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DIGITAL ERA CHALLENGES & OPPORTUNITIES

LEVERAGING PEOPLE FOR TOMORROW...

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DIGITAL ERA
What comes to your mind
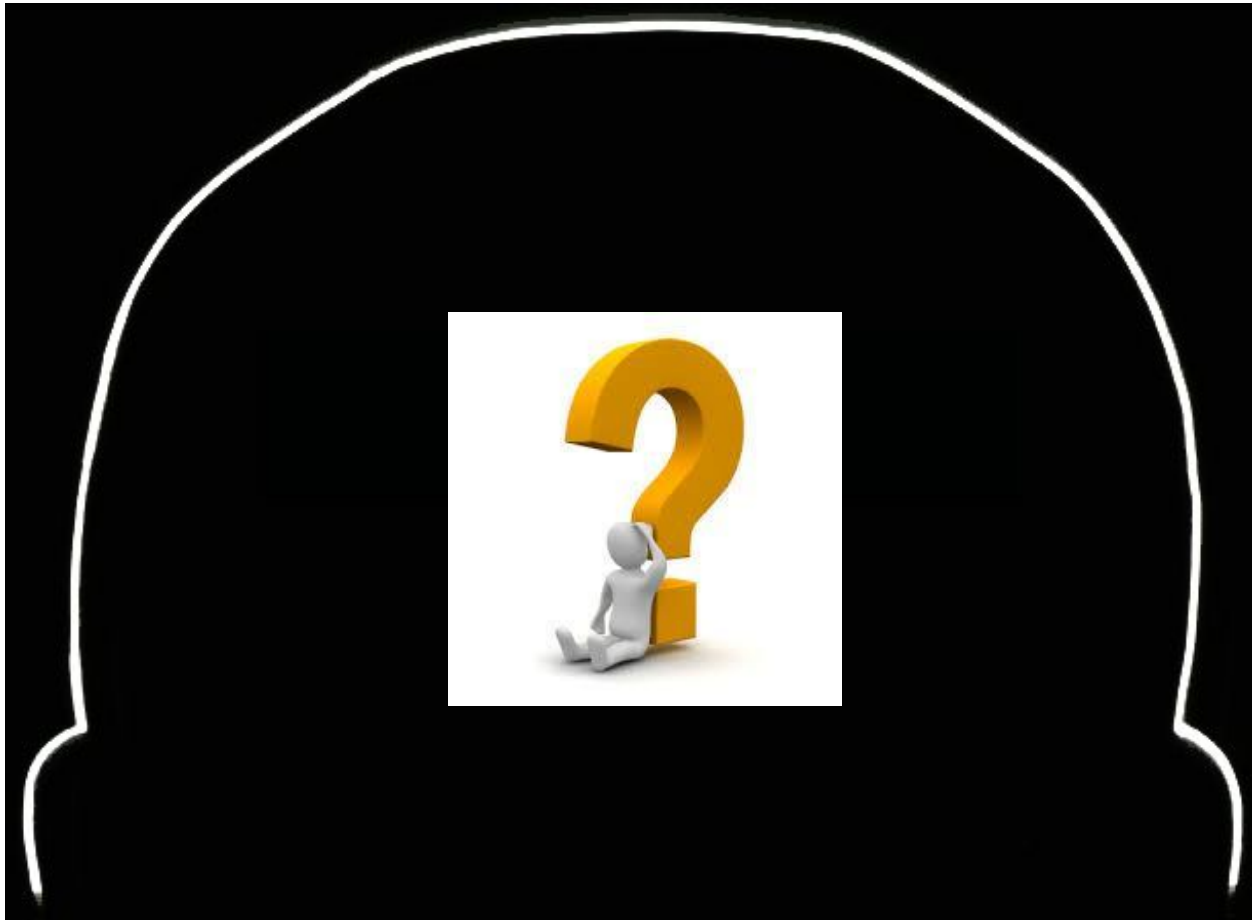
Digital Era

The Digital Era refers to advancement of technology from analog, electronic & mechanical devices to the digital technology.

The Digital Era started from the late 1970's with the adaption of Computers

The Era started advancing during 1980's & is ongoing.. It is marking the beginning of information Era

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Definition of Digitalization

The digitalization is the integration of digital technologies into everyday life by the digitization of everything that can be digitized

Definition of Digitalization

The digitalization is the impact on corporations & organizations of the fact that people & things are always & everywhere inter connected for every possible need

The Digital World…

The world is changing…..

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Digital Revolution – 4 phases

