AGENDA15
STRATEGY>IDEAS>ACTION

A Digital Transformation Maturity Model and Your Digital Roadmap

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A Digital Transformation Maturity Model and Your Digital Roadmap

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Senior Vice President,
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Those Who Thrive in this Digital Economy will be the Organizations that:

Leverage technology to win the talent wars

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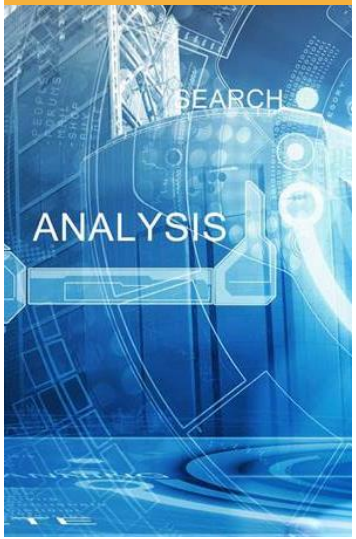
Digital Transformation is Multi Faceted and Accelerated

Leadership Transformation	Omni-Experience Transformation	Information Transformation	Operating Model Transformation	WorkSource Transformation



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How Do You Get There?

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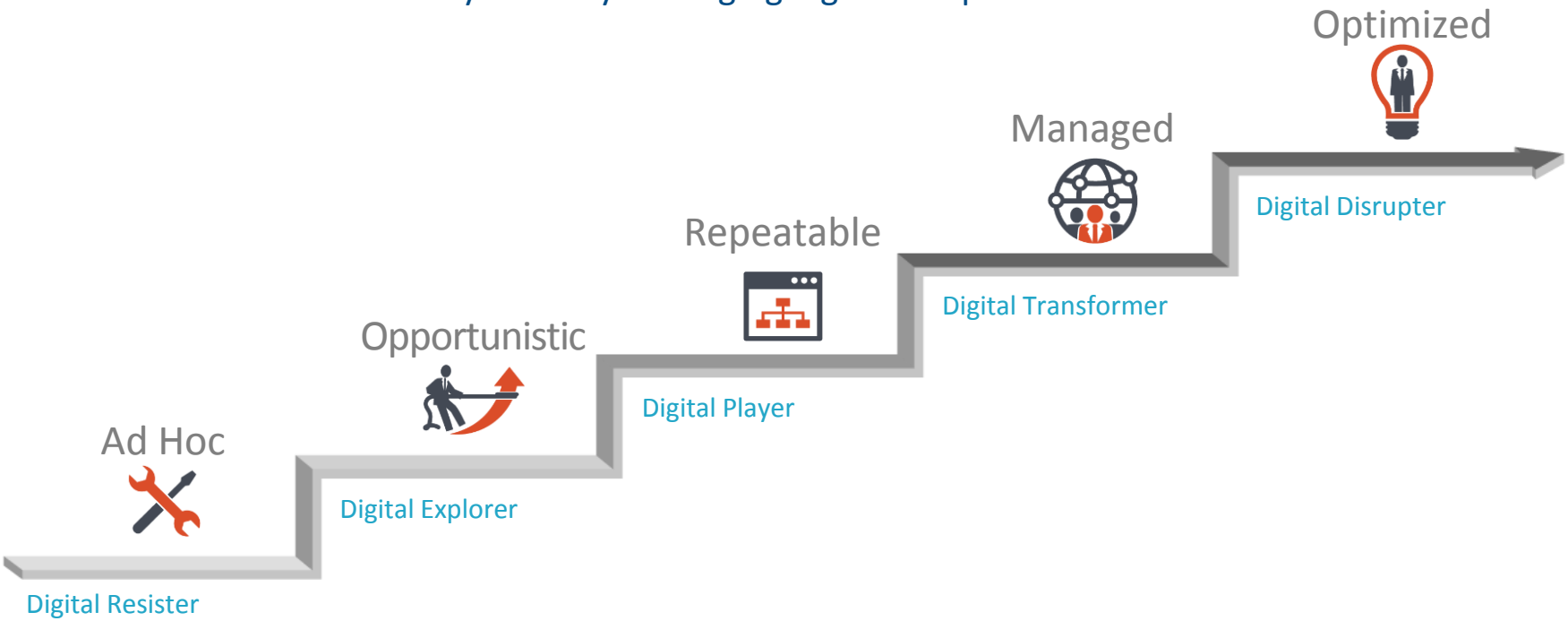
IDC's Digital Transformation MaturityScape

