# PowerCom (PTY) LTD

# Showcasing opportunities for innovation in a digital era

5th National ICT Summit 2018

*"Digital Transformation for an ICT Smart Namibia"*

# OUTline

# YOUR TOWER INFRASTRUCTURE PROVIDER

## OUR SERVICES

| Site acquisition | Site construction | Tower maintenance | Tower space leasing | Build to suit | Managed services: rooftops |
|---|---|---|---|---|---|
| We acquire or lease land to build towers for 2 or more operators/ tenants to occupy | Through sound partnerships, we build towers that comprise of civil works, electricity and erecting tower structures | We provide fully fledged maintenance on all our infrastructure to ensure operational efficiency | We lease space on our towers to licensed operators on a medium to long term basis | We build towers on behalf of operators according to operator specifications | We provide rooftop brokerage services |

**Digital Transformation**
- Empowered employees
- Engaged customers
- Transformed products
- Optimized operations
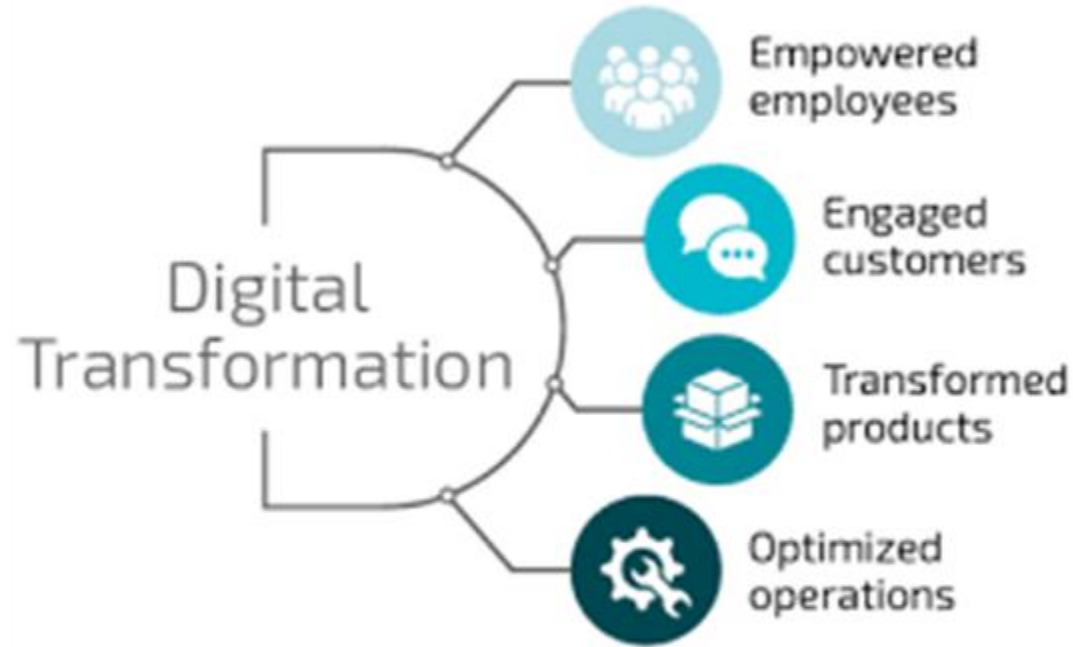
- Companies are increasingly launching digital initiatives to expand or build digital capabilities to deliver business efficiency if not top-line revenue growth

- Digital Transformation Initiative (DTI) indicates that 40 percent of all technology spending will go toward digital transformations, with enterprises spending in excess of $2 trillion by 2019. (CIO Insider )

- According to HBS , Leading digital companies generate better gross margins, better earnings and better net income than organizations in the bottom quarter of digital adopters.

- Digital transformation Leaders post a three-year average gross margin of 55 percent, compared to just 37 percent for digital laggards

- 5G Mobile
- AI (Chatbots)
- Connect clouds (Multi clouds)
-  Blockchain
- Data to Analytics to Machine Learning to AI

2018 Digital Trends

PowerCom
(PTY) LTD

- **5G finding its way on our Mobile devices, iPhone users it is more likely going to be 2020 or later.**

- **This present opportunities for small cells services**

- Mobile operators will begin to offer cooler, faster, more innovative services for mobile users

*EVOLUTION OF 1G TO 5G TECHNOLOGY*

| 1G | 2G | 3G | 4G | 5G |
| --- | --- | --- | --- | --- |
| 1981 | 1992 | 2001 | 2011 | 2020 |

Page ⎙ 23

- Software agents which communicate and collaborate with human users through text messaging using a natural language

