

The Digital World

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DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



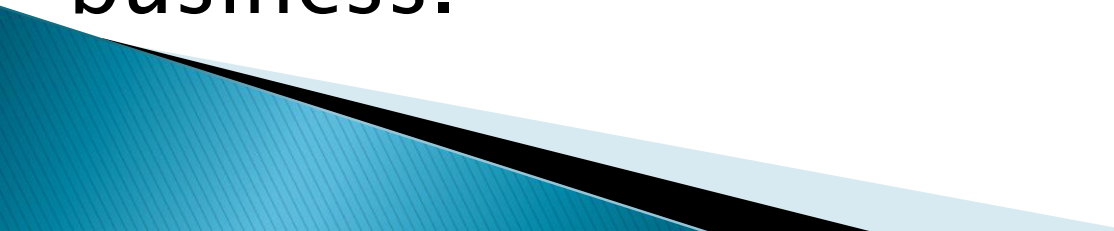
2.958
BILLION

PENETRATION:
39%



Digital Transformation

Digital transformation is a term most often associated in the business world where companies are striving to keep up with changing business environments brought about by customer demand and technology. Digital tools and technology are changing how people interact, and in turn this changes how people do business.





Digital

Social

Social Media Engagement, Connected Customers, Collaboration, Communities, Crowd-sourcing

Mobile

Value through micro-moments, Collaborative innovation on the move, Customer Connect, All Channel Experience, Geo-targeting, AR

Analytics

Discovering value through patterns and predictions, SEO, SEM

Cloud

Business Agility, Economies of scale, Globalization, Collaboration, Competitiveness

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information: gartner.com/dmtransitmap

