NV Medezeggenschap

Data & Analytics
as a key driver in
Digital Transformation

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Who are we

Laki Ahmed

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Signify**

Dirk van der Horst

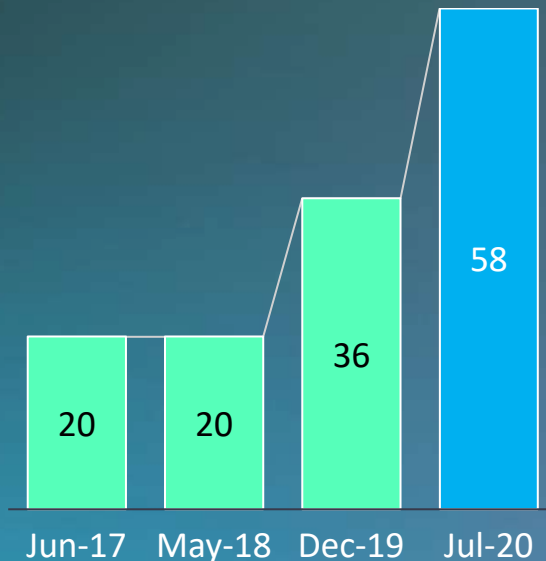**Global leader digital transformation Go2Market
Royal Philips**

A CASE FOR ACCELERATING DIGITALIZATION

Externally, COVID has impacted markets and accelerated digitalization in B2B and B2C

Digital customer interactions, %

Jun-17	May-18	Dec-19	Jul-20
20	20	36	58

Players across industries are investing in digitalization to exit the crisis stronger

36% of companies have accelerated the digitalization of their supply chain

85% of companies have accelerated digitalization of employee interaction and collaboration to facilitate remote working models better

67% of companies have accelerated automation and artificial intelligence

Accelerating Digital transformation & driving higher value using Data & Analytics

Advances in technology and growth of data have opened new ways for us to create business value.
It all about a company's digital capabilities; People, Data, technology, operating model & agility to build a high-performance digital organization and strengthen customer value chain.

How can we address these forces of digitalization?

Direct & Indirect monetization
Data & Analytics as integration layer &
Embedded within business platforms

emergent infonomics demands

Robotics & Automation
Multi-cloud data
Machine-learning & AI
Modularization and APIs
Real-time computation
5G, Edge computing

Our operating environment

changing technology

COVID-19

new skills to be mastered

data growth

Operational data
Experience data
Sensor data
Unstructured data

Skills in digital ecosystem & business context
Focus on embedded analytics
Data management excellence focused on
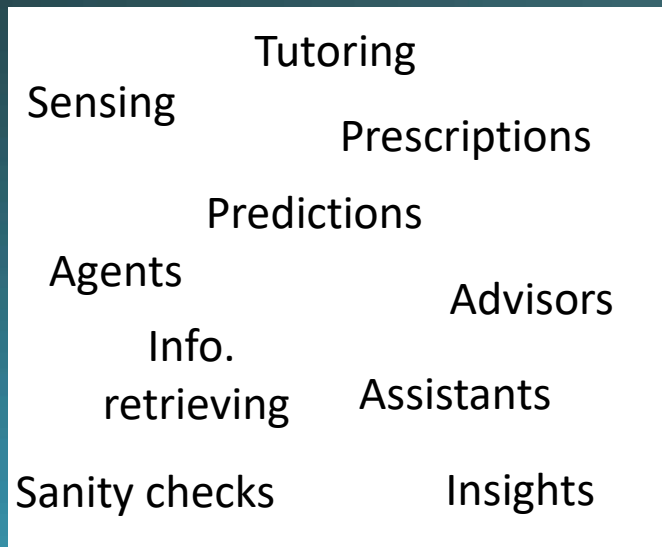Integrated governance and unified modelling

AI & RPA to amplify human talent not to replace People, but Collaborate with your workforce for Best Results

Machines aiding humans in:

Analytics

Making connections

Being agile

Tutoring

Sensing

Prescriptions

Predictions

Agents

Advisors

Info. retrieving

Assistants

Sanity checks

Insights

It's all about the people (digital capabilities)

