

Willkommen im digitalen Jetzt

Manuel P. Nappo, Director Institute for Digital Business HWZ



Twittern Sie live?

Ich bin @manuelnappo



PRICE \$8.99

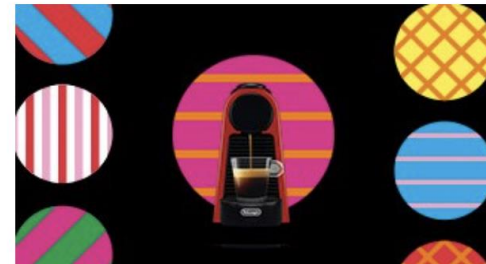
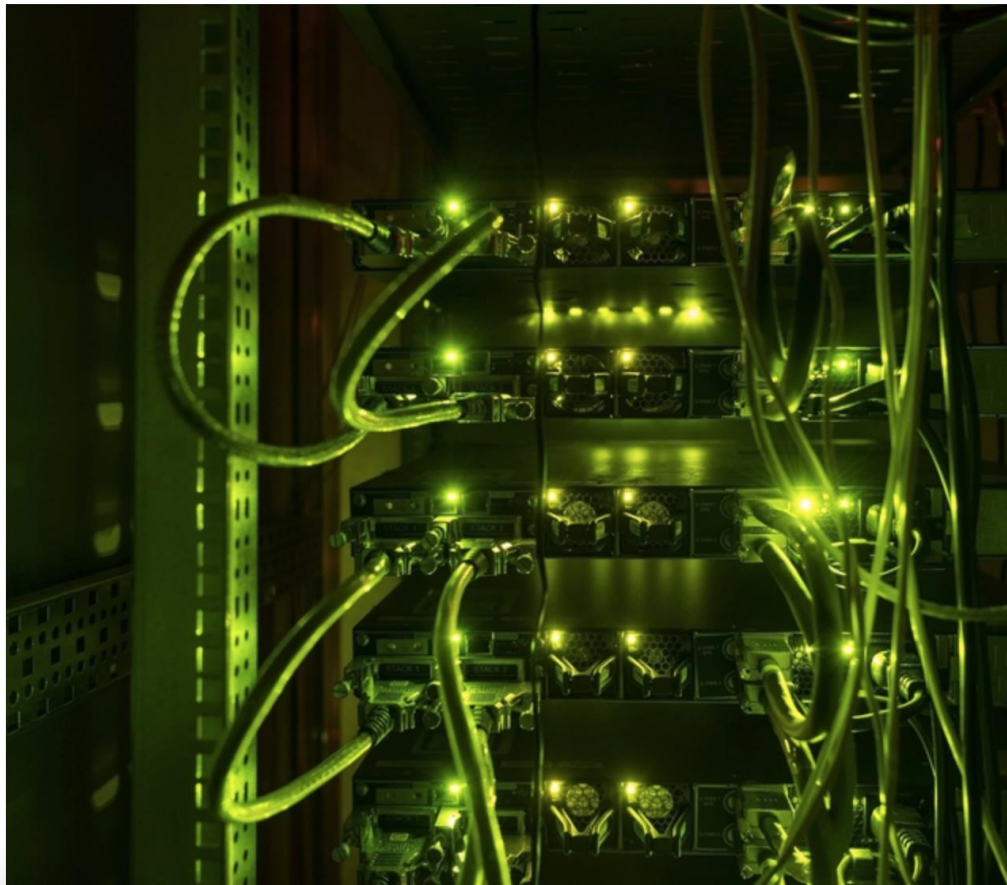
OCT. 23, 2017

THE NEW YORKER



Digitalisierung? Interessiert uns nicht

60 Prozent der Schweizer Firmen glauben, dass digitale Technologien kaum Folgen für ihr Geschäft haben werden. Haben sie recht, oder verschlafen sie die Zukunft?



Jede Tasse eine Freude

Fr. 100.- Nespresso Kapseln geschenkt, verteilt auf die nächsten drei Kaffeebestellungen. [Mehr ..](#)

Anzeige

Artikel zum Thema

Digitalisierung schafft laut Bundesrat mehr Jobs



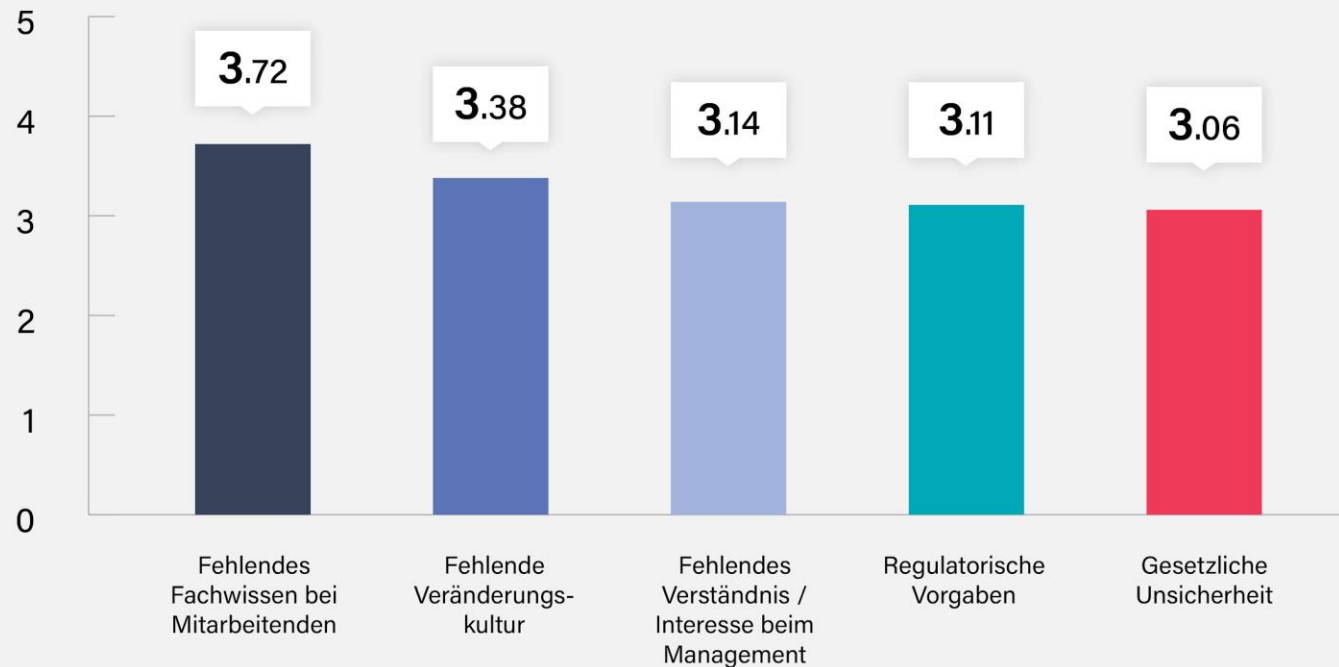
Digitaler Reifegrad der Schweizer Unternehmen



Die grössten Herausforderungen

Bitte bewerten Sie die folgenden Herausforderungen einer digitalen Transformation für Ihr Unternehmen:

Skala 1 - 5



Before we start

Was ist ...

... DIGITALISIERUNG?



digitalmagazin

Rules of the game

Digitale Medien

Zu viel Smartphone macht Kinder krank

Unkonzentriert, hyperaktiv, sprachverzögert: Die übermäßige Nutzung digitaler Medien schadet Kindern, belegt eine Studie. Und fordert von den Eltern mehr Fürsorge.