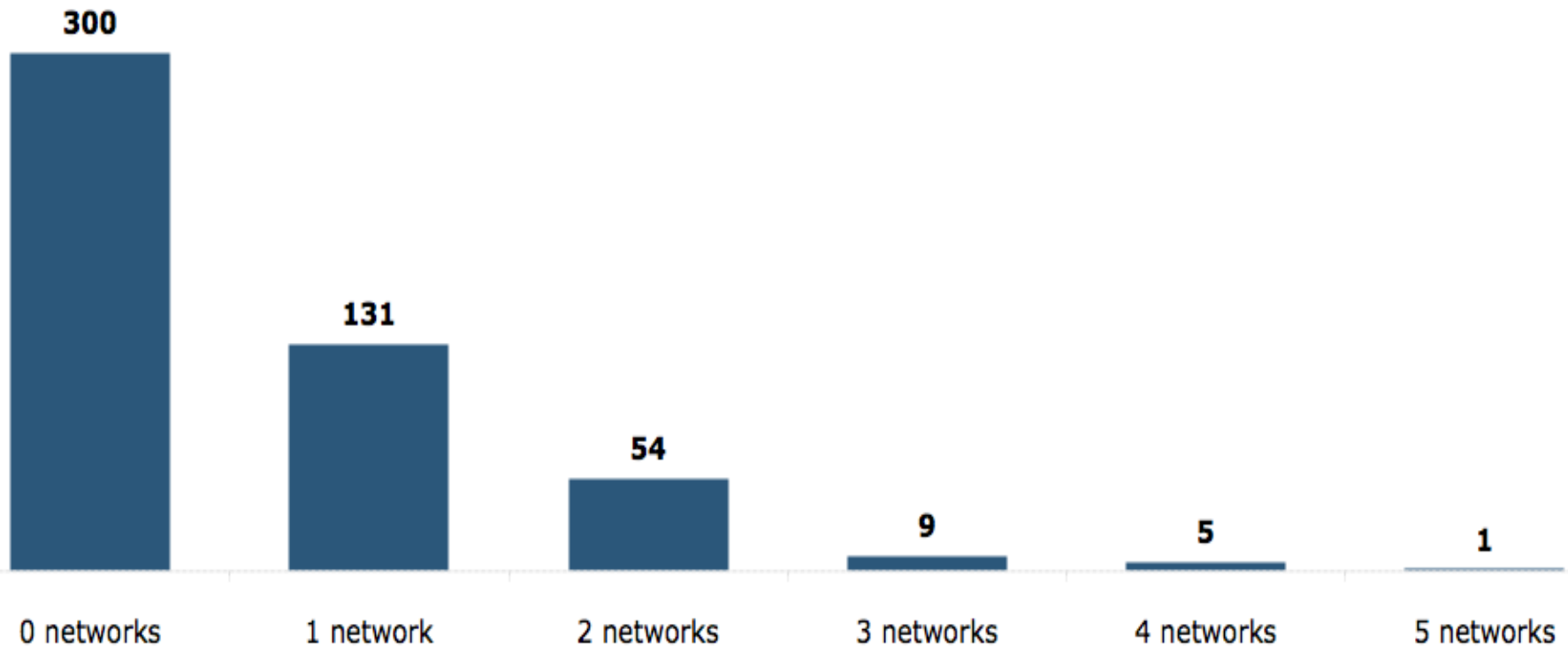


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The 'S' of SMAC: Social

Fortune 500 CEO Presence on Social Media

based on an analysis of CEO presence on LinkedIn, Twitter, Facebook, Instagram, Google+ and YouTube
in 2016*



*The research was conducted from 1/1-11/28/16.

Social Media Plan

1

Listen

- Locate consumers
- Assess their social activities
- Look for small, focused audiences

2

Plan

- Define business Objectives
- How can your brand's strengths be extended online?

3

Strategy

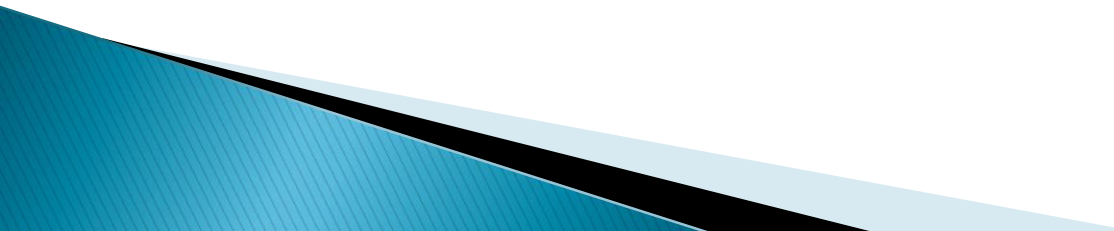
- How and where will you do it?
- How will relationships with consumers change?
- Who will be leading this effort?

4

Tools

- Decide what social tools you will use.
- How will you monitor activities and measure success?

Challenges of Social

- ▶ Is social a part of my strategy?
 - ▶ Is social for B2B?
 - ▶ How do I measure social activity and what does it mean?
 - ▶ How many social channels and how deep we wade in each?
 - ▶ Do we market or do we listen?
 - ▶ What is my ROI on social?
- 

The 'M' of SMAC: Mobile

54%



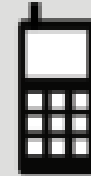
Expect to use cash on a weekly basis by 2020 - a 12% decrease from today.

18%



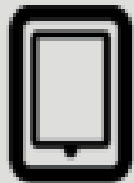
Expect to use digital currencies on a weekly basis by 2020.

40%



Have used their phone as a mobile payment device.

72%



Prefer network providers as their mobile payment provider.