Data & Analytics (data enablement)
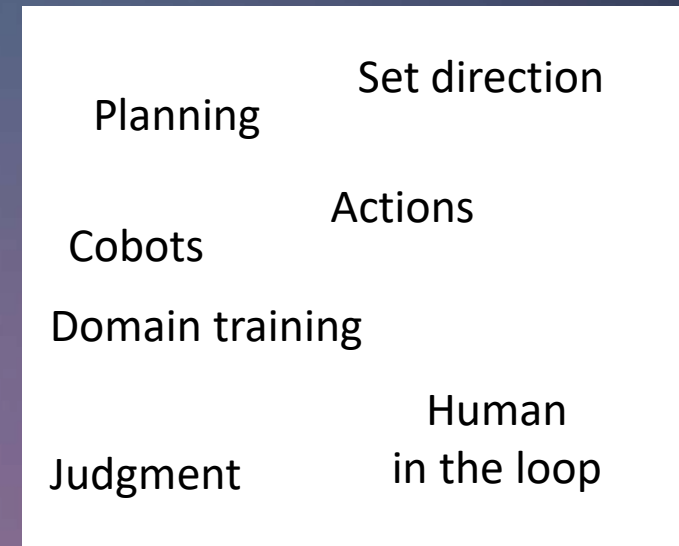
Technology (Platforms Architecture)

Way of working (operating model & agility)
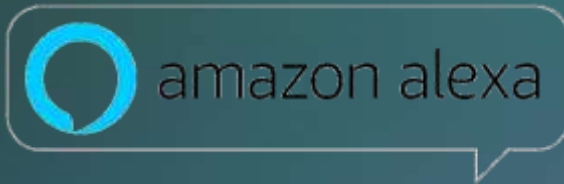
Humans aiding machines in:

Creativity

Empathy

Innovation

Planning

Set direction

Actions

Cobots

Domain training

Human in the loop

Judgment

Conversational AI in Action

General Virtual Assistants

|	
IT support by Thea	**Signify IT support** uses a Virtual BOT to reset password & channel IT tickets *Signify IT Support*
QSXL executive search	**Data driven Executive search** Smart algorithms to find suitable candidates for posted vacancies *https://qsxl.com/executive-search/*
Zenbo	**ASUS Zenbo** is a robot that functions as a nanny. *Source*
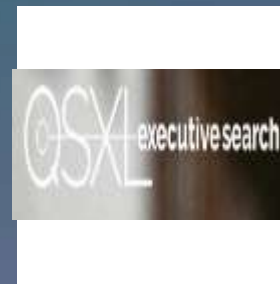
Digital transformation and the impact on our business

