**EBU5608 Tutorial 1 (Lecture 2)**
**Digital Transformation and Digital Products**

The global pandemic has brought about many challenges for individuals and companies around the world. Many organizations had to completely transform their business to adapt to the new circumstances – disrupted supply chains, workforce shortage, a shift to online interactions, change in consumer habits and preferences, demand for new types of products and services.

Work in group of 4-5 students

1. Identify an example of a successful digital transformation of a product or service that existed predominantly in a physical format before the pandemic
2. Discuss the main reasons you believe the company's strategy was successful
3. Identify an example of a new digital product or service adopted since the pandemic
4. Discuss the main reasons behind the changing consumer habits and preferences

Sample answers:

https://www.ideamotive.co/blog/examples-of-successful-post-covid-19-digital-transformation

For example, the Chinese media company Huanxi found a solution to the restrictions of this difficult time. The premiere of their movie 'Lost in Russia' was supposed to take place during the Chinese New Year festivities. As all the cinemas were closed, Huanxi turned to IT company Bytedance (TikTok's owner) and together they organized a live-streamed premiere. This move led to an income of over $600m within just two days.

https://mitsloan.mit.edu/ideas-made-to-matter/digital-transformation-after-pandemic

For example:
**Employee experience:** Automation and machine learning can bring efficiencies to routine tasks, while other technologies like augmented reality can assist workers in ways not possible before. Westerman cited an initiative underway at Newport News Shipbuilding, which is using AR to overlay digital instructions onto the workspace, for example telling electricians how to route their wires, or showing when a piece of equipment is too heavy to lift alone.
**Operations:** Fueled by the Internet of Things and Industry 4.0, innovations like digital twins and machine learning help companies better leverage real-time data to improve operational performance and introduce new services.