



THE DIGITAL TRANSFORMATION JOURNEY

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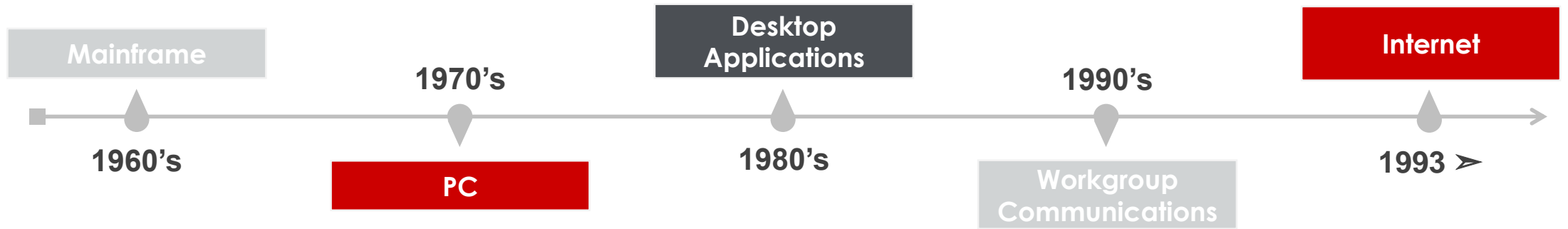


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DIGITAL EVOLUTION

1st wave **Digitization**



Year	
1960 - 1970	Mainframe Computers – IBM 7090 / Predominantly Centralized system that performed calculations
1970 - 1980	Personal Computers – Introduced into larger workforce – greater flexibility
1980 - 1985	Desktop Applications – Wordstar, MS Word Excel, perform wider range of working tasks
1985 - 1990	Workgroup Communications – Mobile Computing / Email / Graphic user interface – Mac OS 1.0 / Win Ver 1.0
1993 - 2000	CERN: European Organization for Nuclear Research (CERN) put the web into the public domain

DIGITAL EVOLUTION

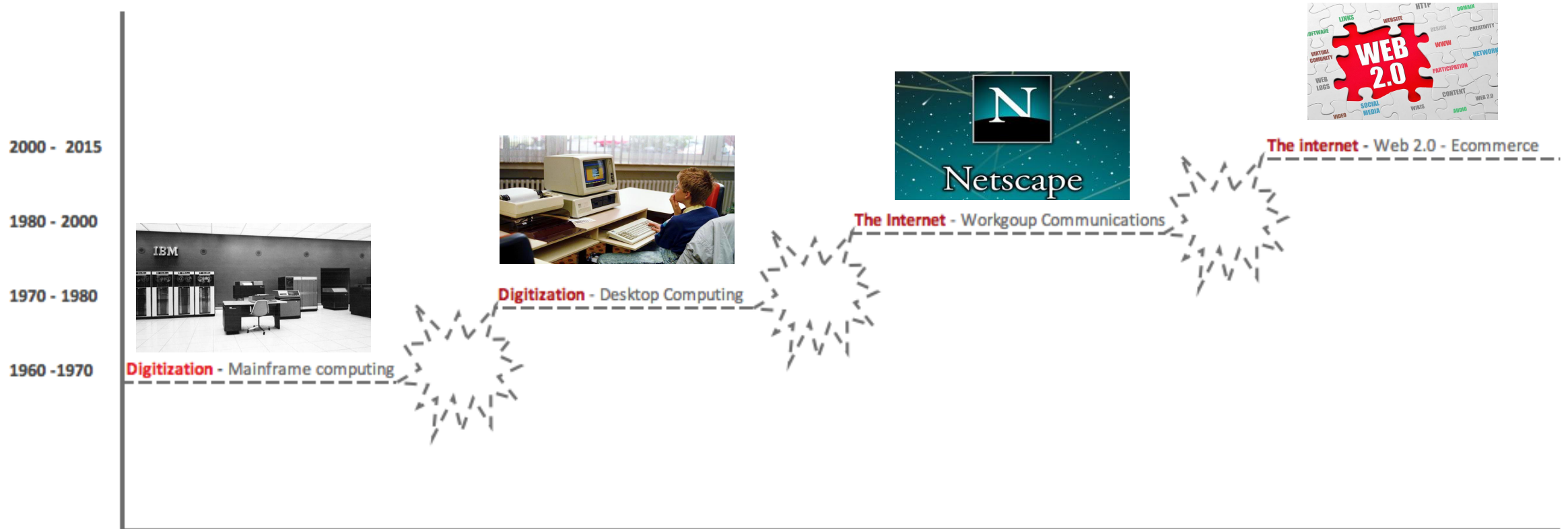
2nd wave **The Internet**



Year	
1990 - 2000	The Http protocol / Browsers like Netscape – Rather static with basic search capability
2000 >	Web 2.0 – the internet becomes more powerful with dynamic interactive applications,
2004 >	PCI - Payment Card Industry Security Standards Council



