

A decorative background featuring a network diagram with nodes and lines. The nodes are represented by circles of varying sizes and colors (blue, grey, white), connected by thin lines. Some nodes are highlighted with a blue outline. The network is spread across the top-left and bottom-right corners of the slide.

# What are the types of digital disruptions?

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# Digital Disruption

Digital disruption is an **EXTERNAL** or **INTERNAL** effect that changes the fundamental expectations and behaviors in a culture, market or industry, that is caused by, or expressed through, digital capabilities, channels or assets.

# Digital Disruption across all industries



Healthcare

Teleconsultations are expected to replace doctor visits by 2030



Transportation

Ride hailing companies will see a CAGR of 8.75%, during from 2021 to 2026



Manufacturing  
& Logistics

Supply Chain 4.0



Agriculture

Monsanto's nearly \$1 billion acquisition of the digital-agriculture company Climate Corporation



Retail

E-commerce retail accounts for more than 20% of total retail sales

Technology

Create  
Simplifies

Demand  
Enables

People

Need

Influence

Businesses

# What are the types of digital disruptions?



## 1. Business Model Disruption



## 2. Culture Disruption

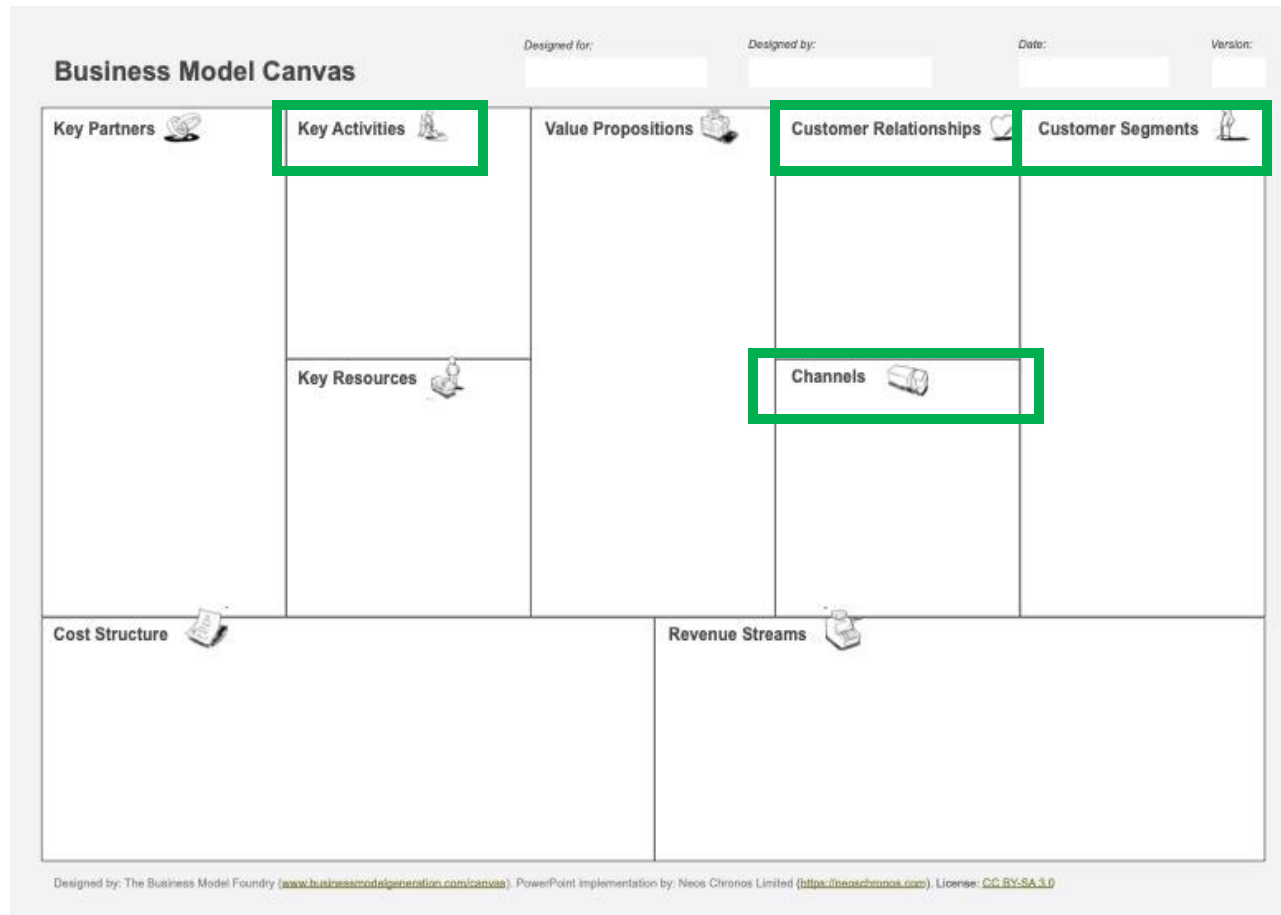
A decorative network diagram in the top-left corner, featuring a cluster of interconnected nodes. Some nodes are solid grey circles, while others are hollow circles with a grey outline. They are connected by thin grey lines, some solid and some dashed, creating a web-like structure.

