Digital Business Opportunities & Technology Applications in Business

DIGITIZATION
of a Business

Digital Transformation

The integration of digital technology into all areas of a business resulting in fundamental changes to how businesses operate and how they deliver value to customers.

“Digital transformation closes the gap between what digital customers already expect and what analog businesses actually deliver.”

- Greg Verdino

WHAT IS REQUIRED?

"[Digital transformation] involves a change in leadership, different thinking, the encouragement of innovation and new business models, incorporating digitization of assets and an increased use of technology to improve the experience of your organization's employees, customers, suppliers, partners and other stakeholders."

https://www.youtube.com/watch?v=EmgbTFOtoW4

Step 1

Understand what your business is

Step 2

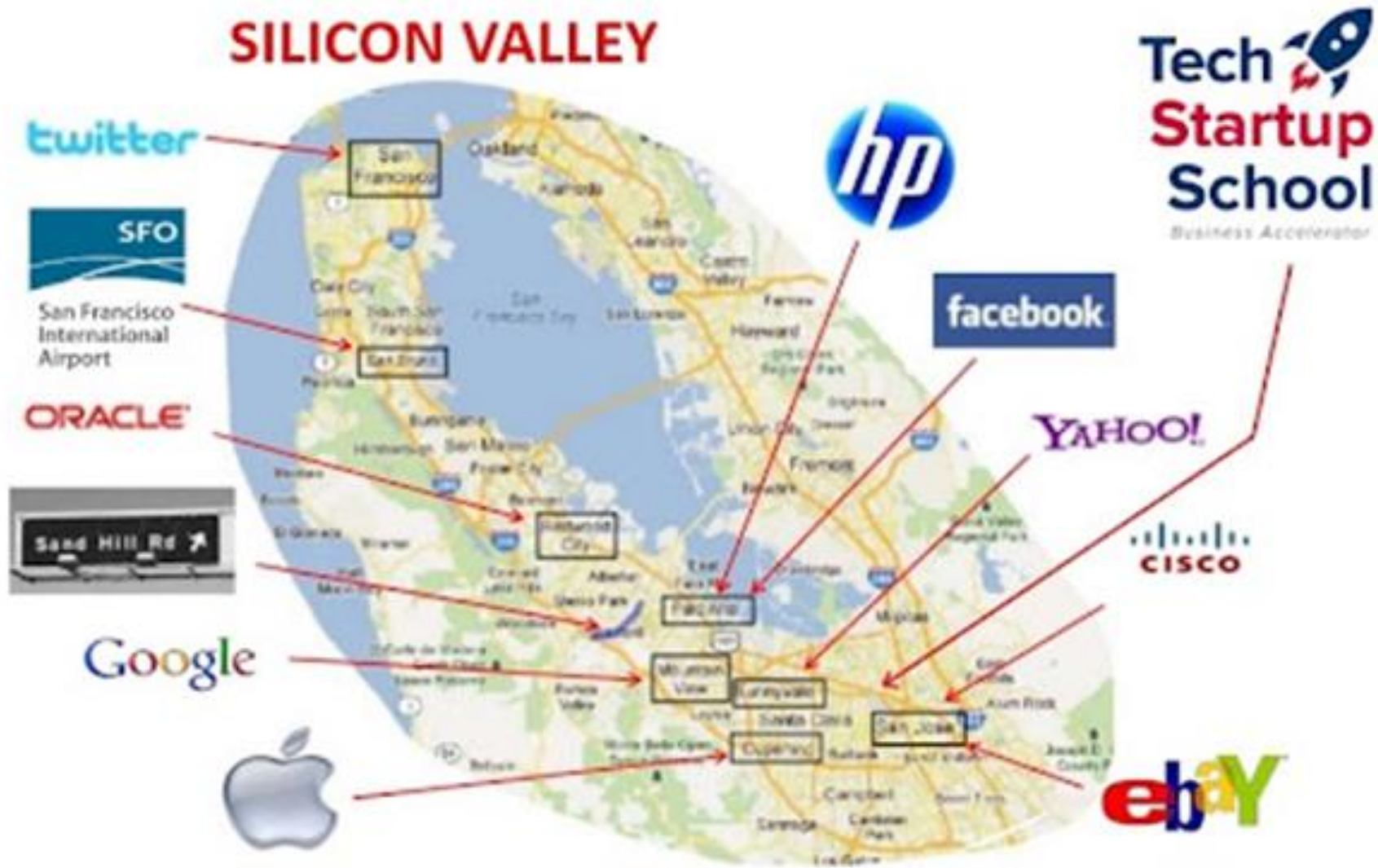
Leverage Insiders

Step 3

Recognize the Employees' fears of being replaced

Step 4

Bringing the Silicon Valley start-up culture inside


SILICON VALLEY
twitter
SFO
San Francisco International Airport
ORACLE
Sand Hill Rd
Google
hp
facebook
YAHOO!
cisco
ebay
Tech Startup School
Business Accelerator

Implementation

Direct

When a new system is implemented without any phased or pilot implementation, it is said to be direct. The old system is retired, and the new system goes live.