79%



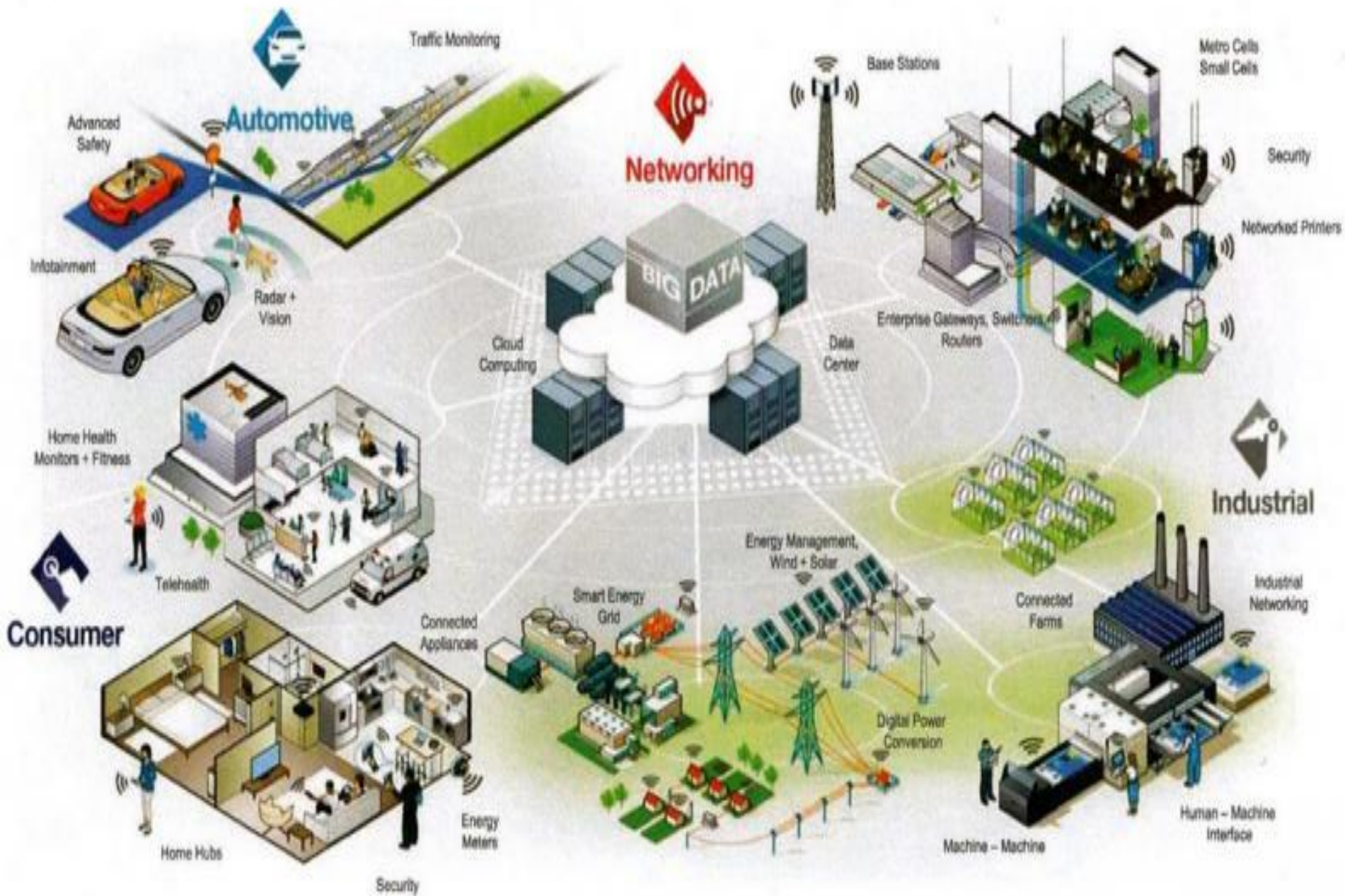
Would increase usage of mobile payments if discounts or coupons were offered.

52%

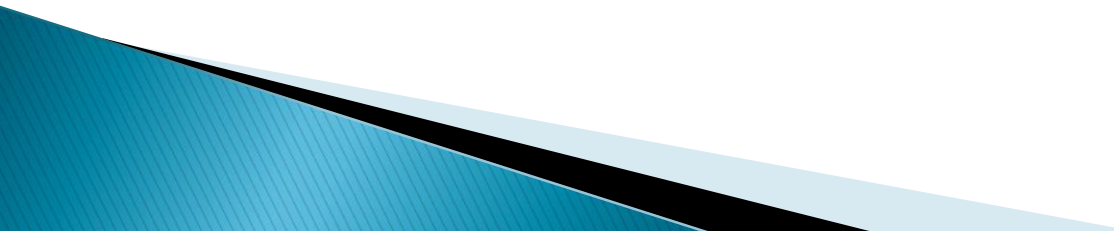


Of millennials have used mobile payments & drive the adoption of emerging payments.

