Macro View of IR4.0 Transformation

Presenter

Mohammed Arif, PhD
Lead Data Scientist
Big Data | Machine Learning | AI

Mohammed Arif has more than fifteen (15) years of working experience in Information Communication and Technology (ICT) industry. The highlights of his career are more than six (7) years of holding various senior management and/or C-Level and had five (5) years of international ICT consultancy exposure in various countries (APAC and Australia), specially on Big Data, Data Engineering, Machine Learning and AI arena.

He is also Certified Trainer for Microsoft & Cloudera.

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Agenda

- Understanding Digital Transformation
- Digital Transformation Framework
- IR 4.0
- Pillars of IR 4.0

Resource Link

http://arif.works/ir4/

What is Transformation?

Comprehensive changes in Strategy, Operating Models, the Organization, People, Culture and Process to do things differently and better and opens up profitable opportunities.

So an organization is changing because it needs to remain viable and sustainable.

But what are we really changing?

For example, if I take a process, what do I need to change in this process to really transform it?

· It could be making it more profitable.

· It could be making it more quicker or slower.

· It could be breaking it down into multiple processes.

So transformation is pretty clear.

What is Digital Transformation?

Digital transformation can be thought of as an approach to creating more value through business operating models that an organization has today that need to change business operating models that don't exist today that, if created, could open up new revenue opportunities and ways of working, which encompasses culture and new ways of doing things.

Digital Transformation Trap

Many organizations fall into the trap of thinking is digital transformation should not be technology led. It should be led by customer and employee value.

There are many well intentioned but misguided consulting folks, writers and even some academics who say that digital transformation is about two things technology and culture.

And in particular, they advocate one thing let digital technology drive your transformation.

Digital Transformation Trap

Digital Transformation Trap

This is wrong !!

This means you are letting technology drive things by moving away from focusing on customer value and instead focusing on technology potential. Massive amounts of an investment in expensive technology occurs, which ends up being thrown away a few years later because it isn't really solving what absolutely needs to be solved in digital transformation.

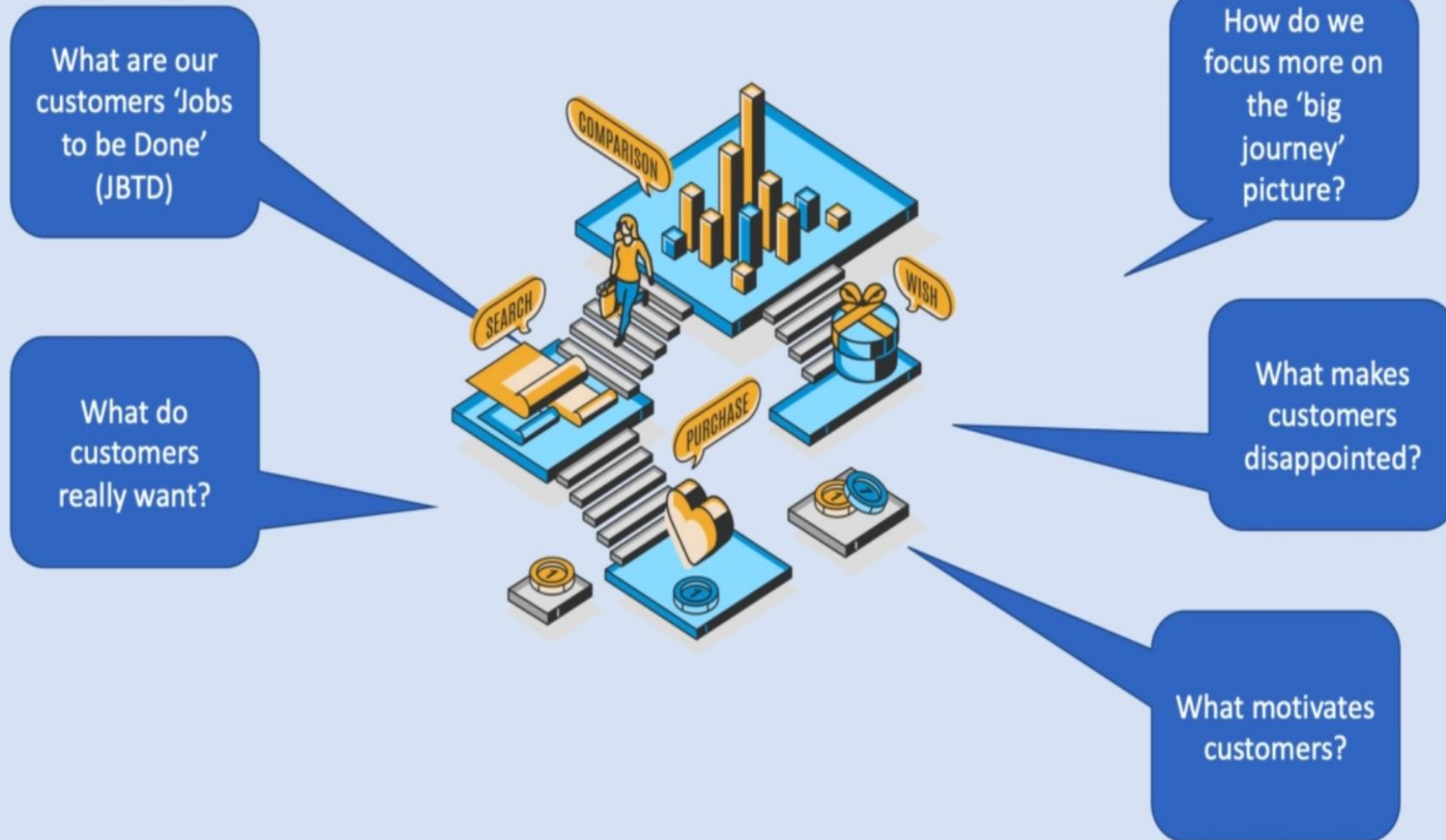# Digital Transformation Trap – How to resolve?