29. Mai 2017, 11:03 Uhr / [301 Kommentare](#)



Dejan Mihajlović

@DejanFreiburg

Follow

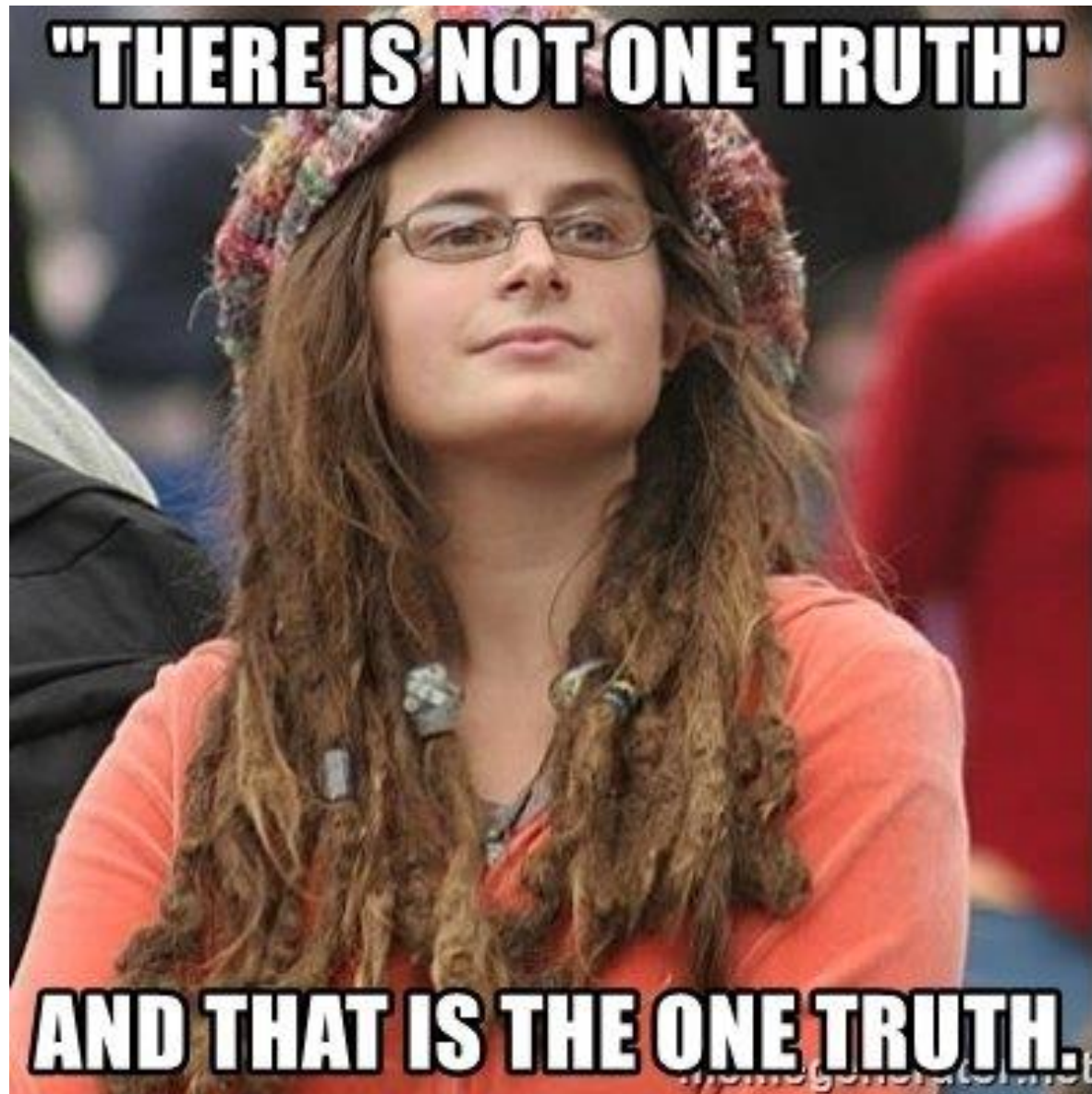


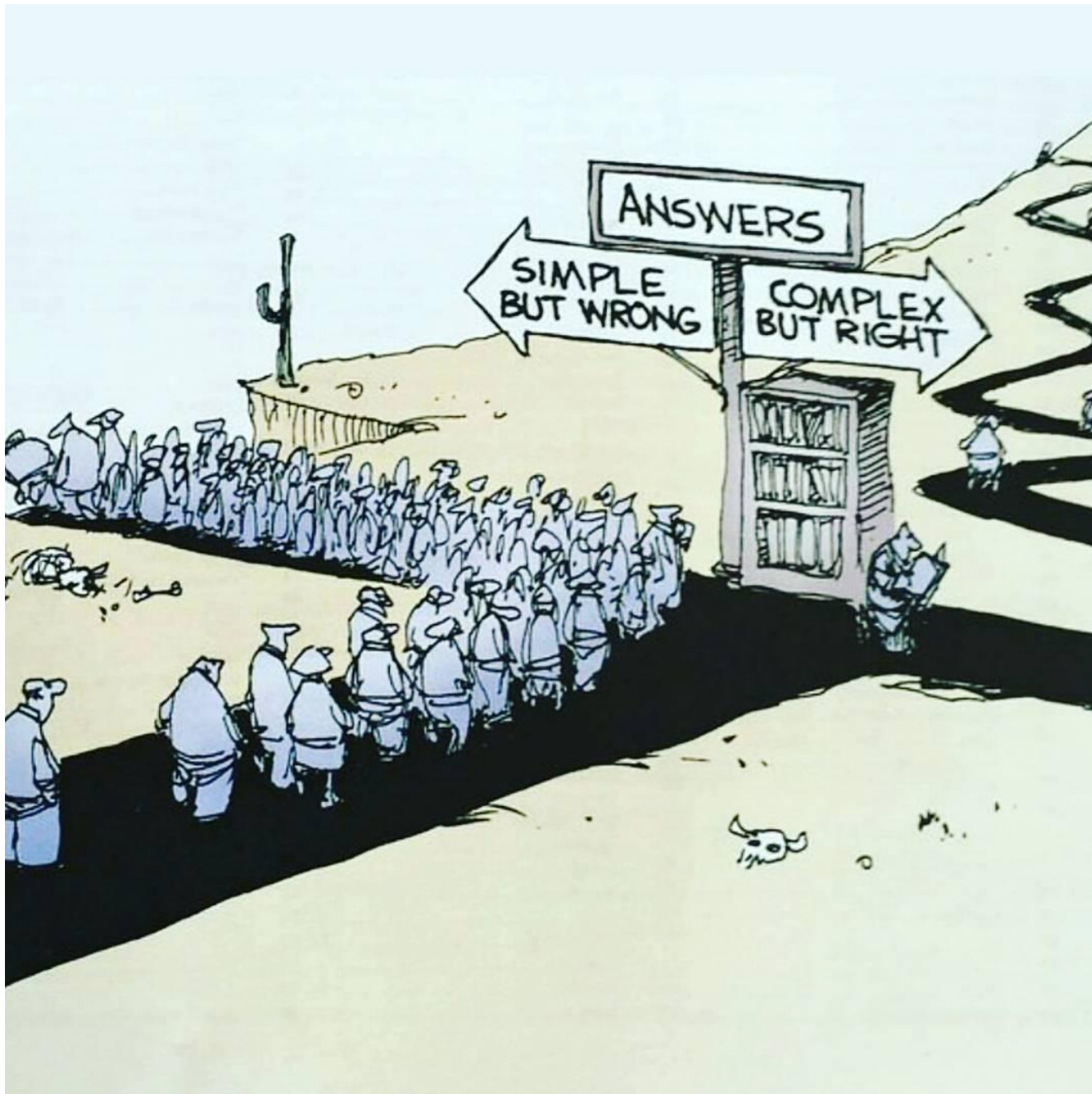
Bitte bei Debatten über die
Smartphonennutzungsdauer bedenken, dass

- Früher 📞 Heute 📱
- Früher 📺 Heute 📱
- Früher 📠 Heute 📱
- Früher 📷 Heute 📱
- Früher 📹 Heute 📱
- Früher 🕒 Heute 📱
- Früher 📍 Heute 📱
- Früher 📅 Heute 📱
- Früher 📖 Heute 📱
- Früher 📝 Heute 📱
- Früher 📄 Heute 📱
- Früher 🛍️ Heute 📱
- Früher ✉️ Heute 📱

