



THE MINDSET FOR **DIGITAL TRANSFORMATION** AND EXPONENTIAL GROWTH



David Lang

David is an **inventor and entrepreneur** at heart. David is a business and technology veteran with 30+ years of C-Level leadership and international experience across industries. He sees himself as a “bridge” between business and technology and is always at the forefront of technologies from Dotcom, e-Commerce, Cloud and now Blockchain technology. For 12+ years, I have served as a hands-on trusted adviser to CXO, owners, stakeholders and board of directors for startups and Fortune 100 companies.

Outline

1. Market Watch
2. The Failure
3. The Success
4. What you should know about Digital Transformation?
5. What you should remember after this?



Amazon
1-day
delivery and to
Ford parked car

AT&T
5G
19 cities

IBM World Wire
72 countries
and
47 currencies

1.22 billion
dollars
1 weekend
“Endgames”

1 trillion
dollars
Microsoft

Facebook
1B dollars
Stablecoin

sears

The fall of 125-Year Business



sears

FILED FOR BANKRUPTCY

OCTOBER 2018

WHY?

REASONS

1. Did not **ENABLE** and transform their workforce/employees
2. Misalignment of business value & technology transformation
3. Technology innovation for the sake of innovation
4. Wrong timing (too early or too late)





Property of David Lang

Established in 1966, Toyo Tires has built a reputation for delivering innovation, quality, performance, and excellent service. They offer a complete selection of premium replacement tires for nearly every make and model vehicle, as well as commercial vehicles.

IoT to collect data from tires and sell it to cars manufactures for 1B new revenue.



Top Business Priority

Property of David
Lang

2019

1. Operational efficiency
2. Customer engagement and happy experience
3. Companywide cost savings
4. Market expansion
5. Innovations

2018

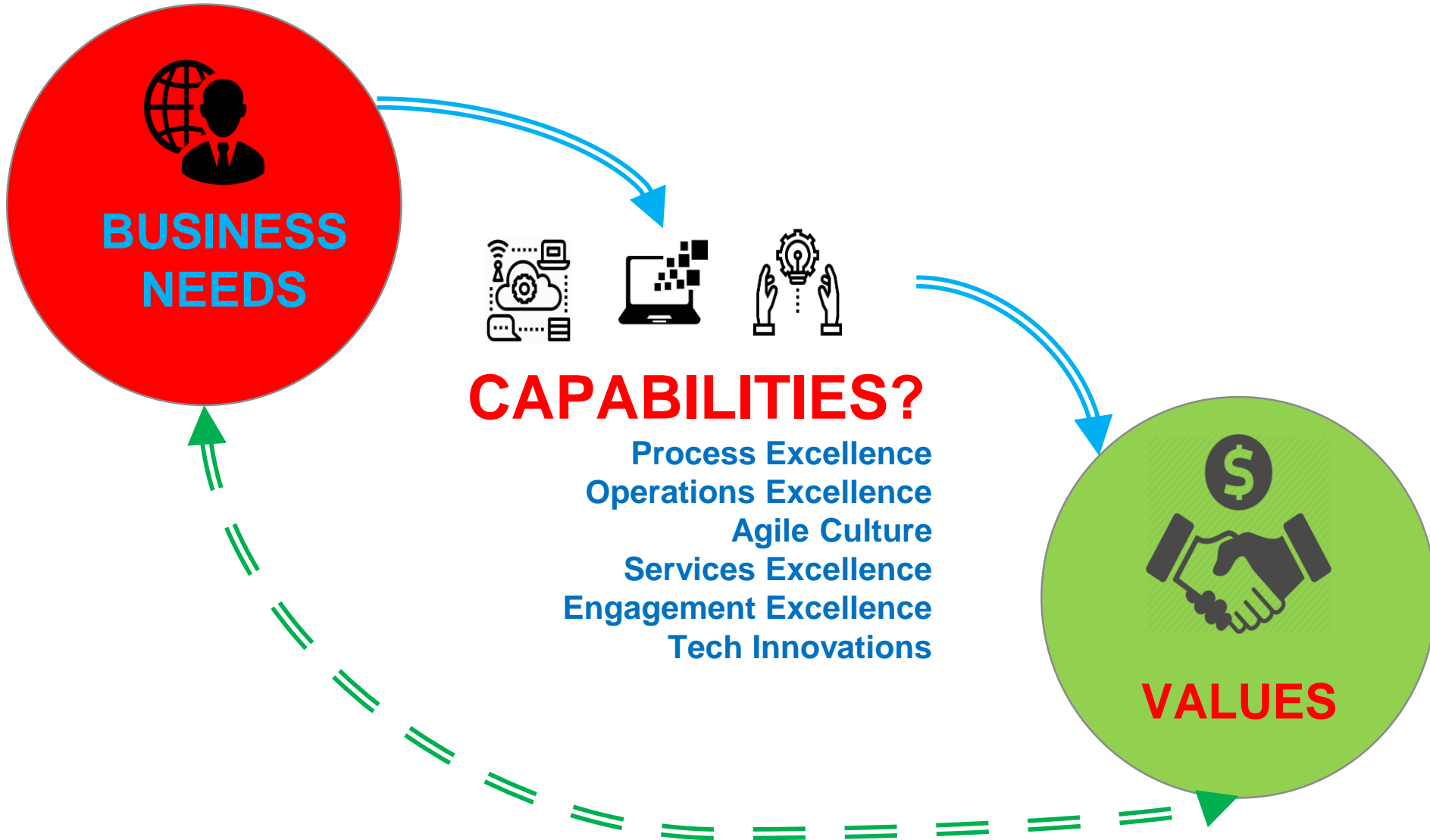
1. Operational efficiency
2. Companywide cost savings
3. Market expansion
4. Sales and marketing initiatives
5. Innovations

