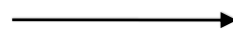


DIGITAL TRANSFORMATION

Alan Colmenares
Digital Transformation Enablement - Latam
September 27, 2017



Un poco sobre mi...



Raytheon



Finanzas

Sábado , Diciembre 24, 2016

BBVA compra Openpay, startup mexicana de servicios de pagos online



NOTICIAS A UN CLIC

Fechas para pago de aportes a seguridad social cambiarán a partir de hoy

El euro en el mercado minorista está en promedio en \$2.985



Facebook



Twitter



Google +



LinkedIn



LO + LEÍDO FINANZAS



1

Dólar alcanzó un precio promedio de \$2.978,6 un alza de \$1,23 frente a la TRM

Otras experiencias



VentureBeat

The
New York
Times



WOBI TV



endeavor
EMPRENEDORES DE ALTO IMPACTO TRANSFORMACIÓN DE ALTO IMPACTO



TROPICALGRINGO



Digital Innovation
in Latin America by
way of Silicon Valley

On February 24, 2017 by [TropicalGringo](#)

Tropicalgringo Startup Dinner 2017



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COLOMBIA



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Digital Transformation Enablement

Que es transformación digital?

SUPERAR

SUPERAR las expectativas actuales de sus
clientes

SUPERAR las expectativas actuales de sus clientes apalancándose en herramientas digitales.

Como se logra?

1. Visión

2. Cultura

3. Capacidades

0. Team

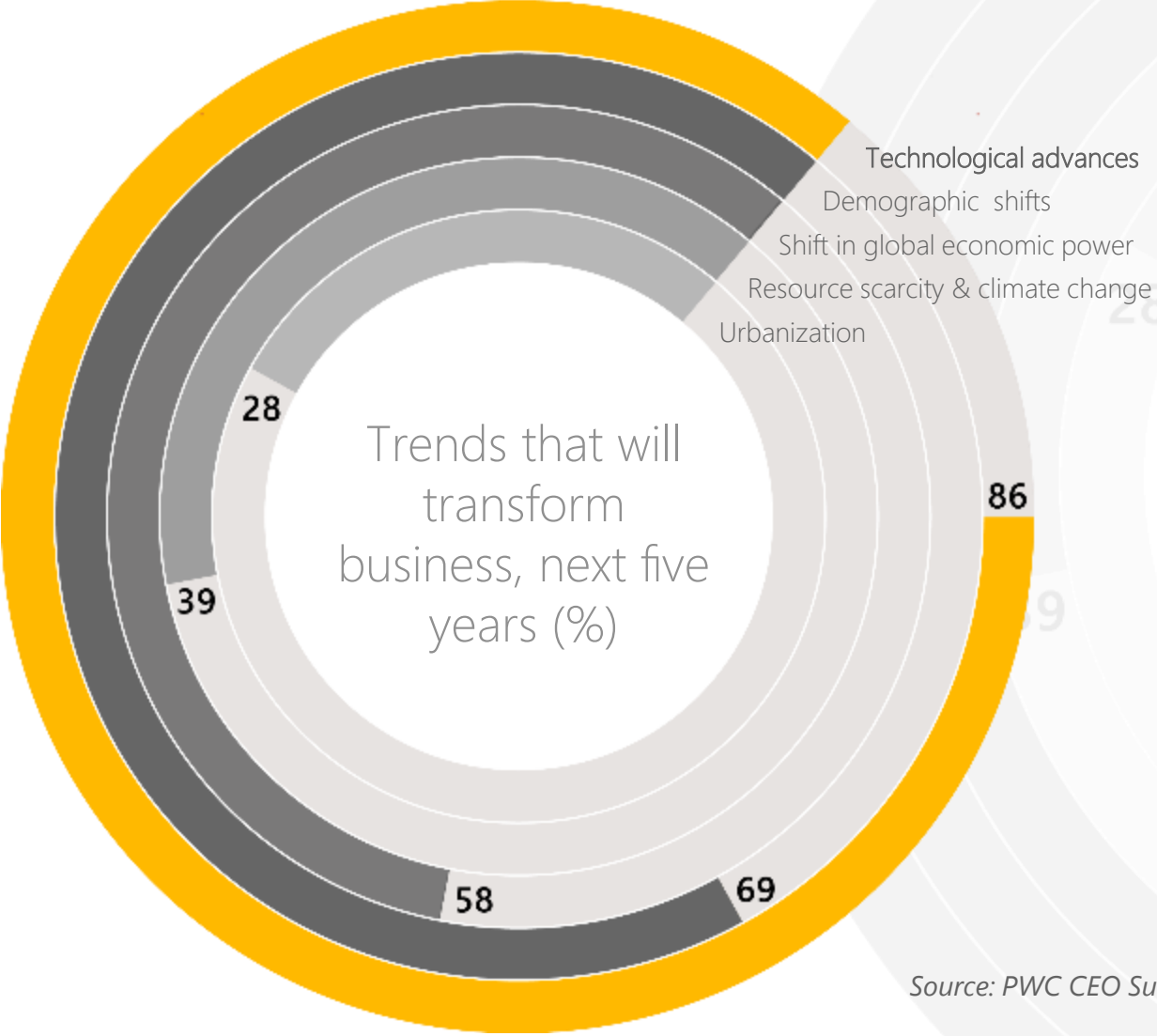
1. Vision.

2. Culture.

3. Capabilities.

Cuanto tiempo tiene su empresa para transformarse?

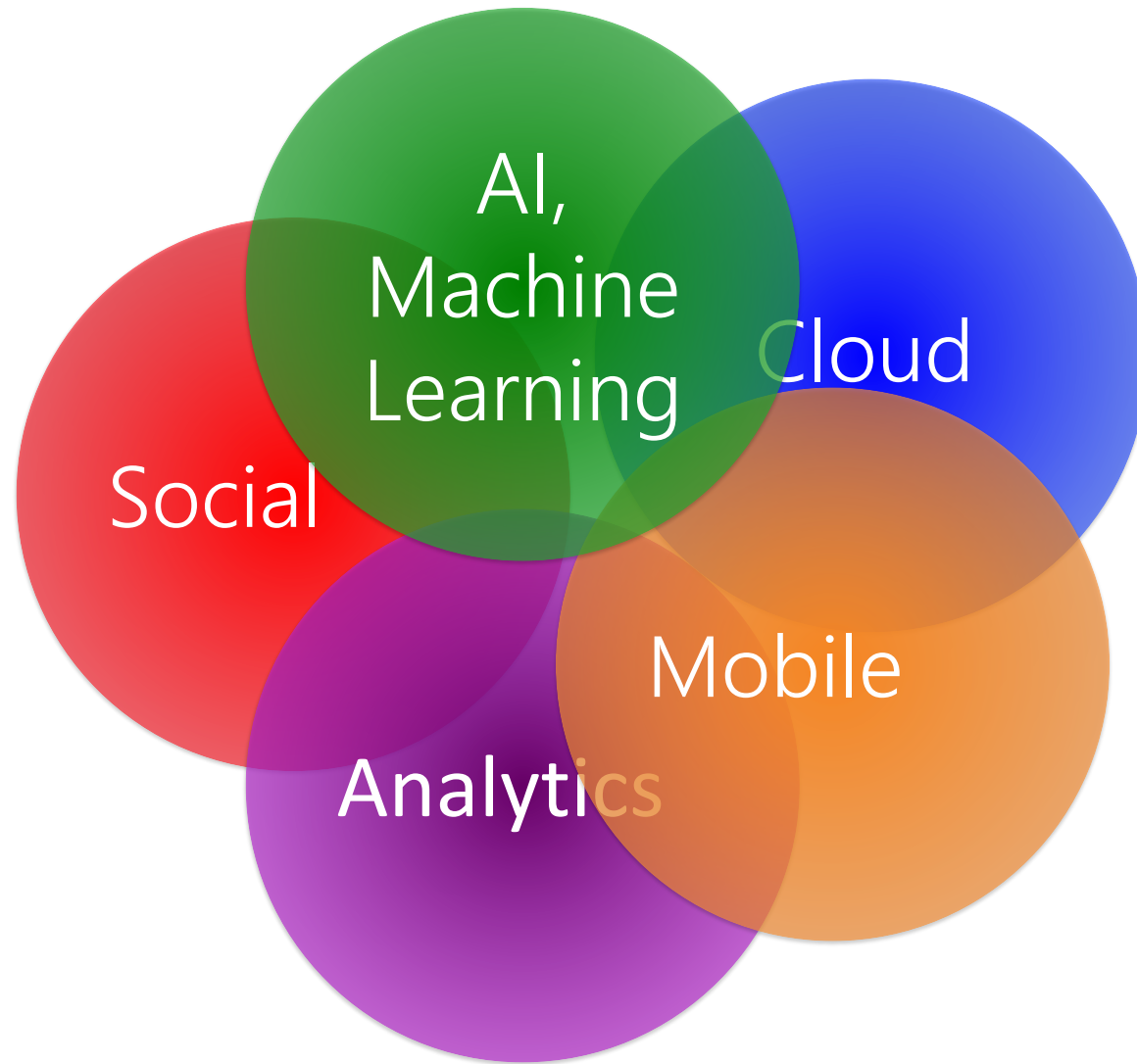
86% of CEOs consider Digital their #1 priority



CEOs believe **technology will transform their business** more than any other global trend

Source: PWC CEO Survey

Tormenta perfecta.



Visión.