🌐 Translate from German

5:11 AM - 7 Feb 2018





Exponential Technologies

Connected Humans

Transforming Business

Digital Leadership

Exponential Technologies

Connected Humans

Transforming Business

Digital Leadership

Die letzten 10'000 Jahren



Bild: Allexpress.com

Die nächsten 10'000 Jahren



Linear vs Exponentiell



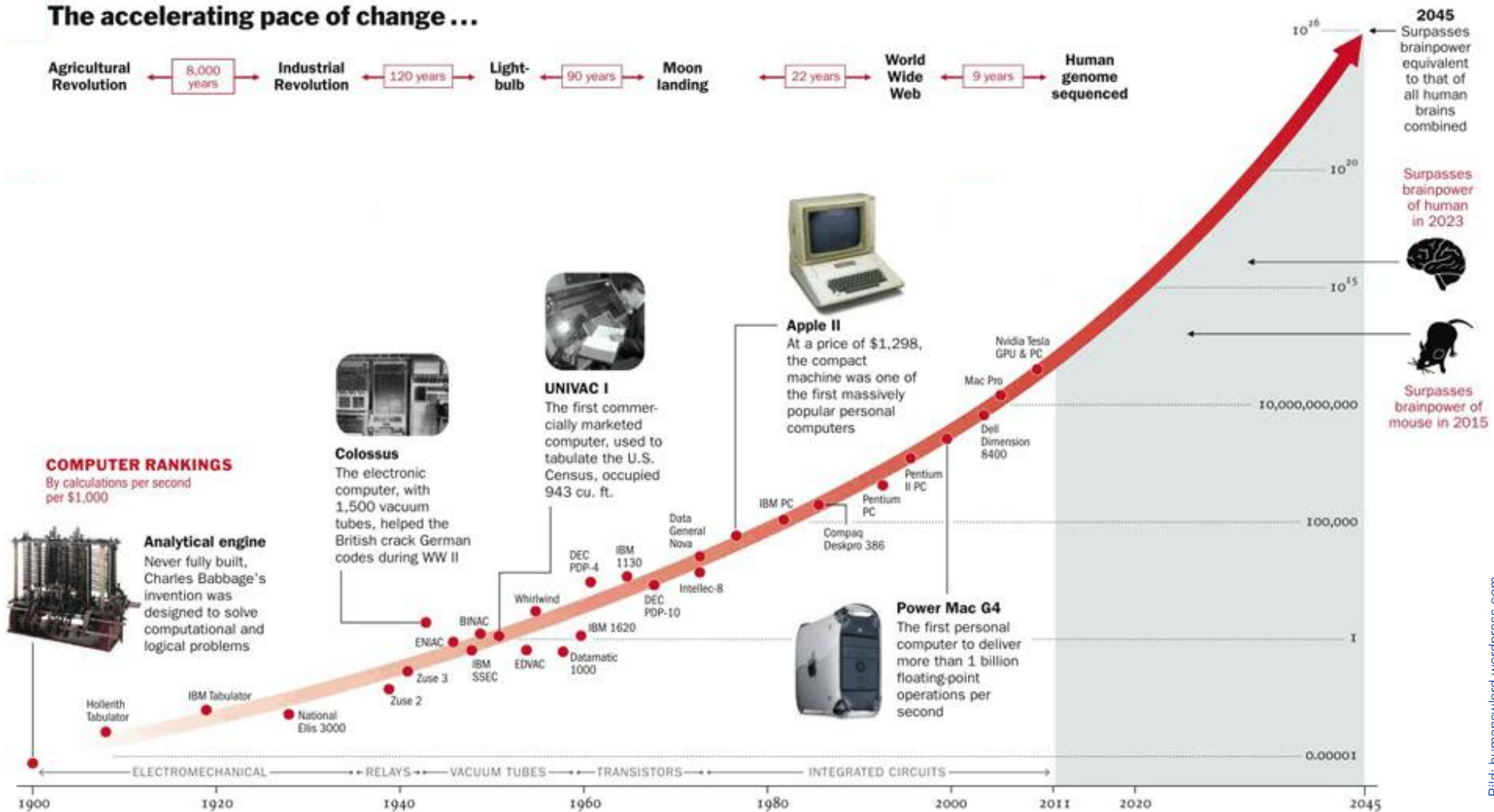
30 Lineare Schritte = 30 Meter

30 Exponentielle Schritte = 1'073'741'824 Meter

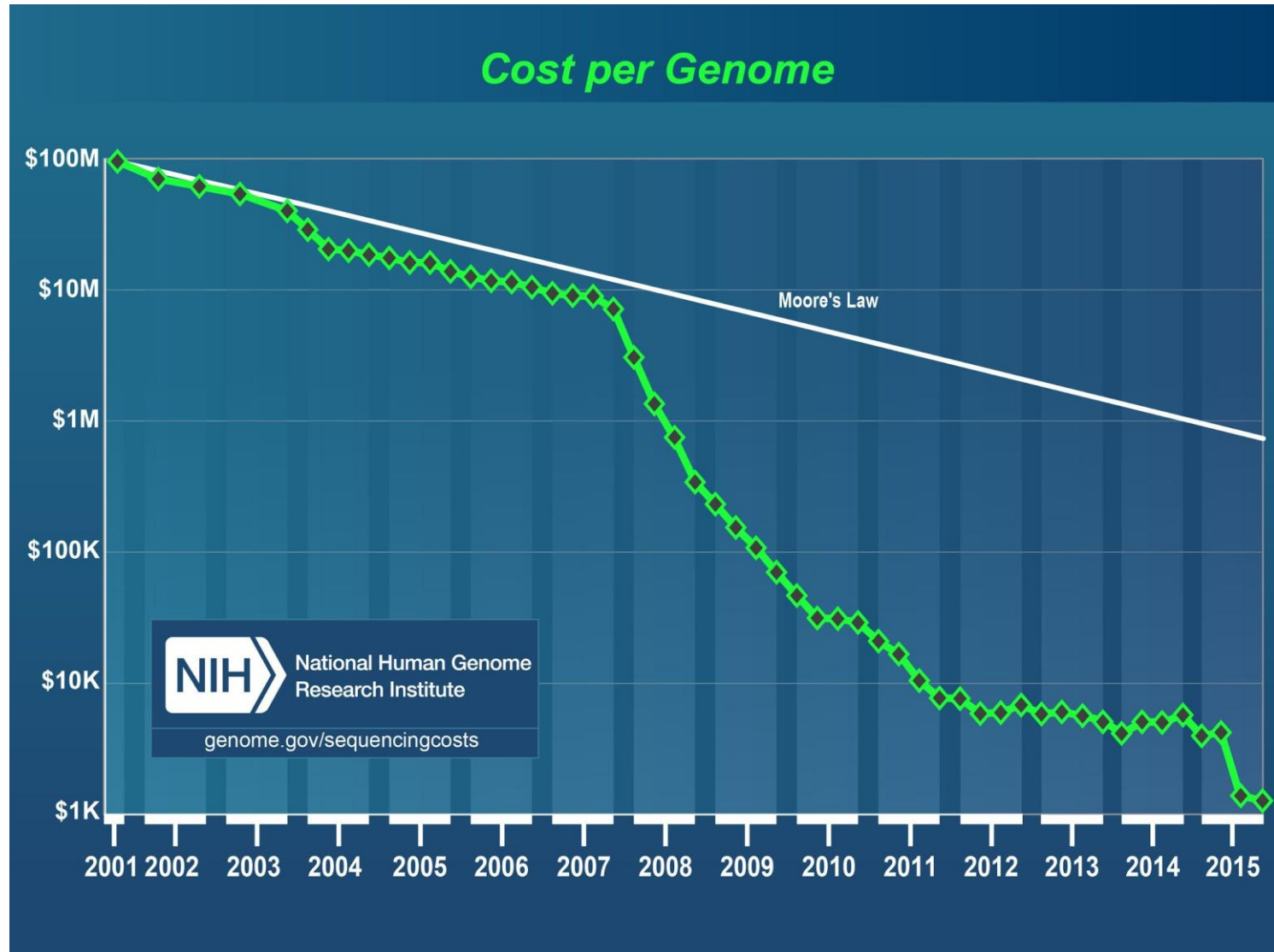


Moore's Law

The accelerating pace of change ...



Kosten pro Genom



Apollo vs Angry Birds

	Apollo Guidance Computer (1969)	iPhone 5 (2012)
Speed	1.024 megahertz	1.3 gigahertz (1270x faster)
Processing Memory (RAM)	4 kilobytes	1 gigabyte (250,000x more)
Storage	32 kilobytes	64 gigabytes (2,000,000x more)
Weight	70 lbs (32 kg)	3.95 oz. (112 g) (286x lighter)

THE EVOLUTION OF TECHNOLOGY & Its Impact on the Development of Social Businesses



We are babies.

1960s

Technology has **little impact**. It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children.

1970s

Technology is for academics and has **little impact**.

Greater focus on margins and revenue. Customers become concerned about monopolies as customer satisfaction has less importance.



We are still children, but we can pout to get what we want.

1980s

Technology invades the home and starts to **change behaviors**.

Customers become increasingly concerned about company practices and lack of customer satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.

1990s

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.

2000s

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.



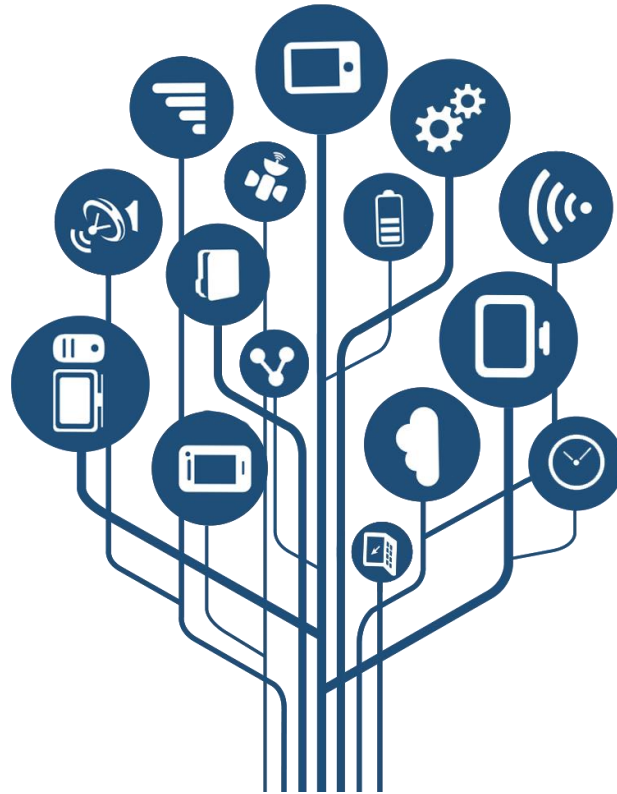
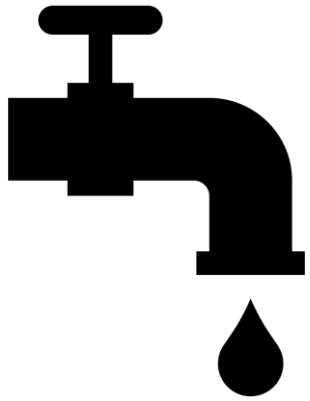
Welcome to adulthood!

2010s

Technology becomes **fully intergrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on WHAT the customer wants and HOW best to deliver it to the customer.

Gamechanger



Switzerland 2019

JAN
2019

SWITZERLAND

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



8.58
MILLION

URBANISATION:

74%

MOBILE
SUBSCRIPTIONS



10.81
MILLION

vs. POPULATION:

126%

INTERNET
USERS

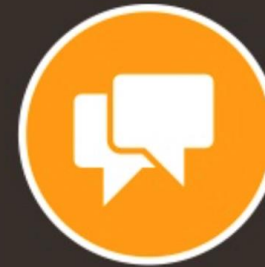


8.15
MILLION

PENETRATION:

95%

ACTIVE SOCIAL
MEDIA USERS

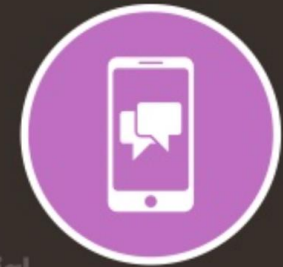


4.40
MILLION

PENETRATION:

51%

MOBILE SOCIAL
MEDIA USERS



3.70
MILLION

PENETRATION:

43%

we
are
social

we
are
social

15

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019].