What needs to be solved is delivering exponential value to customers and employees through Technology.

It's important to work back from real customer and employee problems first and then find solutions which could range from process, customer and employee experience, product development right through to technology.

So what I'm saying is, don't believe that the silver bullet, the digital transformation is technology.

Digital Transformation Trap – How to resolve?

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Why we need Digital Transformation?

In one sentence, it creates more value for customers and employees and importantly makes organizations

sustainable.

Why we need Digital Transformation?

Paid heavy price for the tendency to underestimate the trend

Disruption is Not New

First Step towards Digital Transformation

" First principles Thinking "

First principles Thinking
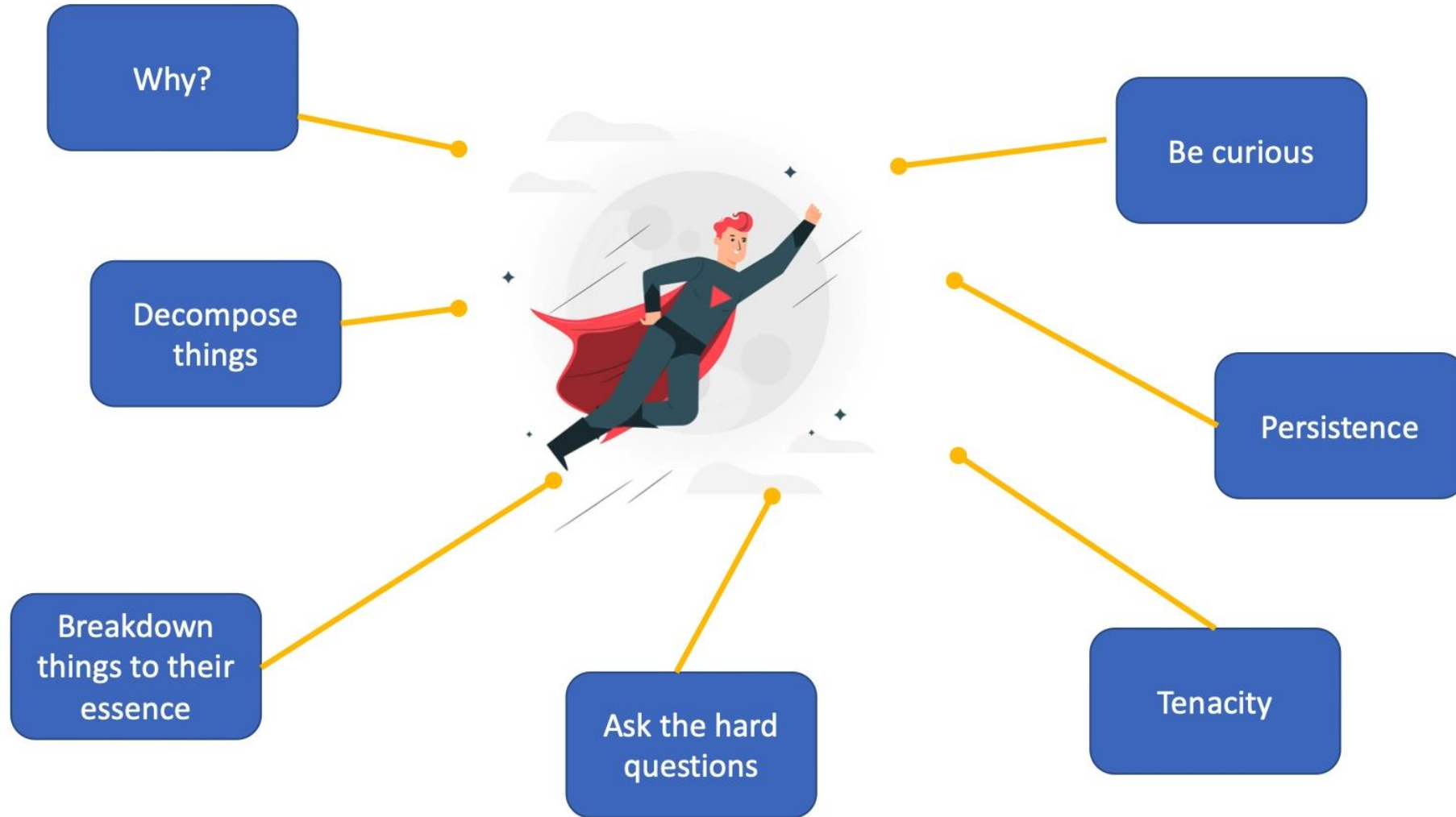
First principles Thinking

Discussion Session

Betta Health - Disruption and Value Opportunities

Betta Health is a leading healthcare organization, with doctor's offices and well-being centres located across 20 states in the USA. They target an increasingly ageing baby boomer and Generation Y market. Both markets are very health conscious.