VALUE OF DIGITAL TRANSFORMATION?

This requires a company to shift from age-old management practices and activities towards more dynamic setups. Thus, digital transformation involves a change in a company's culture and more focus on customer engagement. Digital transformation typically covers the following aspects of the business:

- **CUSTOMER:** Leverage customer relations and redefine the path to purchase while giving due emphasis to their buying experience
- **COMPETITION:** Invest and develop a competitive advantage by creating a unique experience and value proposition
- **DATA:** Focus more on data and less on assumptions and practice real-time data-driven decision making.
- **INNOVATION:** Innovate in rapid iterations to keep the organization up to date with latest technologies.
- **VALUE:** Judge change by measuring the contribution of digital transformation in creating new business

ALIGN BUSINESS NEEDS WITH **VALUES** WITH CAPABILITIES



BUSINESS PLATFORM REQUIREMENTS FOR **DIGITAL TRANSFORMATION**



- Build a more secure IT environment*



- Improve or simplify infrastructure



- Enable business innovation



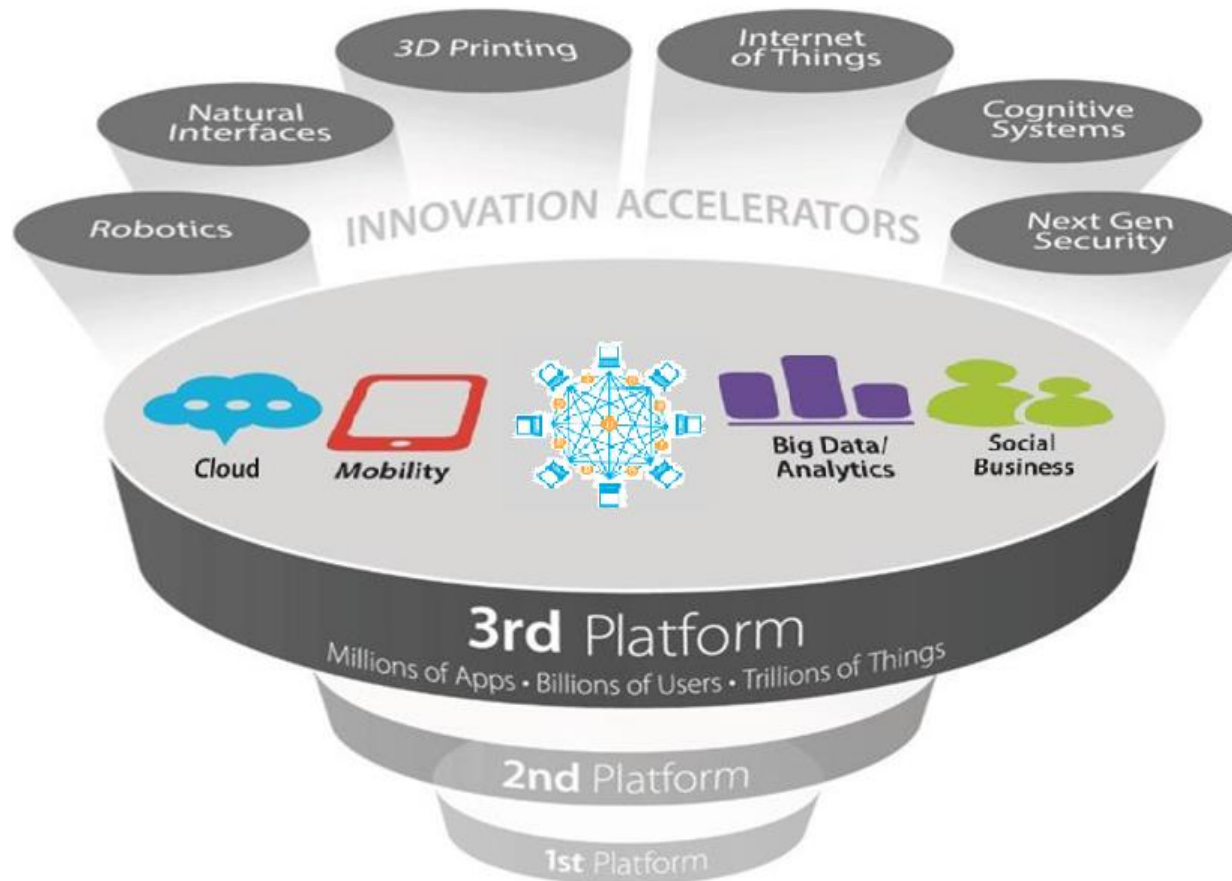
- Develop or enhance enterprise architecture**



- Develop a robust governance plan or strategy**

**** IT security is at the core of each of these transformations**

3RD PLATFORM: TECHNOLOGY AND SERVICES CAPABILITIES



1. Build 3rd platform as your foundation for services
1. Mine DATA to know your customers and gain competitive advantage
1. Create a happy customer experience

LEADING IN THE AGE OF DIGITAL DISRUPTION



- Lead with reimagined business value
- Investigate how new technologies might disrupt your industry

- Get smarter about how your organization shares information