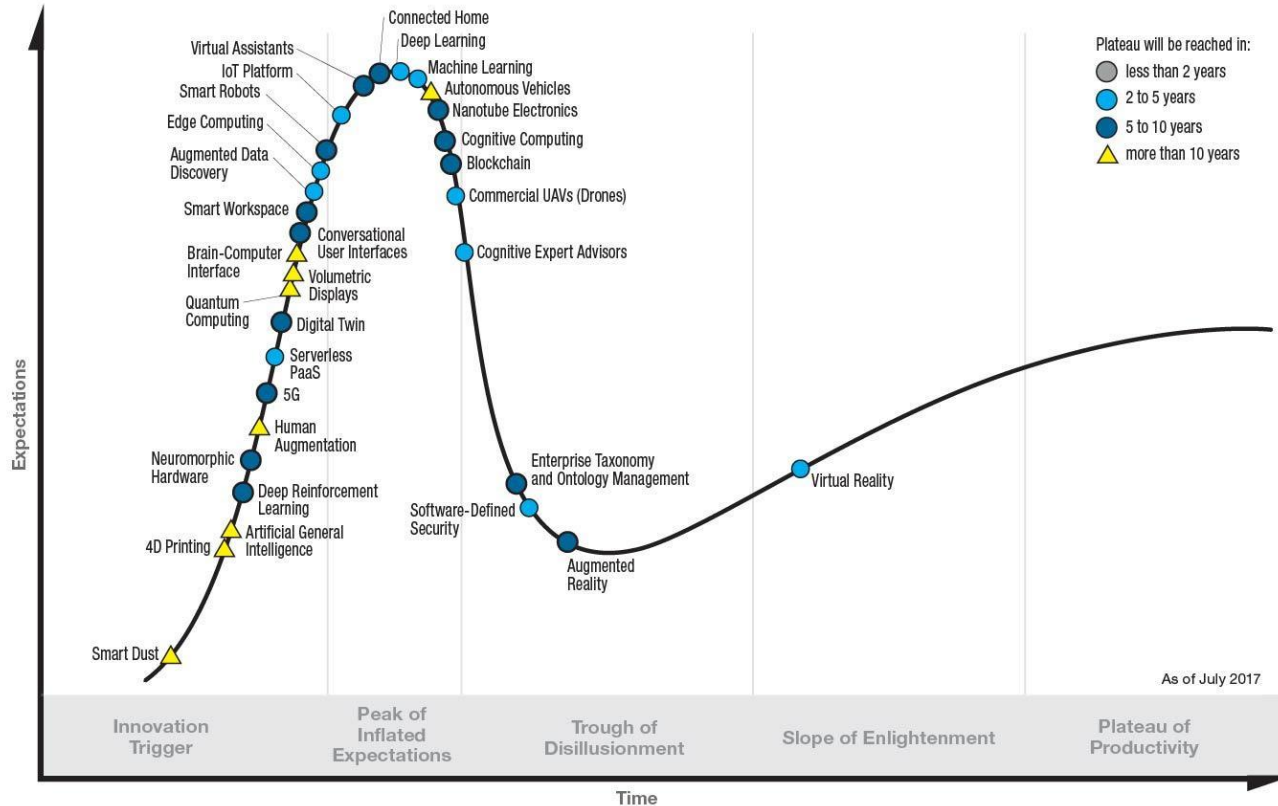
 **Hootsuite™** we
are
social

2019 *This Is What Happens In An Internet Minute*



Created By:
 @LoriLewis
 @OfficiallyChadd

Gartner Hype Cycle for Emerging Technologies, 2017

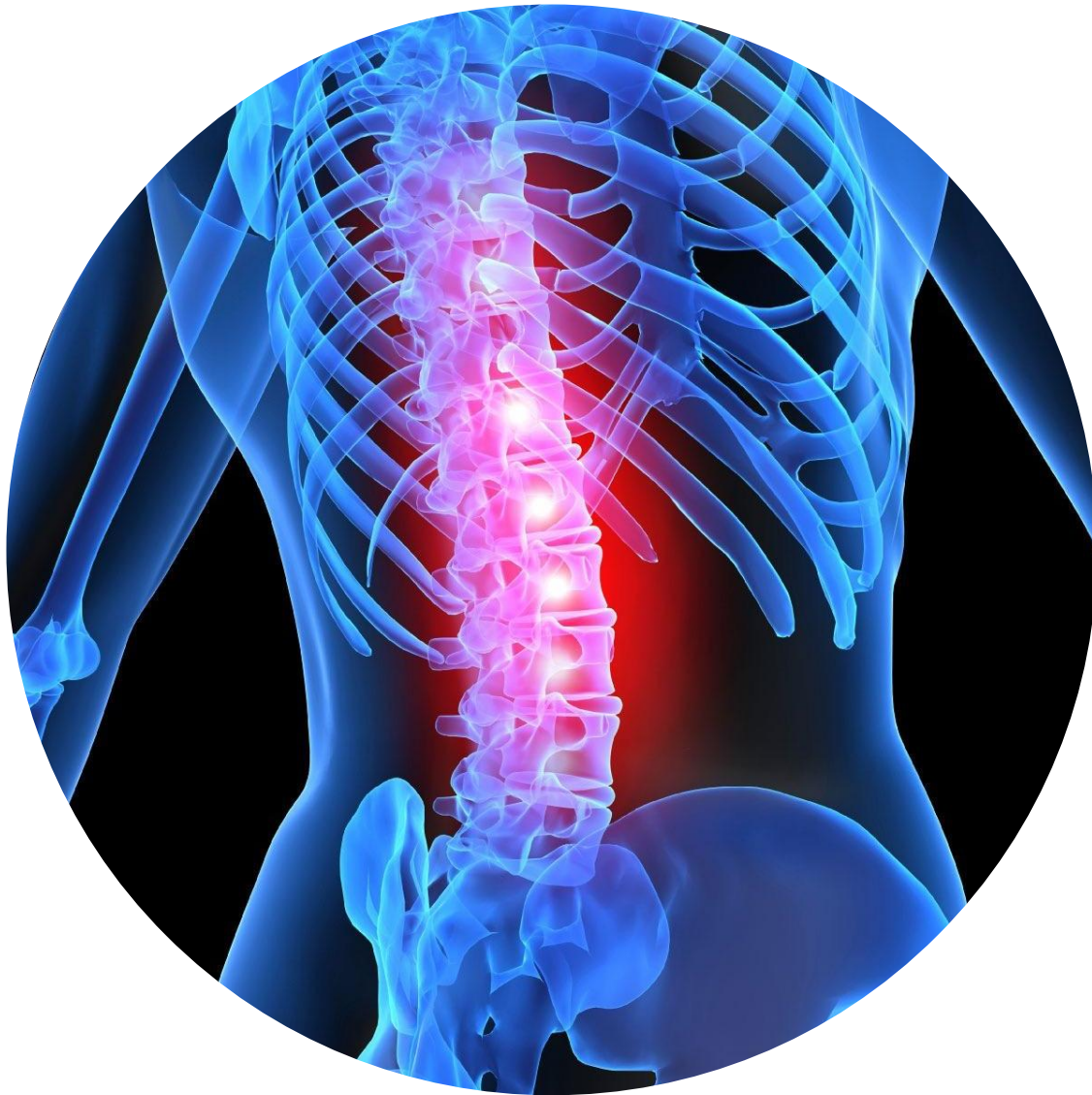


gartner.com/SmarterWithGartner

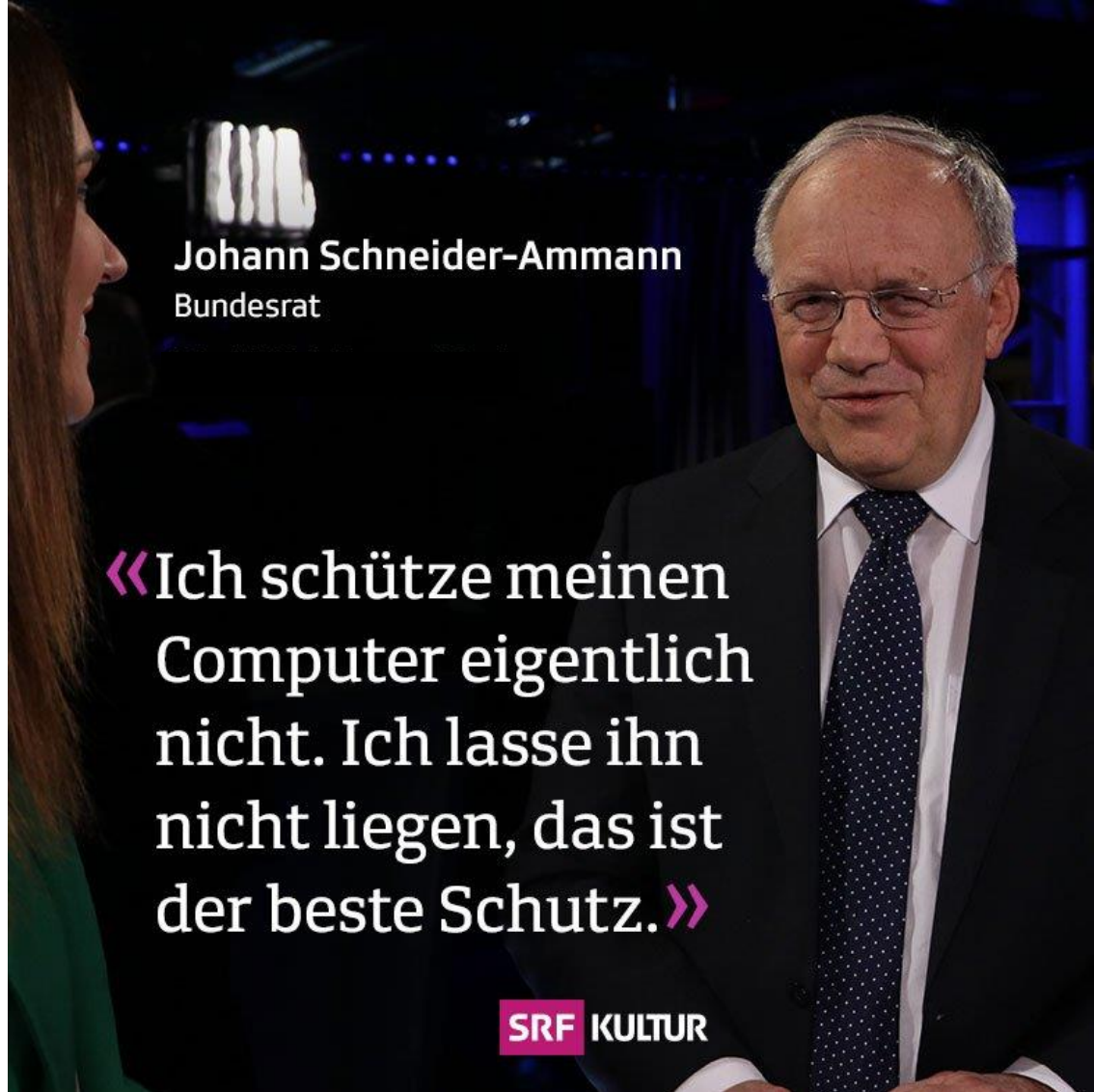
Source: Gartner (July 2017)
© 2017 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Technology is the backbone



Ein Wort zu Cyber Security



Wie setzt man auf das richtige Pferd?



"Ich glaube an das Pferd.
Das Automobil ist eine
vorübergehende
Erscheinung."

(Kaiser Wilhelm II)

Apropos Pferde

THEN



NOW



WELL PLAYED HORSE, WELL PLAYED!

Das Internet wird verschwinden

 **Eric Savitz** 
@savitz  

@BenedictEvans from @a16z at #WSJDLive:
When a technology is fully adopted, it tends to disappear. (Like railroads and steel and PCs.)

RETWEETS: **5** FAVORITES: **4**



8:14 AM - 28 Oct 2014



tante 

@tante



Steile These gesucht?

Digitalisierung ist durch. Das ist kein Zukunftsthema sondern nicht mal mehr Gegenwart. Deutschland hats halt nur verpennt, daher kann man mit Digitalisierung noch so tun, als hätte man was neues zu bieten.

17:49 - 9. März 2018

 84  58 Nutzer sprechen darüber



Das ist schon Realität



WHAT' S IN IT
FOR ME?



Bild: Arthur Jablonsky

Exponential Technologies

Connected Humans

Transforming Business

Digital Leadership

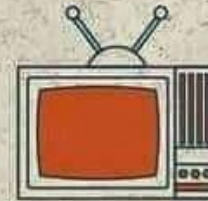
WHICH GENERATION ARE YOU?



