



Strategic priorities for CEOs in the digital age

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AGRICULTURAL SOCIETY

INDUSTRIAL SOCIETY

DIGITAL- INFORMATION SOCIETY

INDUSTRIAL REVOLUTION

DIGITAL REVOLUTION



3.0
society

before 1800

1850

1990

2030

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Technology is part of our lives...

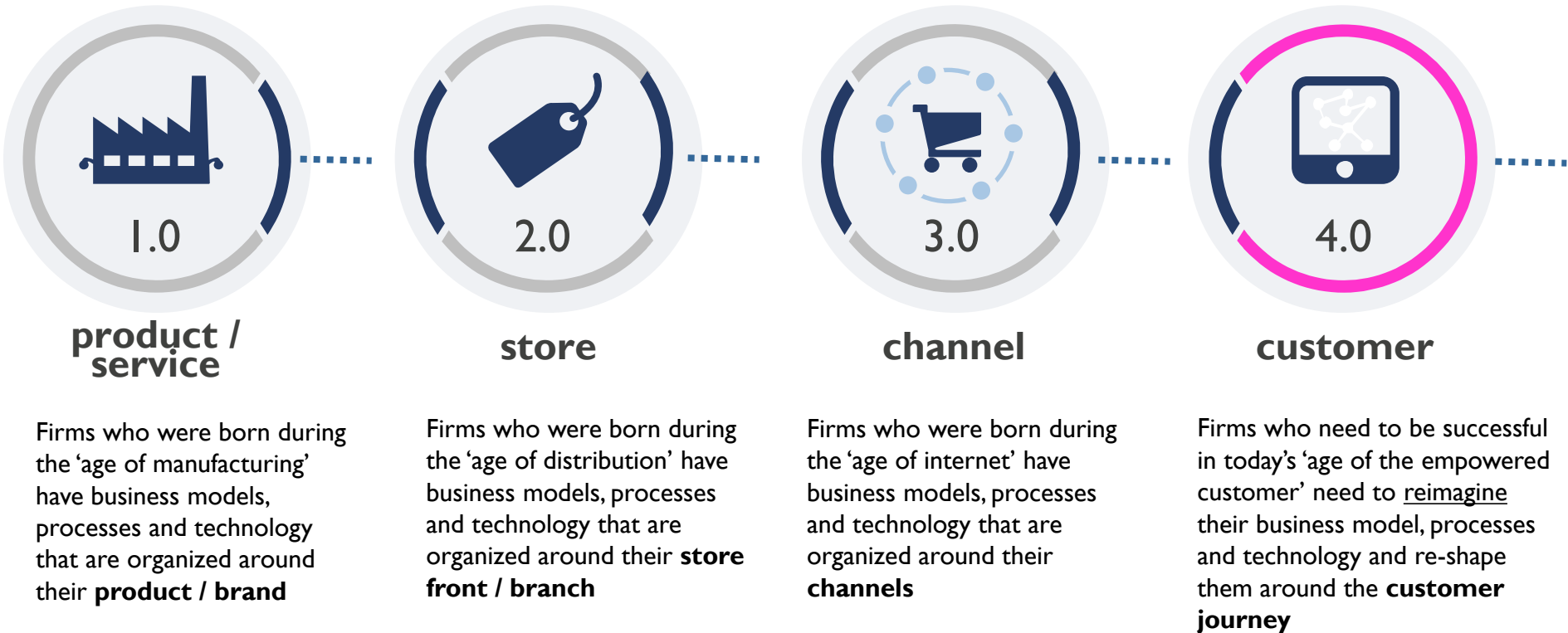


Sounds familiar?



96% of smartphone owners have it less than 1 meter from their body, 24 hours a day

Dealing with a digitally empowered customer...