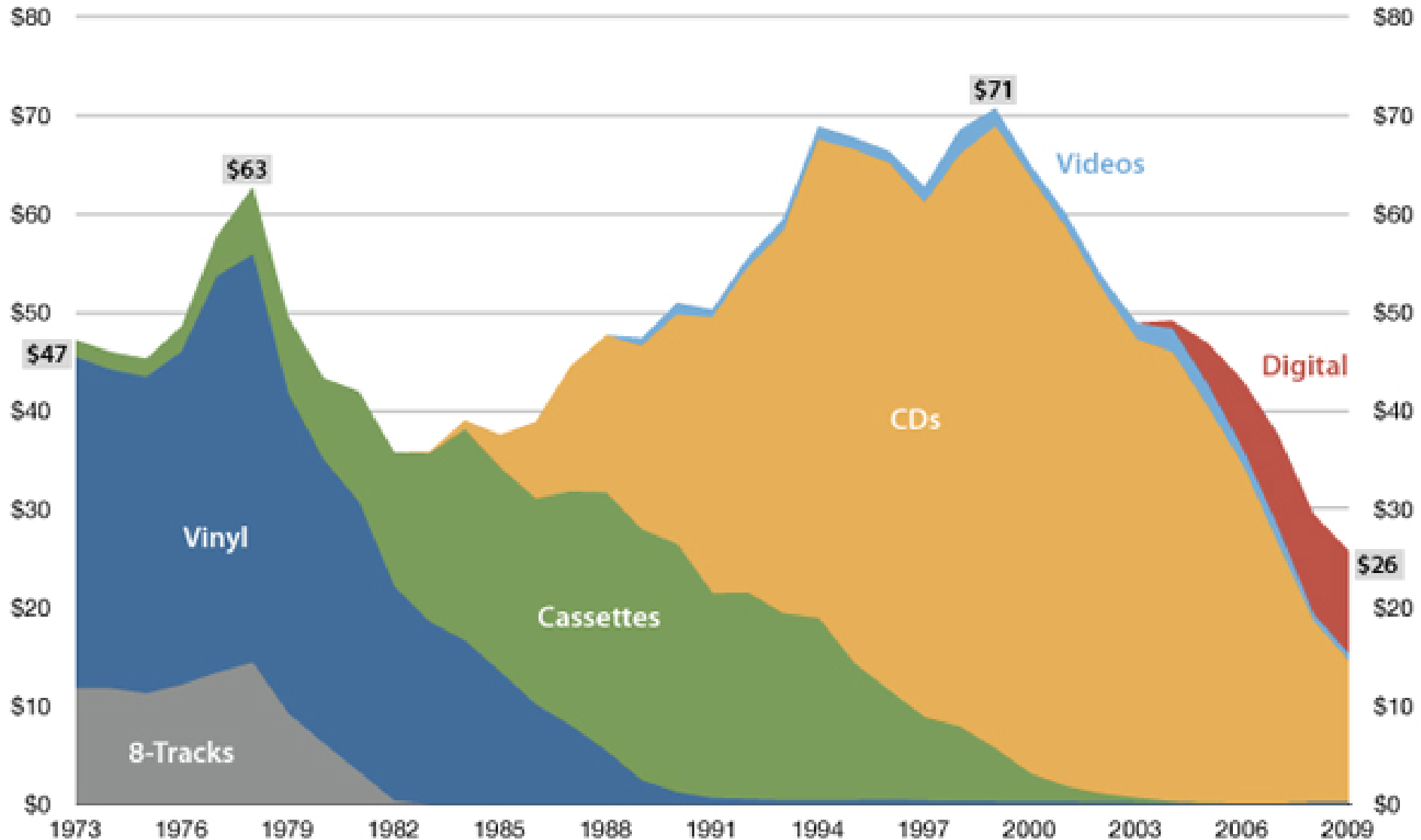


TOWER RECORDS





US Recorded Music Revenue - 2011 Dollars Per Capita



Data: Recording Industry Association of America

Chart/Analysis: Michael DeGusta



No. 1
E.K.

MADE IN U.S.A. BY
EASTMAN KODAK CO.
ROCHESTER, N.Y.

NO. 3-A FOLDING
AUTOGRAPHIC
BROWNIE

THE NEW
WEBSTER'S
DICTIONARY
G. & C. Merriam Co.

The image features the classic Kodak logo, which consists of a yellow chevron shape pointing to the left, set against a red background. The word "Kodak" is written in a bold, yellow, sans-serif font across the center of the chevron.

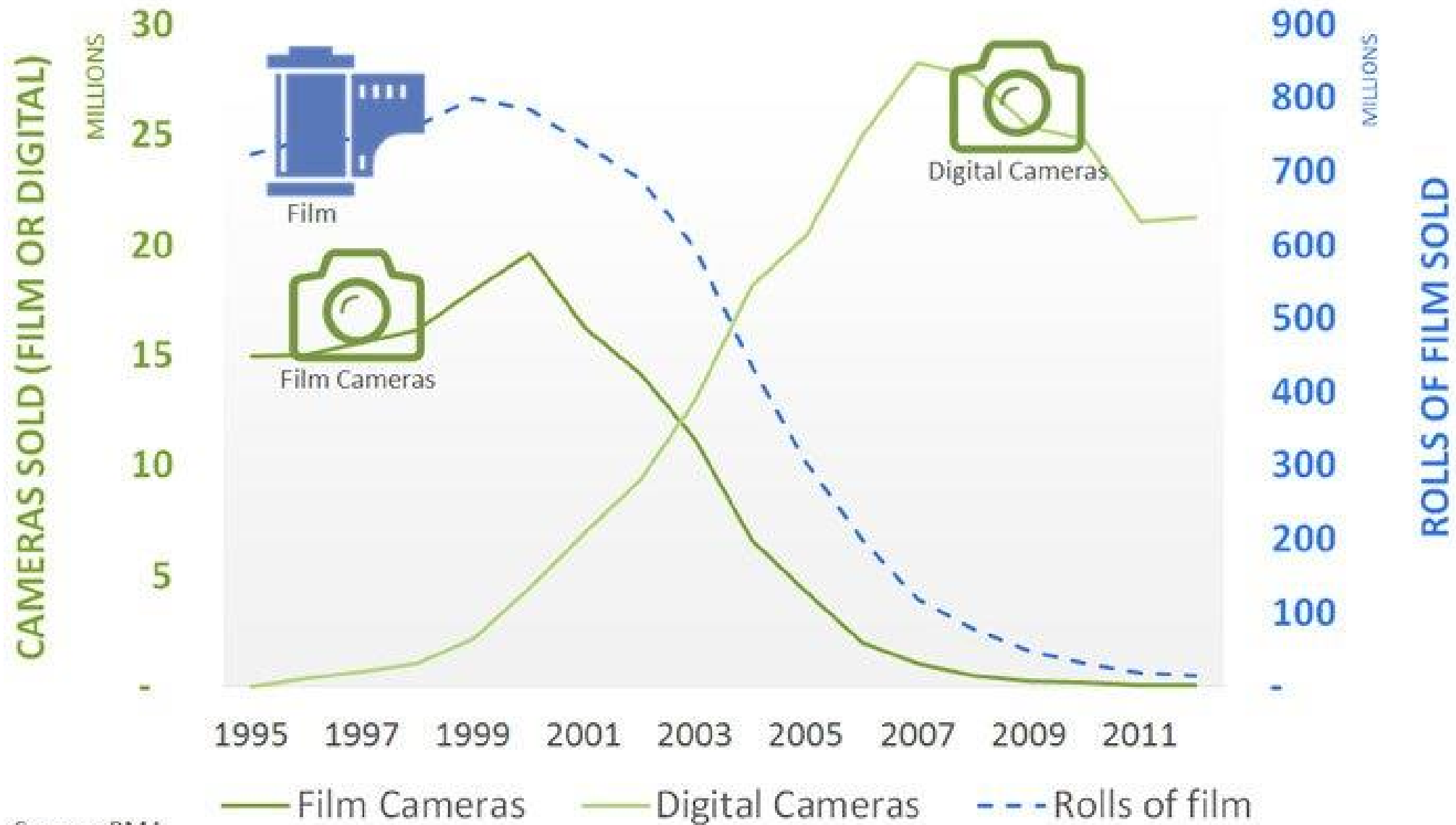
Kodak



“By 2010, most photography
will be digital.”

