



DCP Series 4

# How to Develop a Winning **DIGITAL STRATEGY**

19 September 2019

# ดร.นปกรณ์ กลิ่นทอง

ประธานกรรมการและกรรมการอิสระ

บริษัท ฟิลเทคเอ็นเตอร์ไพรส์ (1994) จำกัด (มหาชน)

ประธานกรรมการบริหารความเสี่ยง

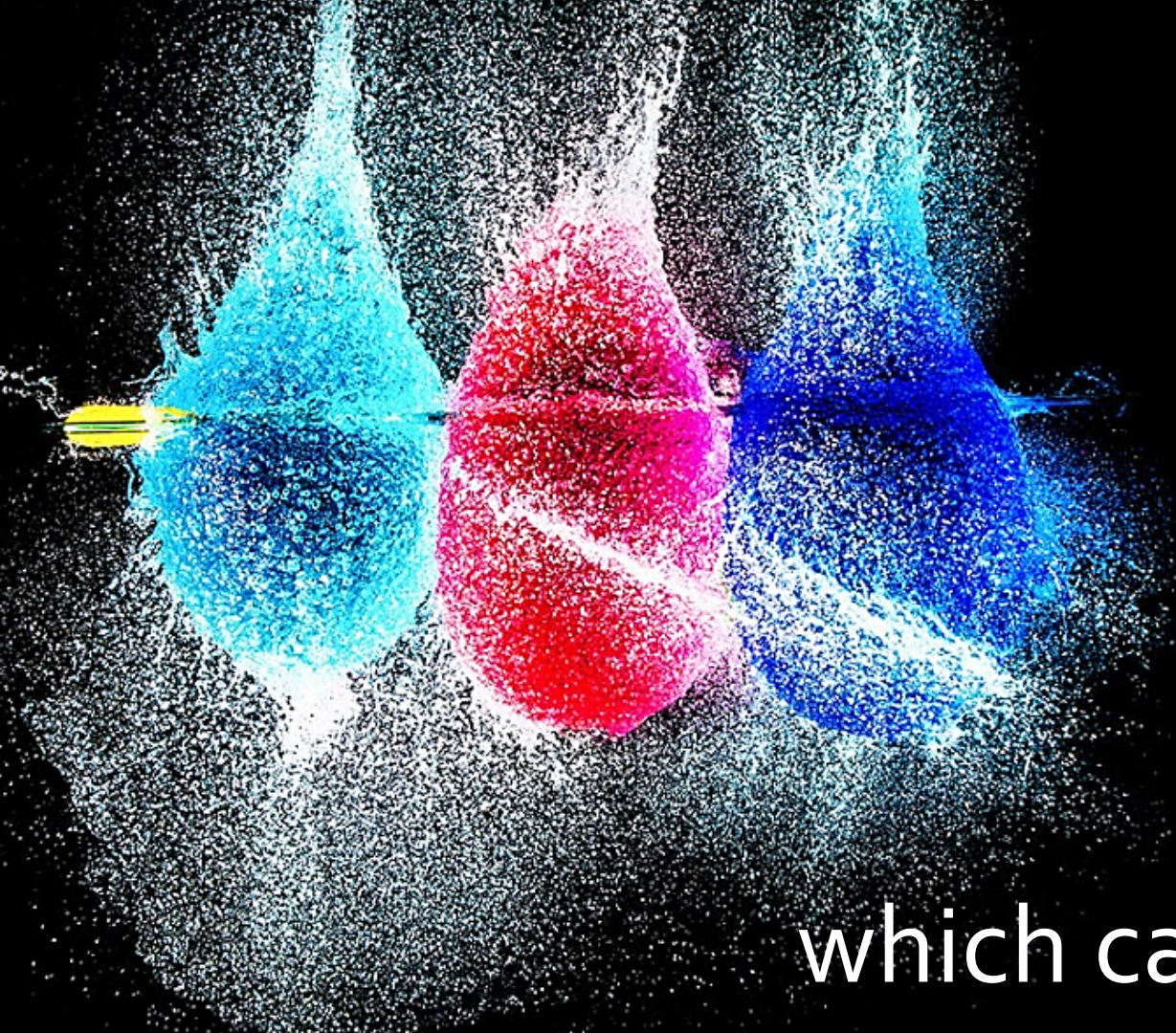
บริษัท สบาย เทคโนโลยี จำกัด (มหาชน)

ประธานกรรมการบริหาร บริษัท ทรัพย์สถาพร คลังสินค้า จำกัด

ประธานกรรมการบริหาร บริษัท สถาพรเอกเทก จำกัด

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We're well into the  
**age of digital disruption**  
which can undermine the viability  
of products, service portfolios, and  
approaches to the market.

