

# Coming to terms with Digital Transformation

Gerhard Petrick 15 October 2018









## **Overview**



- Introduction to MultiChoice
- What is Digital Transformation
- The urgency of Digital Transformation in the developing world
- Key enablers
- Where to start











## Introduction



- ICT have been focus for public and development initiatives
- We track vital ICT data and
- We agree a link between access to ICT and the ability to engage in the new economy
  - Exactly how subject for ongoing research
- Ability to meaningfully use these technologies is
  - highly complex
  - multi-dimensional
  - linked to multiple inter-related multidisciplinary fields
- New services, concepts and terminology

# **What is Digital Transformation**



- Fashionable catch phrase?
- Hundreds on interpretations and meanings many different understandings and perspectives
- Often vague, academic or intangible, diverse, too large to grasp
- Linked to range of other similarly complex developments and subjects
  - 4<sup>th</sup> industrial revolution
  - Artificial Intelligence
  - 5G
  - And more...

#### ICT and e-services

e-centres, e-government, e-commerce, e-banking, e-money, e-learning, e-education,

#### **Smart services**

Smart phones, Smart cities, Smart Money, Smart Government, Smart Shopper,

# **Digitisation**



## Analogue



- Analogue pen to paper
- Analogue delivery

## Digital



- Key-strokes converted to data
- Intelligence in creation of content (word processing, formatting, spell check)
- Digital delivery
- Fantastic turn-around

# **Digitisation**

## MULTICHOICE ENRICHING LIVES

## Analogue



- Analogue signal
- Limited services
- Linear

## Digital



- Services delivered as data (100101010101011101000110)
- Multiple services
- Intelligent processing of data
- On-demand services possible

## **Transformation**



- "Transformation" is used in this context to describe a revolutionary or fundamental change
- More than a stepped or gradual change
- Resulting in something new or different



Source: http://www.butterflyinsight.com/images/butterflylifecycle.jpg

# **What is Digital Transformation**



"Using technology to create differentiating ways of doing business with the aim of driving growth in new and existing markets" (Simon Chan)

"The realignment of, or new investment in, technology, business models, and processes to drive new value for customers and employees and more effectively compete in an ever-changing digital economy." (Brian Solis)

What the HECK is Digital Transformation? Finally, a definition anyone can understand!, Simon Chan, Open Consulting Group available on-line at <a href="https://www.thedigitaltransformationpeople.com/channels/the-case-for-digital-transformation/what-the-heck-is-digital-transformation-finally-a-definition-anyone-can-understand/">https://www.thedigitaltransformationpeople.com/channels/the-case-for-digital-transformation/what-the-heck-is-digital-transformation-finally-a-definition-anyone-can-understand/</a>

# **What is Digital Transformation**



"There is widespread recognition among leaders in most industries that the role of digital technology is rapidly shifting, from being a driver of marginal efficiency to an enabler of fundamental innovation and disruption"

"Digitalization is the cause of large-scale and sweeping transformations across multiple aspects of business, providing unparalleled opportunities for value creation and capture, while also representing a major source of risk"

**Bruce Weinelt**, Head of Digital Transformation, World Economic Forum (From foreword to World Economic Forum White Paper Digital Transformation of Industries: In collaboration with Accenture available on-line on 13 October 2018 at <a href="https://www.weforum.org/about/transformation-maps">https://www.weforum.org/about/transformation-maps</a>

# Incremental or Transformational Change



Analogue

http://3.bp.blogspot.com/-h-zJ17acX0s/TcAecOLbqNI/AAAA AAAAAV8/ea6VRqfsPKw/s160 0/old aerograms.jpg

Source:

Incremental Change / Marginal enablers



Source: http://machinesoflovinggrace.c om/large/Olympiasm3.jpg

Analogue delivery

Analogue pen to paper



Source: https://2.bp.blogspot.com/-2Hera6S0uHY/UdkKmtFDUVI/AAAAAAAAW PI/r6YIKefYrmY/s1600/3.jpg

