

Digital Natives vs Digital Immigrants: Navigating the Business Tech Landscape

Welcome to our exploration of how businesses interact with technology. We'll dive into the world of Digital Natives and Digital Immigrants, and how they shape the modern business landscape.

 **por Mayko Silva**



Digital Natives: Born into Technology



Tech-Savvy

Digital Natives, like Netflix or Uber, breathe technology. It's in their DNA.



Cloud-First

They build their entire business model around the latest tech, including cloud computing and AI.



Mobile-Centric

Using mobile apps is as natural to them as checking your phone first thing in the morning.



Digital Immigrants: Adapting to the Digital Age

Traditional Roots

Digital Immigrants are companies that have been around for decades or centuries, like big banks or traditional retailers.

Learning Curve

They weren't born into the digital world. Adapting to new technology can be a struggle.

Valuable Experience

These companies have extensive experience and knowledge, but are learning to navigate the digital landscape.

The Key Difference: Building vs. Adding

1

Digital Natives

Build businesses around technology from the start.

2

Digital Immigrants

Add technology to existing processes.

3

Analogy

Like building a house with electricity vs. adding wiring to an existing house.



SAP Business Technology Platform: The Universal Translator

For Digital Immigrants

BTP helps them speak the language of technology more fluently.

For Digital Natives

It provides even more advanced tech tools to enhance their capabilities.

Business Impact

Understanding a company's digital nature reveals their approach to technology and innovation.



Next Steps: Exploring Digital Transformation

Recap

We've covered Digital Natives and Digital Immigrants.



Coming Up

Next, we'll dive into Digital Transformation.

Impact

It's going to be a game-changer for businesses.