The Internet of Things

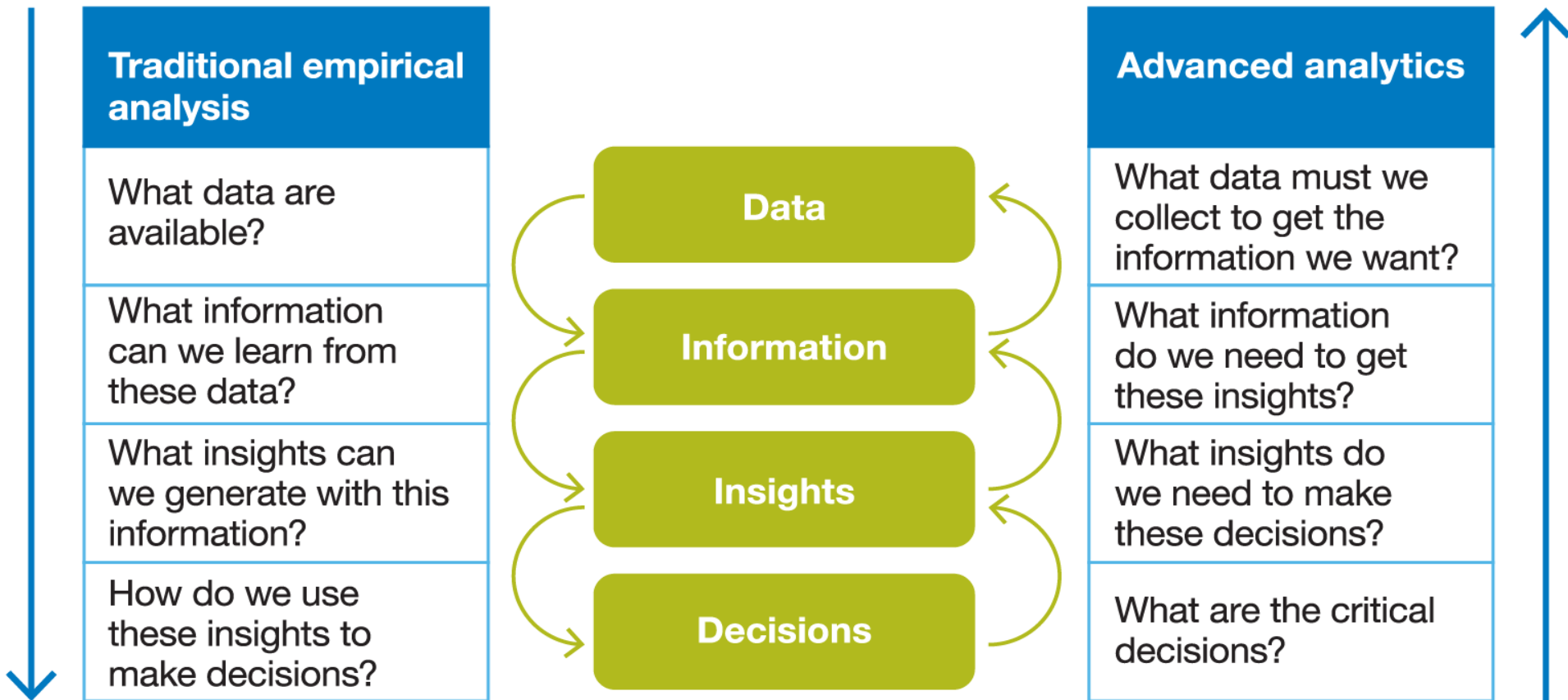


Challenges of Mobile

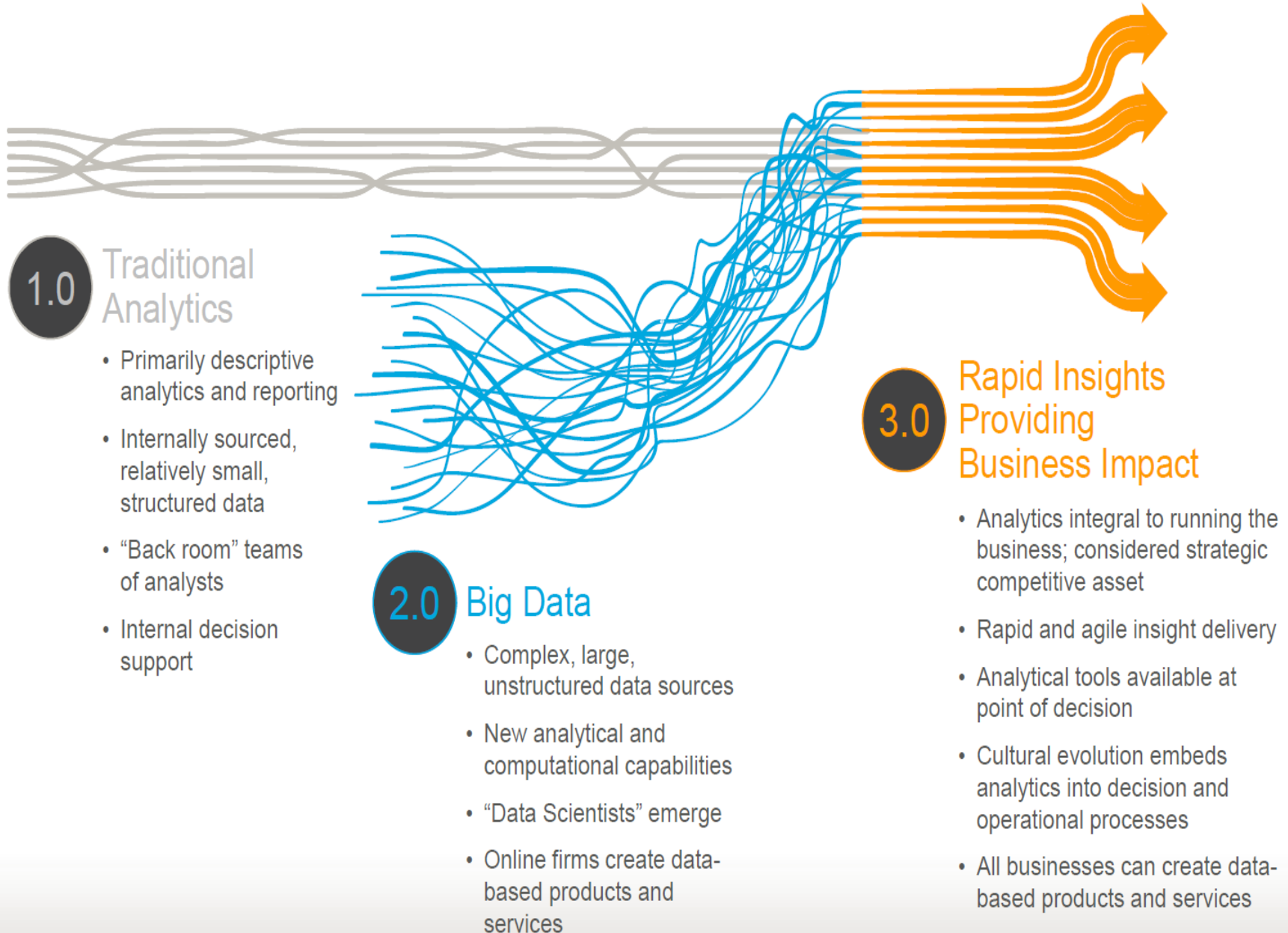
- ▶ We have an APP for that?
 - ▶ Mobile only or omnichannel customer experience?
 - ▶ How secure are my mobile transactions?
 - ▶ Internet of Everything?
 - ▶ Privacy concerns?
 - ▶ Mobility for social inclusion?
- 

The 'A' of SMAC: Analytics


Advanced analytics requires an approach completely different from that of traditional empirical analysis.