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

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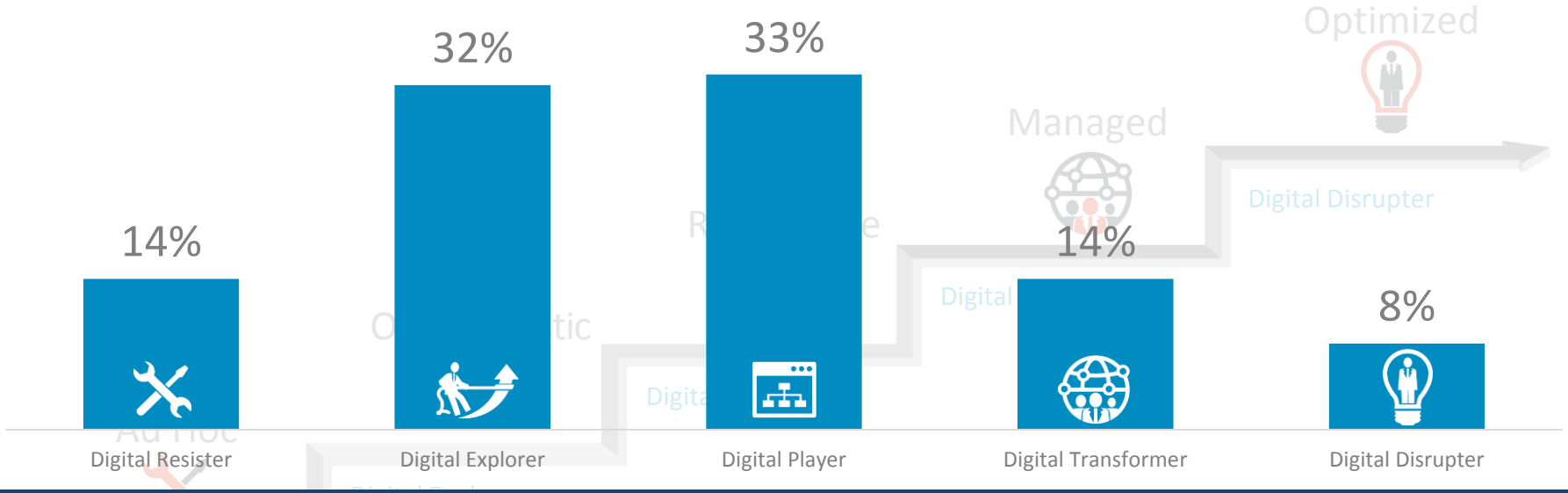
Most Organizations Are Just Beginning their Digital Transformation Journey