Customers live a new digital life measured by benchmarks



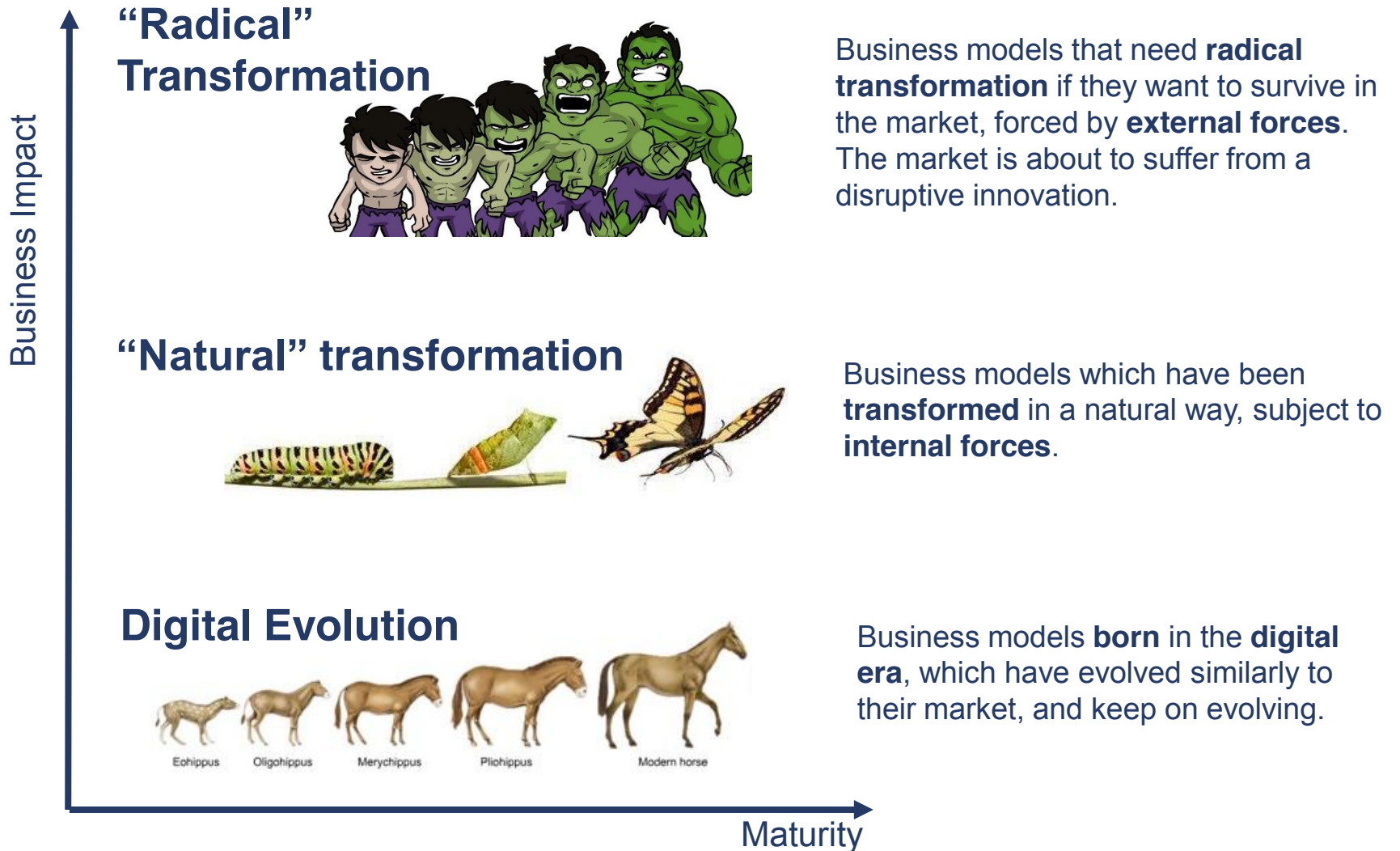
What is Digital Transformation?