A stylized profile of a human head facing right, composed of glowing blue circuit lines and binary code (0s and 1s). The background is dark blue with faint horizontal lines and scattered binary digits.

The response to digital disruption is to develop **a digital strategy.**

# Digital Strategy

An integrated business **strategy** inspired by the capabilities of powerful, readily accessible **technologies** and responsive to constantly changing market conditions.

Jeanne Ross  
Principal Research Scientist  
MIT Sloan's Center for Information Research



Available technologies  
which can enable your digital strategy...

**S M A C I T**

Social

Mobile

Analytics

Cloud

Internet of Things



Decide what kind of digital strategy to pursue...



**Customer  
Engagement  
Strategy**

Or...



**Digitized  
Solutions  
Strategy**

# Customer Engagement Strategy

- Seamless customer experiences
- Rapid responses to customer demands
- Personalized relationships





# Customer Engagement Strategy

capitalizes on digital technologies by...





NORDSTROM

ONLINE



MULTI-CHANNEL



SEAMLESS EXPERIENCE



# NORDSTROM

continuously enhances **customer engagement** by providing a personalized, seamless experience across its flagship stores, newly created discount stores, & online properties.



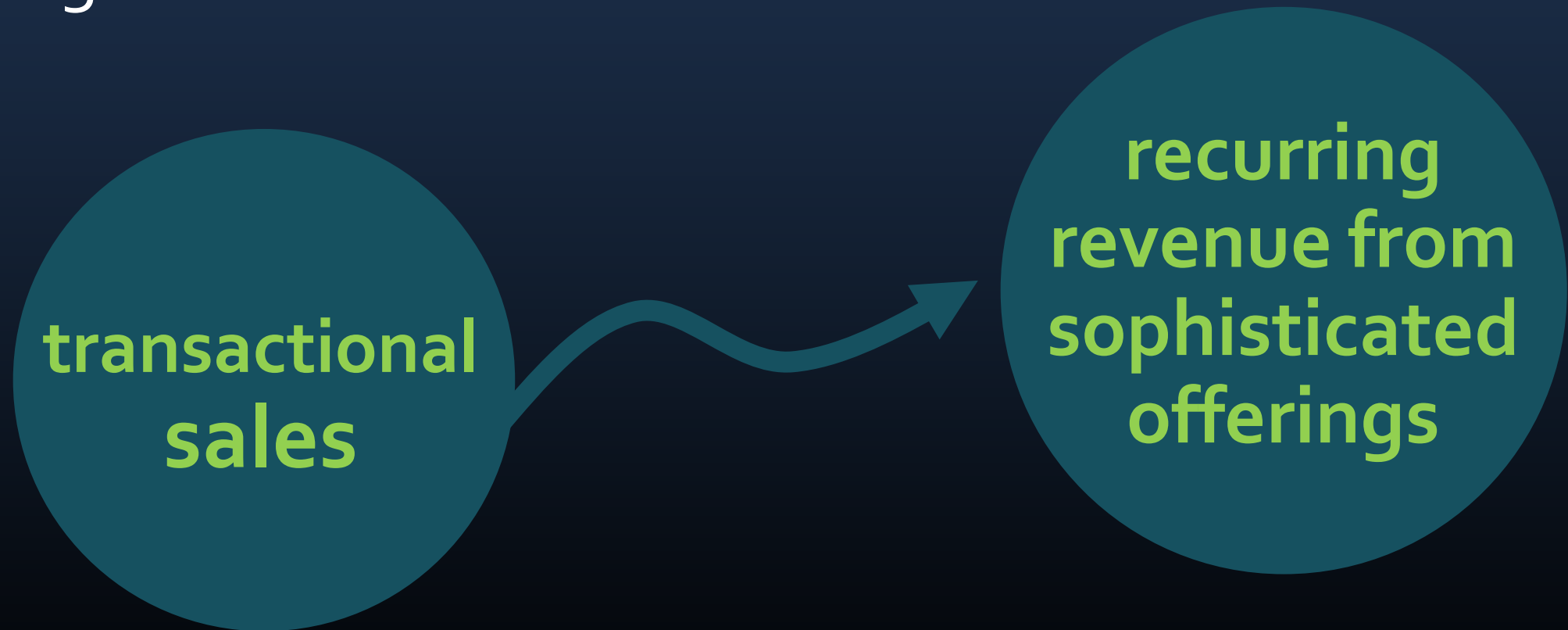
# Digitized Solutions Strategy

- Integrate products & services into solutions
- Add value throughout product life cycle
- Use information & expertise to solve customer problems



Over time...