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

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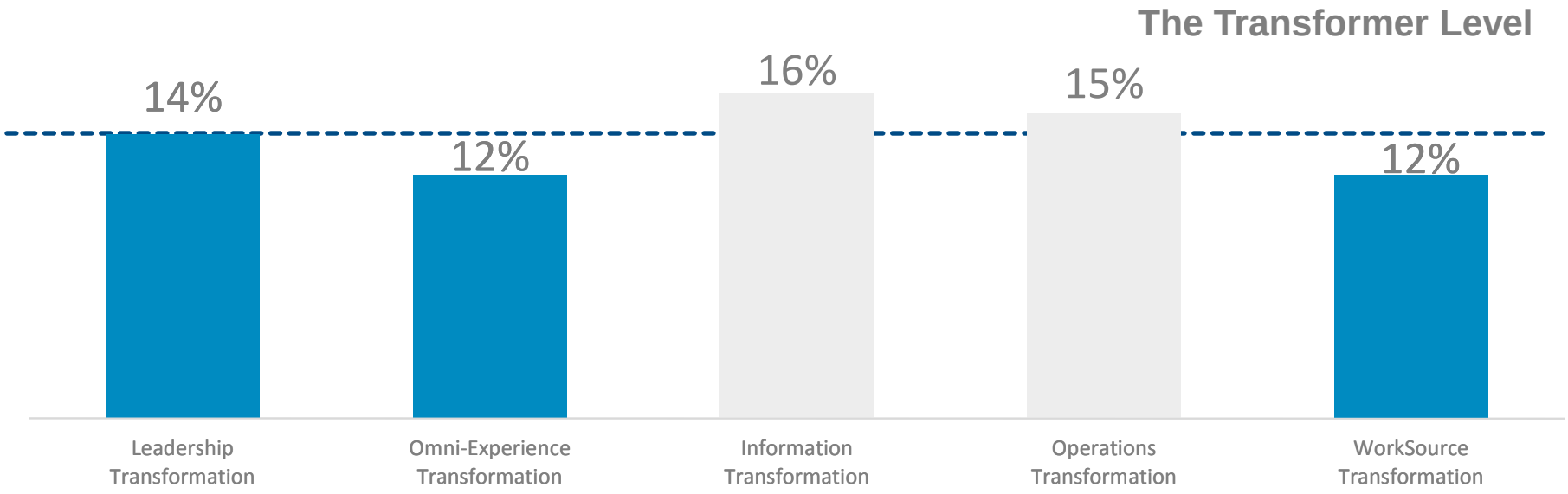
Work Needs to be Done On All Fronts



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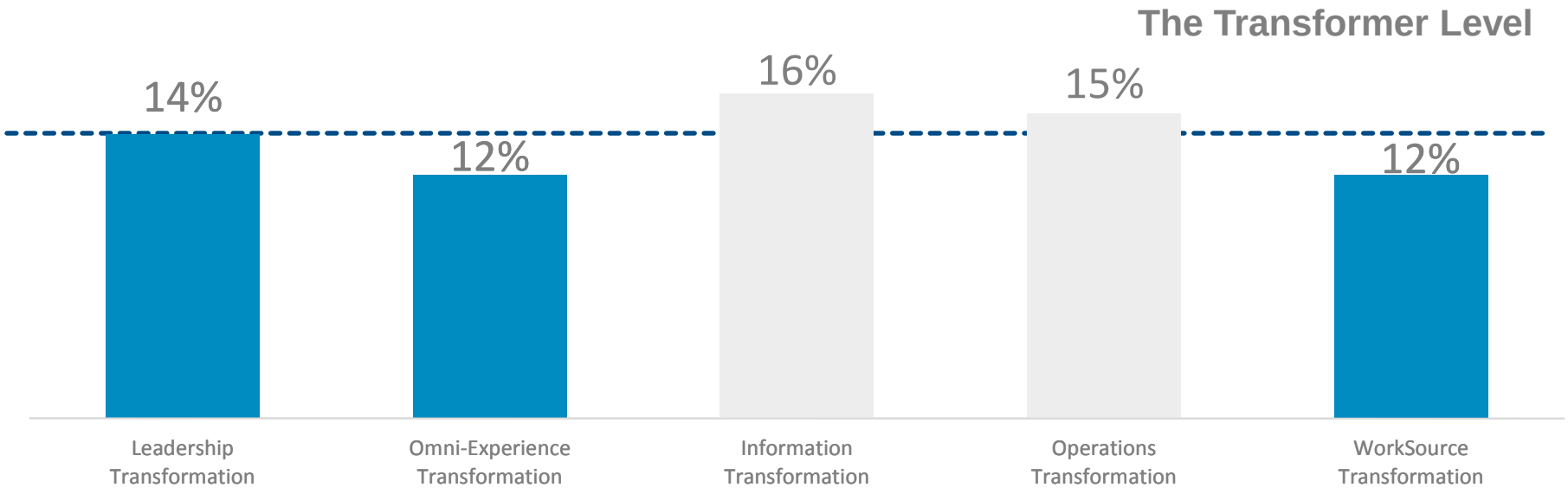