Baby boomers are focused on dealing with age related conditions – like arthritis, heart disease, dementia, diabetes and obesity. Generation X patients tend to more focused on work and lifestyle related conditions – so stress, mental health, obesity and diet.
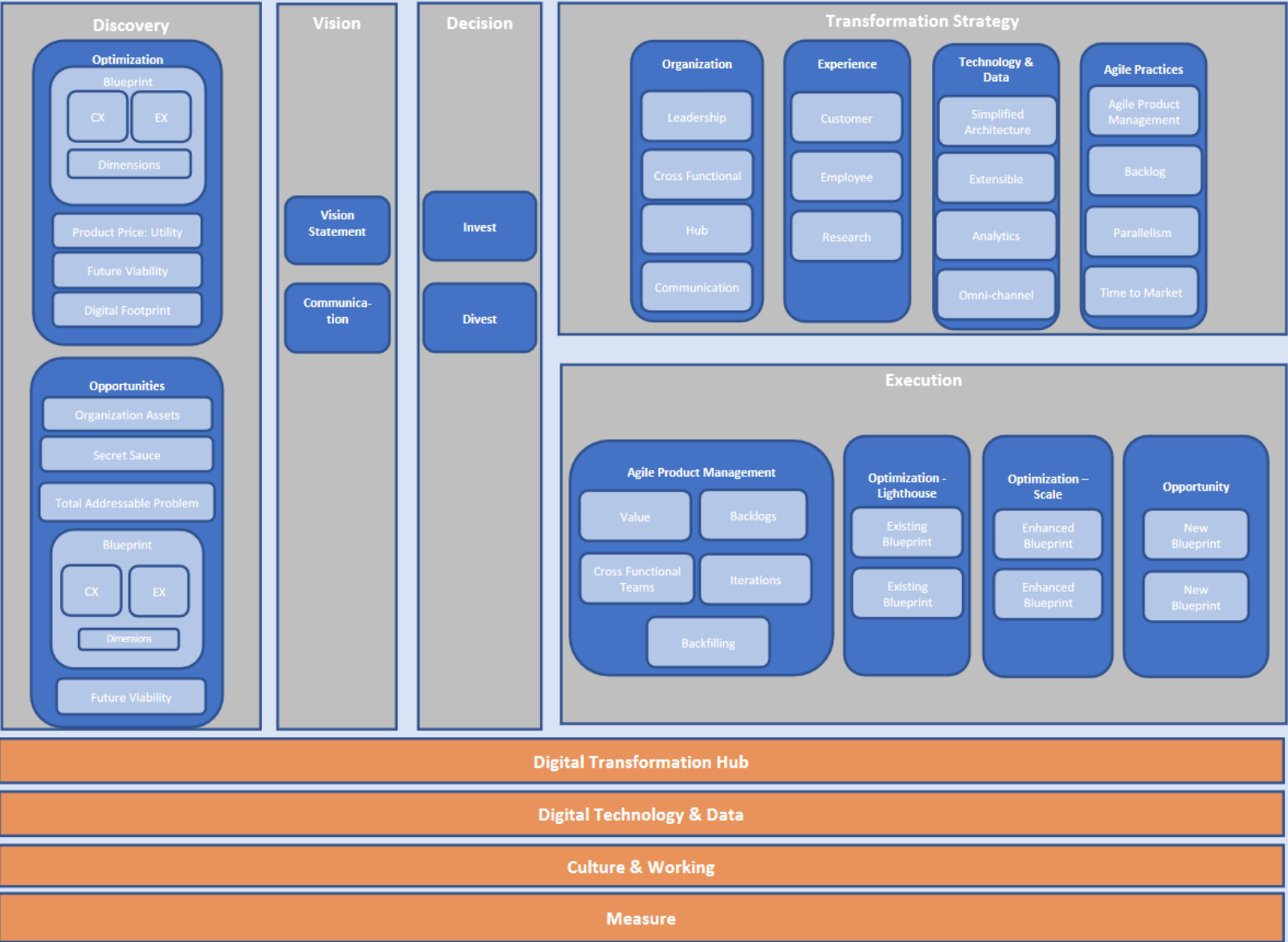
Both patient segments are finding it increasingly difficult to make it into Betta Health's offices to manage their health. Baby Boomers are increasingly facing mobility issues and Generation X patients are increasingly finding it hard to make the time commitment to attend medical appointments. This is because of work pressures and many holding more senior roles which do not permit much free time.

Betta Health is nervous about disruption happening at the moment in their industry and within their targeted segments.

You have been hired by Betta Health as an expert in Digital Transformation – and they want you to provide answers to key concerns they have.

- Define **3 key areas** that you think would cause disruption for Betta Health. Provide details for each disruptor and the impact it could have on Betta Health's current business models.

- Identify, based on Betta Health's current business models, **ideas for Betta Health** to mitigate this disruption by creating value for its clients/patients.

Betta Health

Digital Transformation Framework

Digital Transformation Framework

There are 5 phases in the digital transformation framework :

- Discovery

- Vision

- Decision

- Strategy

- Execution

Digital Transformation Framework

There are then 4 enablers

- Digital Transformation Hub (or the 'Hub' for short)

- Digital Technology & Data

- Culture & Ways of Working (or Culture & Working)

- Measure

Case Study

Digitalization in Rail

Digitalization in Rail

Digital Rail for Germany