

# Digital Strategy for the 21<sup>st</sup> Century



P R E S E N T A T I O N

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# Topics

- Why is IT Important?
- Enabling Technologies
- Digital Transformation
- Current & Future Trends
- Adapting to the Digital Age



# Why is IT Important?

Required for nearly all business processes

Greatest opportunity for productivity gains

Largest capital investments

Innovation

Survival in the 21<sup>st</sup> century



# Innovation & Survival in the 21<sup>st</sup> Century

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Increasing expectations of all stakeholders

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Impact of millennials & future generations

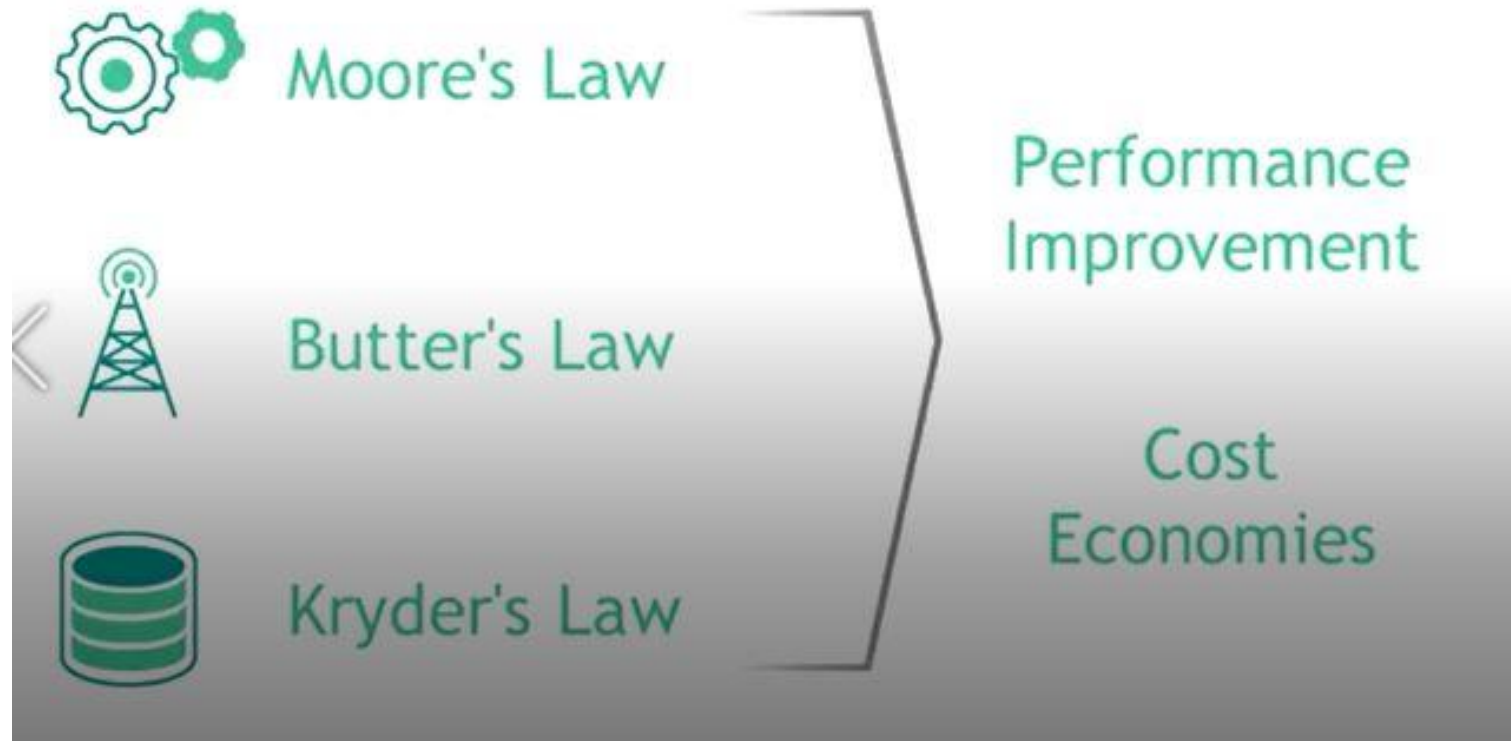
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New business models  
e.g. Amazon, Uber, AirBnB, Netflix