Digital



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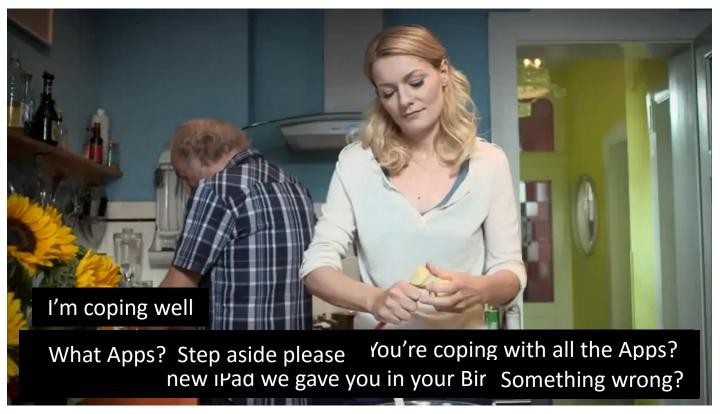
# **What is Digital Transformation**



- The digitisation of systems and tools is the key enabler
- The transformation is brought about through the strategic, visionary and appropriate interconnecting of systems, services and applications in delivering new value and services

# New technology on its own...





Source: https://youtu.be/nPGY2T9r1Ok

# Focus or Perspectives on Digital Transformation (by Simon Chan)



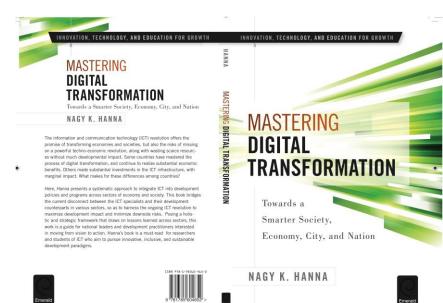
- Customer Experience
  - Revolutionising the customer experience
- Operational Digital Transformation
  - Changing the way we work or deliver services
- Cost-centric Digital Transformation
  - How can we work differently to dramatically change our cost structure
- Business Model Digital Transformation
  - How can we change our business to re-invent ourselves
- Digital Transformation as a World View (Everyone perspective)
  - Digitation is changing the world

What the HECK is Digital Transformation? Finally, a definition anyone can understand!, Simon Chan, Open Consulting Group available on-line at <a href="https://www.thedigitaltransformationpeople.com/channels/the-case-for-digital-transformation/what-the-heck-is-digital-transformation-finally-a-definition-anyone-can-understand/">https://www.thedigitaltransformationpeople.com/channels/the-case-for-digital-transformation/what-the-heck-is-digital-transformation-finally-a-definition-anyone-can-understand/</a>

# What is Digital Transformation (by Nagy K. Hanna)

MULTICHOICE ENRICHING LIVES

- ICT-Enabled Deep, Holistic and Sustainable Change
- Not a fix, blueprint, or solution for all
- A social learning process sustained over time
- All stakeholders involved (Also unexpected stakeholders)
- Aim to harness digitisation to meet a country's specific socio-economic priorities



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# The Importance and Urgency



## The pursuit

- Transformational change socially and commercially
- Sustained change
- Shared vision of implementation
- Adaptive
- Transformation of Sectors (not just individual ventures or departments, services)
- Across multiple industries

## **Opportunity**

- Others are harnessing the capabilities of the new technologies (combined and coordinated application)
  - Benefit of customers
  - Benefit of their citizens

### **Risks**

- First movers
- Non-movers

# The Importance and Urgency



### **Traditional**

- Population Census
  - Every 10 Years
  - Information on key indicators
- Regulatory tracking of key ICT indicators
- Population = 2 587 801
- Internet users = 797 027
- Facebook subscribers = 570 000

