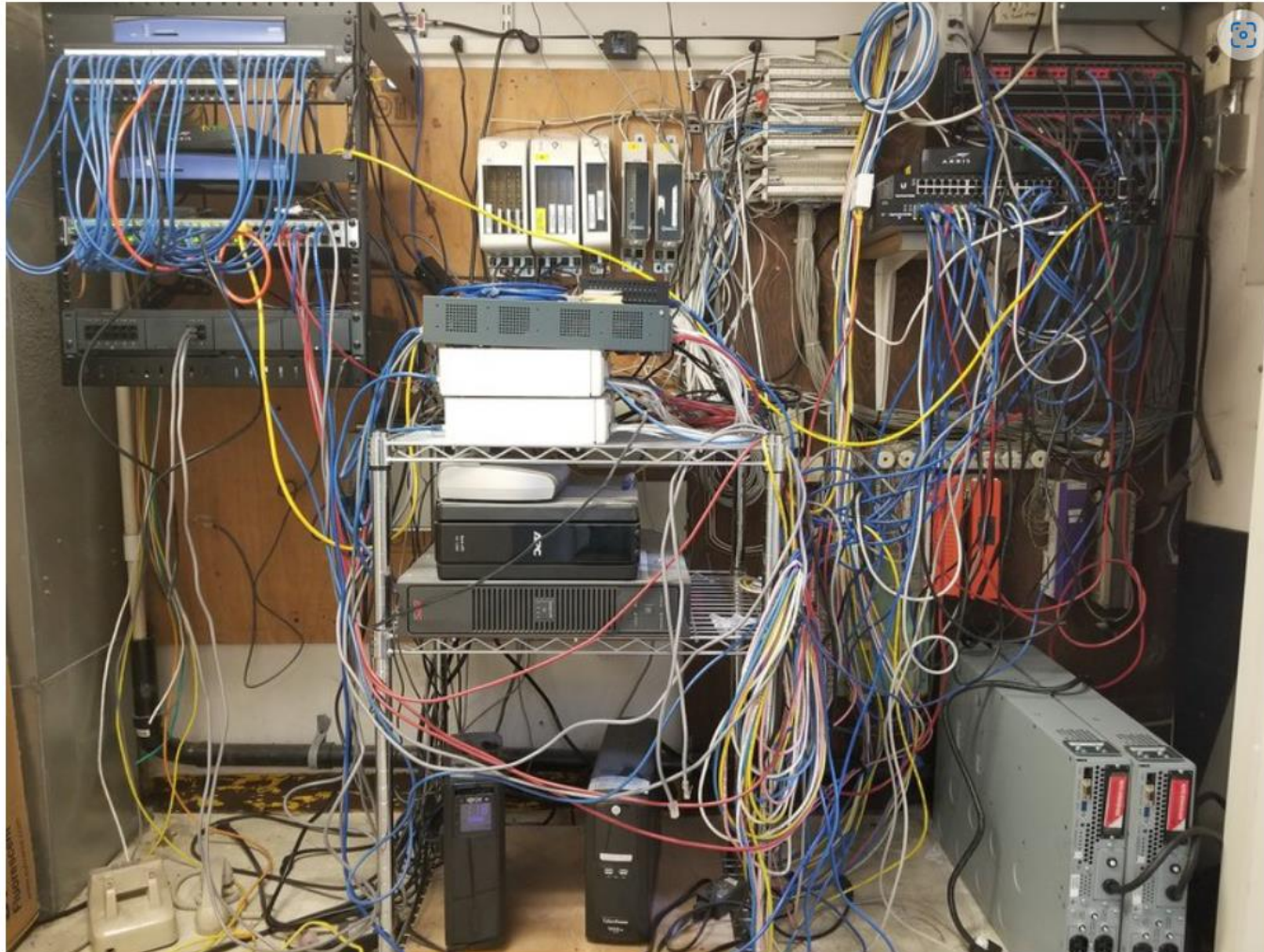
With a Roadmap

Your Digital Transformation Roadmap

1. Define **specific business visions & outcomes** you want to achieve

2. Collaborate & Innovate to develop new ways to achieve these business visions & outcomes (**Business Rules**)

3. Integrate new **Business Rules** into your business

This sounds risky... how do we do it?

Business Case Assessment (Brief)

1. ==Gather information==:

a) Understand your business & how it works

b) Map data paths

c) Your business vision & desired outcomes

d) Understand your data creators (people who create the data to do their job)

e) Understand your data consumers (managers who use reports to make decisions)

2. I provide a ==Report of Findings==: suggest new ways of doing business

3. ==We== will collaborate & innovate to ==come up with your approved new ways of doing business==

4. Phased deployment of new ways of doing business