- Organize business process & technology teams around business value scenarios

- Revitalize platforms for greater intelligence, connectedness and trust
- Accelerate move to the cloud for flexibility/scale, faster services & applications on top

Speed of Innovation
What is next?

Faster
than you think

Don't miss the train!
CREATE the solution

YellowBlocks is the B2B connector - the gateway to and from Vietnam and the world for ABCD ecosystem (AI/ML/Robotics, Blockchain, Cloud, Data).

ABOUT



SERVICES/ EXPERTISE

- Community services (partnerships, content strategy, speaker / advisor arrangement, meetups/ event hosting...)
- Strategic planning for co-creation of new platforms for startups in AI, IoT, Big Data and Blockchain
- Marketing / Branding Consulting for Blockchain projects

TALKING NUMBERS

- 3,800+ startups / blockchain professionals connections in LinkedIn network
- 100,000+ extended audience reach via 60+ strategic partners' network to top universities, tech communities, academic groups, top business associations, top traditional media, venture capitals, incubators and accelerators, local and global experts...
- High-profile Subscriber reached 400+ organically within first 1 month

PROMINENT ACHIEVEMENTS

- Organiser of the first Blockchain for Sustainable Development Goals Vietnam 2018 with 400+ VIP guests
- Independent advisor to Blockchain column for Nhipcaudautu.vn, Community advisor to GetLinks and Startup Vietnam Foundation
- Strategic partner with Saigon Innovation Hub, Viettel, SGInnovate, UNDP Vietnam,...
- Regional network reach to US, Europe, Singapore, Thailand, Korea, Hongkong, Malaysia and China.

**For more
information**

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