We are in inflection point for Analytics 3.0 where the focus is on INSIGHT from all the data assets – a company owns and can get access to

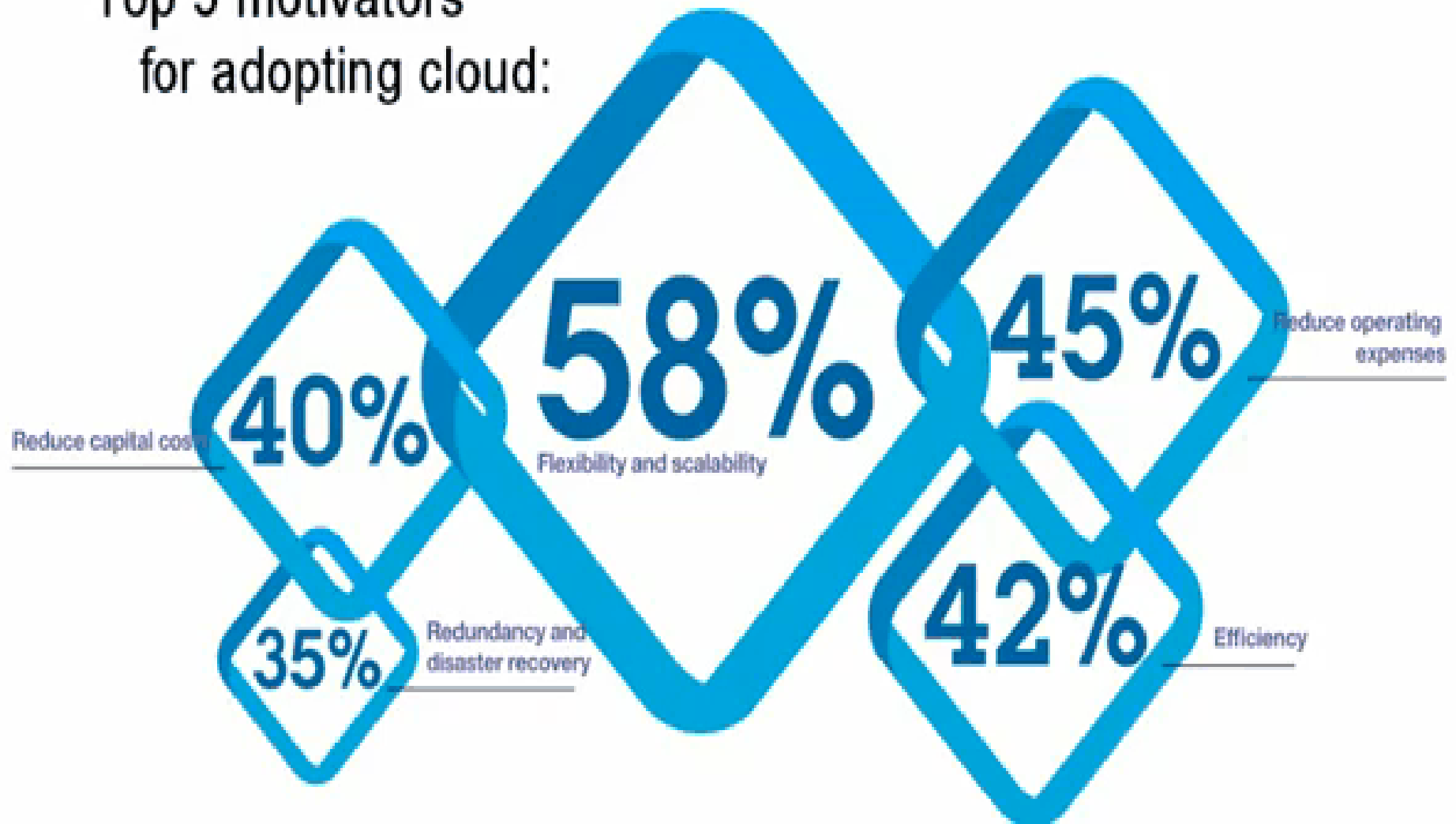


Challenges of Analytics

- ▶ Business intelligence or business analytics?
 - ▶ Isn't reporting analytics?
 - ▶ To dashboard or not to dashboard?
 - ▶ Descriptive, predictive or prescriptive analytics?
 - ▶ What's my ROI on analytics?
 - ▶ Who do I recruit to lead analytics – statisticians, computer scientists or MBAs?
 - ▶ Big Data – use cases and implementation nightmares?
- 

The 'C' of SMAC: Cloud

Top 5 motivators
for adopting cloud:



Which **services are you using** in the public cloud or the public portion of your hybrid cloud?

Most Popular



1. SaaS



2. Cloud storage



3. Collaboration software



4. IaaS



5. Disaster recovery

Least Popular



1. Desktop as a Service



2. Hybrid cloud integration



3. Security as a Service

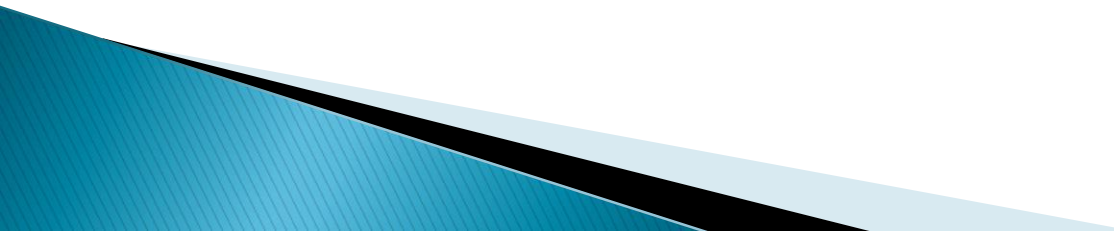


4. Cloud-based network mgmt.