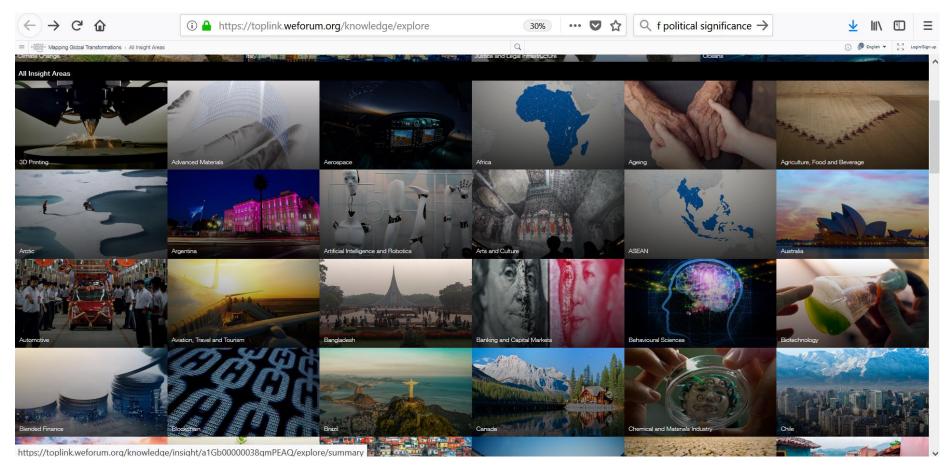
#### **Smart**

- FANGs (Facebook, Amazon, Netflix and Google (now Alphabet, Inc.)
- Access to real-time data of users
- Age, profile, location, residential and work address, likes, dislikes, hobbies
- Ability to continuously learn (AI)
- Ability to analyse data and find topics, trends and links (big data, and AI)