Larry Matteson, 1979

The Tidal Wave of Digital Photography



The Kodak Picture Network

1997



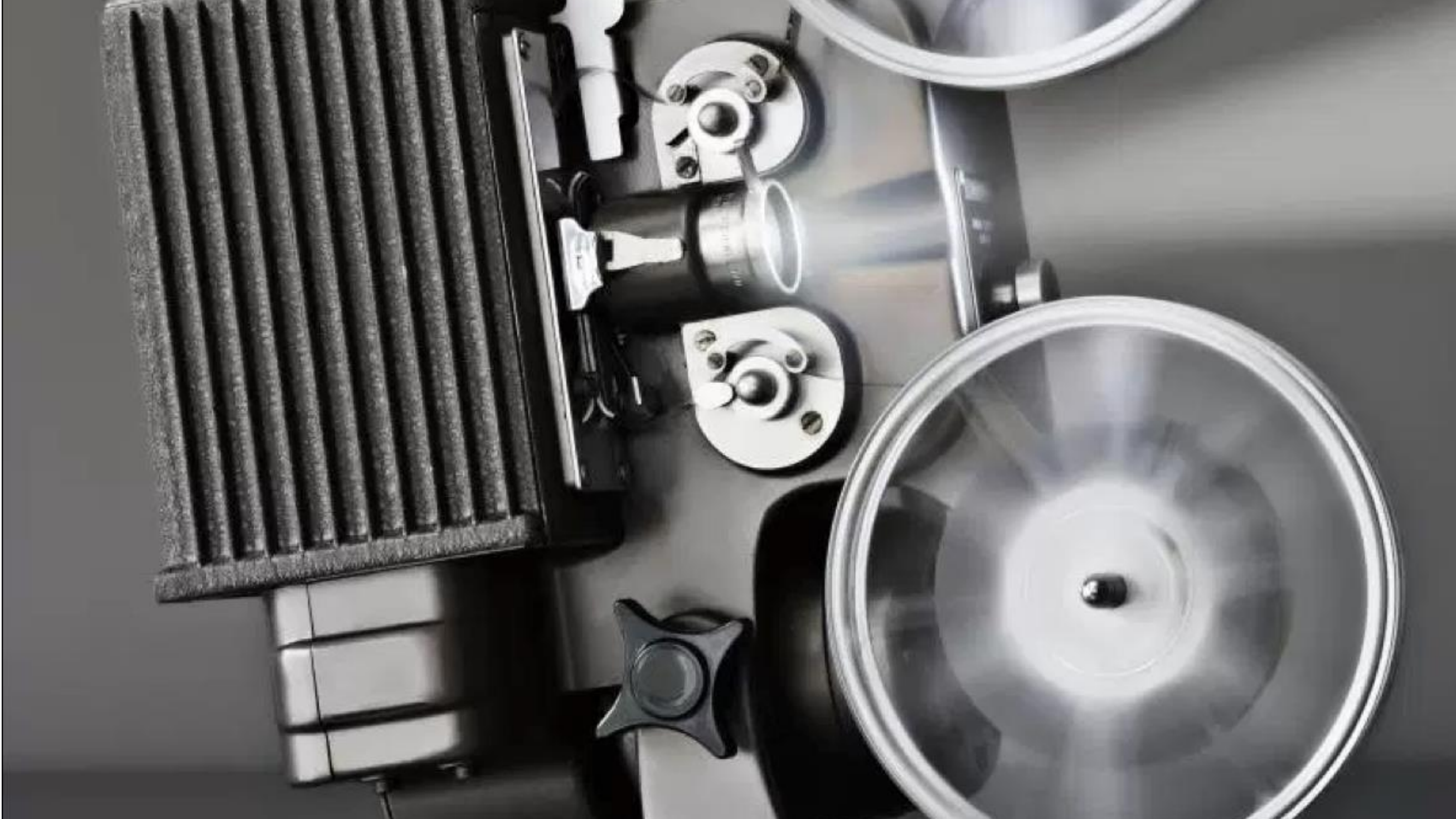
2001





Instagram

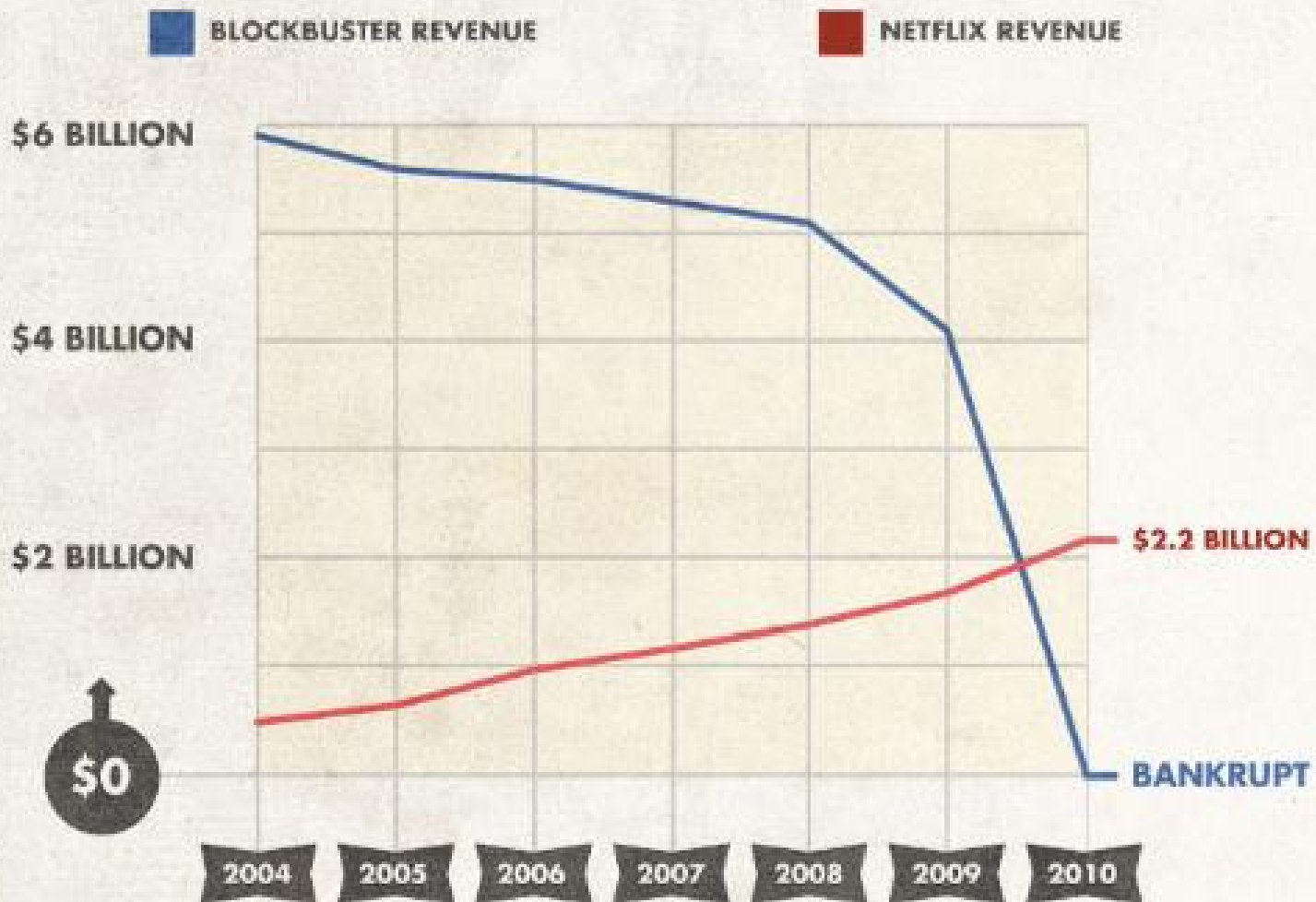
	1999 Kodak	2013 Instagram	
Rolls of film sold	800,000,000	60,000,000	Avg. Photos/Day
Images/Roll	27	365	Days in year
Total Images Processed	21,600,000,000	21,900,000,000	Total Images Processed
Rolls of film sold	800,000,000	60,000,000	Avg. Photos/Day
Images/Roll	27	365	Days in year
Cost/Roll	\$5.00	NA	NA
Cost/Developed Roll	\$5.00	NA	NA
Cost/Processed Image	\$0.37	\$0.00	Cost/Processed Image
Total Images Processed	21,600,000,000	21,900,000,000	Total Images Processed
Total Imaging Costs	\$8,000,000,000	\$0.00	Total Imaging Costs







NETFLIX VS. BLOCKBUSTER (2004-2010)





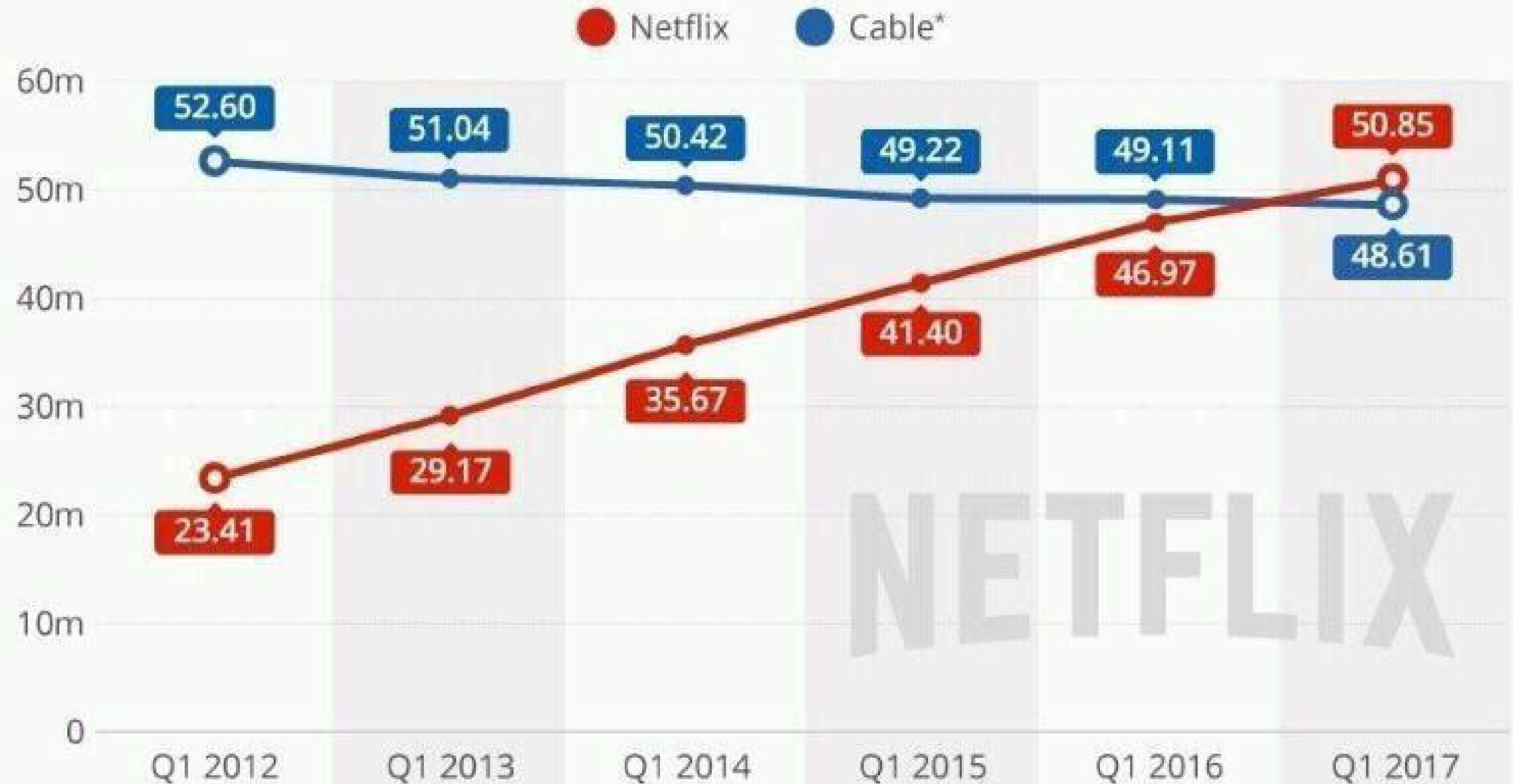
BLOCKBUSTER

"Neither RedBox nor Netflix are even on the radar screen in terms of competition. It's more Wal-Mart and Apple."