1901-1927
BUILDERS GENERATION



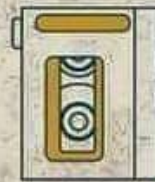
1928-1945
SILENT GENERATION



1946-1964
BABY BOOMERS



1965-1980
GENERATION X



1981-1997
MILLENNIALS



1998-2017
GENERATION Z

Alle wollen connected sein



Bild: Markus Flückiger

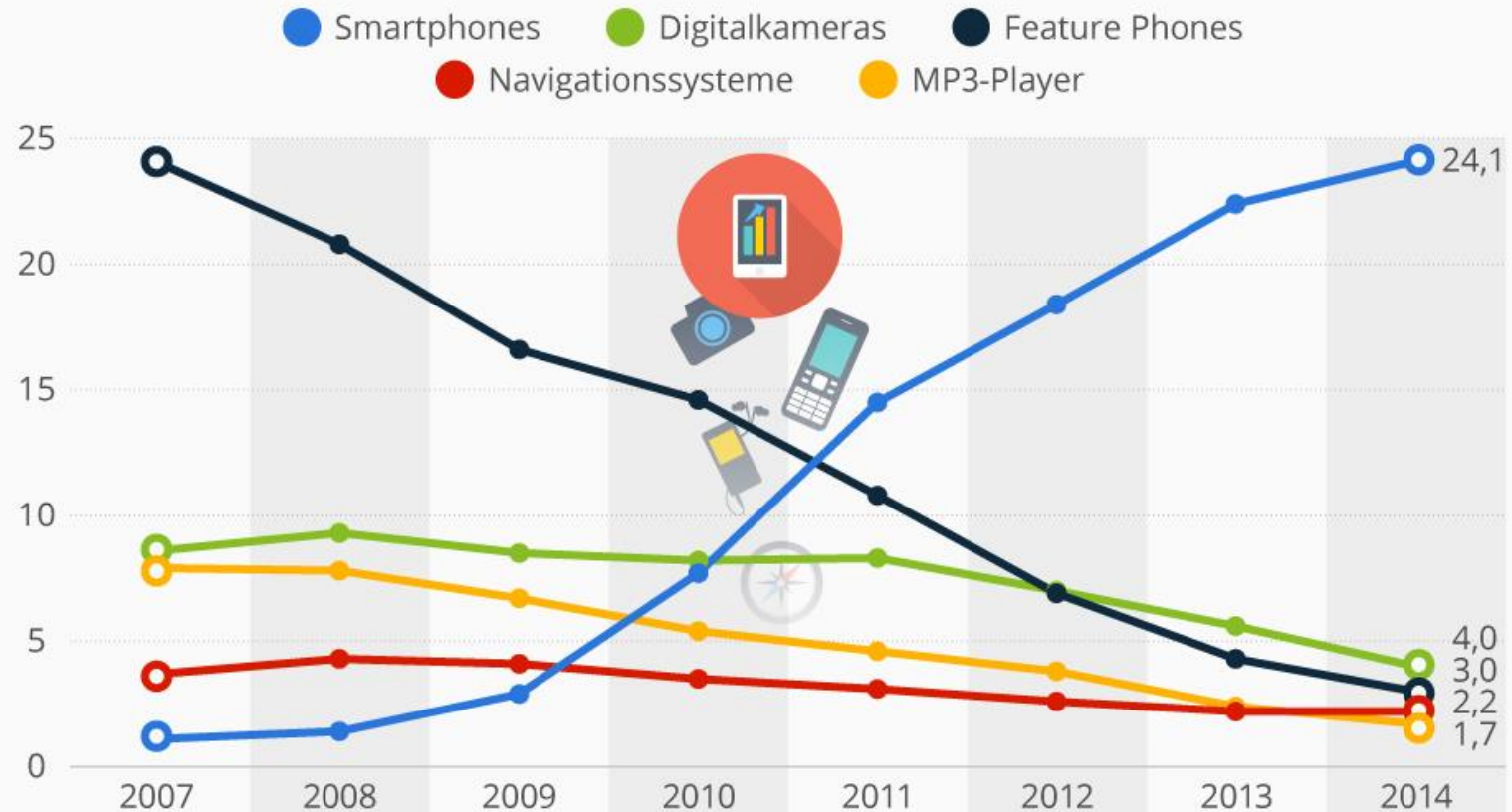
Mobile & Social

Mobile is the new black



Die Opfer des Smartphone-Booms

Absatz von elektronischen Geräten in Deutschland (in Mio. Stück)



@Statista_com

Quelle: gfu, BVT, GfK

statista

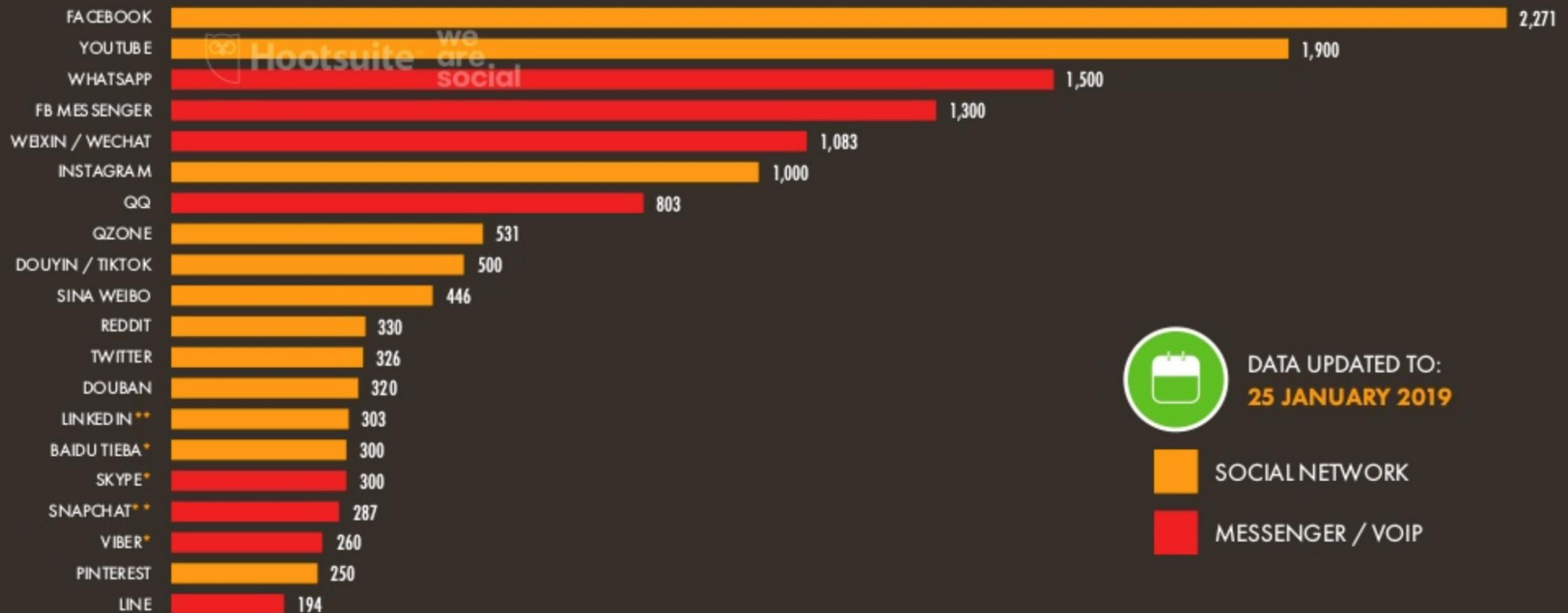
Die Fernbedienung des Lebens



JAN
2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:
25 JANUARY 2019

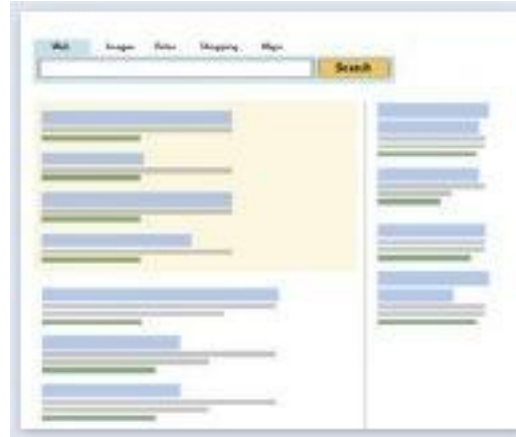
 SOCIAL NETWORK

 MESSENGER / VOIP

Das Web wird um Menschen gebaut



Browsen



Suchen



Entdecken



Social Media macht uns a-sozial



Chris Guinness
@ChrisGunness



No wonder this photo of [#Rembrandt's](#) [#NightWatch](#) has gone viral. It's a perfect metaphor for our age RT

10:35 PM - Jan 15, 2016

65 434 304

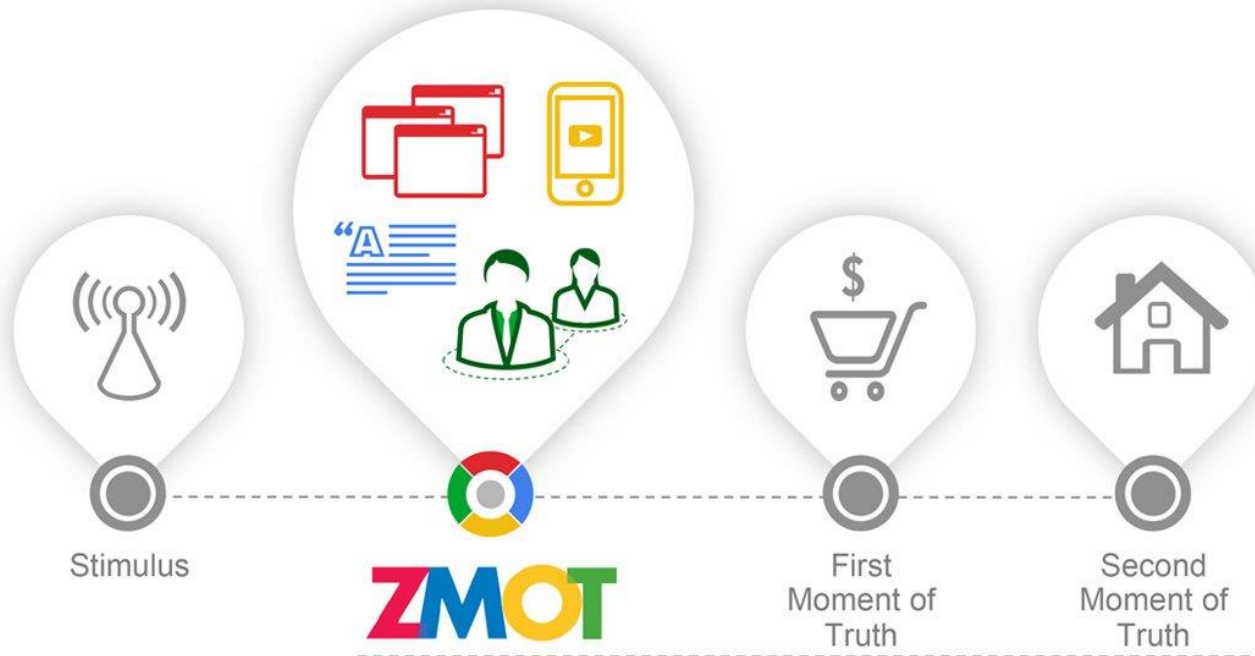
So hat man sich vor Social Media ignoriert



Um was geht es bei Social Media?



Zero Moment Of Truth



Whether we're shopping for corn flakes, concert tickets or a honeymoon in Paris, the Internet has changed how we decide what to buy.

The ZMOT refers to the moment in the buying process when the consumer researches a product prior to purchase.

Exponential Technologies

Connected Humans

Transforming Business

Digital Leadership

It's a Wild Wild Web



Unsere Mitbewerber

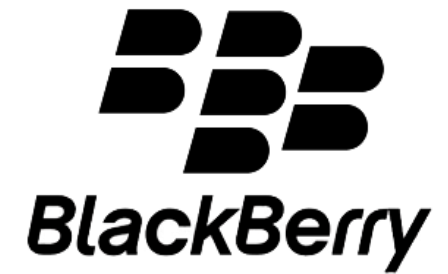
A black and white photograph capturing a dynamic moment in a water polo match. Several players are visible, wearing dark caps with numbers and goggles. One player in the foreground is holding a water polo ball. The water is splashing around them, creating a sense of movement and competition. The text is overlaid on a semi-transparent dark rectangle in the center of the image.

We don't just compete with our competitors, but with every great experience out there.

@briansolis

Platzhirsche

NOKIA



disru 

The Hard Truth

NETFLIX DID NOT KILL BLOCKBUSTER.
RIDICULOUS LATE FEES DID.

UBER DID NOT KILL THE TAXI BUSINESS.
LIMITED ACCESS AND FARE CONTROL DID.

APPLE DID NOT KILL THE MUSIC INDUSTRY.
BEING FORCED TO BUY FULL-LENGTH ALBUMS DID.

AMAZON DID NOT KILL OTHER RETAILERS.
POOR CUSTOMER SERVICE AND EXPERIENCE DID.

AIRBNB ISN'T KILLING THE HOTEL INDUSTRY.
LIMITED AVAILABILITY AND PRICING OPTIONS ARE.

TECHNOLOGY BY ITSELF IS NOT THE DISRUPTOR. NOT BEING
CUSTOMER-CENTRIC IS THE BIGGEST THREAT TO ANY BUSINESS.