Digitized solutions can **transform** business model by shifting the basis of revenue stream





**Schindler**

A

A



# Schindler evolves towards urban mobility solutions.



## Operational Excellence

### Global Business Platform

# S.H.A.P.E.

(Schindler Harmonized Application for Process Excellence)

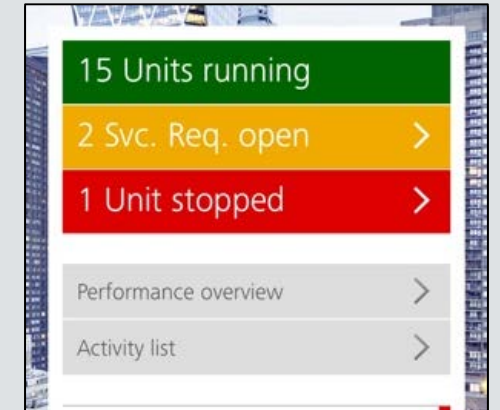
focus on integrating and synchronizing global business processes and applications.

## Leading Edge Digital Business Initiative

**Field Link:**  
Mobile Business App for Technicians



**Schindler Dashboard & Dashboard Mobile:**  
Customer Empowerment



**Port Technology:**  
Enriched Elevator and Escalator Products

**2005**

**2010**

**2015**

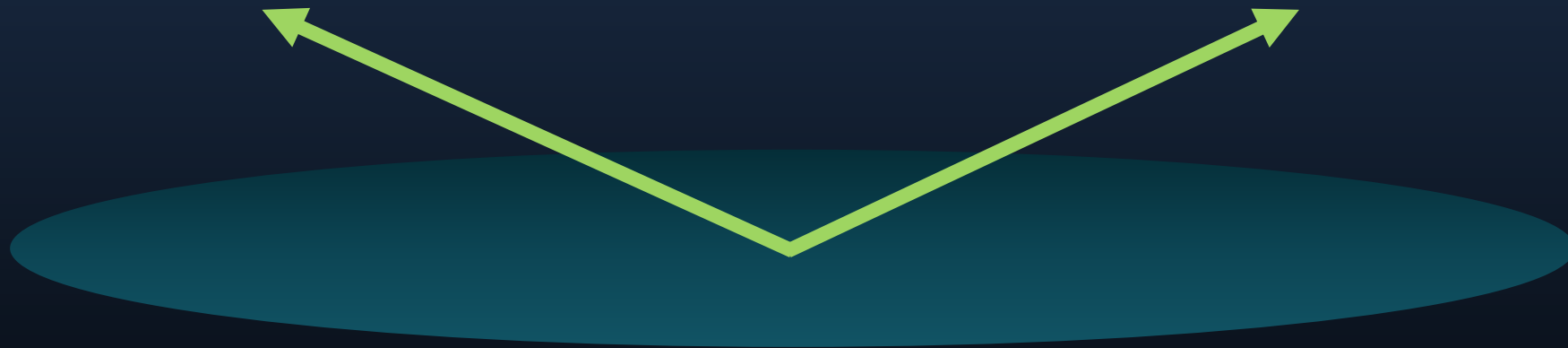
# Choose **Only One** Strategy

## **CUSTOMER ENGAGEMENT**

building superior, personalized experiences to promote customer trust & loyalty

## **DIGITIZED SOLUTIONS**

transforming to new business model by integrating products into solutions



## **OPERATIONAL BACKBONE**

firm's existing capabilities



To succeed in digital economy...

Companies must offer a **unique value proposition** that is difficult for competitors to replicate.