“The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every point in the customer experience lifecycle”

- Altimeter

Maturity levels and reasons for Digital Transformation

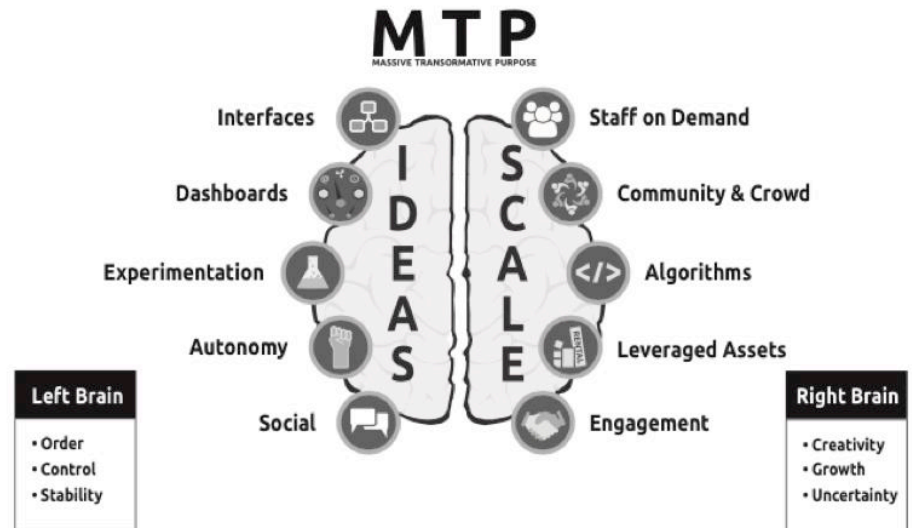


Dare to Challenge

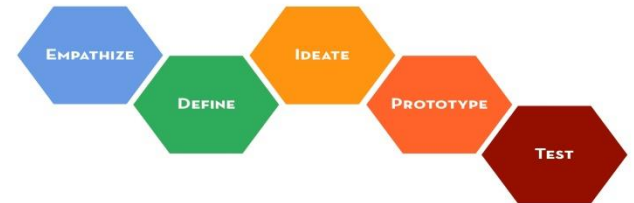
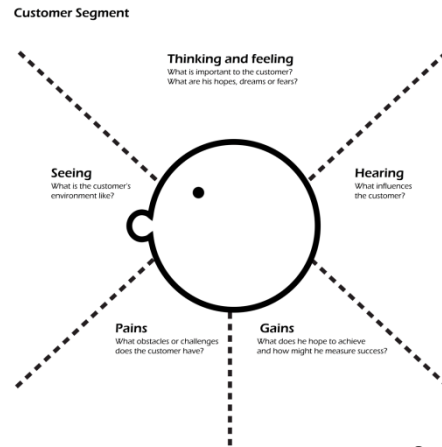
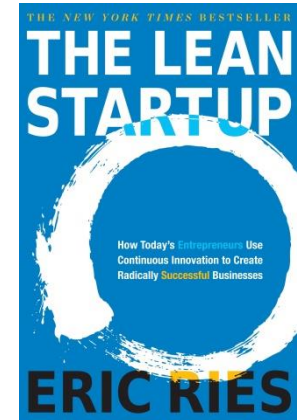
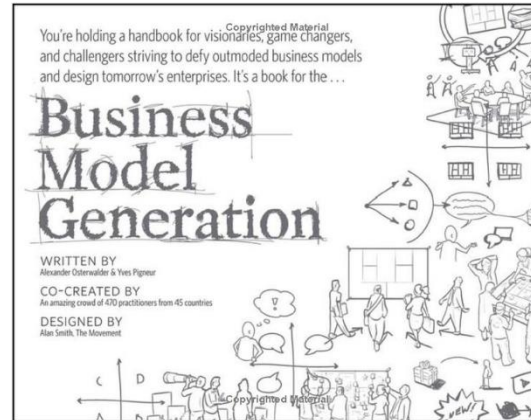
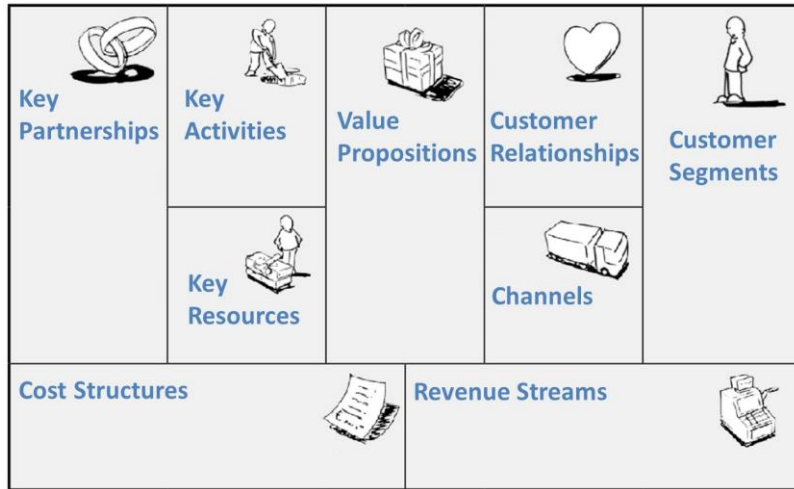
The world is no longer linear...