"Einführung eines Produkts oder einer Dienstleistung, das **entweder** der bestehende Markt noch nicht kannte (**Market Disruption**) – **oder** das eine einfachere, billigere und bequemere Alternative (**Low-End-Disruption**) bietet."

(Prof. Clayton Christensen, Harvard Business School)

<Flashback>

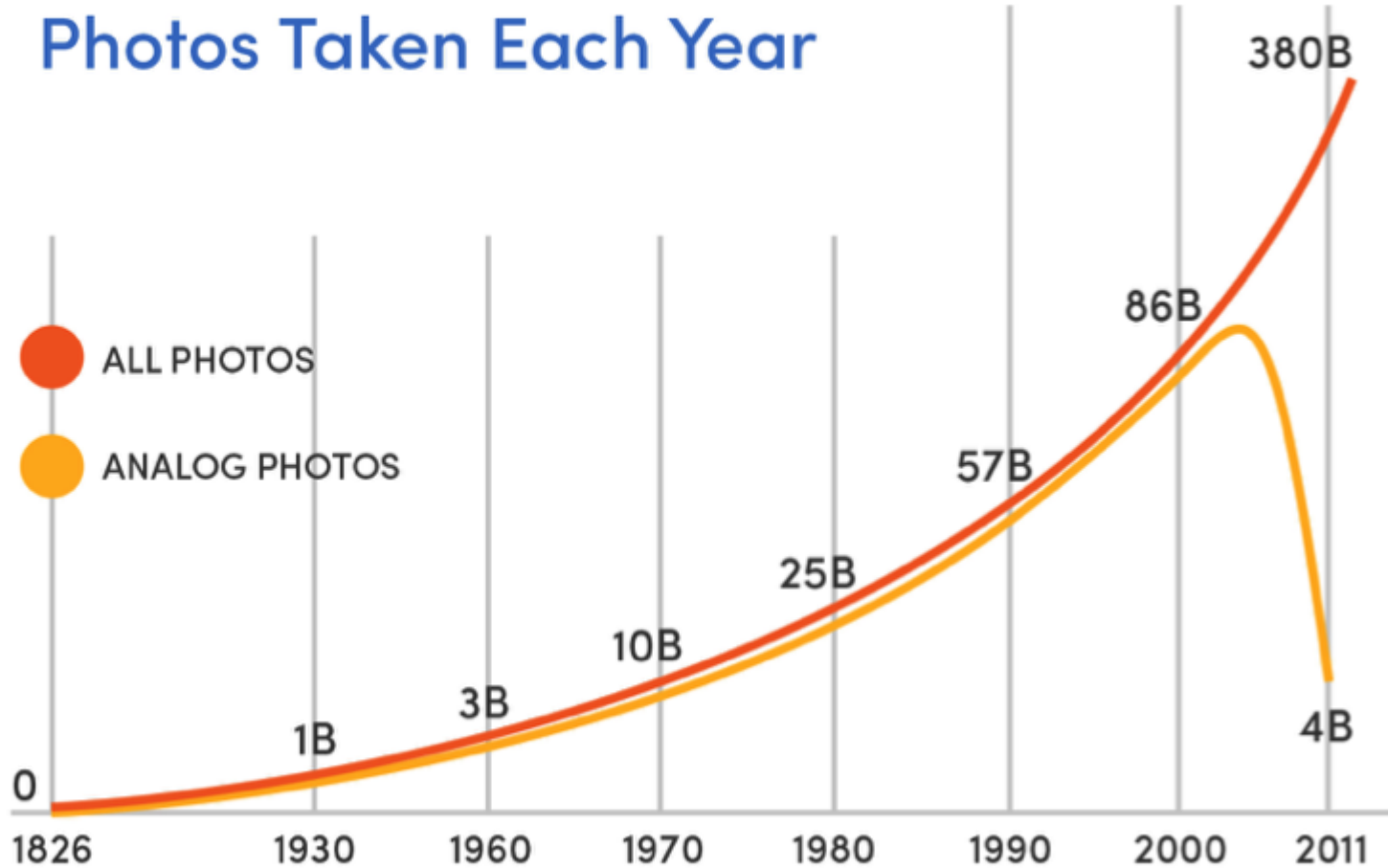
Der Kodak Moment



Dumm gelaufen

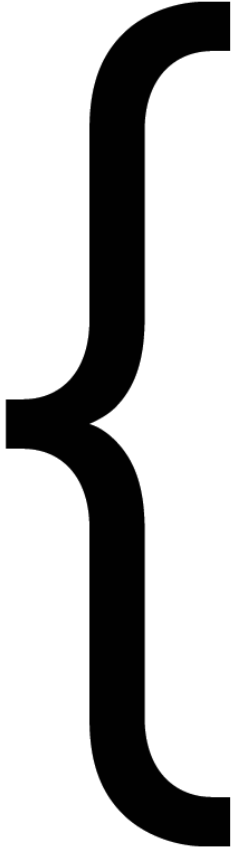
★ 1.2 Trillions (2017)

Photos Taken Each Year



Was ist passiert?

6D of Disruption



Die Täuschung von Linear vs Exponentiell

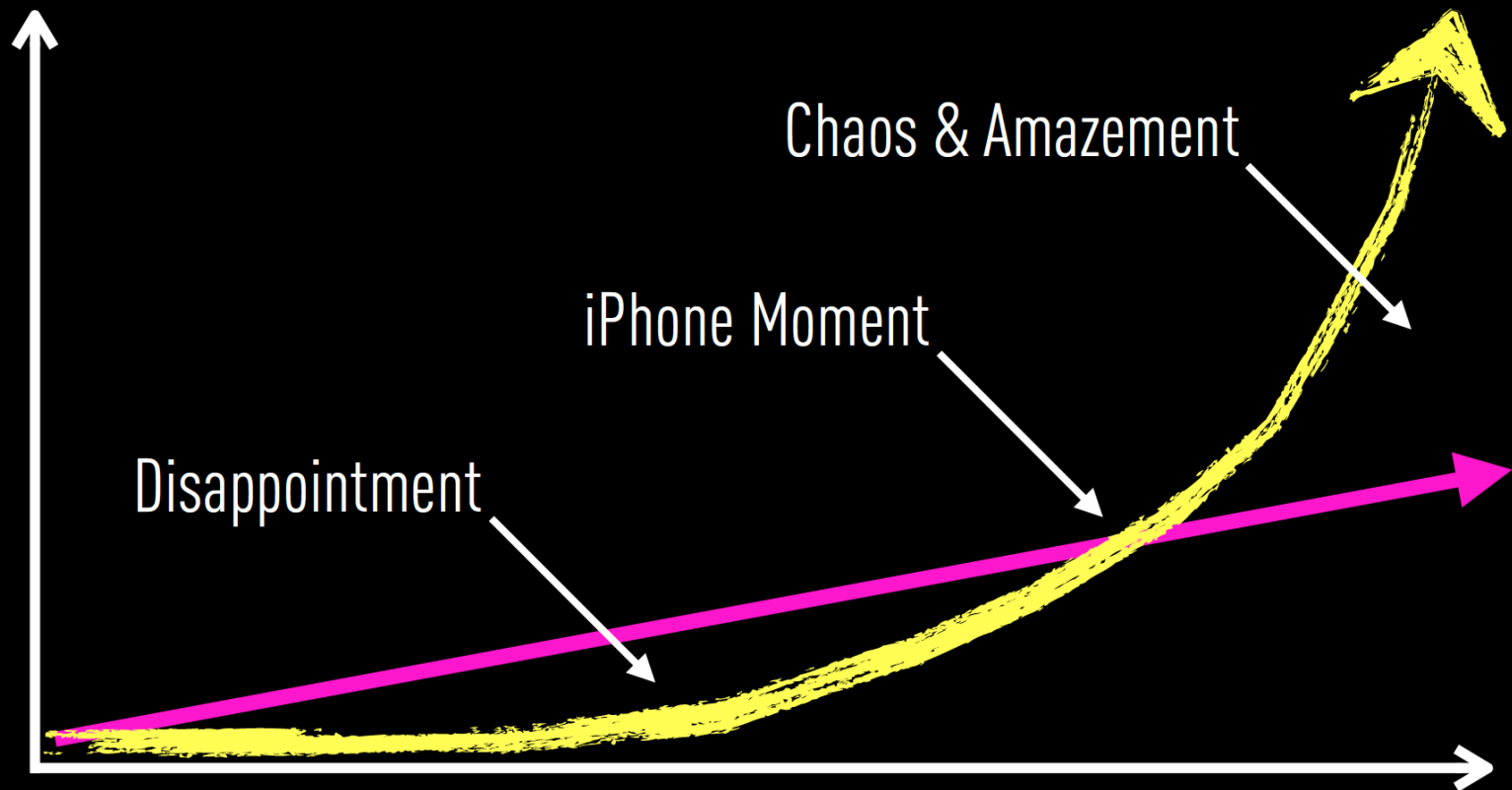
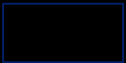