# Strategy, **not technology,** drives digital transformation.

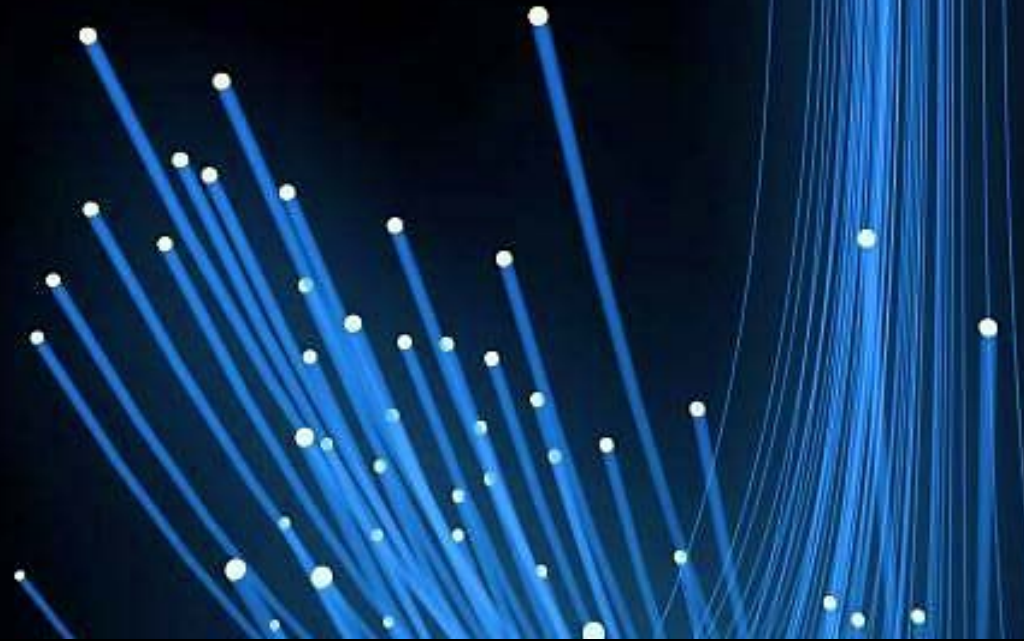
The strength of digital technologies  
doesn't lie in the technologies individually.

Instead, it stems from how they work  
and how companies integrate them  
to transform their businesses.



# A great digital strategy

provides direction, enabling executives to lead digital initiatives, gauge their progress, and then redirect those efforts as needed.



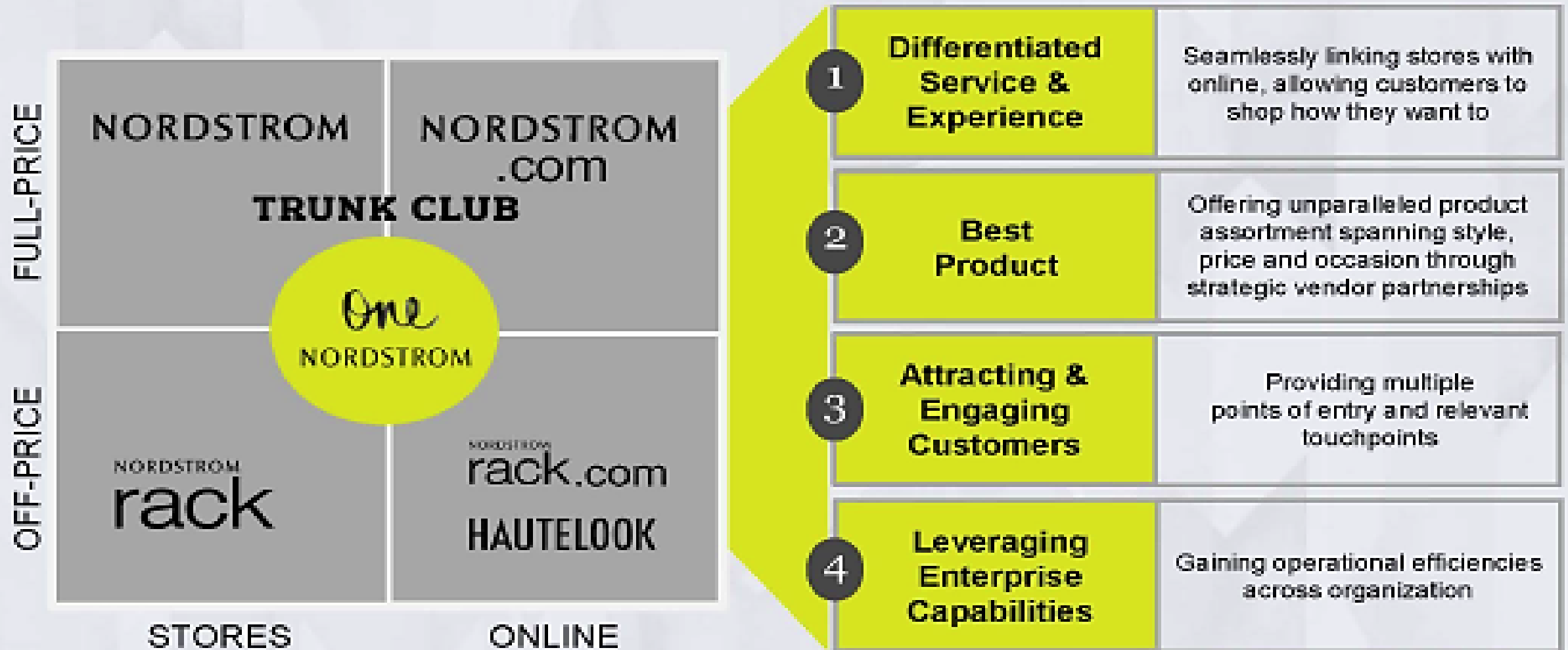
# What's the big deal ?