“In the next 10 years, 40% of all S&P 500 companies will disappear from this list”



Management tools are changing



Digitalisation is transforming the traditional value chain in the retail industry...

Traditional Value Chain

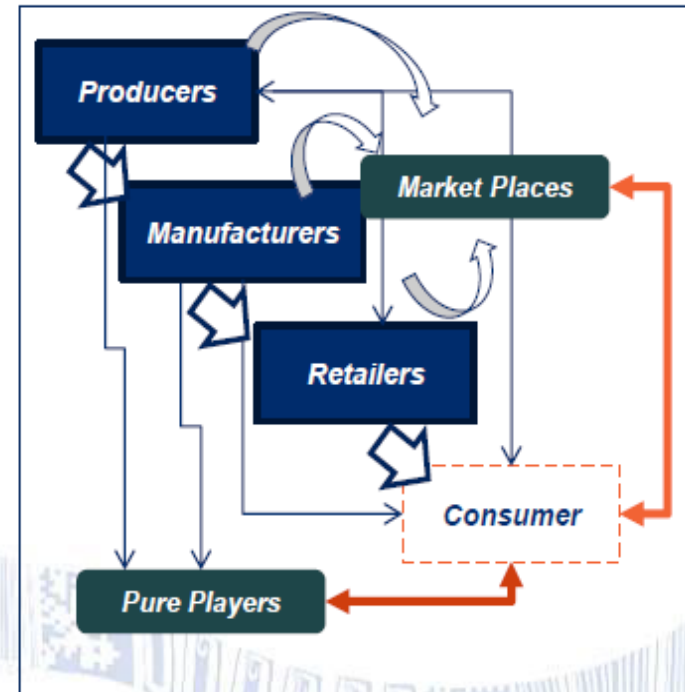
New Value Chain: Value Ecosystem & Omni-Channel



- From a linear value chain
- From the traditional supply chain: P->F->R->C
- From well established actors with clear roles.
- From information workflows based on B2B
- From basically national value chains
- From other agents(LSPs, solution providers,,...) hardly integrated.

Digitalisation

- ... To a networked chain
- ... To new emerging channels
- ... To new actors (*market places, pure players,...*)
- ... To information flows between the companies and the consumer
- ... To global supply chains more difficult to integrate
- ... To the need to integrate a growing number of objects (products, assets, documents, ...)



Omnichannel experience

Consumers are demanding a seamless, simple shopping experience.

With expectations of:

- Infinite choices in assortment, price and fulfilment
- Increased amounts of accurate product data for decision making