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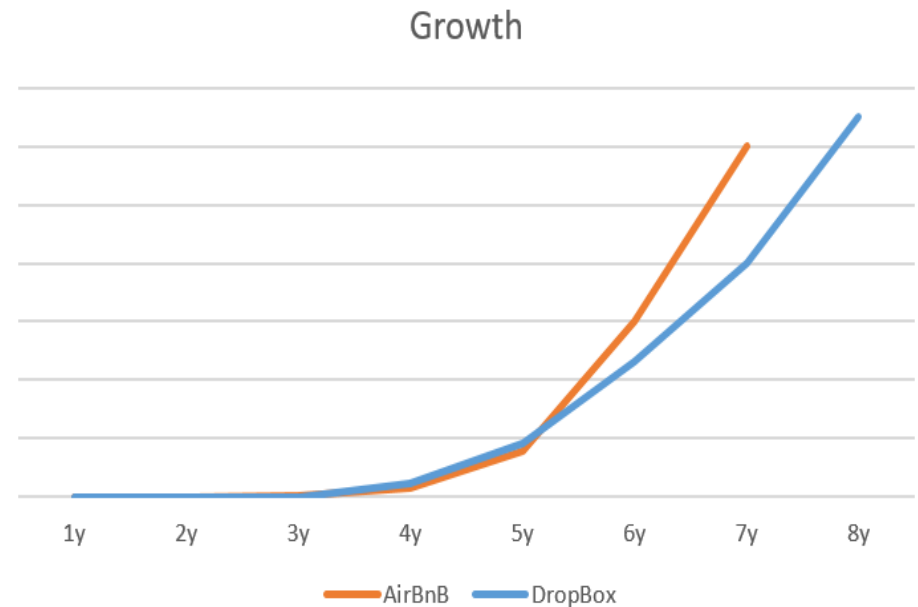
Technologies are still evolving

# 3 Digital Laws



# Impact of Enabling Technologies

Allow organizations to achieve exponential growth by using technology to enable extremely high levels of automation



# What is Digital Transformation?

Digital transformation is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.

*Ref: <https://www.i-scoop.eu/digital-transformation/>  
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# Current & Future Trends



# Current Trends

Cloud Computing

Big Data

Cybersecurity

# Future Trends

Internet of Things

Machine to Machine Learning

Artificial Intelligence

Blockchain

# Framework for Adapting Digital Technologies

- Establish clear strategy and business objectives
- 2 different approaches required for digital transformation
- Supporting Environment
  - People, Processes & Organization
  - Data Analytics
  - Technology
  - Ecosystems

# Strategy & Business Objectives

- Transformation projects are business projects which require IT...*they are not IT projects*
- Projects should be business led with clear business objectives agreed for each project
- Focus on:
  - Customer experiences
  - Internal efficiencies

## 2 Different Approaches

- Digitize existing legacy processes
  - Eliminate silos and integrate existing systems
  - Eliminate manual sub-processes surrounding existing systems
- New Initiatives
  - Adopt agile approach
  - Iterative – functionality is delivered incrementally
  - Cross-functional teams

# Supporting Environment

- People, Process & Organization
  - Flexibility in people and structure
  - Hiring criteria
  - Chief Digital Transformation Officer
  - Don't neglect governance and monitoring
- Data Analytics
  - Cultural shift – use data rather than “gut”
  - Use new sources of data
  - Beware of losing customer trust

# Supporting Environment

- Technology
  - Initiatives will use a combination of trends
  - Interoperability
  - Be aware of technology cycles
- Ecosystems
  - Partnerships essential – *you cannot do it alone*
  - Partnerships may even be with competitors
  - Partners must have common objectives/goals

# Final Remarks

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Other trends exist and others will emerge

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Adopt an approach that fits your organization's culture

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Be aware of the realities of our environment

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Expect failures but learn from them

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Competition will come from non-traditional areas

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Listen, learn and adapt continuously



# Thank You

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