



Perú**Service**

SUMMIT 2017



# Encuesta sobre Transformación Digital



## Strategy & Innovation

- **Almost 40%** of executives want their company to be **digital trailblazers (or disrupters)** over the next 3 years
- The **adoption of open and semi-open platforms** are underdeveloped beside Innovation & ICT enablement
- However, **more than 50%** of companies lack a **digital strategy & transformation roadmap** creating a major challenge to overcome



## Agility & Transformation

- **Org agility (55%)** and **flexibility (39%)** are the **biggest barriers** to enable digital transformation
- **Current digital responsibilities are challenged** – significant shift expected from IT to the business with corporate guidance (CEO/COO)
- **Lack of change management components** designed to help executives embrace the digital agenda
- The **critical role of cyber security and strategic alliances** have not yet **been fully recognized** to make the most of digital



## Performance & Scalability

- **75%** of companies currently appear to be focusing on **digital initiatives for incremental, organic growth and margin improvement**
- **Short-term focus on sales activation & customer experience**, commercial & supply chain efficiency ; Mid-term focus new business development and asset intelligence
- **Predictive Analytics, Sensors and Controls** are the main technologies perceived for growth & operation (IoT trends)



## Image & Talent

- Digital initiatives are **primarily focused on the immediate economic value**
- Most executives **advocate digital engagement potential for customers but lack perspective across other stakeholder groups**
- **Proprietary digital channels** (Websites, Mobile apps) are preferred to engage customers over social platforms
- **Facebook and Twitter (and regional equivalents)** are **leading social media platforms** to engage stakeholders - B2B & B2C blurring boundaries

# 5 Enablers for Success

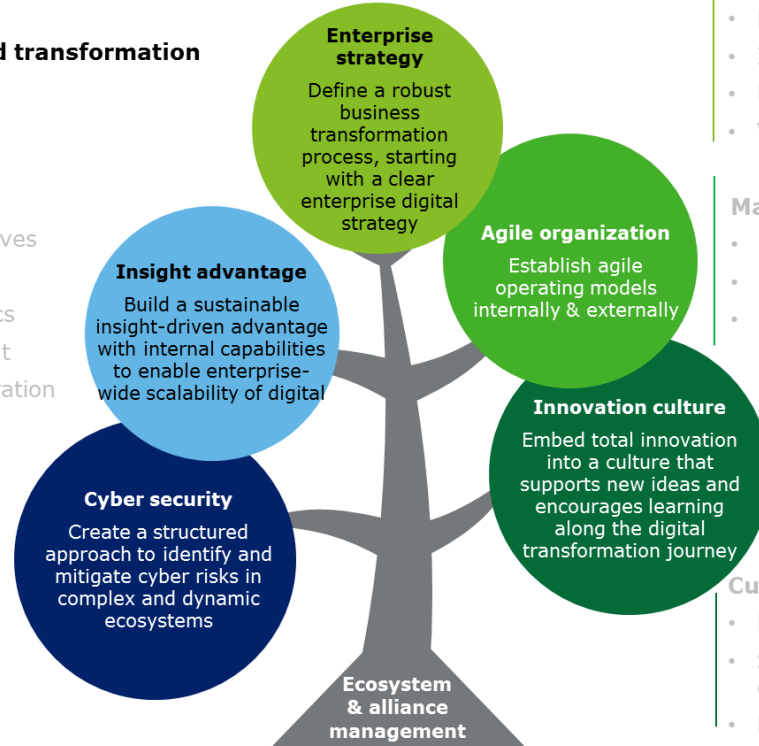
## Digital strategy and transformation

### Solution layers

- Business imperatives
- Digital interface
- Advanced analytics
- Data management
- Technology integration

### Cyber security

- IT
- OT



### Approach

- Back to fundamentals
- Innovation portfolio
- Prioritized initiatives
- Value-driven