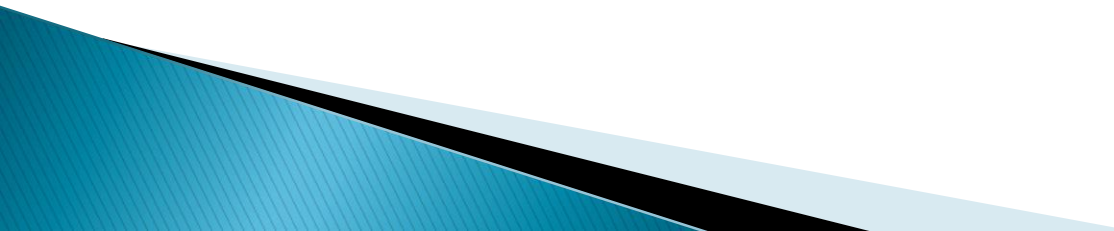


5. Business intelligence

Challenges of Cloud

- ▶ Where are our servers?
 - ▶ Public or private or hybrid?
 - ▶ Do we have anyone who understands cloud in-house?
 - ▶ Which vendor do I choose?
 - ▶ What to include in my contract?
 - ▶ What about cloud security?
 - ▶ Cost reduction or cost escalation?
- 

Key Takeaways

- ▶ Firms need a well thought-out strategy to take on technology
 - ▶ Technology of SMAC alone is not the panacea as execution challenges abound
 - ▶ Understanding digital technologies and their capabilities key to achieving success in the digital era
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Questions for ICICI case study

- ▶ What challenges were faced by ICICI Direct for customer onboarding?
 - ▶ Examine the reasons behind these challenges from the customer and firm points of view.
 - ▶ How should ICICI Direct handle these challenges?
 - ▶ In what ways can digital transformation help ICICI Direct?
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