

# DIGITAL TRANSFORMATION THINK TANK

## THOUGHT LEADERS INSIGHTS

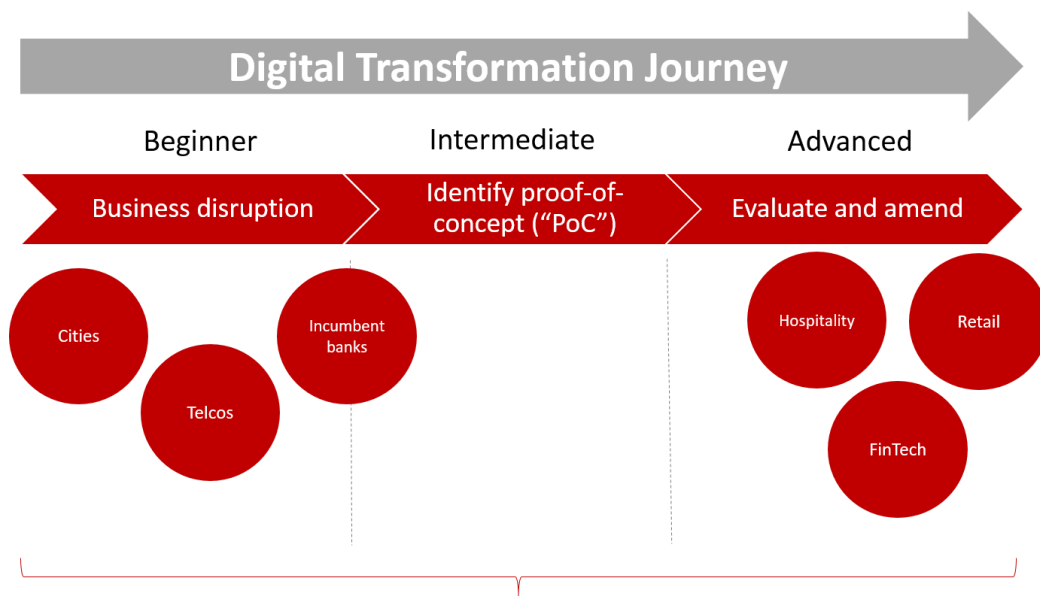


**Digital transformation (“DX”) is inevitable! 40% of Fortune 500 companies will not exist in 10 years, if they fail to transform. However, there are vast opportunities for those who take action!**

The first Canadian Digital Transformation (“DX”) Think Tank session was led by RedMobile Consulting in Toronto on May 25<sup>th</sup> 2016. Select business leaders from a diverse cross-section representing public and private sector organizations participated. The participants examined various aspects of digital transformation and underlined the significance of anticipating and embracing disruption, and the threats posed if digital transformation was ignored.

A small subset of leading municipal participants has recently embraced design thinking and other innovative practices and have started to incorporate them into their planning and operations. One of the key findings of participants in the Think Tank was the observation that there is little difference in challenges that public and private sectors face; however, the private sector is ahead in anticipating disruption and implementing innovative practices, especially in lightly/unregulated sectors.

**The Think Tank included participants at different stages of DX journey and from different sectors**



Think Tank participant stage in DX

RedMobile, which recently went through its own DX journey, led the workshop on Digital Transformation. During the session, participants identified key business drivers, challenges, roadblocks and opportunities for transformation. Participants used design thinking methodology to identify an approach to planning their own DX journey. The workshops were co-facilitated by Faculty from the University of Toronto, a participant in RedMobile’s innovation ecosystem.

**Think Tank participants identified several business threats and challenges. Surprisingly, they observed that, many organizational challenges were similar across the public and private sectors.**

Threats/Business Drivers	Roadblock/Challenges	Key Takeaways/Best Practices
<p>“Economic development to compete with other cities to attract investment and citizens”</p> <p>“Once we disrupted the market, now new entrants are threatening our business”</p> <p>“New entrants such as UberEATS could make some lines of business obsolete”</p> <p>“From transit perspective it makes sense to partner with a competitor (UberPLUS) rather than compete with them”</p> <p>“In the financial sector, customers have shown to pick convenience over any other factor”</p>	<p>Low tolerance for failure</p> <p>Limited or no budget for innovation projects</p> <p>Limited capabilities/skills for emerging technologies</p> <p>Legacy infrastructure vs new entrants</p> <p>Corporate buy-in to invest in innovation where failure is a large probability</p> <p>A false sense of immunity against disruption</p>	<p>A fail fast mindset</p> <p>Rapid prototyping is key</p> <p>Don’t do it yourself, partner with start-ups and be nimble</p> <p>Value in knowledge vs information</p> <p>Technology vs IT mindset</p> <p>Build an innovation culture</p> <p>Public and private sectors face similar challenges</p>

Think tank industry representation



■ Financial Services ■ Municipality ■ Hospitality

“The cross sector industry representation enriched the panel discussions”

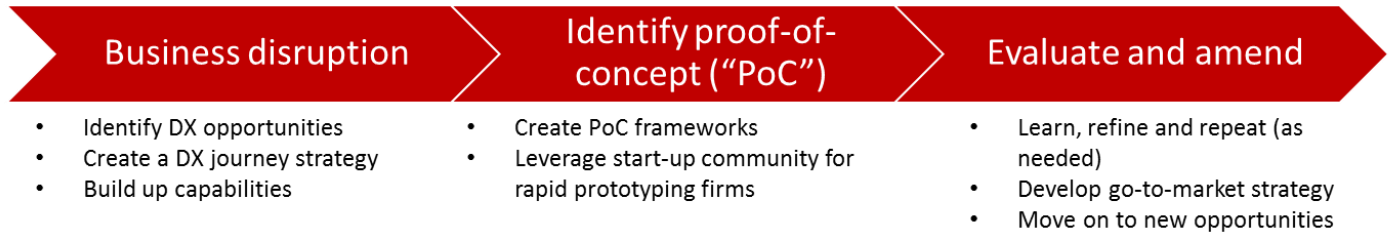
DX Journey: Level of Maturity



■ Advanced ■ Not Started ■ Started

“Variations in DX journey maturity level added valuable perspective”

## Next steps identified by Think Tank thought leaders



RedMobile can help you accelerate your DX journey by leveraging an experienced and innovative team. We share your passion in business success and will help you innovate through established best practices and proven experiences. This will enable you to quickly determine business value from DX initiatives by implementing PoCs. Our differentiation comes from 15 years of technology and business consulting experience and strong understanding of solutions that leverage multiple technologies including mobile, cloud, data analytics, IoT, and connectivity technologies.

- Facilitate action driven bespoke workshop to build awareness and capabilities
- Provide consulting and advisory services to strategize DX journey and make your organization DX ready
- Identify use-cases and opportunities for DX
- Formalize PoC framework
  - Identify internal and external business drivers
  - Identify use-cases for PoC
- PoC development
  - Design human-centered user experience and journey map
  - Develop mobile/web application
  - Deploy IoT solution
  - Integrate with cloud
  - Enabling data analytics
  - Integrate with back-end legacy systems
- Commercial productization of PoC
- Take product to market
- Develop organizational capabilities
- Identify strategic opportunities