Access to any product, anywhere, anytime from any device



Four key elements for a successful omnichannel strategy

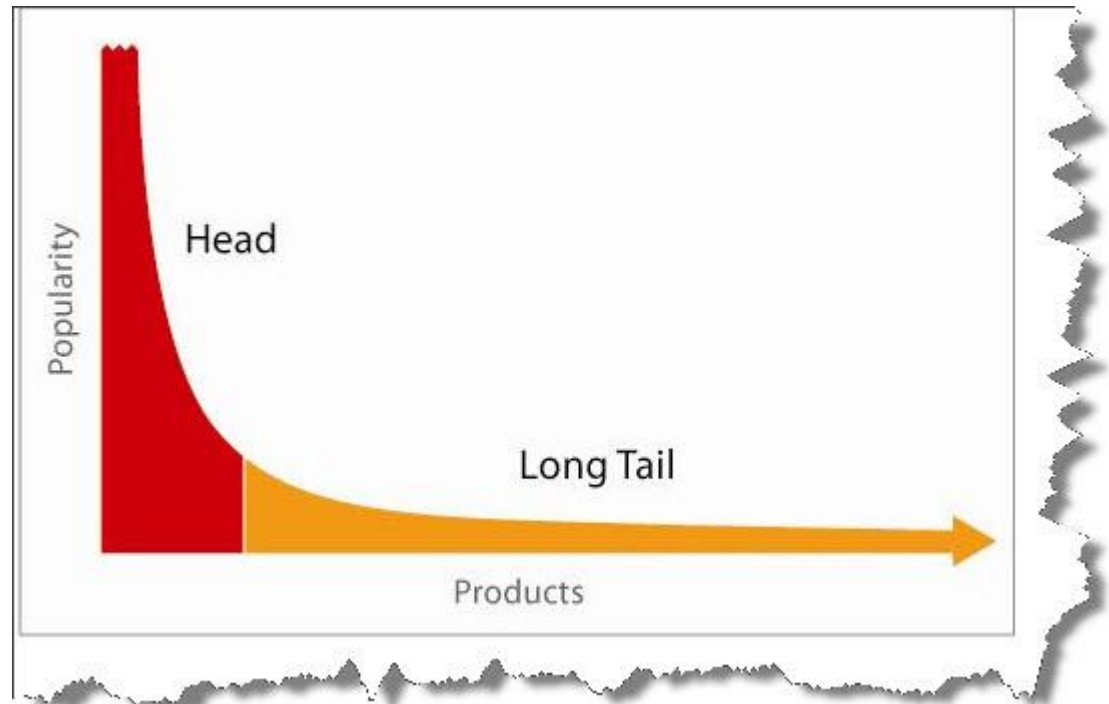


New business models: The Long Tail

amazon.com

"We sold more books today that didn't sell at all yesterday than we sold today of all the books that did sell yesterday."

Josh Petersen, Amazon Employee explaining the long tail to a colleague that did not get it



Freemium Business Models



Free + Premium
=
Freemium



“Give your service away for free, possibly ad supported but maybe not, acquire a lot of customers very efficiently through word of mouth, referral networks, organic search marketing, etc., then offer premium priced value added services or an enhanced version of your service to your customer base.”

Fred Wilson, Union Square Ventures

Most of the challenges has an organizational nature...

THE TOP CHALLENGES FACING DIGITAL TRANSFORMATION



... and CEOs must establish a digital transformation agenda

“Show up where the customer is at”

“Create seamless & amazing experiences along the customer journey”

“Drive online customer acquisition”

“Enhance cross sell ”

“Develop deep insight into customer behaviour”

customer experience

value

digitization

“Digitize ‘channel to fulfilment’ through Business Service Redesign”

“Drive digital adoption across customer base”

“Deploy new way of working in IT and Operations”

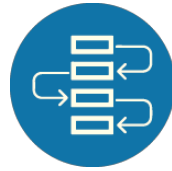
where Information Technology is just a set of tools...



And Digital Transformation becomes a CEO priority



Customer Experience



Operational Processes



Business Models

Customer understanding

Process Digitization

Digitally modified Business

Top line growth

New working means

New Digital Business

Omnichannel Experience

Performance Management

Digital Globalization

Digital capabilities

Quint Wellington Redwood



Focused, Independent, Global Coverage

Boutique firm focused on transforming and maximizing business value thru Information Technology
Presence in 20 countries; headquartered in the Netherlands
We do not provide BPO or ITO services