- Companies are expected to upskill their work forces rather than displacing them
- machines may be good at delivering on clear-cut requests

- Weakness in dealing with empathy & human emotion required to deliver great customer experiences
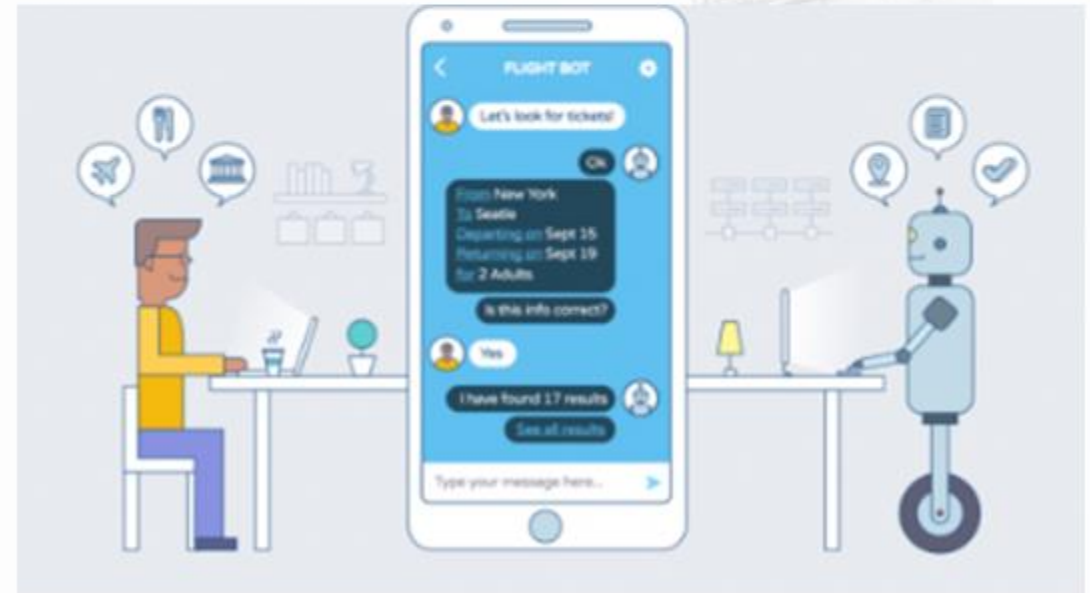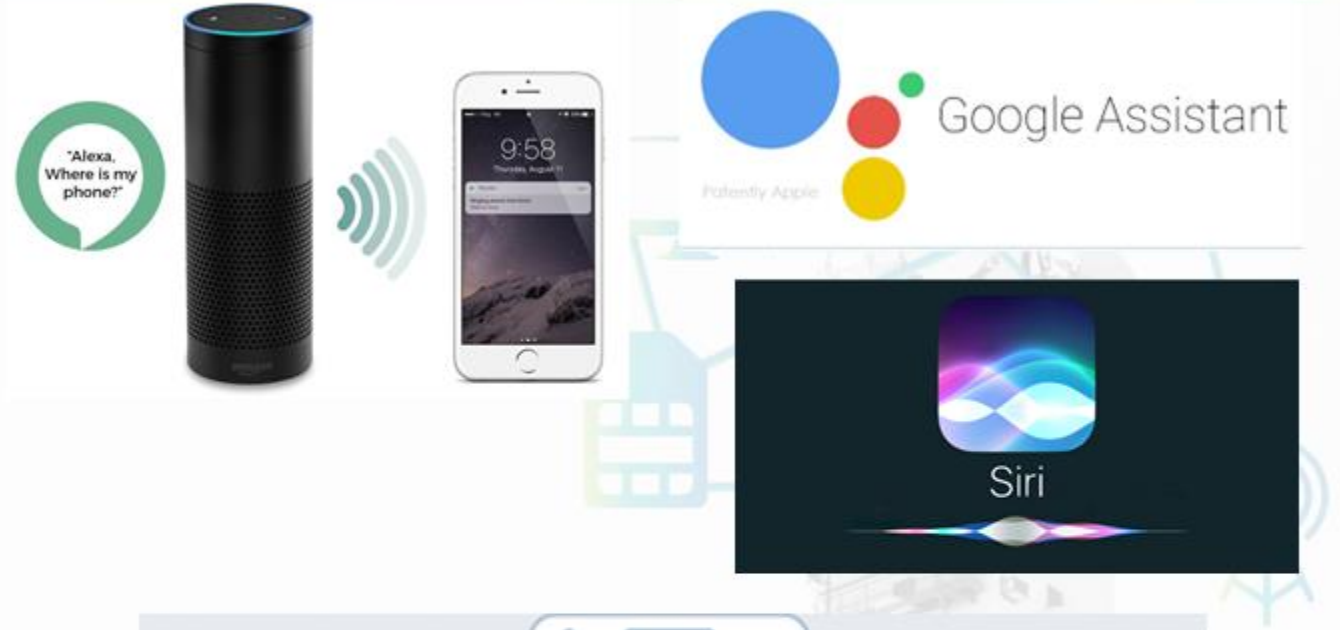
- Connected clouds are continuing to develop to meet companies evolving requirements