- Data Processing
- Personal Computing
- Network Computing
- Cloud Computing

Digitalization

The Digitalization urges corporation to

- Search for new business models
- Rethink their operating models

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Digitalization

The Digitalization

- Shakes the fundamentals of our society
- Shocks our references and
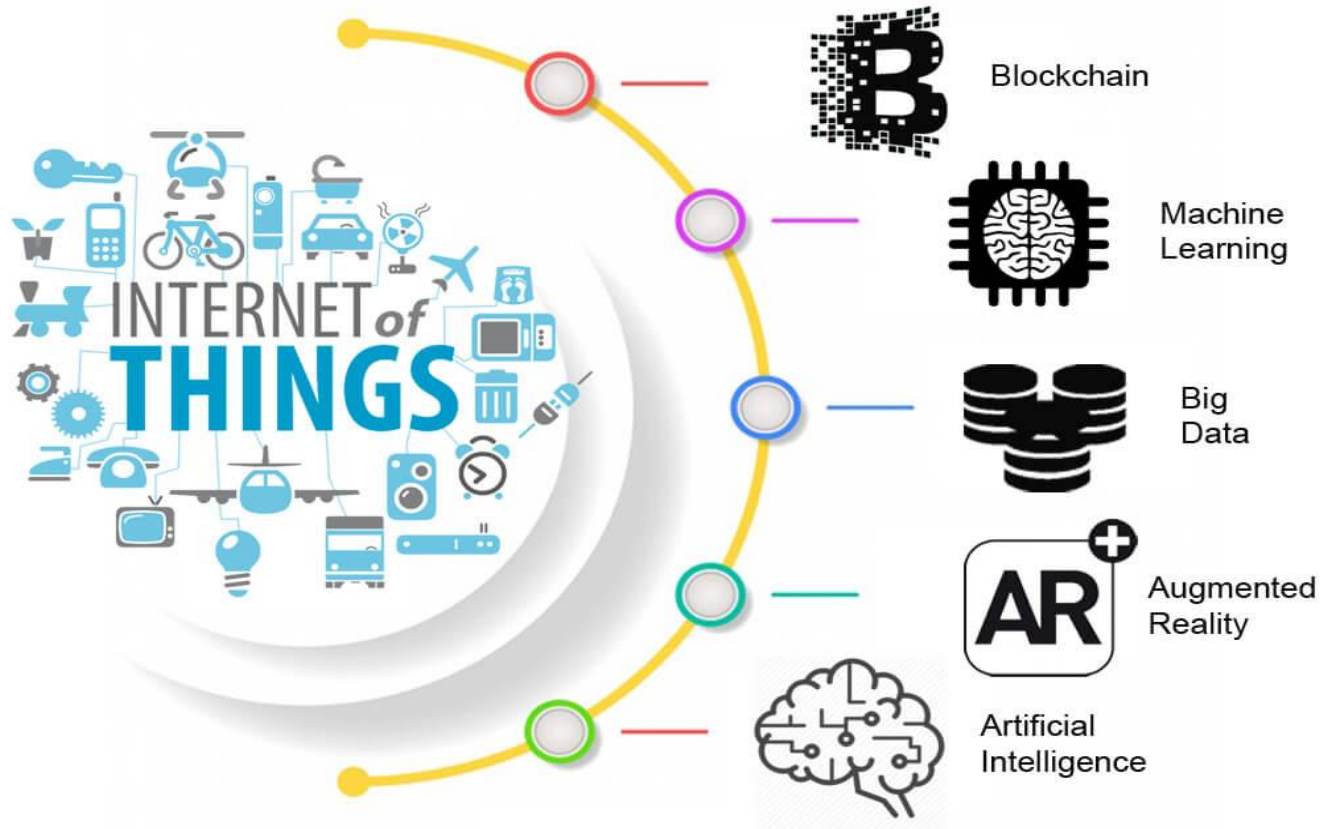- Revolutionizes our business models

Digitalization

The Digitalization within & beyond organization

- Computerization of records
- Interconnectivity with computers
- Evolution of telecommunication
- Internet connectivity
- Digitalization
- e-banking & e-trading etc.
- Digitization

Technologies carving the future…

Combine the IoT with These 5 Technologies and Carve a New Future

- Blockchain
- Machine Learning
- Big Data
- Augmented Reality
- Artificial Intelligence

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Digital Era Challenges

- Employee Pushback
- Resources/Staffing & Skills Challenges
- Lack of Expertise to lead digitization initiatives
- Organization Structure
- Overall Digitization Strategy
- Limited Budget & Controlled costs
- Managing Change
- Third party/vendor management
- IT Security & Privacy/Cyber security

Digital Era Opportunities

- Develop New Business Models – e.com, SaaS, online payment, real time, global, 24x7 & on demand
- On line Communication & networks for engagement
- Serve customers in innovative ways – (Personalize & Customize)
- Run organization more efficiently & profitably
- Vendor/Supplier Management

Digital Era Benefits

- Digitalization of Business Operations
- Greater Resource Management
- Employee Empowerment
- Greater Customer Insight
- Better Customer Experience
- Creation of Digital products & services
- Opening the doors to globalization
- Managing size & scale of Business

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Digital Era – Elements to look at

- 75% of CEO's Consider growth as the main intent behind digital program
- On average 60% of marketer's time is devoted to digital marketing activities
- Digitalization Challenges the company culture
- The speed of innovation is increasing
- Market position is getting redistributed

Top concerns for CEO's

- Uncertain economic growth
- Over regulation
- Availability of key skills
- Geopolitical uncertainty
- Speed of technological change
- Exchange rate volatility
- Social instability
- Increase of Cost
- Changing Consumer behaviour
- Cyber threats

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Risk Analysis for Digitalization

- Hard/Soft drive failure
- URL Error- linked broken
- Storage medium failure
- Loss of information/data
- Human error and memory
- Hackers

Digital Preservation

- Budget for a possible migration strategy
- Consider digital formats carefully
- Metadata Standards (Technical & Preservation)
- Organization must be committed to program
- Follow best practices & international standards
- IT must adapt to long term needs of digital preservation
- Develop a technology infrastructure plan

Changing Landscape in Digital Marketing

- Role of Digital Media-Interactivity, Intelligence, Individualization, Integration, Industry restructuring, Independence of location

- Digital Marketing - B2B, B2C, Website, You Tube, Games

- Use of Multichannel Marketing – Crowd Sourcing, Co-Creation, Use of Big Data, Internet of things, Mobile Payments, Location based marketing, Augmented reality, use of digital hardware, Kiosks, Digital Radio, Digital TV, Mobile phone, Tablets and real time marketing

Technologies to learn…. for future

- Robotics, AI & Machine Learning
- AR/VR – 3D Printing
- Block Chain
- Angular & React
- Cloud Computing
- DevOps
- Big Data
- Internet of things (IOT)
- Cyber Security
- Intelligent Apps
- Robotic Process Automation

Leadership essential for Change…

Let us embrace the future …

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