Source: IDC, Digital Transformation Maturity Model Benchmark, 2015; n= 317 IT and LOB Executives, March, 2015

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3 Actions We Can Take to Move from “Digital Explorer” to “Digital Transformer”

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Digital Leadership Transformation

The ability to develop and execute on a vision for the digital transformation of the organization

"Digital Explorer"
Lead "make, sell, buy" business environments

"Digital Transformer"
Lead "outside-In" business environments

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Leading an “Outside-In” Business Environment

Empower at the Edge Mindset	Culture that is Not Afraid to Fail	Looking Disruption Straight in the Eye
	FutureLab	

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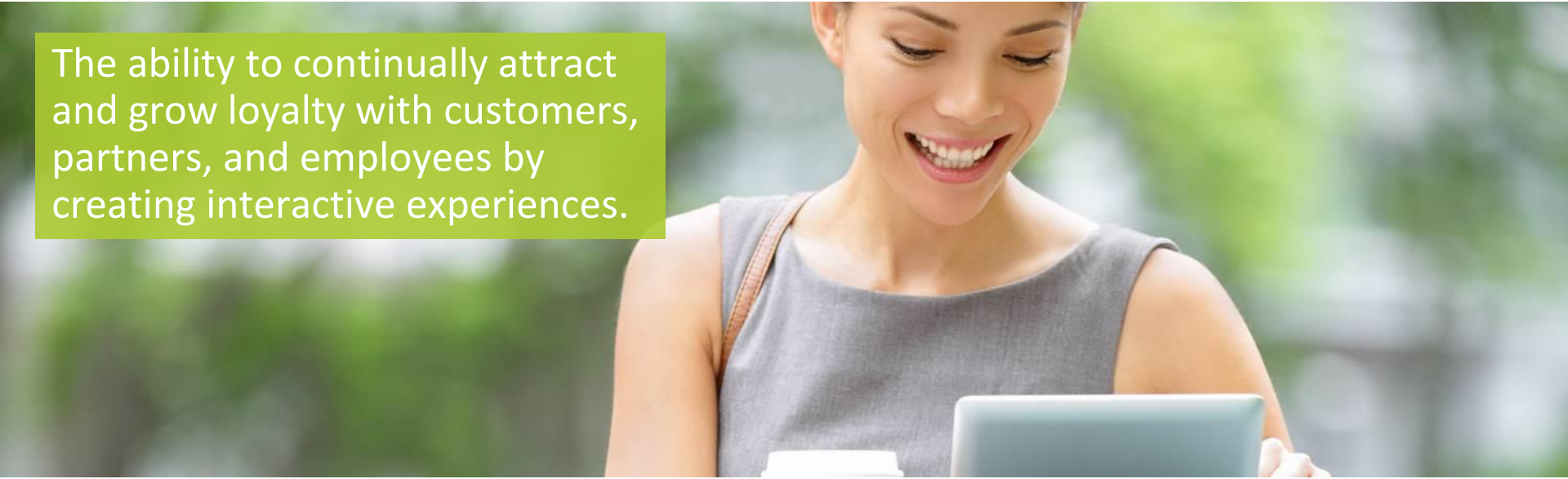
Omni-Experience Transformation



The ability to continually attract and grow loyalty with customers, partners, and employees by creating interactive experiences.

"Digital Explorer"
Customer experience innovation that says "look at me"

"Digital Transformer"
Customer experience innovation that alters market expectations

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Expectation-Altering CX Innovation

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Inspire Customers with Personalized Experience

