

20 Thoughts on how Digital is Impacting your company today



IMA CEO Roundtable | July 13, 2018 |
Shiv | ABG

Structure

- The Market Cap shift
- Everyday Examples
- Impact on Business
- What should we aim for?



Market cap - 10 year shift

2008 Top 10	Mkt Cap \$Bln	Industry	2018 Top 10	Mkt Cap \$ Bln	Industry
1.ExxonMobil	452	Oil and gas	Apple	923	Technology
2.PetroChina	386	Oil and gas	Amazon	852	Consumer Servs
3.Gazprom	311	Oil and gas	Alphabet	807	Technology
4.GE	276	Conglomerate	Microsoft	784	Technology
5.China Mobile	270	Telecom	Facebook	587	Technology
6.Petrobras	250	Oil and gas	Alibaba	480	Consumer Servs
7.ICBC	244	Financial Servs	Berkshire hathaway	471	Conglomerate
8.Royal Dutch	241	Oil and gas	Tencent	459	Technology
9.Microsoft	235	Technology	JP Morgan Chase	362	Financial Servs
10.Walmart	222	Retail	Exxon Mobil	350	Oil and gas

A glowing fingerprint is shown on a circuit board. From the fingerprint, numerous vertical lines of light rise, each ending in a binary digit (0 or 1). The background is dark blue with a subtle pattern of circuit traces and dots.