Bild: Singularity University



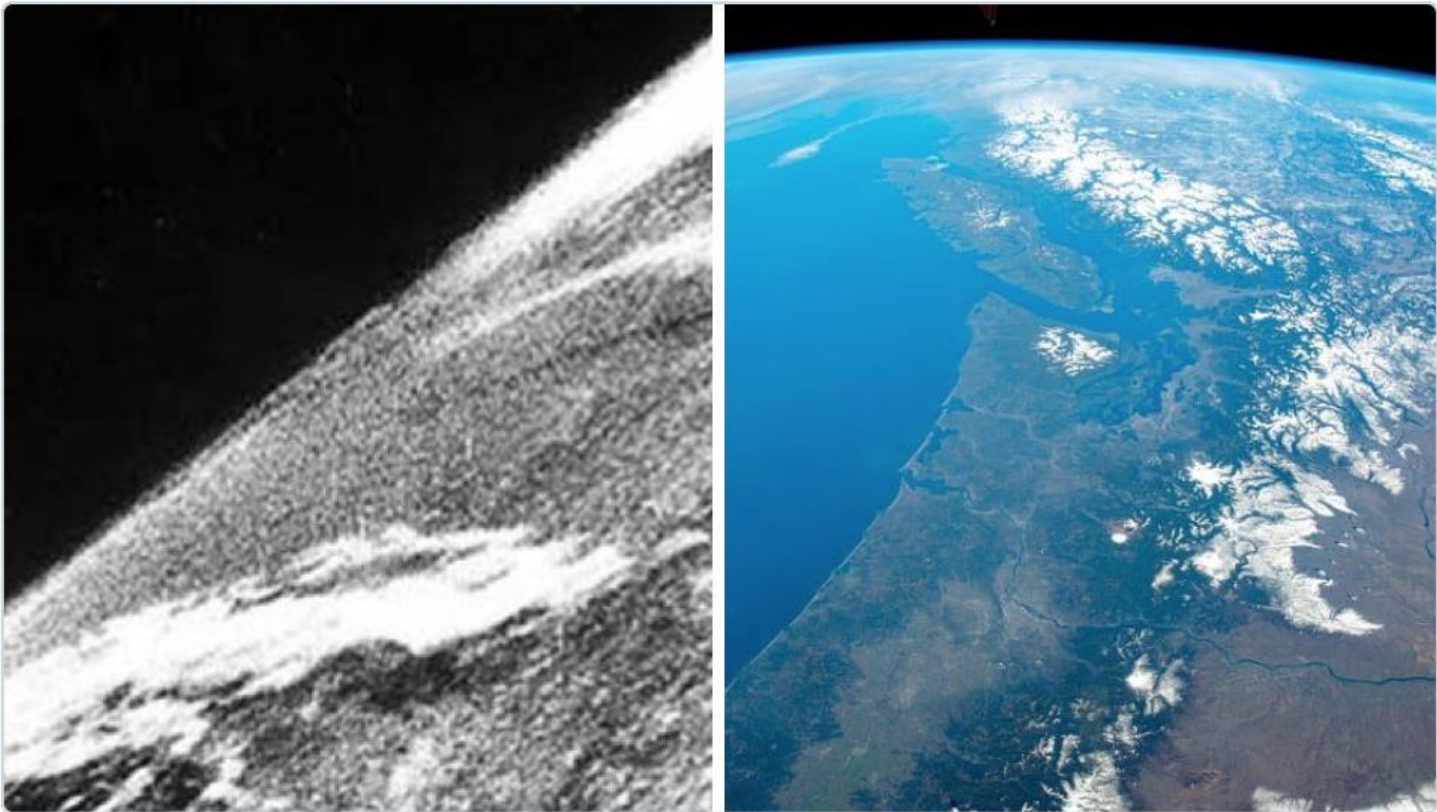


Antonio Paris ✓

@AntonioParis



First image of Earth taken from space compared to today.



8 Mar 20:10

</Flashback>

Old Disruption

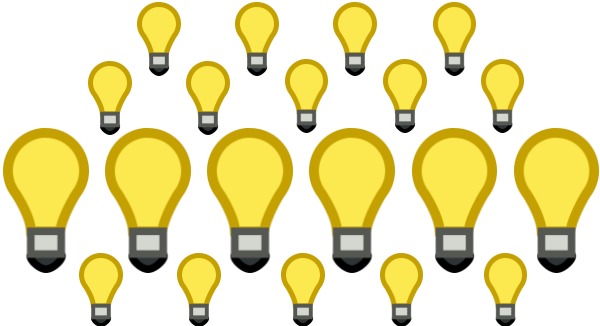
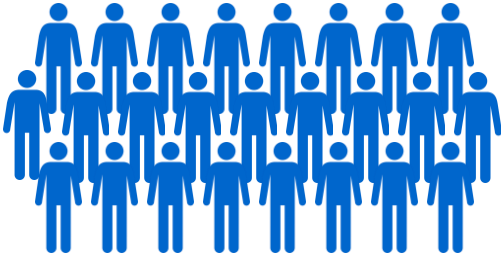


10x
Innovators

1/10th
Costs

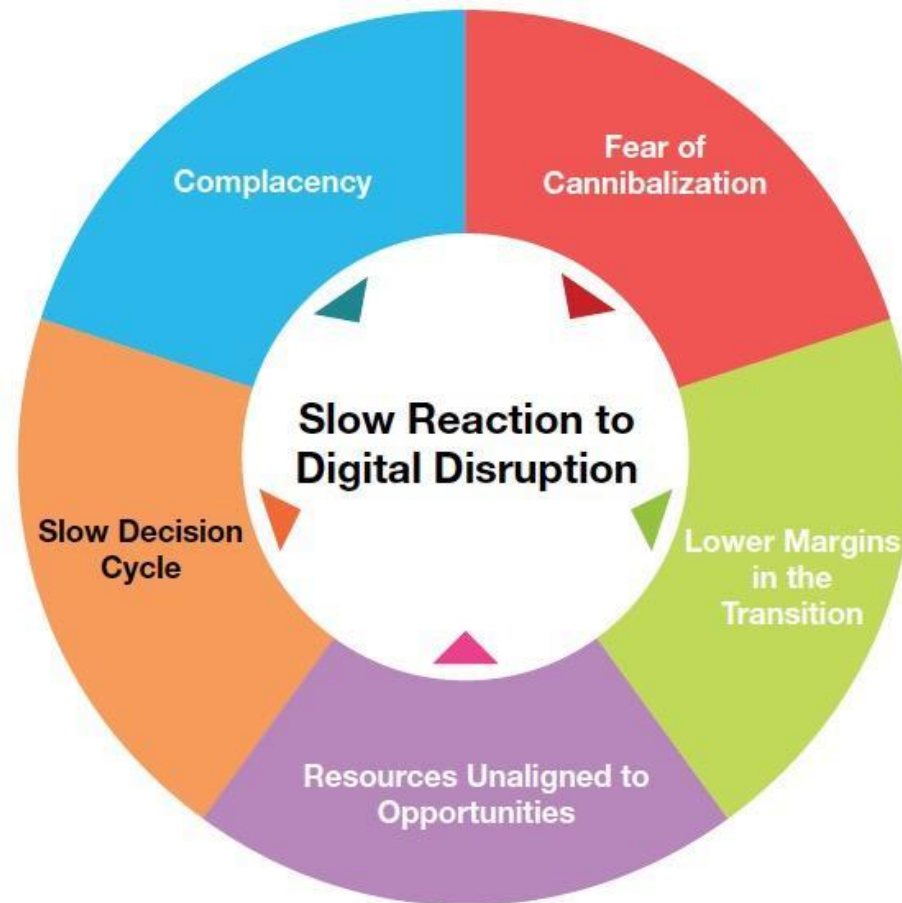
100x
Power

DIGITAL Disruption





Typische Fehler



Source: Capgemini Consulting Analysis

Exponential Technologies

Connected Humans

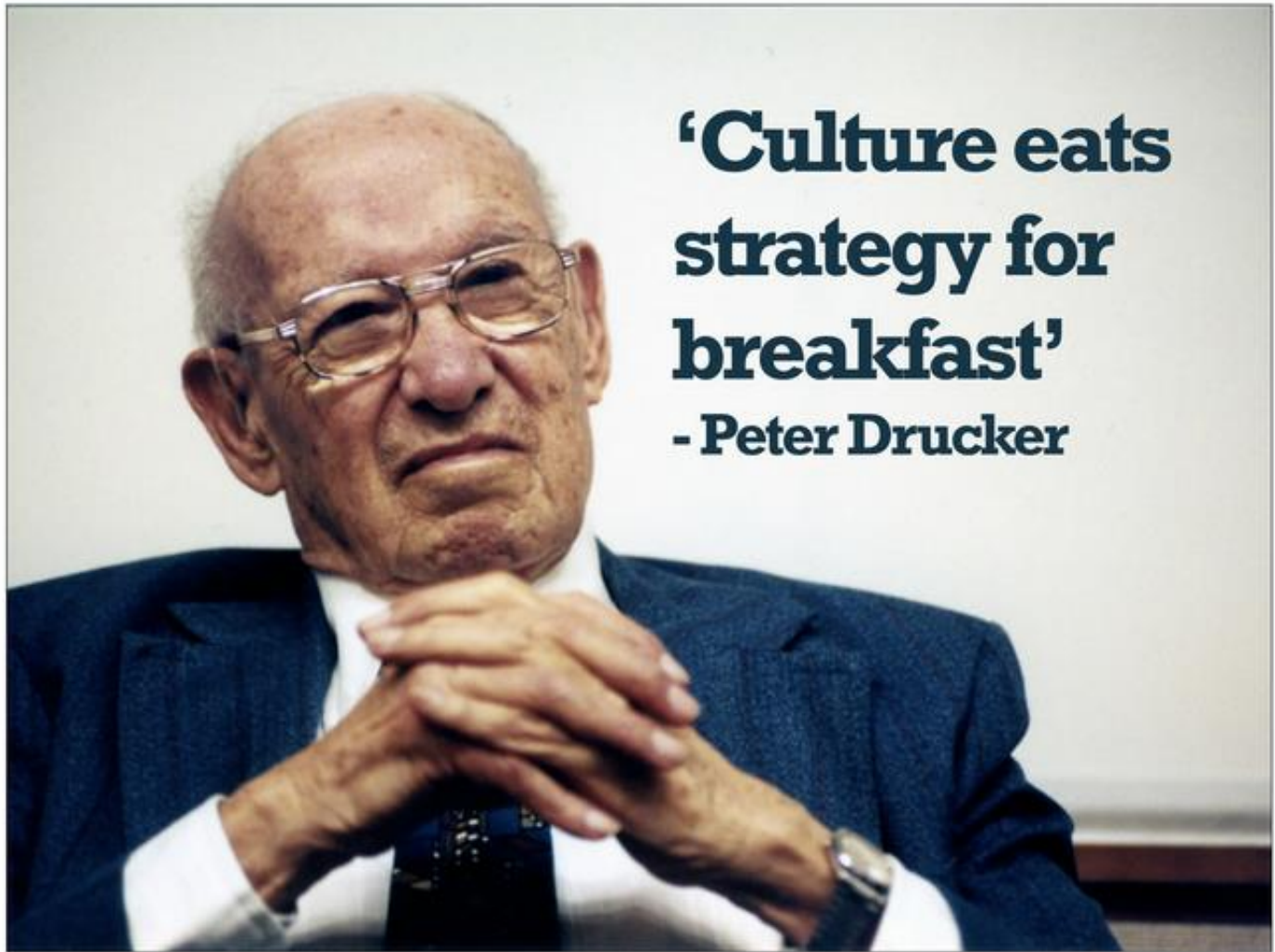
Transforming Business

Digital Leadership

Everyone likes progress, but
no one likes change. That is why
leadership is hard.