**SMACIT** impact is greater when multiple technologies are applied to same strategic objective.

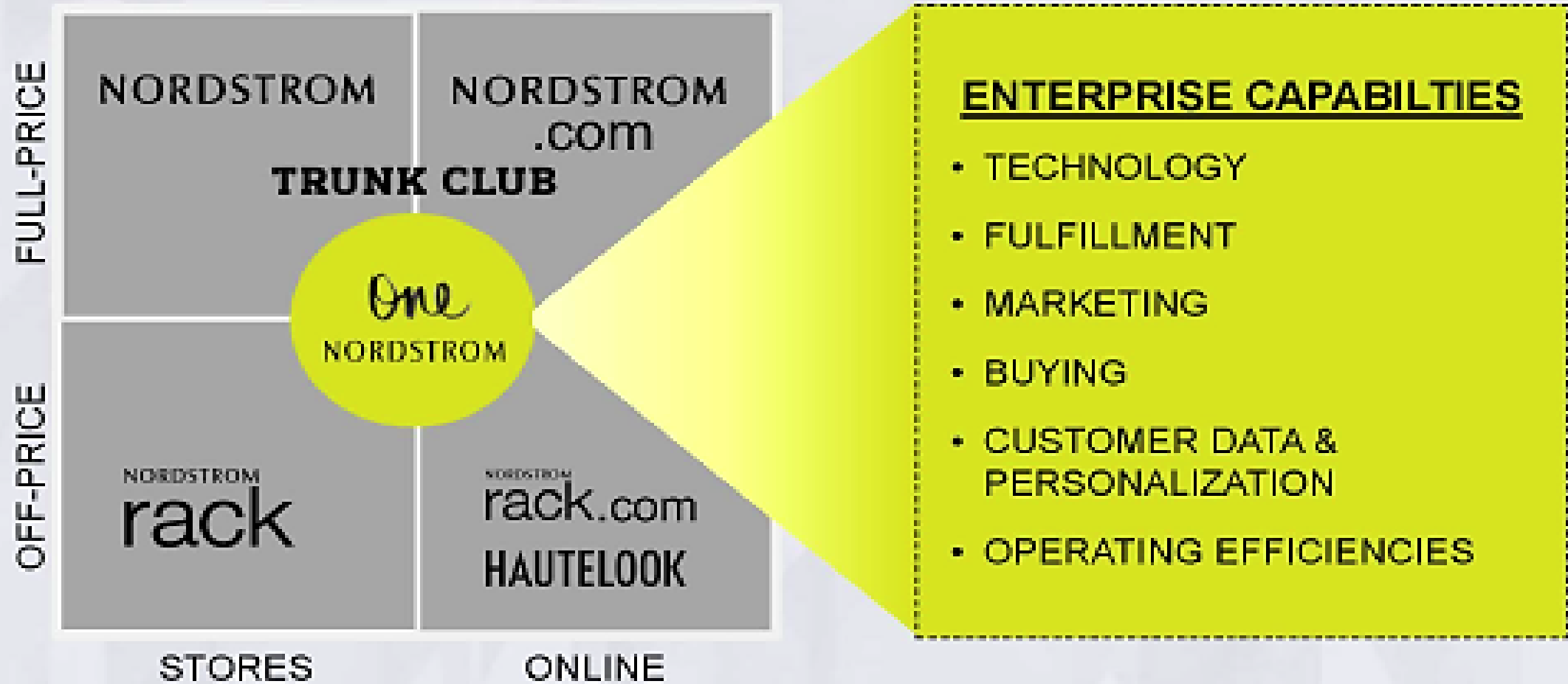
As **SMACIT** capabilities are introduced, customer (and employee) expectations expose functional interdependencies.

# Nordstrom's Purpose:

*Empower customers and employees to provide a fabulous customer experience*



# Implementing digital strategy requires enterprise capabilities



## Feedback



## DCP Club