- Use for cloud-source storage, networking, security, or app deployment.

- experience for IT &users of applications needs to be seamless, secure, streamlined.

**vmware**®

**Alibaba Cloud**

**Azure**

Google Container Engine (GKE)

Google Container Registry

amazon cloud drive

VS

**Dropbox**

- Existing business models

  o public cloud providers i.e Amazon, Alibaba
  o Private cloud providers (Google's container based option)
  o Other players Microsoft (Azure), Vmware

- Smart developers will continue to work on realizing the potential of blockchain in 2019

- mass blockchain adoption requires a plug-and-play version to simplify it for lay people

- Industry project to take 2-3 more years before we start to see the traction

- IBM continue to make massive commitments to the potential of Blockchain for applications beyond cryptocurrency

- Data storage systems have radically changed with the digital revolution, from paper records to digital cloud-based storage

- Only using 1% of the data effectively

- There is need for data driven organisation to realise power of data they are collecting

- There is now improved processing power that can increase machine learning

- Companies like Microsoft, SAP, SAS and Salesforce
- Are market leaders in the promotion of data being made into meaningful business analytics

- Netlix
- Amazon
- Mcdonalds
- Nissan
- Domino pizza

## Netflix

The failure of Blockbuster was made clearer by the agility of Netflix. With over $6 Bn in revenue [2015], they have made informed decisions through data and have continually made risks to adapt to customer and technology habits.

## Amazon

Amazon have become a modern story about the value in consumer data; whether that be through understanding additional purchases; how people read [via Kindle], in order to better sell books; or even drones. Amazon lets data dictate their choices.

## McDonalds

McDonalds is one of the most recognised brands in the world due to high levels of customer happiness . They have made big steps to apply digital transformation to their experiences. Such as their new purchasing screens, to improve speed.

PowerCom
(PTY) LTD

- Mobile-enabling employees access corporate applications i.e Outlook email, Skype video conferencing and Workday human resources software, from smartphones & tablets.

- Refinements to Nissan's ERP ,information flow freely but securely between systems to enable business insights

- Created a digital hub in India to build inhouse software , projected 500 software engineers and other IT staff

- Key focus : chatbots, robotic process automation machine learning, big data analytics and other emerging technologies for 240,000 employees while also accelerating the company's vision of autonomous vehicles

- AnyWare platform with capabilities to allow consumers to place order from any computing device

- Allows to place orders through smartphones, smartwatches & smart TVs, by entering orders into the Domino's website, by tweeting & texting emojis

# DIGITAL TRANSFORMATION

**BENEFITS TO COMPANIES INVESTING IN BOTH IN TECHNOLOGY-ENABLED INITIATIVES AND LEADERSHIP CAPABILITIES**

Generate more revenue
+9%

Are more profitable
+26%

Have an overall higher market value
+12%

- Health
- Logistics
- Automotive
- Electricity
- Consumer
- Others (*Telecom, Finance*)

