

Стратегии компании в условиях цифровизации

Григорий Павлоцкий,
управляющий партнер Deloitte CIS

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Подрывные инновации и цифровизация



20 years later...



*...all of these fit
in your pocket...*



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for free on
your smart
phone!*

Корпорации в условиях цифровизации

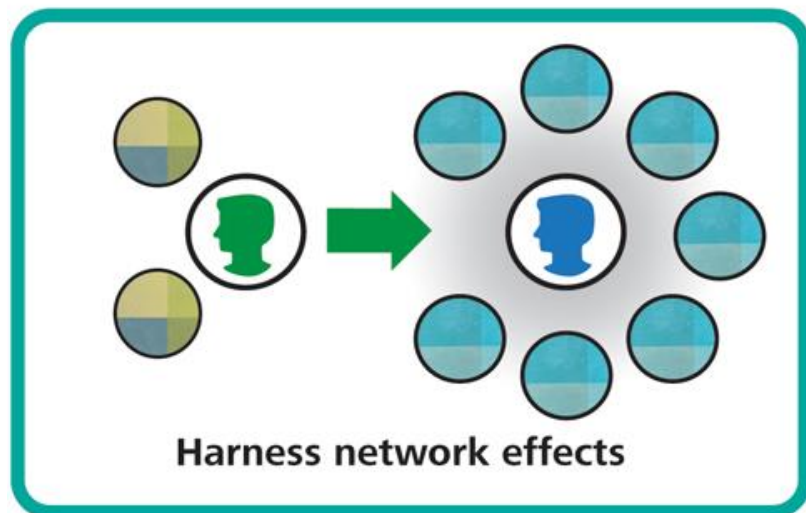
Цифровизацией НЕ является:

- Перевод документации в цифровой формат
- Оцифровка внутренних процессов

Цифровизацией является:

- Новая ценность для клиентского опыта
- Готовность участников экосистемы к новым технологиям
- Новые бизнес-модели

Каждая инновация имеет свой паттерн



Expand marketplace reach

Connecting fragmented buyers and sellers—whenever, wherever

Unlock adjacent assets

Cultivating opportunities on the edge

Turn products into platforms

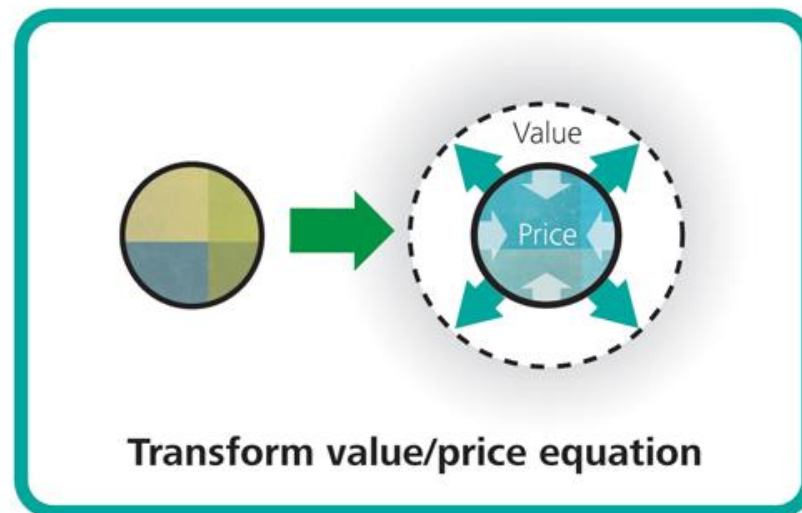
Providing a foundation for others to build upon