STABILITY 🖱️ DISRUPTION 🖱️ STABILITY

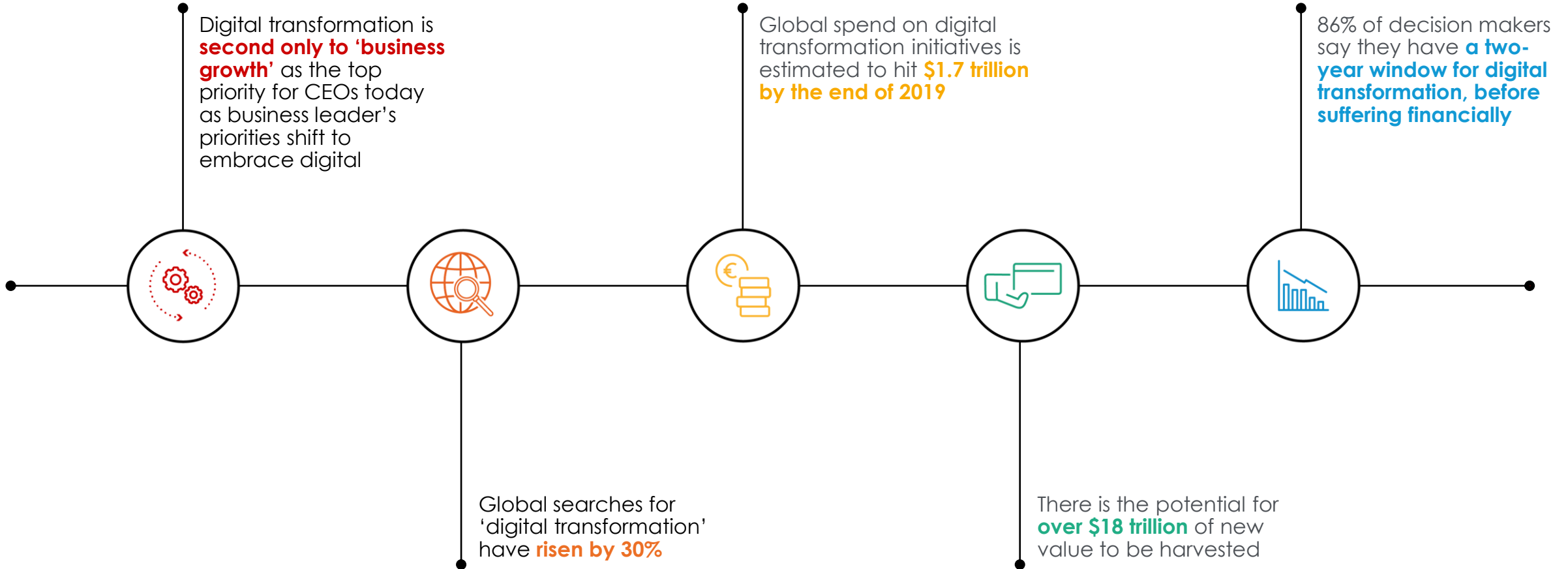


DIGITAL TRANSFORMATION

Moving onto the next wave of transforming businesses digitally we start looking at every **process**, every **connection** and every **resource** before applying methodologies and systems



THE IMPACT



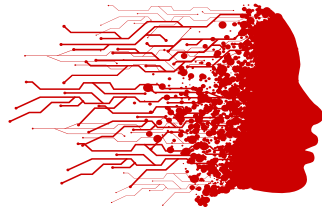
4 KEY DRIVING FORCES OF DIGITAL TRANSFORMATION

Elastic Cloud



Cloud technology breaking down barriers and driving **digital transformation in a 'hybrid' office environment**

Artificial Intelligence



AI is the branch of computer sciences that emphasizes the development of **intelligence machines**, thinking and working like humans. For example, speech recognition, problem-solving, learning and planning.

Big Data



Extremely large **data sets** that may be analysed computationally to **reveal patterns, trends, and associations**, especially relating to human behaviour and interactions.