# Digital transformation industry initiatives (source WEF)

| Media | Health | Logistics | Automotive | Electricity | Consumer |
|-------|--------|-----------|------------|-------------|----------|
| Personalized Advertising | Patient Engagement at Scale | Logistics Control Towers | Infotainment | Energy Storage Integration | Data as an Asset |
| Personalized Content | | Analytics as a Service | Usage-based Insurance | Digital Customer Model | Data Privacy and Transparency |
| Data Privacy and Transparency Reform | | | Multimodal Integration | Energy Solution Integration | Data to Improve Experience |
| Phygital: Digital Media becomes Physical | Precision Medicine | Drones | | Energy Management | |
| 'Advicetising': Advertising as Advice | Robotics | Autonomous Trucks | Connected Supply Chain | | Physical Store Transformations |
| | Medical Printing | 3D Printing | Digital Manufacturing | Asset Performance Management | E-commerce |
| | Accessible Intelligence | Crowdsourcing | Disrupted Retail | Digital Field Worker | Sharing Economy |
| Engage, Co-Create and Crowdsource | Connected Worker | Circular Economy | Connected Service and Maintenance | Smart Asset Planning | Smart Supply Chains |
| The Digital Organization | Intelligent Devices | Shared Transport Capacity | Transformed Digital Aftermarket | Energy Aggregation Platforms | Talent Management |
| Flexible, Predictive, Precise Content | | Shared Warehouse Capacity | Automotive Data Marketplace | Real-time Supply and Demand Platform | Smart Factories |
| | | | Connected Infrastructure | Real-time Network Controls | |
| OTT and OTT 2.0 | Virtual Care | Digitally Enhanced Cross-Border Platforms | | Connected and Interoperable Devices | Hyper-personalization in Goods |
| Communities of Content | Connected Home | City Logistics | Assisted Driving | | Products to services and experiences |
| IP Frameworks for the Digital Age | | Same-day Delivery | Self-driving | Living Services | Health and Well-being goods and services |

**Growth through digitalization** *customer facing revenue generation*

**Efficiency through digitalization** *internally facing profit generation*

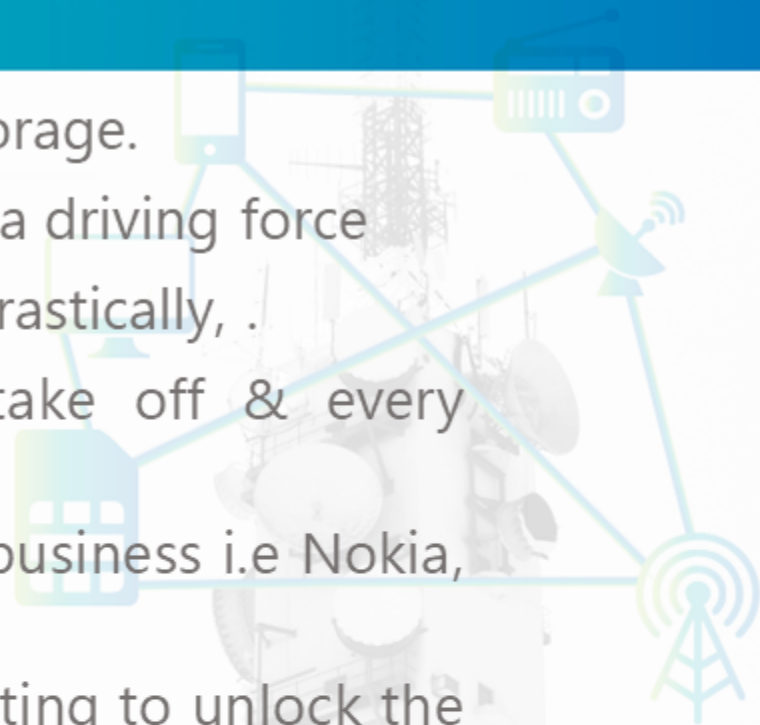**Digital experience** *combination of growth and efficiency*

- Remote monitoring of sites is one big transformational step in digital innovation

- Rather then going to the site for customers applications costs are saved through remote site access and 360 degree view the tower i.e through Drones

- This integrated with CRM system a through data analysis of the customers and business intelligence in real time

- 73% of Millennial prefer using digital service
- Finance applications & microservices will challenge traditional ERP.
- Cell phone provide better protection of information than debit or credit card
- Encrypted to gain access: Biometric finger print authentication
- Digital finance does not need physical location, but only phone
- Transactions will be touchless as automation & blockchain reach deeper into finance operations.
- With operations automated, finance will double down on business insights and service.
- Self-service will become the norm.

- Digital cloud-based storage has democratized data storage.

- Investment in machine learning and AI is going to be a driving force

- Expectations of companies & services have changed drastically, .

- A lot of companies digital initiatives are yet to take off & every company need a digital strategy

- Companies not digitalizing fast will simply be out of business i.e Nokia, Kodak

- Some imperatives for business and policy leaders wanting to unlock the benefits of digitalization.

  o Simple & incredible experience from every digital solution

  o possibility of sharing the experience.

  o users autonomy to do things, to create something on their own,

  o decision-making speed is a fundamental characteristic in the digital age.

  o Transparency clear language, visually clean, straightforward &traceable