-2008 Blockbuster CEO Jim Keyes.

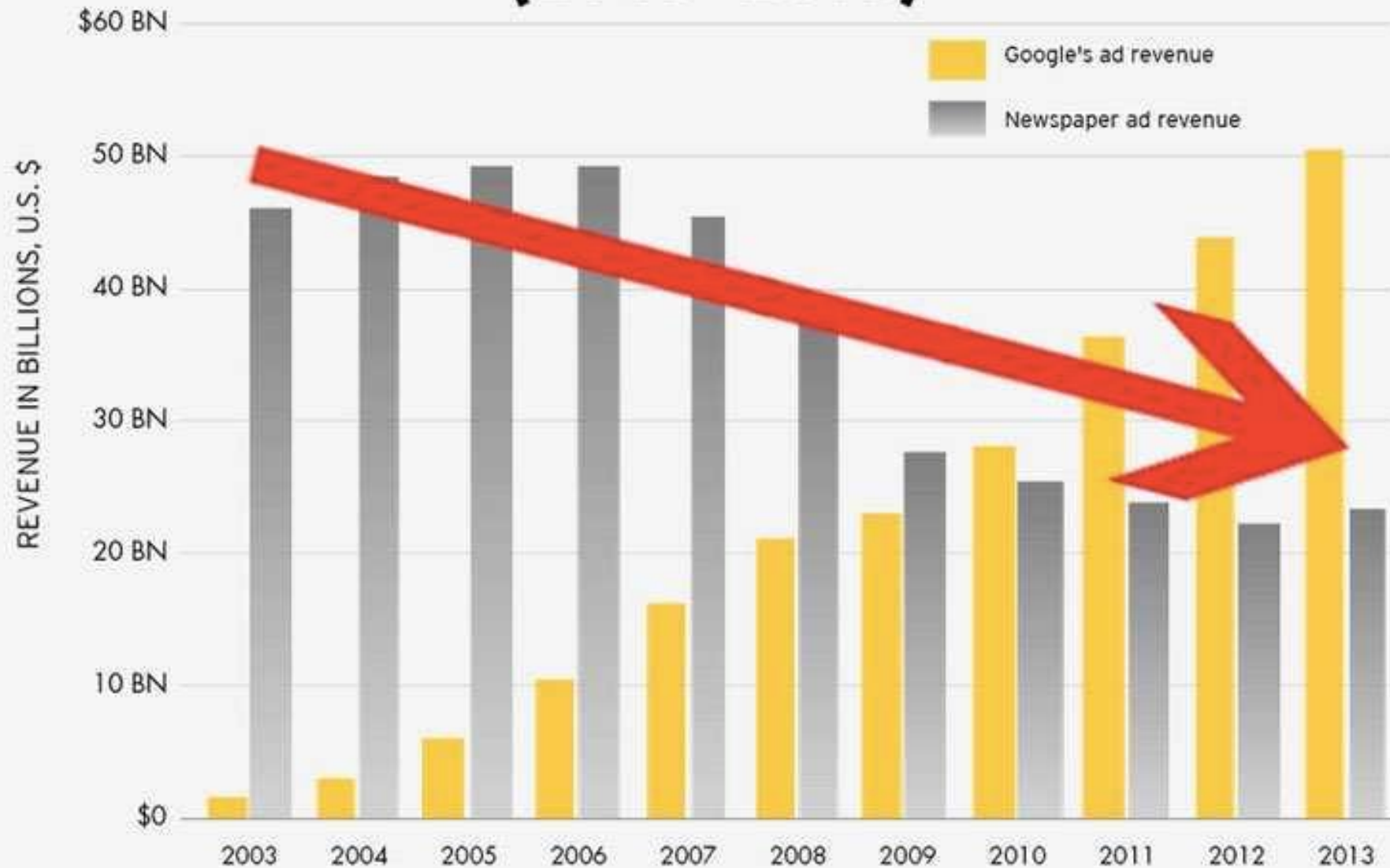
Netflix Surpasses Major Cable Providers in the U.S.

Number of Netflix subscribers vs. cable pay-TV subscribers in the U.S. (in millions)





Google's Annual Advertising Revenue (2003-2013)



Sources: Google worldwide, 2001-2013; United States newspapers, 2003-2013.

Newspaper revenue includes online and print advertising and excludes niche publications, direct marketing, and non-daily publication advertising.





UBER



Pedir taxi en Colombia

Fácil y seguro en cualquier lugar

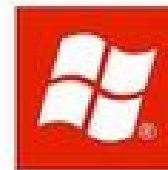


La forma más fácil y segura de pedir taxi en Colombia.

Tappsi es una aplicación para teléfonos móviles que te permite pedir taxi desde la aplicación móvil con solo dos clics. Nuestra plataforma te permite tener acceso fácil y conseguir taxi de manera segura en Colombia (Actualmente Bogotá y Barranquilla, próximamente nuevas ciudades).

[Descargar en tu teléfono ¡GRATIS!](#)

iPhone y Android (Disponible ahora). Blackberry y Windows Phone (Pronto).



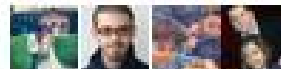
Rápido

Fácil

Seguro



Rodrigo Salazar Riveros,
Luis Betancourt and
3,445 others like this.



Seguir

+1

+349

Que esta pasando?

BUBBLE? WHAT BUBBLE?

Marc Andreessen, one of Silicon Valley's biggest venture capitalists, has no fear.

Interview by ANDREW GOLDMAN



Contrary to all the recent hype about a bubble, you've said that tech companies are actually undervalued. So in true 1999 fashion, should I take my life savings out of mutual funds and toss it into tech stocks? I'm certainly not an investment adviser, but on a 30-year basis, these things are *cheap*. If you compare how big industrial companies like G.E. are valued compared with big tech companies like Microsoft, Cisco, Google and Apple, tech stocks have never been valued more poorly in comparison. So not only is there no bubble — these prices are reflective of the fact that the market still hates tech. This bubble talk is about everybody being unbelievably psychologically scarred from 10 years ago.

Your venture-capital firm, Andreessen Horowitz, is heavily invested in Twitter, Facebook and Foursquare. You're hardly an unbiased observer. True, but the counterargument is I put my money where my mouth is.

The nearly \$3 billion I.P.O. of Netscape, a company you helped found, has been cited as the beginning of the 1990s tech bubble. Do you recall a moment back then that felt like the last days of the Roman Empire? There was a point in the late '90s where all the graduating M.B.A.'s wanted to start companies in Silicon Valley, and for the most part they were not actually qualified to do it. They brought the whole sideshow of the hype and parties and all that crap. M.B.A. graduating classes are actually a reliable contrary indicator: if they all want to go into investment banking, there's going to be a financial crisis. If they want to go into tech, that means a bubble is forming.

How has the M.B.A. migration been lately? It's heating up again, but it's still not anything near like it was in '99. And even though people love to badmouth '99 and 2000, you also have to remember that's when Google got built.

After hearing a story about Foursquare's co-founder, Dennis Crowley, walking into a press event in athletic wear and eating a banana, I developed a theory that bubbles

might be predicted by fashion: when tech founders can't be bothered to appear businesslike, the power has shifted too much in their favor. Believe it or not, this goes deep into the interior mentality of the engineer, which is very truth-oriented. When you're dealing with machines or anything that you build, it either works or it doesn't, no matter how good of a salesman you are. So engineers not only don't care about the surface appearance, but they view attempts to kind of be fake on the surface as fundamentally dishonest.

That reminds me of Mark Zuckerberg's criticism of "The Social Network." He said that "filmmakers can't get their head around the idea that someone might build something because they like building things." Aaron Sorkin was completely unable to understand the actual psychology of Mark or of Facebook. He can't conceive of a world where social status or getting laid or, for that matter, doing drugs, is not the most important thing.

People view you as an oracle in the valley. I was hoping you'd blow my mind with something you see in the future. Gordon Bell at Microsoft is working on wearable computing, where it literally records everything around you all the time — video, your conversations. He wants to get to where it's like a pendant around your neck. We also have a company called Jawbone that makes peripherals for smart phones and tablets. Today, they sell Bluetooth headsets and speakers, but soon they will sell all kinds of wearable computing devices.

Will we soon be dealing with antigaming laws so that drivers can't play wearable video games while driving down the highway? That assumes they're driving. Google is working on self-driving cars, and they seem to work. People are so bad at driving cars that computers don't have to be that good to be much better. Any time you stand in line at the D.M.V. and look around, you're like, Oh, my God, I wish all these people were replaced by computer drivers. Ten to 20 years out, driving your car will be viewed as equivalently immoral as smoking cigarettes around other people is today. ♦

“Mi propia teoría es que estamos en medio de una transformación tecnológica y económica en donde empresas de software están por tomar posesión de grandes porciones de la economía.”