Rebecca Minkoff
@RebeccaMinkoff

Shopping journey starts in any channel

Connected glass shopping wall

Triangulate customer, product, and employee

Interactive fitting rooms

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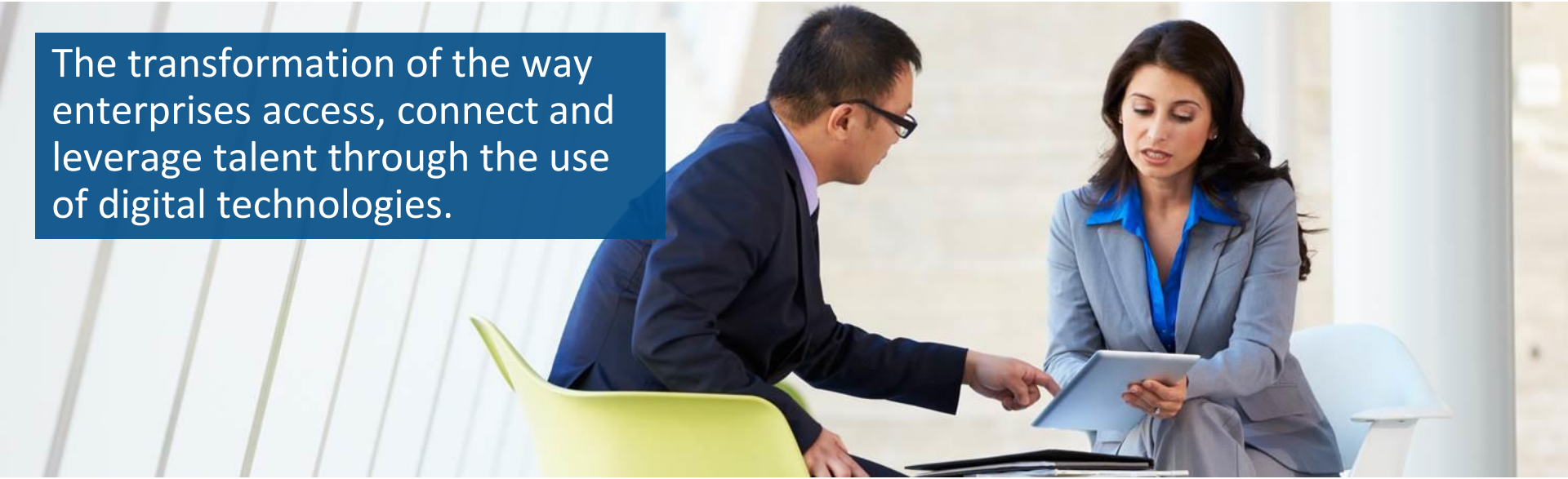
WorkSource Transformation



The transformation of the way enterprises access, connect and leverage talent through the use of digital technologies.

"Digital Explorer"
Innovating within four walls

"Digital Transformer"
Innovation with the ecosystem

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Innovating With the Ecosystem

Communities reduce design times significantly	Communities can re-invigorate in house design teams	Internal champion that thinks beyond traditional NPI process

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Emerging Technology in An Unexpected Use Case

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Emerging Technology in An Unexpected Use Case

Entertainment

Healthcare

Improve operations while significantly improving guest/patient experience

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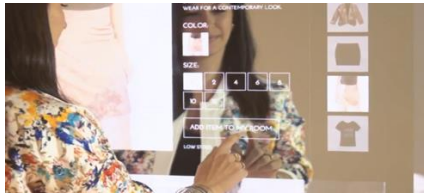
Characteristics of “Digital Transformers”

starwood Hotels and Resorts



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A willingness to

publically experiment

with new technology

LOCAL MOTORS

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Characteristics of “Digital Transformers”

Designers need to work for Perterbilt

Kids play with physical OR digital toys

A willingness to

challenge the norms

of their business model

Quality education needs to be face to face

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Characteristics of “Digital Transformers”

Disney switched over the guest experience in DisneyWorld theme park

A willingness to make

bold bets

when the time is right

BBVA established a digital banking unit to set up new digital business processes

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And if Done Right…This is Your New Organization

1 **Leadership**
Dispersed throughout enterprises and ecosystems

2 **Omni-Experience**
Self adapting to customers changing needs

3 **Information**
Your greatest competitive differentiator

4 **Operating Model**
Rapidly responding to changing conditions

5 **WorkSource**
Ecosystem-based

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