Geoffrey Garrett

Dean, Wharton School of the University of Pennsylvania



Is this “culture”



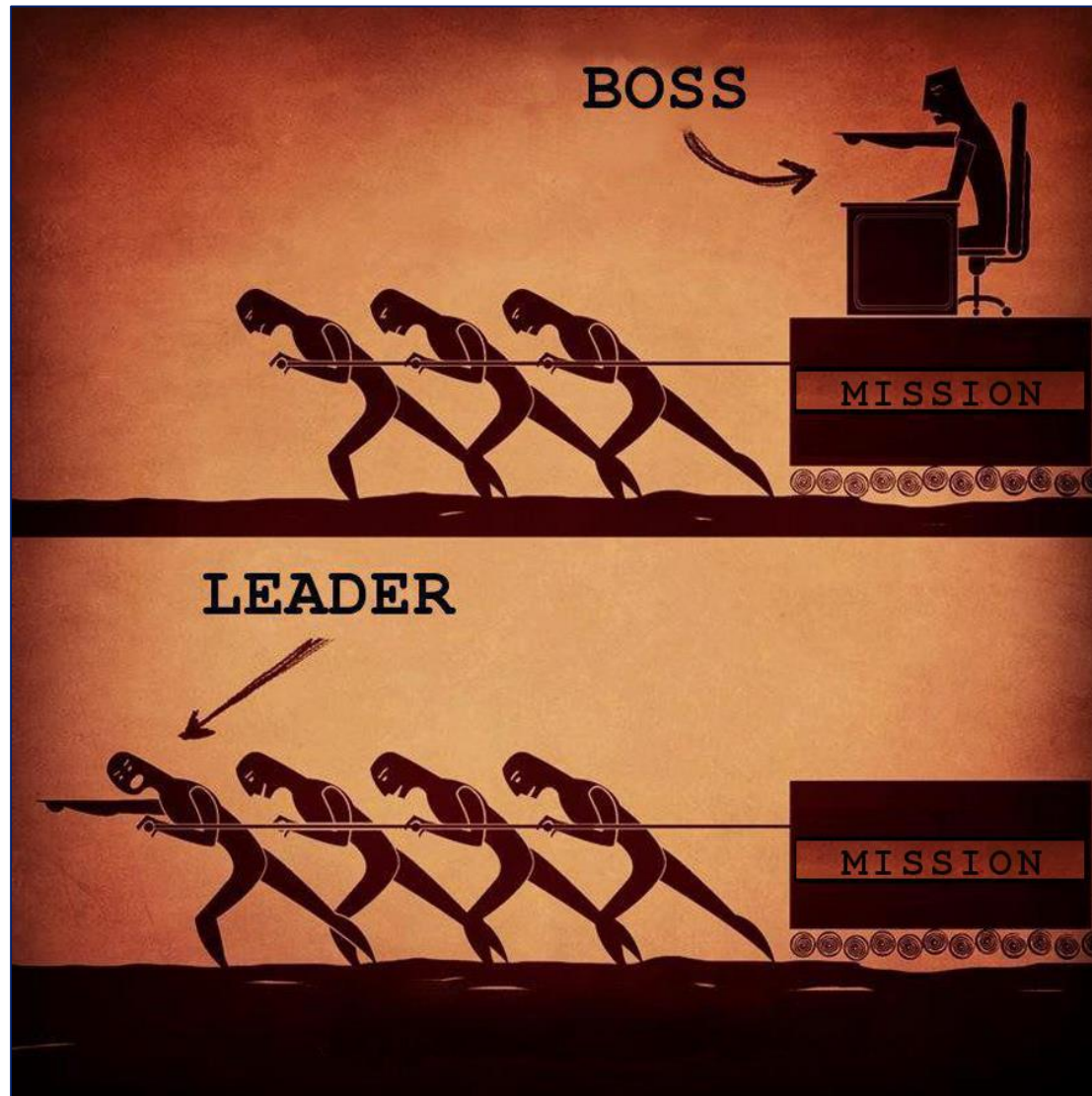
Culture is



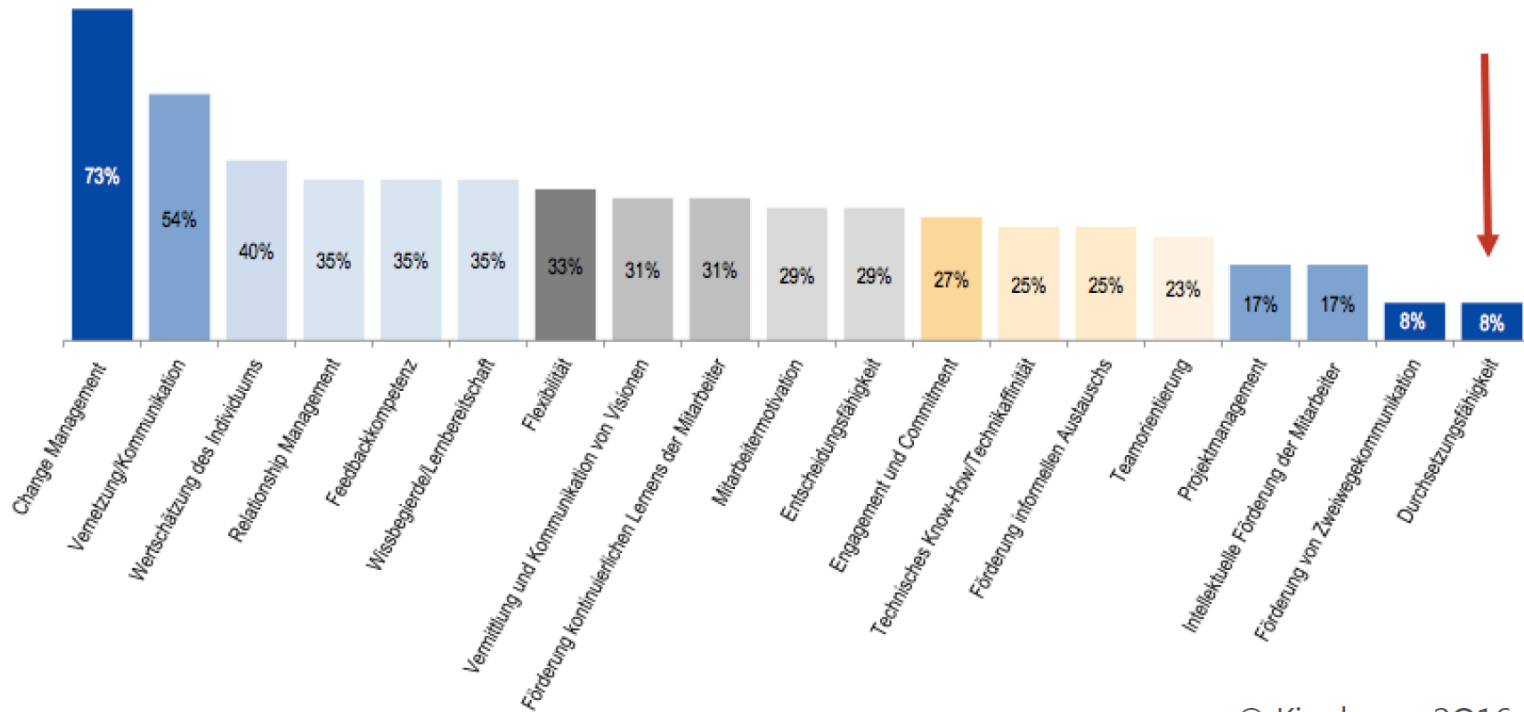


WE WANT YOU!

Culture needs a Leader



Führungskompetenzen für Wandel



© Kienbaum 2016

Culture needs a Vision



Think far far away...

Explore Long Horizon Scenarios

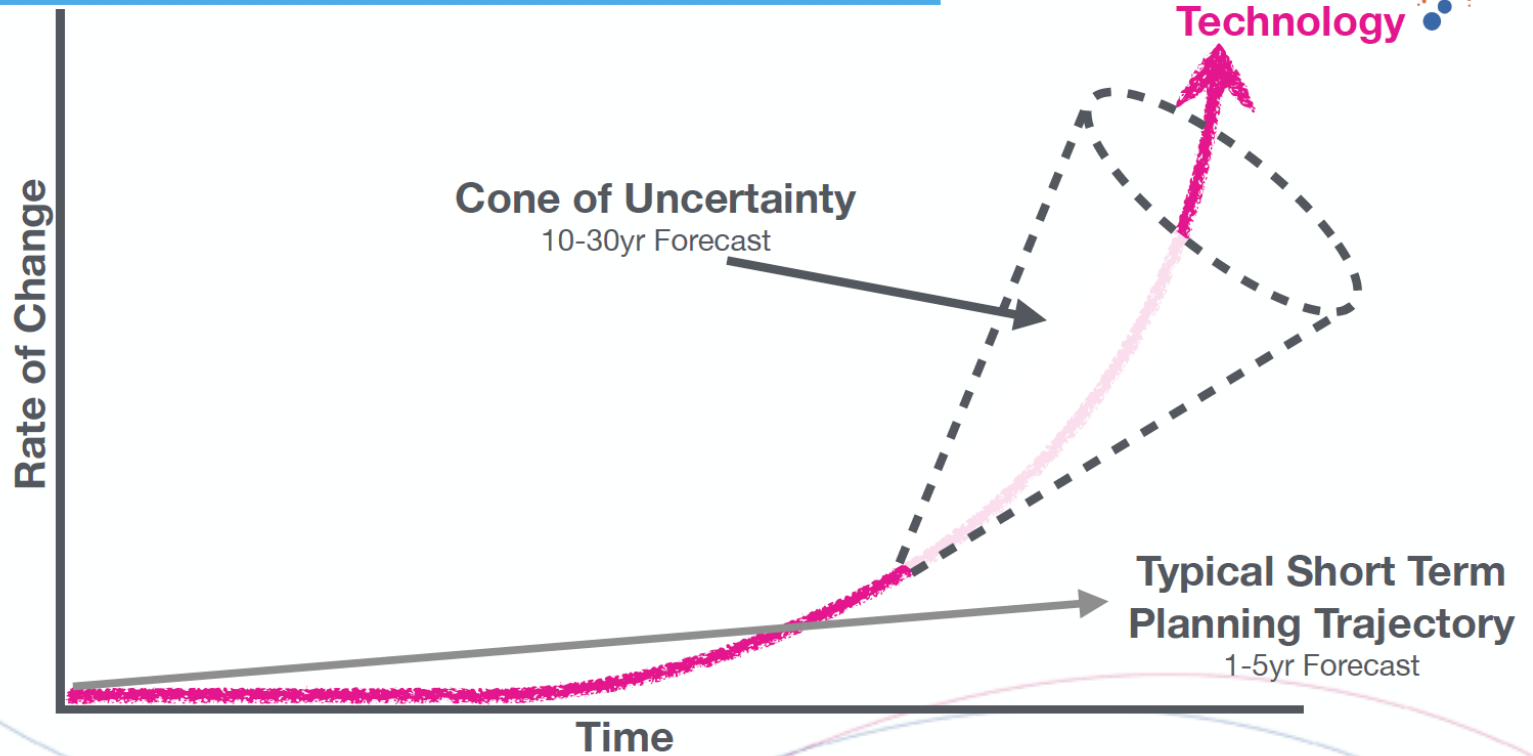


Bild: Singularity University

HWZ Digital Leaders Manifesto 2.1

Don't be a Bystander

Look for the **RIGHT QUESTIONS**

Share **Knowledge**

Promote a **Collaborative Environment**

BUILD ECOSYSTEMS

The best **DEFENSE** is a great **OFFENSE**

Never underestimate new or small players

Have Fun

Less **YES, BUT...** More **YES, WHY NOT**

Be more Alfred



Bild: Wikipedia.com

[linkedin.com/in/manuelnappo](https://www.linkedin.com/in/manuelnappo)

manuel.nappo@fh-hwz.ch

www.hwzdigital.ch