Marc Andreessen - 2011

BUBBLE? WHAT BUBBLE?

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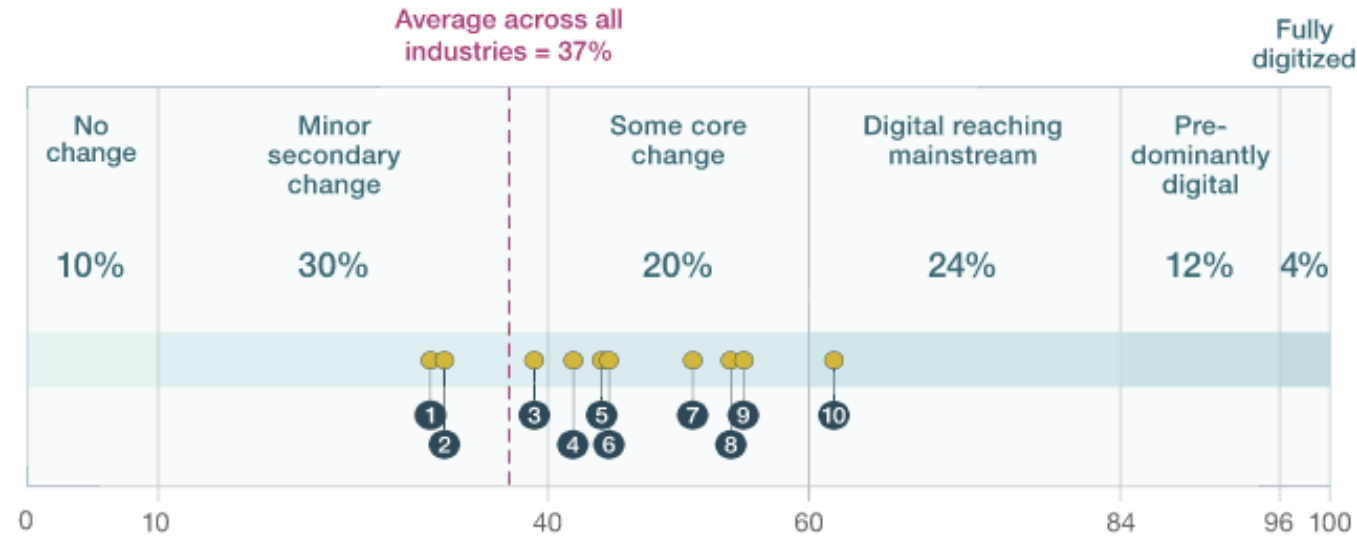
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Marc Andreessen - 2011

Digital is penetrating all sectors, but to varying degrees.

Perception of digital penetration by industry,¹ % of respondents



Selected industries²

- | | |
|---------------------------------|--|
| ① Consumer packaged goods (31%) | ⑥ Travel, transport, and logistics (44%) |
| ② Automotive and assembly (32%) | ⑦ Healthcare systems and services (51%) |
| ③ Financial services (39%) | ⑧ High tech (54%) |
| ④ Professional services (42%) | ⑨ Retail (55%) |
| ⑤ Telecom (44%) | ⑩ Media and entertainment (62%) |

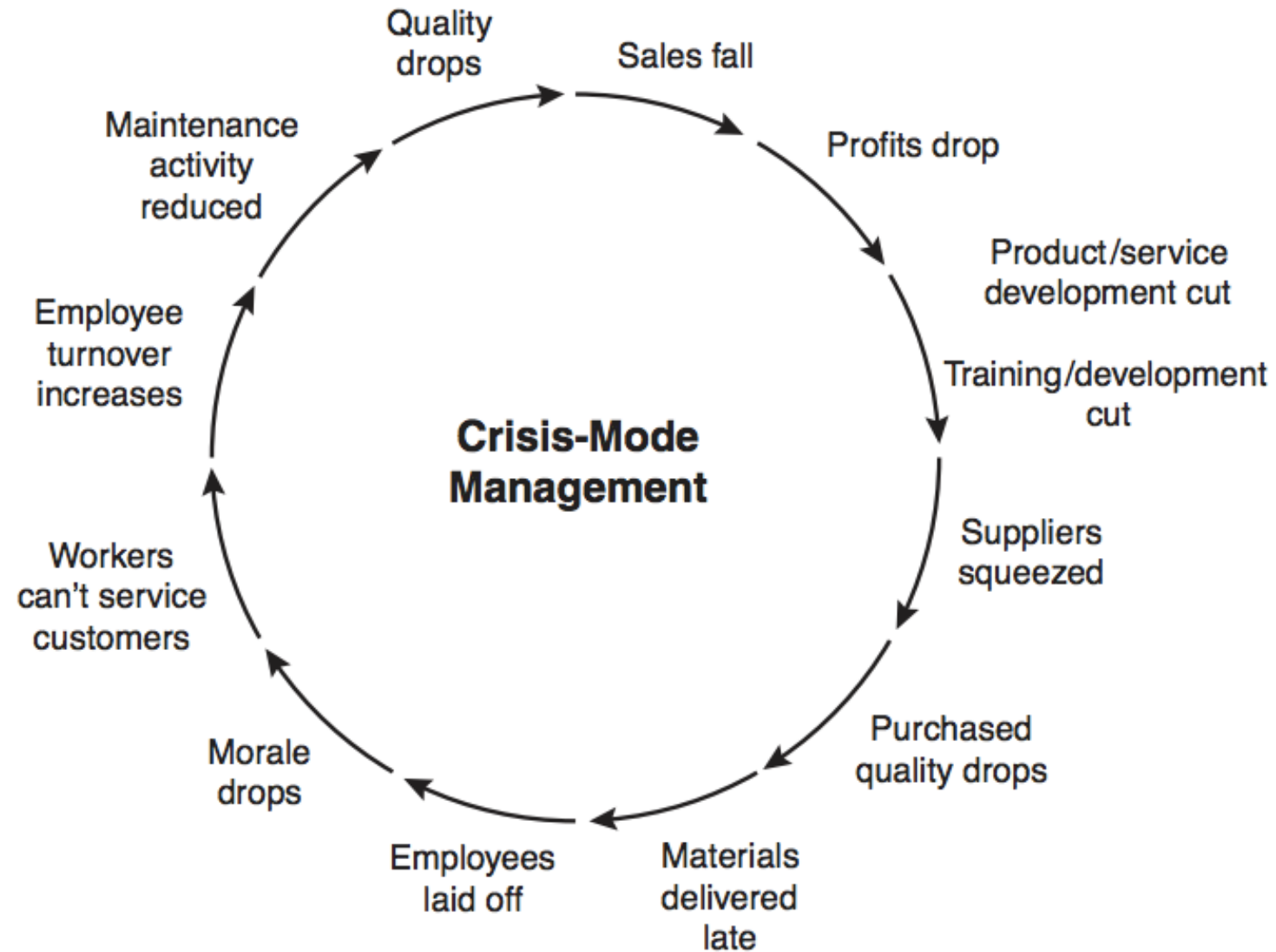
Las olas de cambio son difíciles de percibir al comienzo.



Pero...

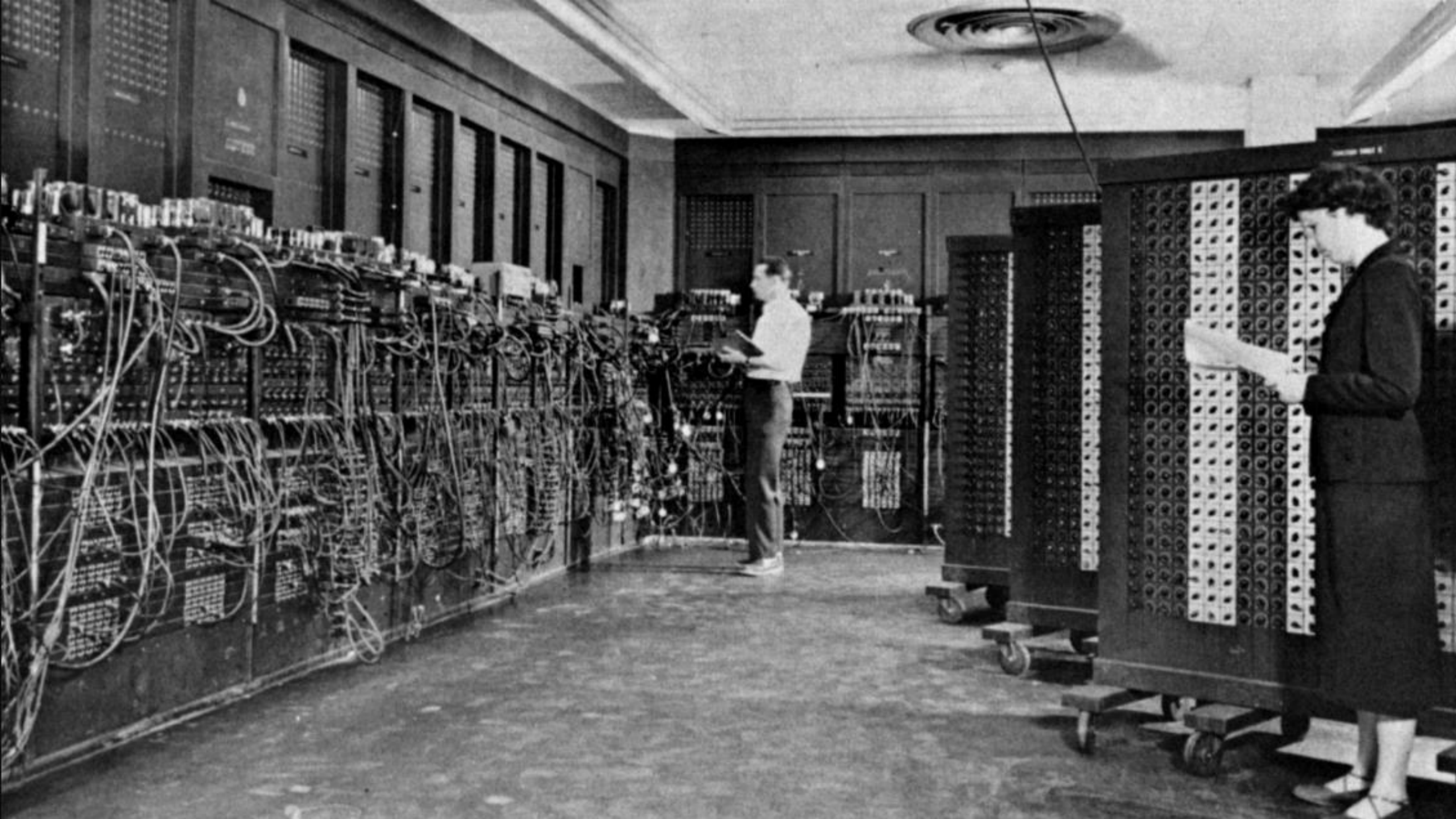


Como se siente ser suplantado ("disrupted")?