Everyday examples of digital disruption

DIGITAL TRANSFORMATION

Physical world



India- 2.3 mln

Digital world



India-Uber & Ola: 1.45 mln

DIGITAL TRANSFORMATION

Physical world



Digital world



EVs-Global 2020: 6 mln

DIGITAL TRANSFORMATION

Physical world



Digital world



Global 2030: 4.2 mln

DIGITAL TRANSFORMATION

Physical world

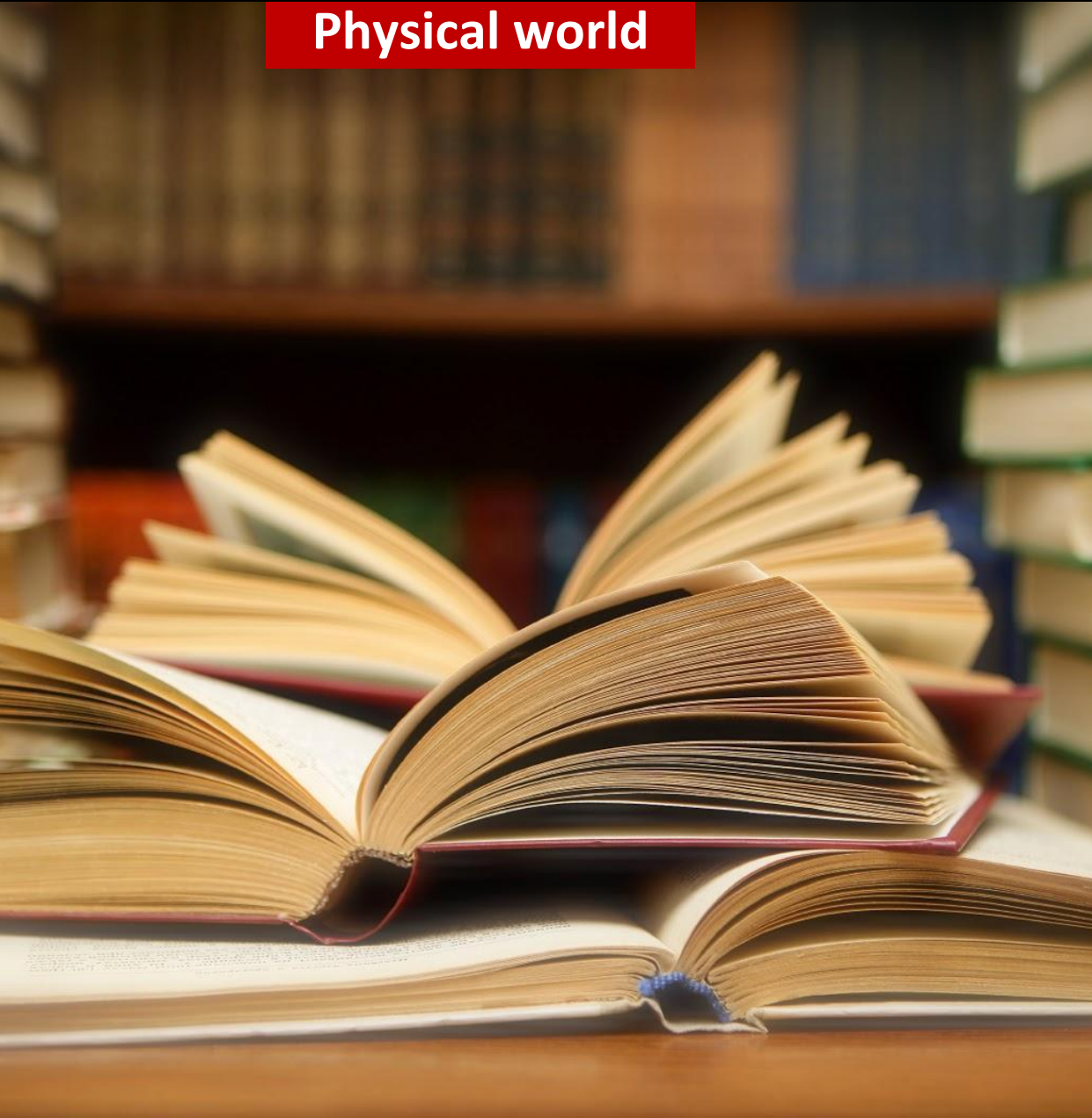


Digital world



DIGITAL TRANSFORMATION

Physical world



Digital world



DIGITAL TRANSFORMATION

Physical world



6 trillion sticks globally

Digital world



20 million users globally

DIGITAL TRANSFORMATION

Physical world



Credit cards 38 mln in India
Debit cards 925 mln in India

Digital world



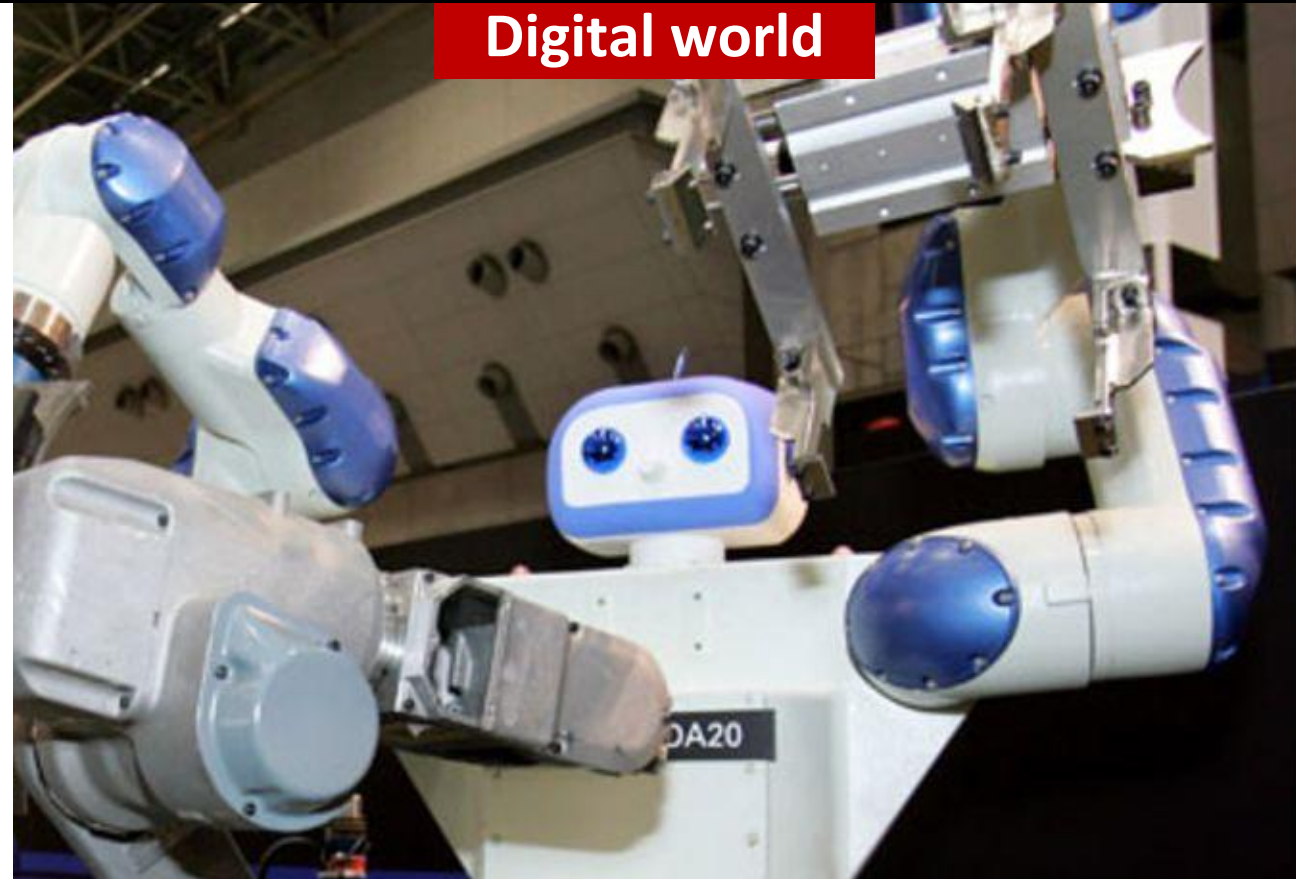
E wallet transactions
6 billion in India in 2018