1.

# Business Model Disruption

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It shows a cluster of interconnected nodes, with some solid grey circles and some hollow circles with grey outlines, connected by thin grey lines.

# At which step are business models disrupted ?



Use Case : Amazon  
E-commerce Platform

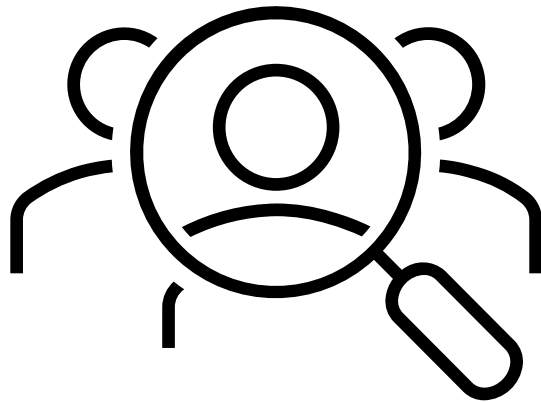






# 1.1 Market Disruption

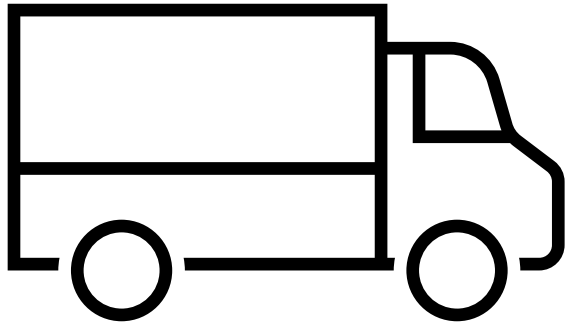
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- **Data-driven** customer segmentation
- Market-size disruption (economies of scale is history???)
- Other examples : Uber, Netflix, e-sim and Yolla in the telecom sector

## 1.2 Channels' Disruption

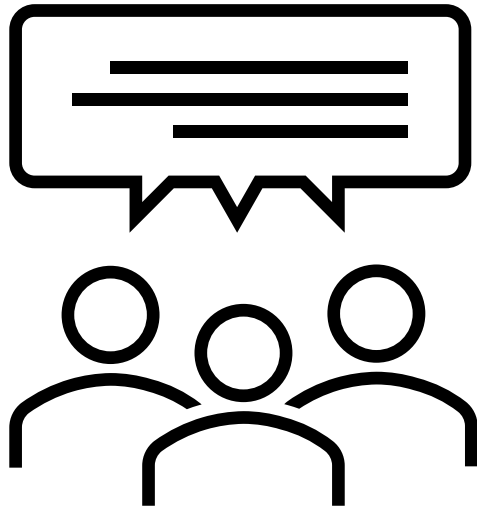
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- **Digitalization** of the **supply chain** (Amazon Logistics ) - super fast delivery and tracking
- Websites, Apps to access the platform/product from anywhere at anytime
- **AI optimization** for deliveries, new drone deliveries
- Other Examples : SaaS platforms, online-education (Coursera, Udemy, YouTube Academy)

## 1.3 Customer Relationship Disruption

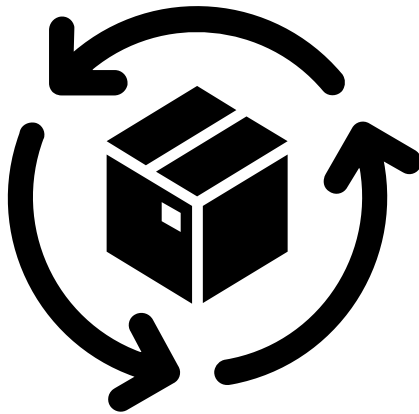
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- Improved and **seamless UX** (Basket, website, app, brand acknowledgment)
- Faster and more diverse ways to communicate for **customer service** (chatbot, calls, email, ...)
- Other examples : Facebook, Gym Subscription

# 1.4 Product Disruption

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- **New customer need** triggered by new technologies or new mindsets
- Makes **old** generation **products** often **obsolete** or left aside and create a **new market**
- **Prime Video** allow customer to access a lot of entertainment with the amazon prime subscription
- Other Examples : Launch of computers, servitization

A decorative network diagram in the top-left corner, consisting of a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are solid grey and others are hollow with a grey outline. The lines are thin and grey, creating a dense, organic structure that tapers off towards the right.