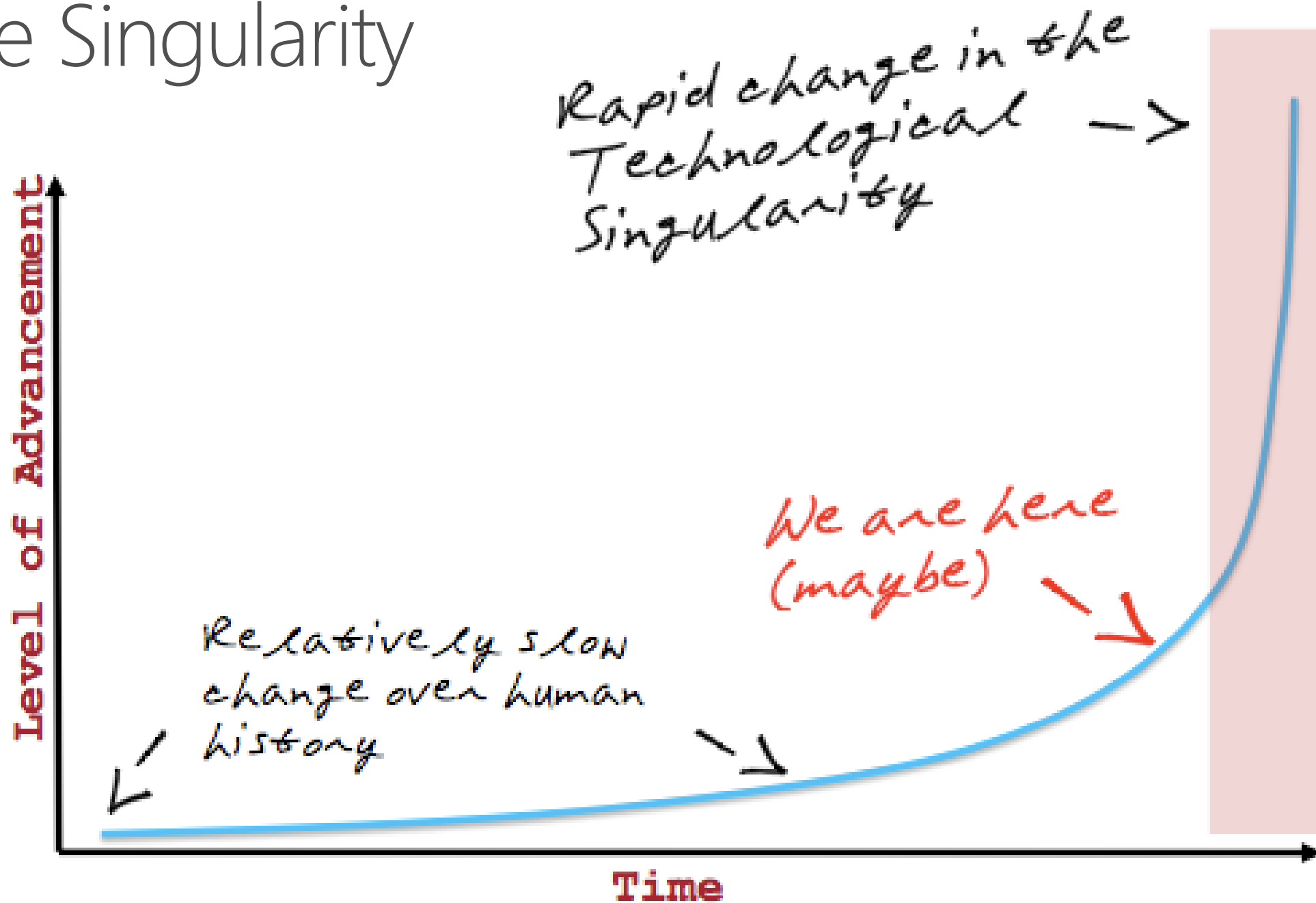
El reto para grandes corporaciones...





Los cambios que vienen son lineales?

The Singularity



Otra validación que "algo" esta pasando...

Las 5 compañías mas valiosas en el mundo

Una empresa de "retail", dos
de medios, una de
electrodomésticos y uno de
software

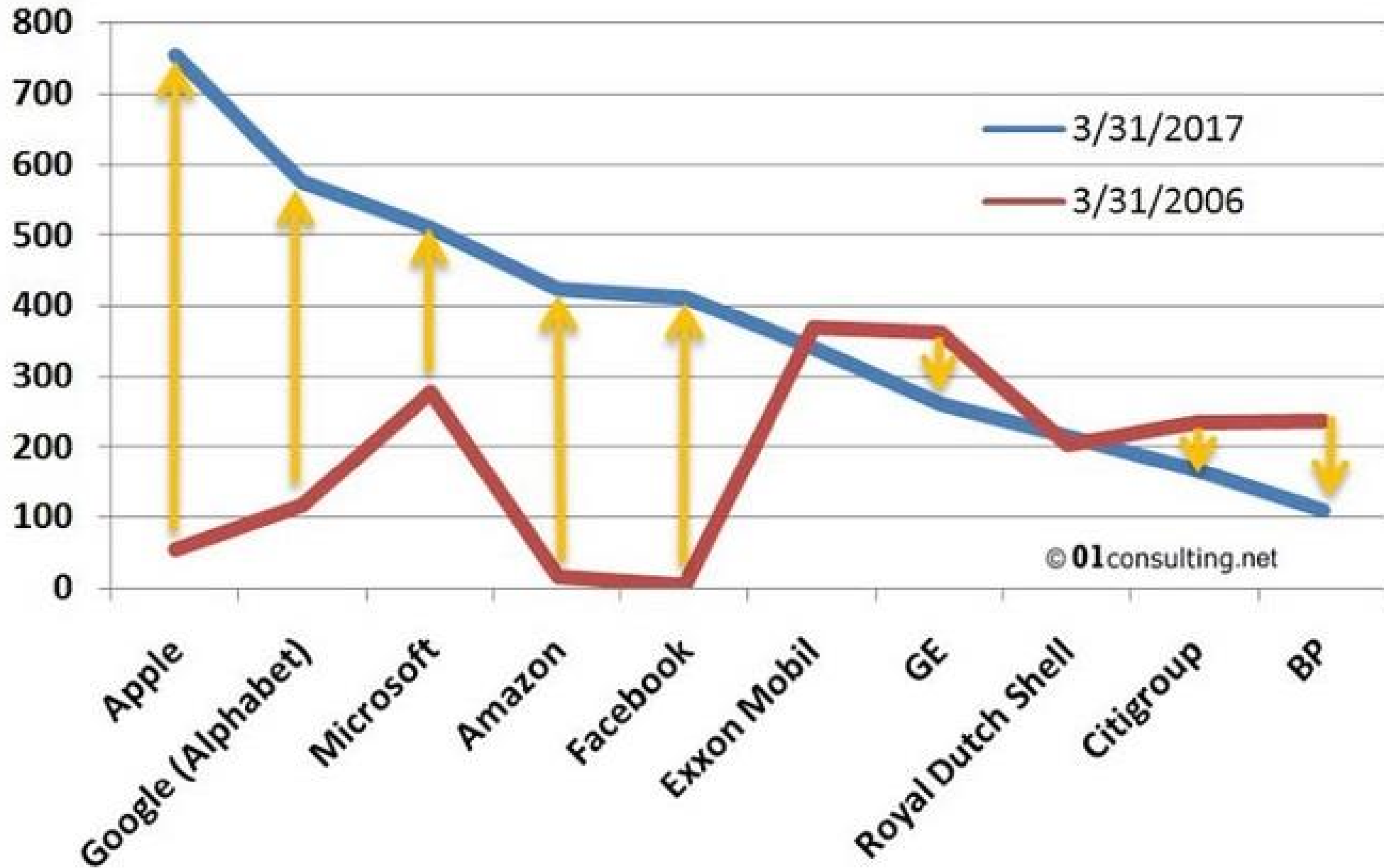
5 of the Most Valuable Companies in the World Are All US Technology Stocks