Data Source: https://www.internetworldstats.com/africa.htm

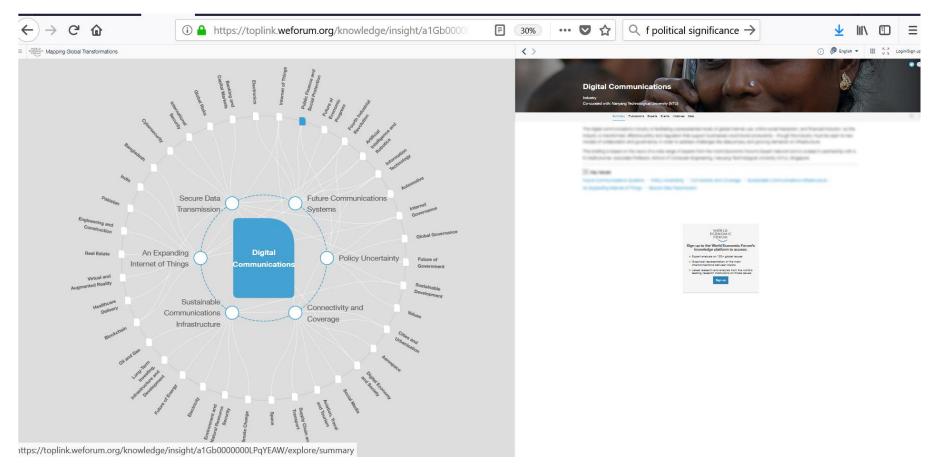
# **World Economic Forum - DTI**

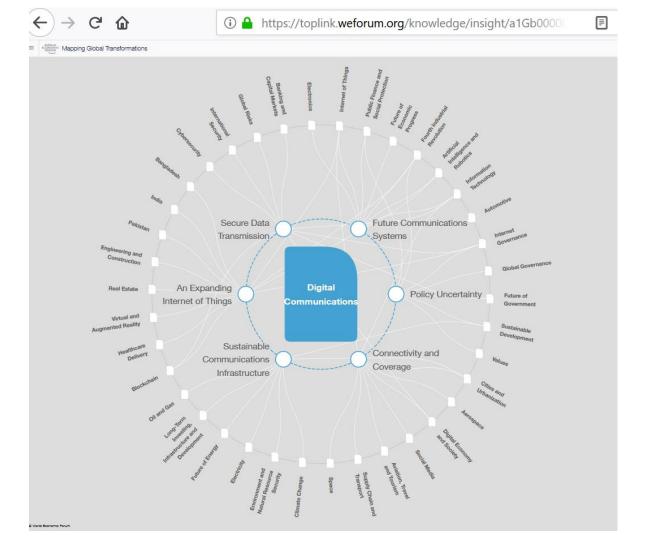


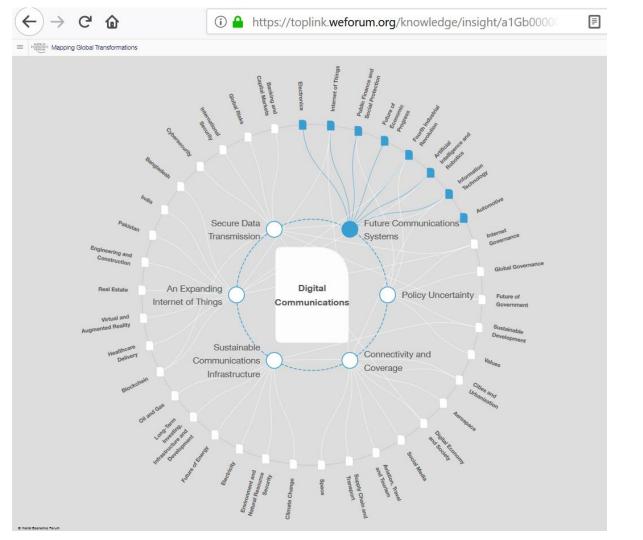


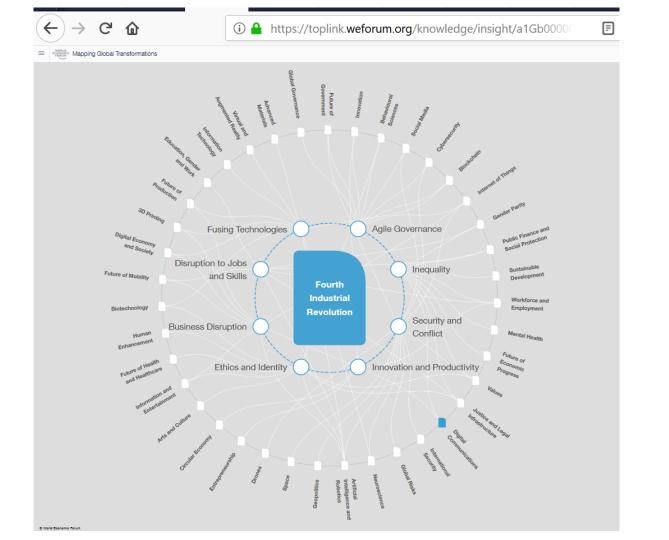
# **WEF – Mapping Transformations**







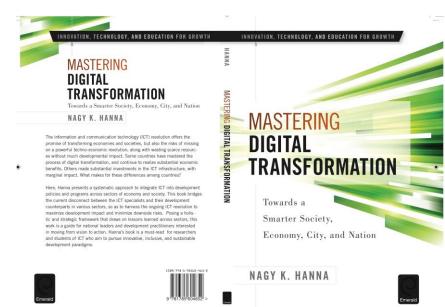




# Digital Transformation - Three Foundations (by Nagy K. Hanna)



- Human resources
- Enabling policies, institutions, infrastructure
- Developing local ICT services and Industries



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## Where to start



- Start at the socio-economic priorities
- Identify fields activities, and sectors that are related to these areas of priority
- Explore linkages between the interconnected fields
- Explore Technological advances that may serve as key enablers across these fields

# Hanna refers to key lessons & challenges

- Integrate ICT with Development process
- Address whole Ecosystem and complements
- Commit to Diffusion & Inclusion
- Develop Leadership and institutions
- Promote local initiative innovation, learning

## Think "the box"



Analogue

0/old aerograms.jpg



- Analogue pen to paper
- Analogue delivery

# of the Future

## Digital



- Growth in on-line shopping
- Increased demand for deliveries
- Competition on turn-around and cost
- Massive growth in parcel delivery

# **Questions and Follow-up**



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