Internet of Things



is a system of **interrelated computing devices**, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer **data over a network** without requiring human-to-human or human-to-computer interaction.

A woman in a black and white striped swimsuit is captured mid-jump, falling from a dark, rocky cliff on the right side of the frame. She is positioned in the upper right quadrant, with her body angled towards the left. The background consists of a vast, calm blue ocean stretching to the horizon under a bright, slightly hazy sky. In the bottom right corner, the Canon logo is visible.

Despite the promise of digital transformation, IDC predicts that **70%** of Digital Transformation initiatives will **fail**. Carving the correct strategy is of outmost importance if we want to succeed.

PEOPLE, PROCESS, TECHNOLOGY

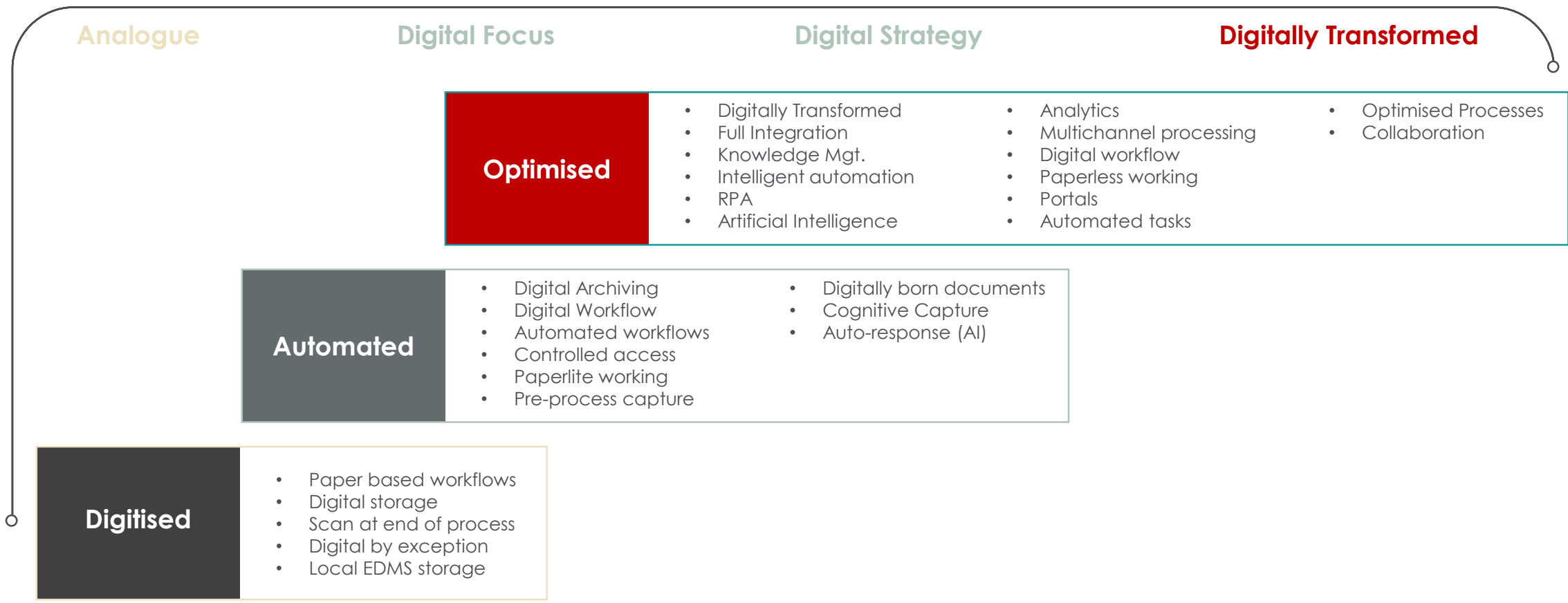
- ✓ Buy in from customers, employees, suppliers and other external and internal stakeholders is of paramount importance to ensure a successful digital transformation journey.
- ✓ While some digital enhancement processes can add value, there is also some manual processes that works effectively. This results in a hybrid culture.
- ✓ Building a solution that meet the needs of a hybrid environment means combining manual, digital and automated processes.
- ✓ Some embrace change while others struggle with it. With a clear communication and business transformation strategy it can pave the way to the future with less obstacles.
- ✓ Breaking the digital transformation strategy down to measurable steps with clear goals and objectives.

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ASSESSING YOUR DIGITAL MATURITY

Hybrid Environment



THANK YOU