Broad range of services, from Digital Transformation to Sourcing

Academy - over 15.000 trainees world wide each year

Lean IT - founding member of the Lean IT Association

Service Management - award winning ITSM implementations

Governance, Security, Architecture, Information Mgt – deep knowledge if IT

M&A – support business decisions on IT investments



Best Practices and Tools

Sourcing Library, eEquivalent and Market Alignment Framework

Proud to be #1

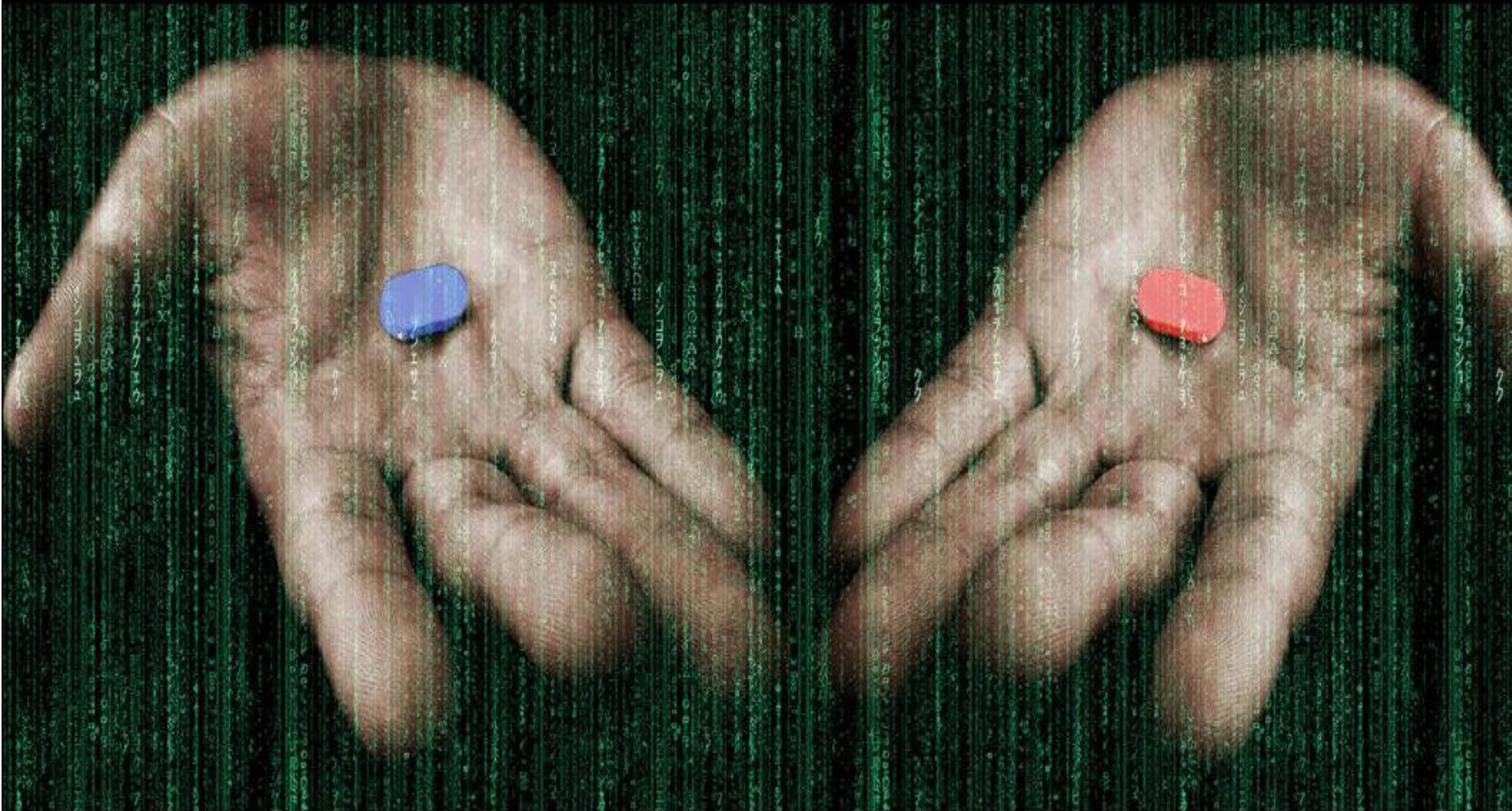
Currently awarded the title

World's Best Outsourcing Advisor by the IAOP



THE MATRIX

After this there is not turning back



You can take the red pill, wake up in your bed and believe what ever you want to believe or you can take the blue pill, stay in wonder-land and I will show you how deep the holerabbit goes



Dare to challenge

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