Order to Cash

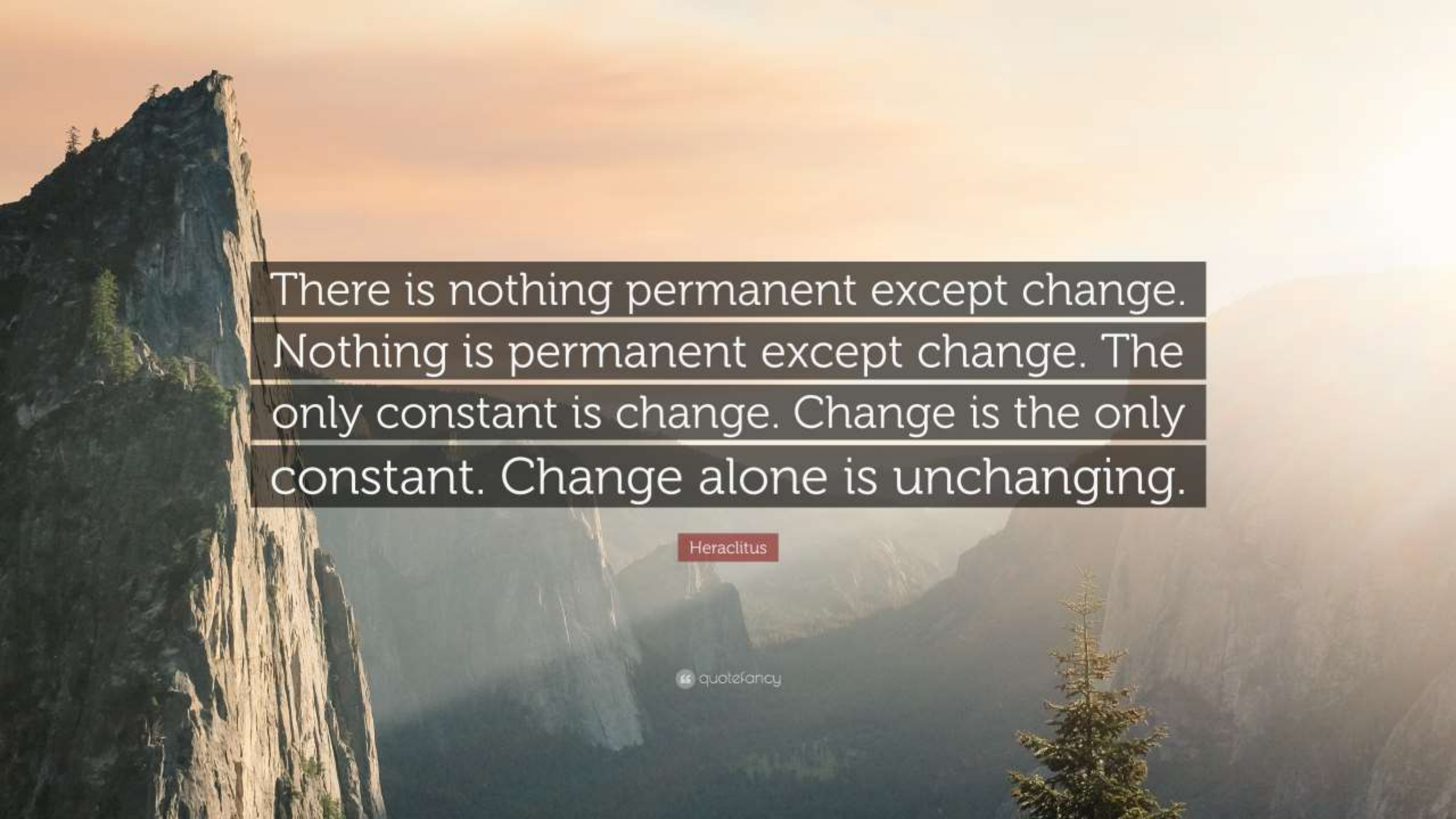Idea to Market

Market to Order

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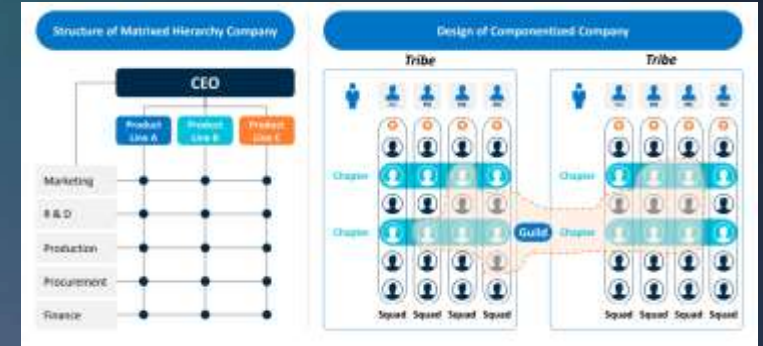
Digital transformation is an intrusive change

Five themes to consider for the near future

Ø Shared customer insights will be heavily data driven and specialized, supported by AI and ML

Ø Digital platforms to build the digital propositions based upon customer insight will invert the company

Ø External developer platforms will allow third parties to build propositions for customers/consumers and traditional split between payroll and hiring will disappear

Ø The impact on the needed changes in accountability framework or governance where self steering teams decide autonomously

Ø Complete operational backbone and setting this up in DevOps

There is nothing permanent except change. Nothing is permanent except change. The only constant is change. Change is the only constant. Change alone is unchanging.

Heraclitus