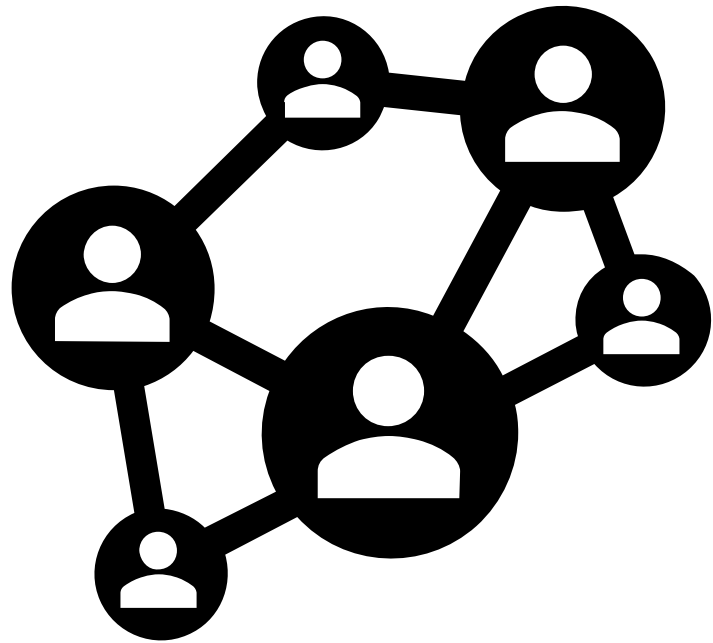
## 2. Culture Disruption

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It features a cluster of interconnected nodes and lines, with some nodes being solid grey and others hollow with grey outlines. The lines are thin and grey, forming a complex, web-like pattern that tapers off towards the left.

## 2.1 Work Disruption

- Work on computers and communicate through email
- Changing perceptions about the **workplace** due to the COVID (working from home has become a norm for tech roles rather than an exception)
- Recent offer from Airbnb to their employees
- Future **Metaverse** ?





## 2.2 Social Disruption

- **Keeping in touch** with friends and family uses social media and chatting platforms
- Evolution of **gaming** and e-sport (LoL, growing number of children playing video game, ...)
- Evolution of **dating** and meeting new friends (Tinder, ...)
- Future : **travel** using VR device ?

## 2.3 Consumption Disruption

- **New standards** of customers:
  - Speed of delivery
  - Frequency of new products
- Due to the efforts of environmentalists and health professionals, more and more people are **becoming vegetarians** and/or consuming low-calory food: disruption for the traditional food providers
- 5-meal a day providers: small and healthy portions. Will they **gain enough popularity** to challenge incumbents?
- **ClassPass** example





## 2.4 Other disruptions

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Demanding customer expectations for last mile delivery

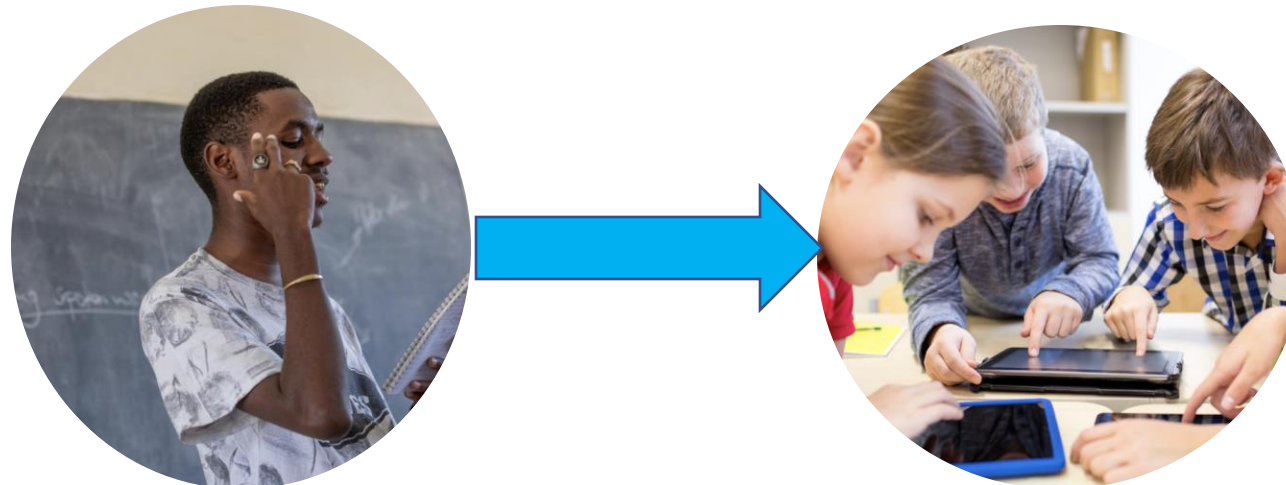
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Disruption of ethics

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Paradigm change in the way we learn

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# Conclusion

- In our view, disruption can be divided into two broad groups: business model disruption and culture disruption
- Business model disruption usually involves delivering a product faster, cheaper and/or more conveniently
- Business model disruption is subdivided into market disruption, channels disruption, CRM disruption
- Culture disruption is associated with changing customer expectations and modern requirements even on long-existing products
- Culture disruption can be further divided into work disruption, social disruption and consumption disruption
- The boundaries among disruption types are blurry

**Thank you for attention!**