By [Lee Jackson](#) August 29, 2016 9:45 am EDT

1. Apple
2. Alphabet
3. Microsoft
4. Amazon
5. Facebook

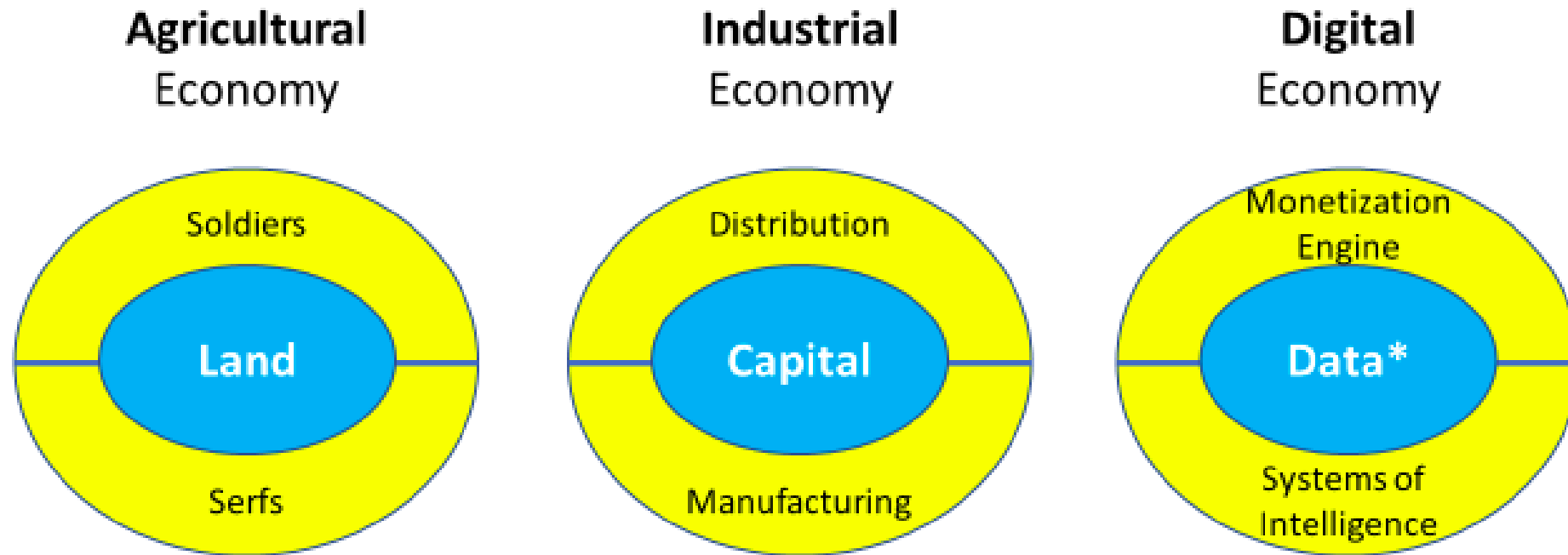
\$B

Evolution of Top Market Caps



© 01consulting.net

From Industrial to Digital economy



The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



Hoy, estamos depositando confianza en....

$$f^a + f^b = f^c \quad A = \pi r^2$$

$$K = \frac{EI}{L^3} \begin{bmatrix} 12 & 6L & -12 & 6L \\ 6L & 4L^2 & -6L & 2L^2 \\ -12 & -6L & 12 & -6L^2 \\ 6L & 2L^2 & -6L^2 & 4L^2 \end{bmatrix}$$

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

$$(x+a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k}$$



waze

OUTSMARTING TRAFFIC, TOGETHER

“En Brasil e India, maquinas ya estan ejecutando el papel del medico general porque no hay personal calificado para realizar el trabajo.”

-Robert Kocher, Internista, consultor McKinsey y, previamente, consejero para la administracion Obama.

“Para 2025, aplicaciones del Internet de las cosas podrán tener impacto económico de USD \$11 Trillones.”

-Mckinsey



at a
ilities,
mere
penultimate
stocks. The Dow posted a
269-point gain
for the
rise a
declin
Febru-
wing the
ated only
riday's news

8200

8000

7800

7600

7400

Mar04

US housing market
are expected to show a
cent gain after a 7



The Blockchain Will Do to the Financial System What the Internet Did to Media

by Joichi Ito, Neha Narula, and Robleh Ali

MARCH 08, 2017 **UPDATED** MARCH 09, 2017



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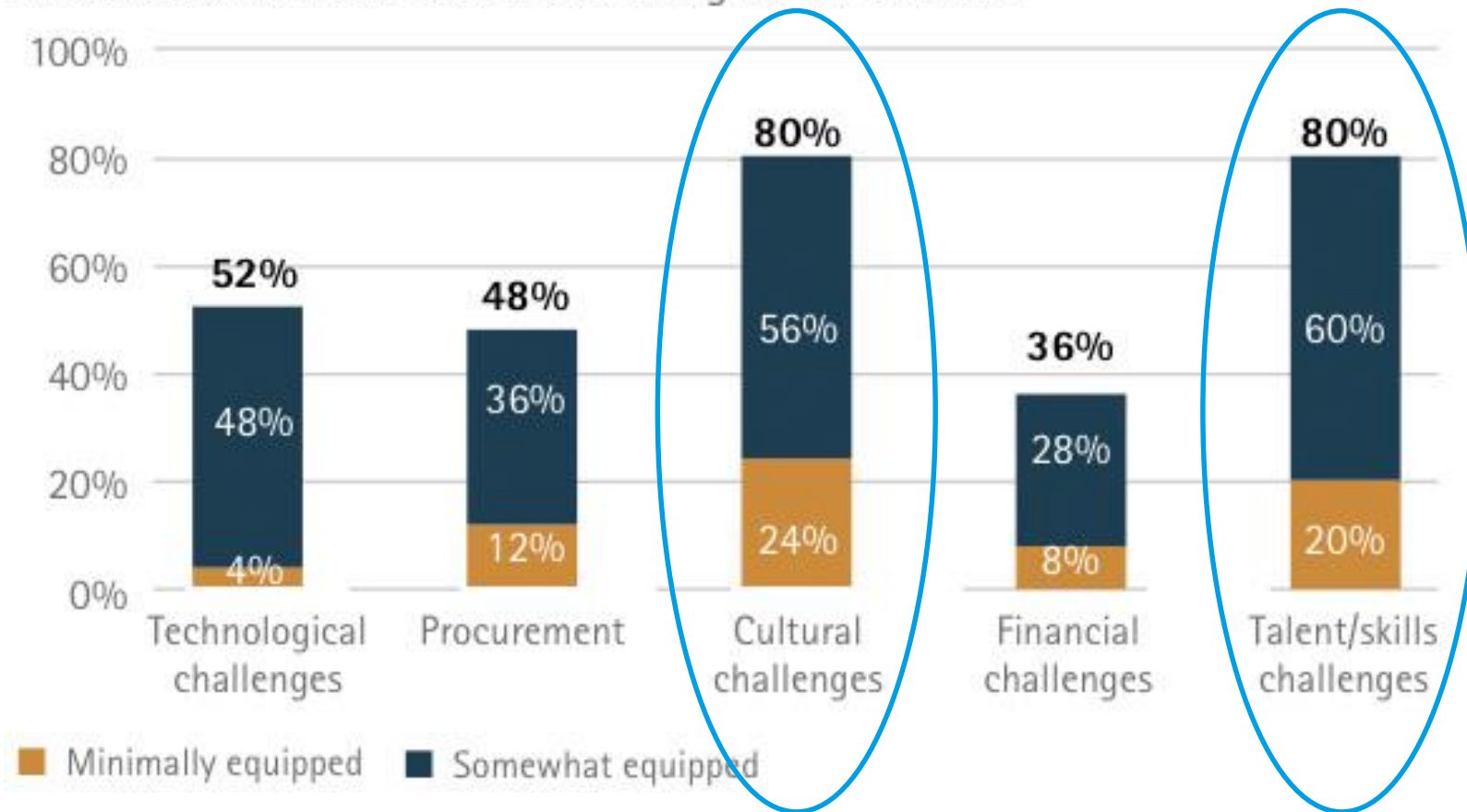
BUY COPIES



Cultura.

Grandes obstáculos al cambio...

How equipped do banks feel to address the challenges associated with the next wave of digital innovations



Source: Accenture

Las acciones de algunas compañías podrían ser analógicos a lo siguiente...



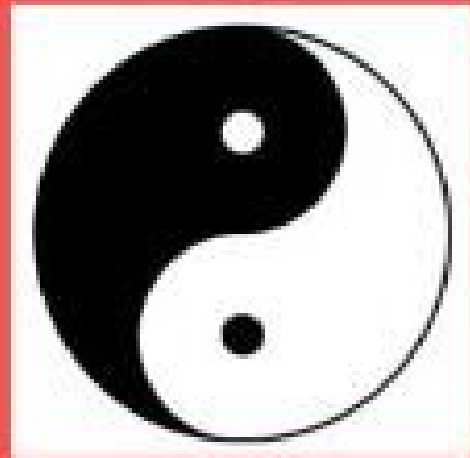
“Que tal si no cambiamos nada y esperamos que algo mágico suceda?”