Parallel

When the new system is used at the same time as the old system the two systems are said to be running in parallel.

Phased

When small parts of the new system gradually replace small parts of the old system, the implementation method is said to be phased.

Pilot

When a small group of users within an organization uses a new system prior to wider use, the system is said to be piloted.

How it can help a Business to grow?

- Cost Reduction
- New Markets
- Relationship Building
- Automation
- Better Market Intelligence
- Outplay the Competition

WHY DIGITAL TRANSFORMATIONS FAIL?

- Unclear goals/plan
- Lack of expertise
- Internal resistance
- Ignoring customer experience
- Lack of management support
- Conducting digitization too fast
- Not understanding the customers' needs
- Not changing the internal culture

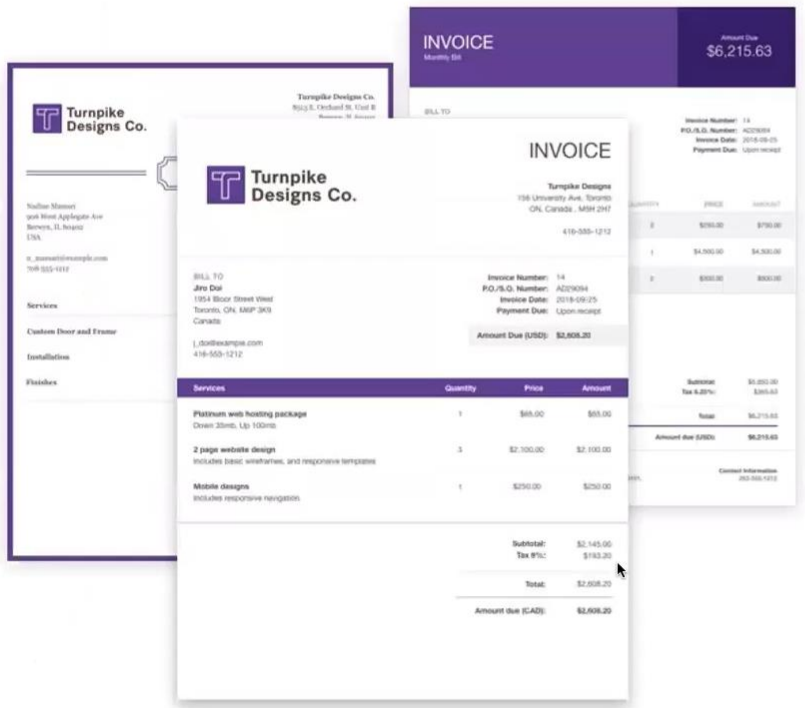
LET'S TALK ABOUT THE BUSINESS PROCESSES

Accounting and Finance
General Administration and Management
Sales and Marketing
Business Functions
Research and Development
After Sales Service
Human Resource Management