Connect peers

Fostering direct, peer-to-peer connections

Distribute product development

Mobilizing many to create one



Unbundle products and services

Giving you just what you want, nothing more

Shorten the value chain

Transforming fewer inputs into greater value outputs

Align price with use

Reducing upfront barriers to use

Converge products

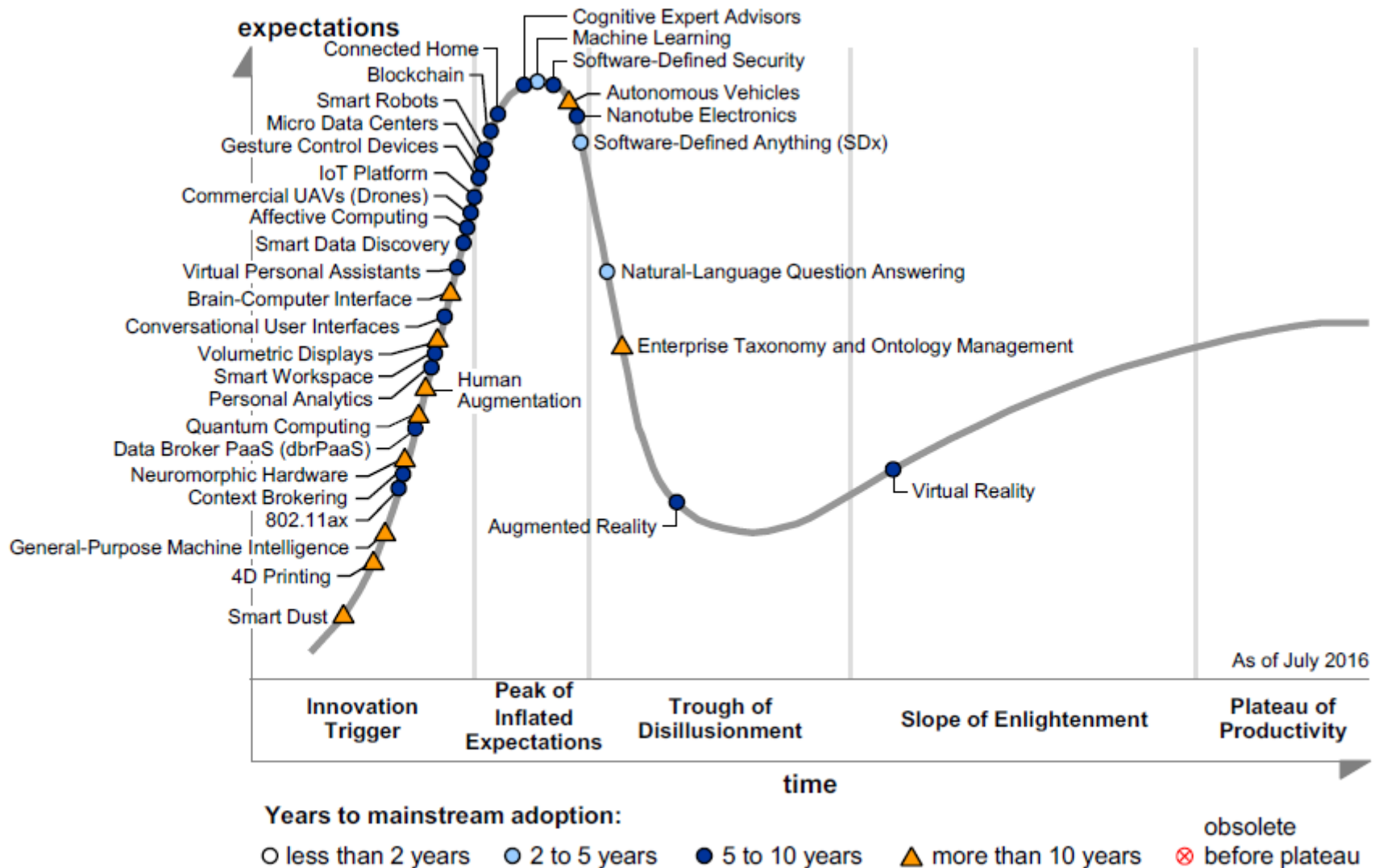
Making $1 + 1 > 2$

Unbundling of a Bank



www.cbinsights.com

Hype Cycle for Emerging Technologies, 2016



Source: Gartner (July 2016)



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