Introduction: Setting the Path for Your Digital Transformation

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“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

-- Jack Welch, Former CEO of GE
<table>
<thead>
<tr>
<th>Revolution</th>
<th>Year</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1784</td>
<td>Steam, water, mechanical production equipment</td>
</tr>
<tr>
<td>2</td>
<td>1870</td>
<td>Division of labour, electricity, mass production</td>
</tr>
<tr>
<td>3</td>
<td>1969</td>
<td>Electronics, IT, automated production</td>
</tr>
<tr>
<td>4</td>
<td>?</td>
<td>Cyber-physical systems</td>
</tr>
</tbody>
</table>
What Is Driving this Change?
What Does It Mean to Be Digital?
Common Elements of Digital Businesses

AGILE

NEW BUSINESS MODELS

LEVERAGE PLATFORMS

SCALABLE
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The Building Blocks of a Successful Digital Strategy

1. Business Strategy
2. Processes
3. Ecosystem (internal and external)
4. Technology
5. Analytics
How to Become Digital

APIs

CLOUD

(Predictive) Analytics
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NEW BUSINESS MODELS

(Predictive) Analytics

AGILE
Thank You!

Q&A
<table>
<thead>
<tr>
<th>Session</th>
<th>How to go to Market Successfully with APIs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>Creating well designed APIs are only the first step to ensuring a successful API initiative. Come to this session to learn about how to create, build, and engage an active community around your APIs, to unleash the full potential of your APIs.</td>
</tr>
<tr>
<td>Time</td>
<td>Tues 2-2:45pm</td>
</tr>
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