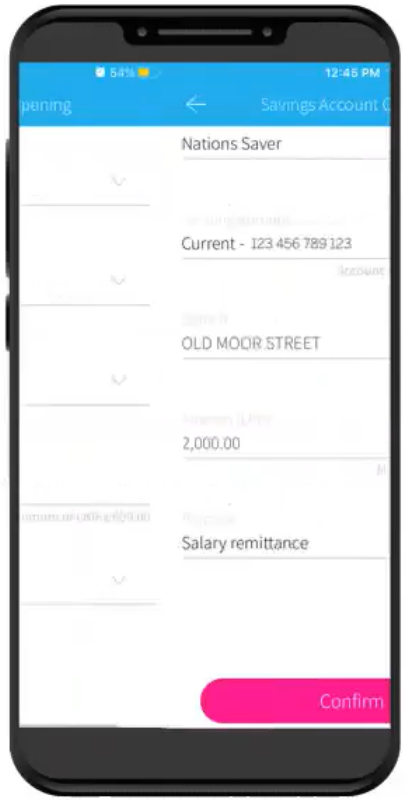
ACCOUNTING AND FINANCE

ZOHO

wave



Online Banking



MARKETING AND SALES

HubSpot

Hootsuite

mailchimp

Google Analytics

AFTER SALES SERVICES

HubSpot

autochatic®

ZOHO CRM

HUMAN RESOURCE MANAGEMENT

Taco's Tacos

Taco & Co. Free | Team Visible | Show Menu

Resources

Financials & Growth Data
5

2017 Goals And KPIs
2

Brand Guide
1

Employee Manual
1

Add a card…

To Do

Build A Better Burrito: 7 Layers To Success
0/7

Nacho Ordinary Birthday - Event Space Rentals

Taco Drone Delivery Service
Nov 10
3

Superbowl Ad - "Super Salad Bowls"
Dec 12

Add a card…

Doing

The Taco Truck World Tour
Oct 5

Operation "Awesome Sauce" - A Recipe For Profit
Oct 18
3
2/5

#NoFiller Instagram Campaign
3

Global Franchise Opportunities
4/9

Add a card…

Done

Focus Group: Corn vs. Flour Tortillas

New Swag: Socks, Scarves & Salsa
5

Eco Friendly Utensils & Napkins
3/3

Update Yelp Listing
1

Grand Opening Celebration
Aug 11, 2016

Add a card…

RESEARCH AND DEVELOPMENT

SPSS

Google Trends

facebook
Audience Insights

SurveyMonkey

Google
Analytics

Facebook Analytics

GENERAL ADMINISTRATION

G Suite

slack

OTHER RESOURCES

TechCrunch DISRUPT

reddit

Hemingway Editor

DISRUPT ASIA

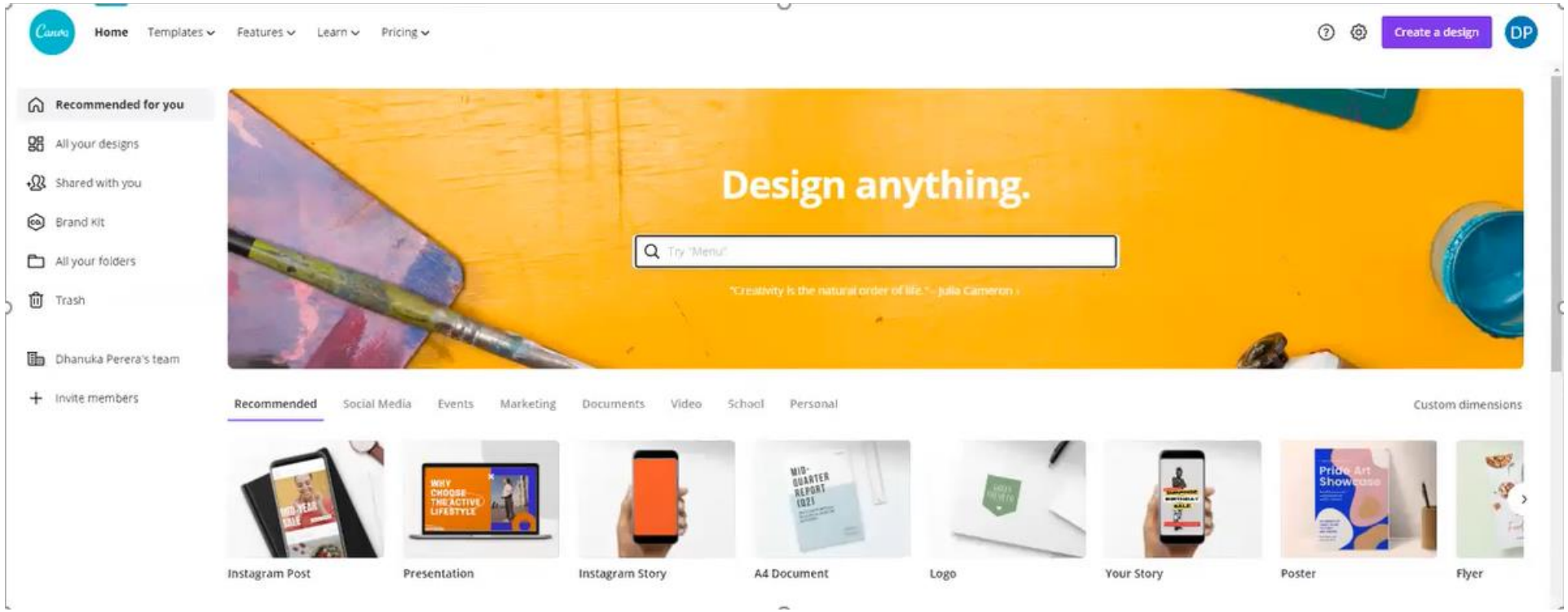
Canva

zoom

Market Finder

Think with Google

www.thinkwithgoogle.com


Home
Templates
Features
Learn
Pricing
Create a design
DP
Recommended for you
All your designs
Shared with you
Brand Kit
All your folders
Trash
Dhanuka Perera's team
Invite members
Design anything.
Try "Menu"
"Creativity is the natural order of life." – Julia Cameron
Recommended
Social Media
Events
Marketing
Documents
Video
School
Personal
Custom dimensions
Instagram Post
Presentation
Instagram Story
A4 Document
Logo
Your Story
Poster
Flyer

Digital Business Opportunities

[Discussion]

Uber [Innovation]

NETFLIX [Transformation]

airbnb [Innovation]

amazon [Expansion]

zoom [Opportunity Exploitation]

https://www.youtube.com/watch?v=w1InlmCh3V0

Downsides Of Technology

- Learning Curve
- Investment in Technology
- Worklife Balance
- Health Issues
- Social Issues
- Lost Opportunities
- Too Much Focus on Technology can deviate from core purpose or core strengths of the business
- Human Error and Bias