‘Culture eats strategy
for breakfast’

- Peter Drucker

Netflix Culture Freedom & Responsibility

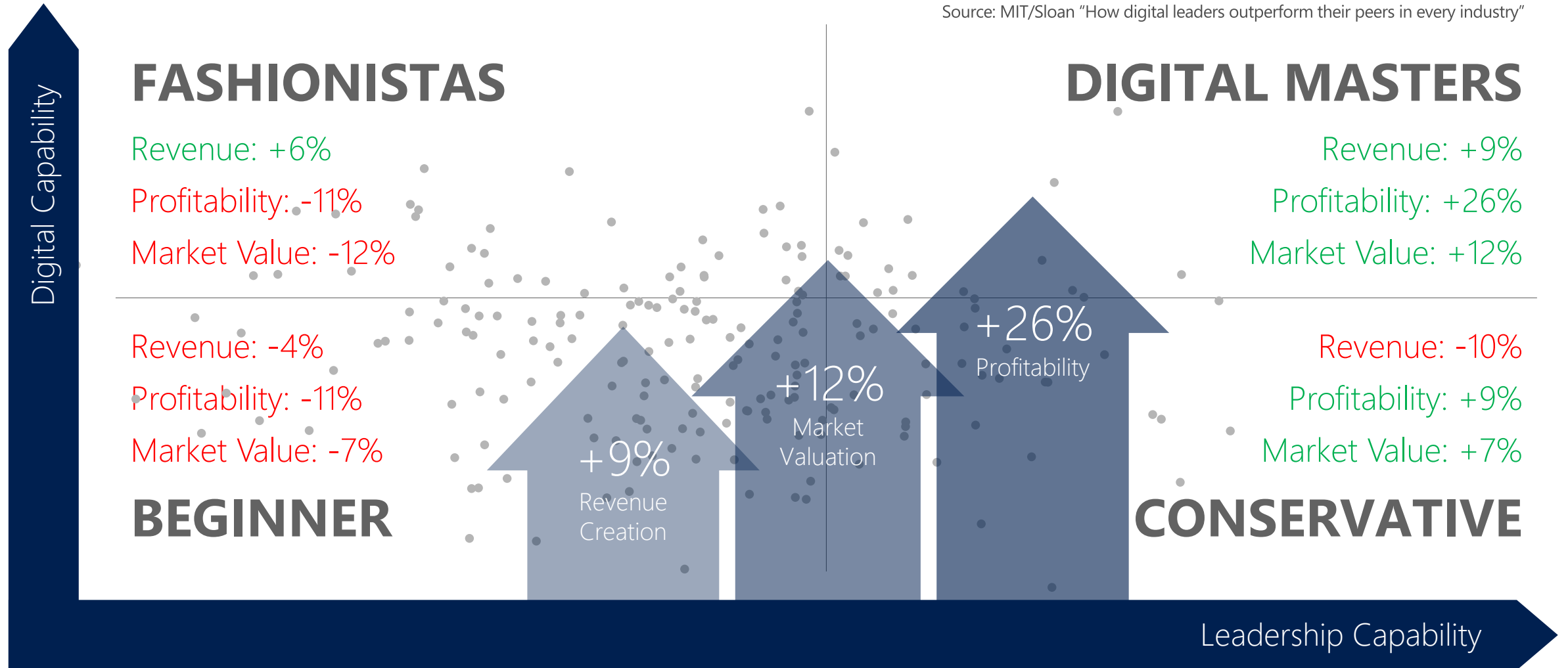


[Netflix Culture Deck](#)

Capacidades.

Digital Masters perform better

Source: MIT/Sloan "How digital leaders outperform their peers in every industry"

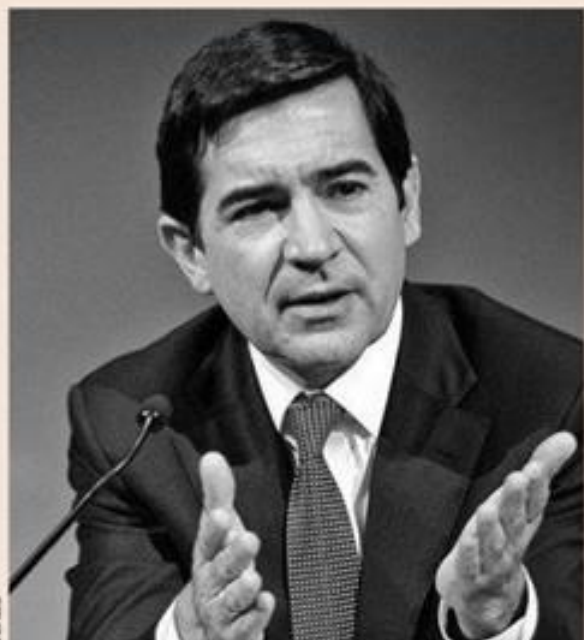


■ GESTIÓN

Hacen falta líderes digitales

Aunque el 92% de los ejecutivos encuestados por la escuela de negocios IMD y Cisco reconoce el impacto en sus negocios de la disrupción digital, menos del 15% se considera muy preparado para hacer frente a la nueva era. **Por M. P.**

¿Están los líderes empresariales preparados para hacer frente al reto digital? No al nivel que deberían. Ésta es una de las conclusiones del estudio *Redefiniendo el liderazgo en la era digital* realizado por el Centro Global para la Transformación Digital (Global Center for Digital Business Transformation), una iniciativa de la escuela de negocios IMD y Cisco, junto a la consultoría MetaBeratung. El estudio se basa en una encuesta global a más de 1.000 directivos de 20 sectores diferentes.



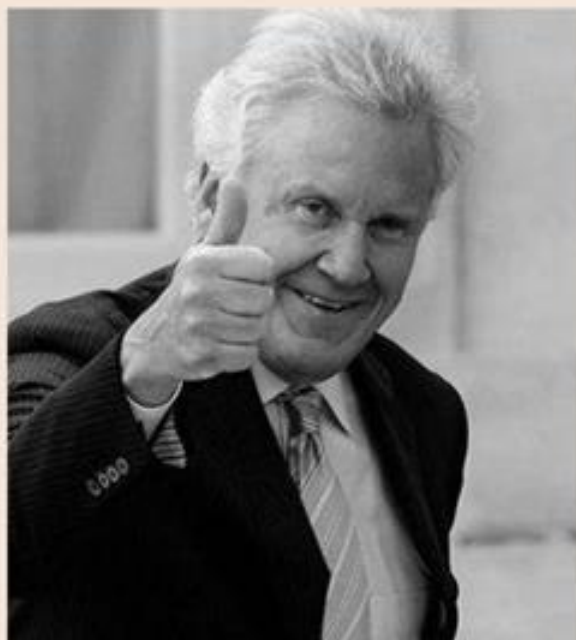
LOS DATOS

15%

de los ejecutivos



Menos del 15% de los líderes empresariales encuestados asegura estar "muy preparado" para la era digital. Casi el 80% está "comenzando a prepararse" o está "más o menos preparado".



nes (76% frente al 19% del resto de ejecutivos encuestados) y son capaces de adaptarse con facilidad a los cambios. Además, están más involucrados (50% frente al 30%) en la definición de la estrategia digital de su organización.

La visión de los ejecutivos
El estudio también incluye 19 entrevistas en profundidad a ejecutivos de organizaciones de referencia en digitalización como BBVA y General Electric. Por ejemplo, define a Carlos Torres Vila, consejero

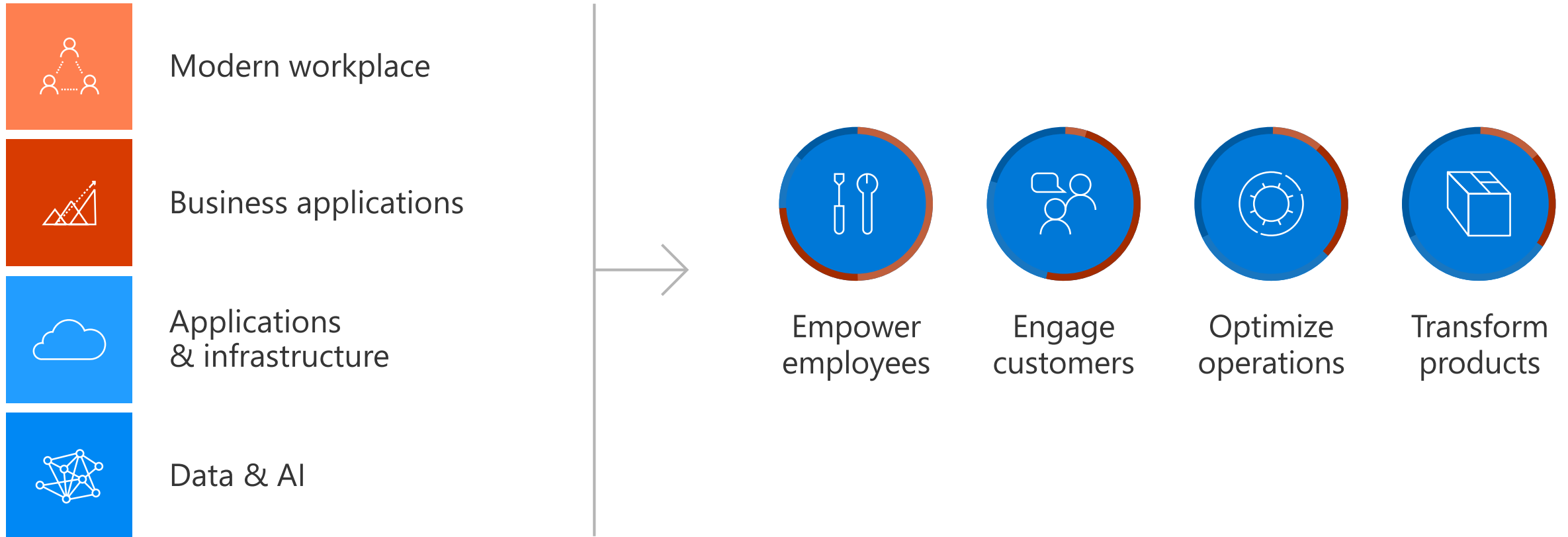
El rol de Microsoft.

Microsoft's mission

Empower every person and every organization on the planet to achieve more



Enabling Digital Transformation



Conclusiones.

1

La transformación digital es una reacción a un nuevo contexto de negocio muy REAL.

2

La velocidad de cambio

2

La velocidad de cambio se esta ACELERANDO.

3

Optimización de procesos rinde beneficios pero algunos modelos de negocio serán repensados.

4

Trabaje en su CORE y busque aliados para lo demás.

Regresando a nuestra pregunta original...

Cuanto tiempo tiene su empresa para transformarse?





“Patino hacia
donde va el
disco; no
donde
estuvo.”

Wayne Gretzky
1984

Gracias.

Twitter: @TropicalGringo

Email: alcolmen@microsoft.com