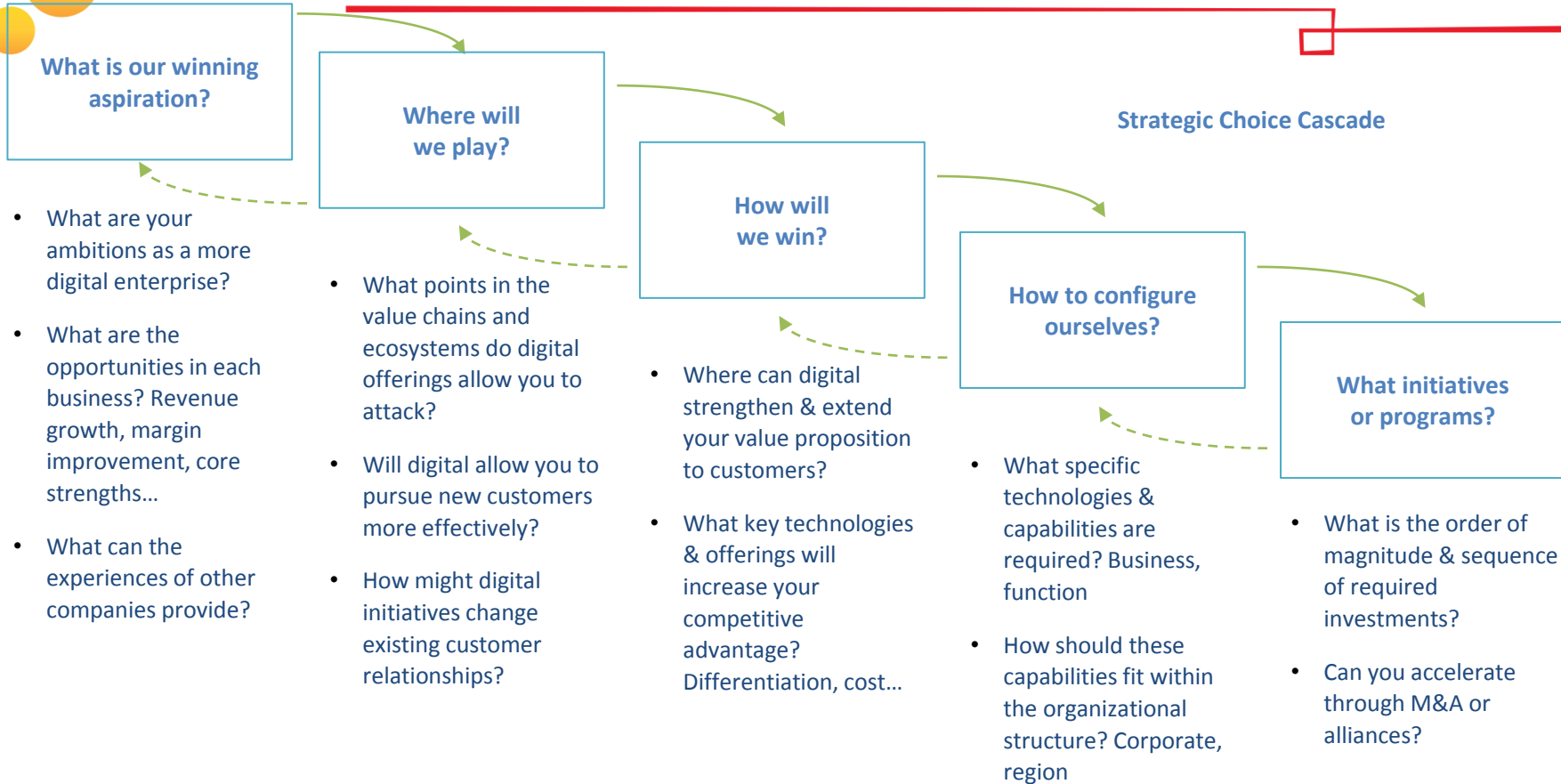
### Maturity archetypes

- Tactical model
- Centralization model
- Champion model

### Cultural characteristics

- Legacy
- Stage (early, developing, maturing)
- Digital DNA

# La Transformación Digital debe ser guiada por una Estrategia Organizacional que responda las preguntas claves de su organización



# El viaje hacia la Transformación Digital

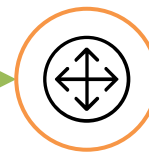
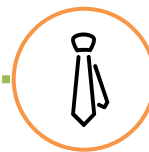
0) Starting

1A) Studying

1B) Experimenting

2) Formalizing

3) Transforming



What does it look like?

- Digital ambition: growth, cost or both?
- Why are we always talking about Uber?
- Struggling through tech landscape
- Tell me about those leading digital transformation
- Scattered data scientists across org
- Let a thousand flowers bloom
- Operational impact
- Building teams & platforms for digital competency
- Industrializing multiple solutions
- Impacts aligned with and driving strategy

What are the challenges?

- Cutting through the buzzwords
- Understanding real applications
- Avoiding analysis paralysis
- Finding a practical way to get started
- Consistent tools, methods, platform
- Scaling up across the organization
- Capturing value
- Making choices on technology vendors
- Building competitive scale
- Creating durable change across org

Digital Lab

Digital enterprise strategy

Solution pilot / prototyping

Solution industrialization

Enterprise transformation

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