DIGITAL TRANSFORMATION

Physical world



Digital world



\$ 22 bln globally
Industrial robot price
\$50k-80k

DIGITAL TRANSFORMATION

Physical world



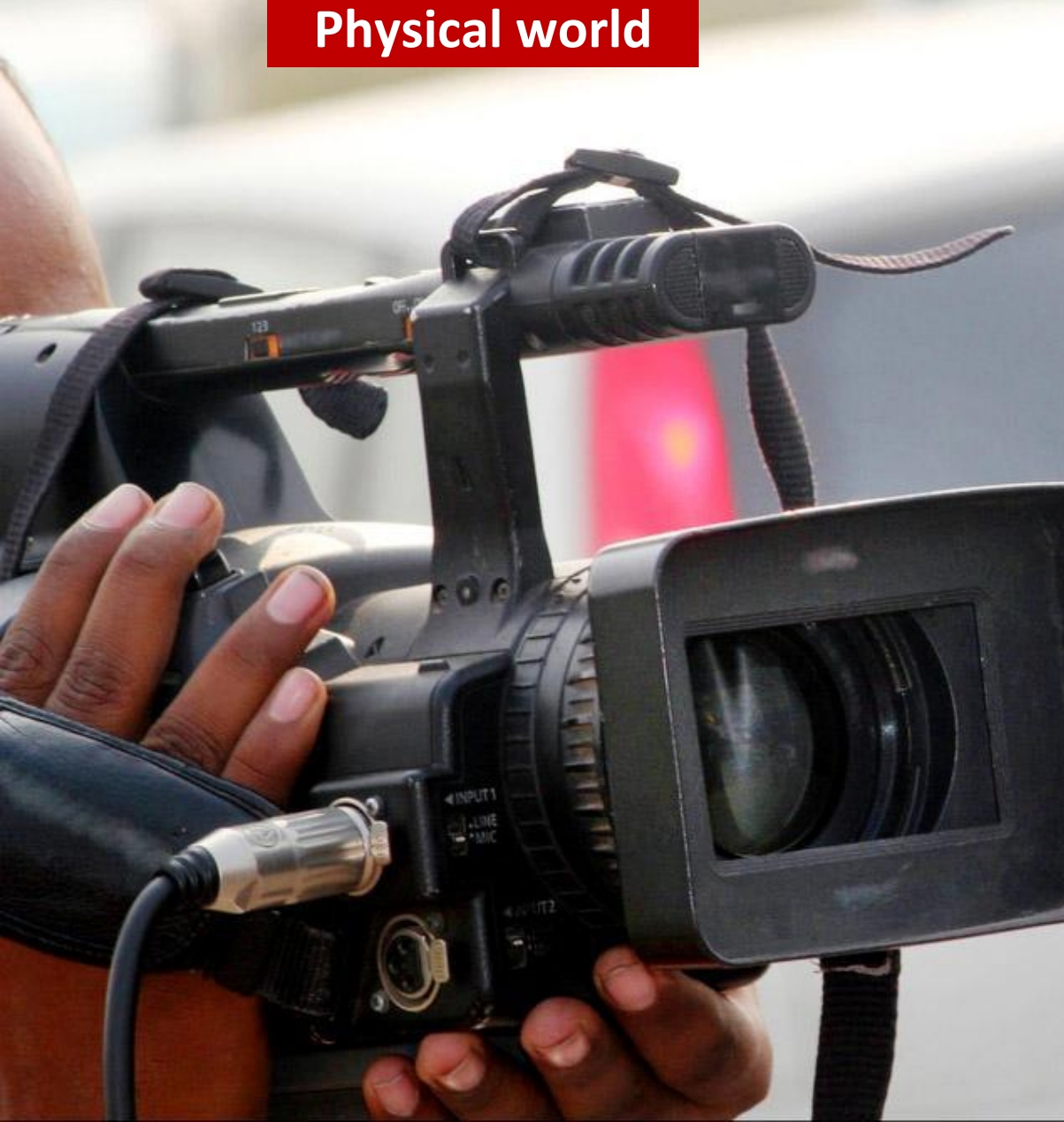
Digital world



**Freelancers in India 2018 –
20 mln (1 out of 4 globally)**

DIGITAL TRANSFORMATION

Physical world



Digital world



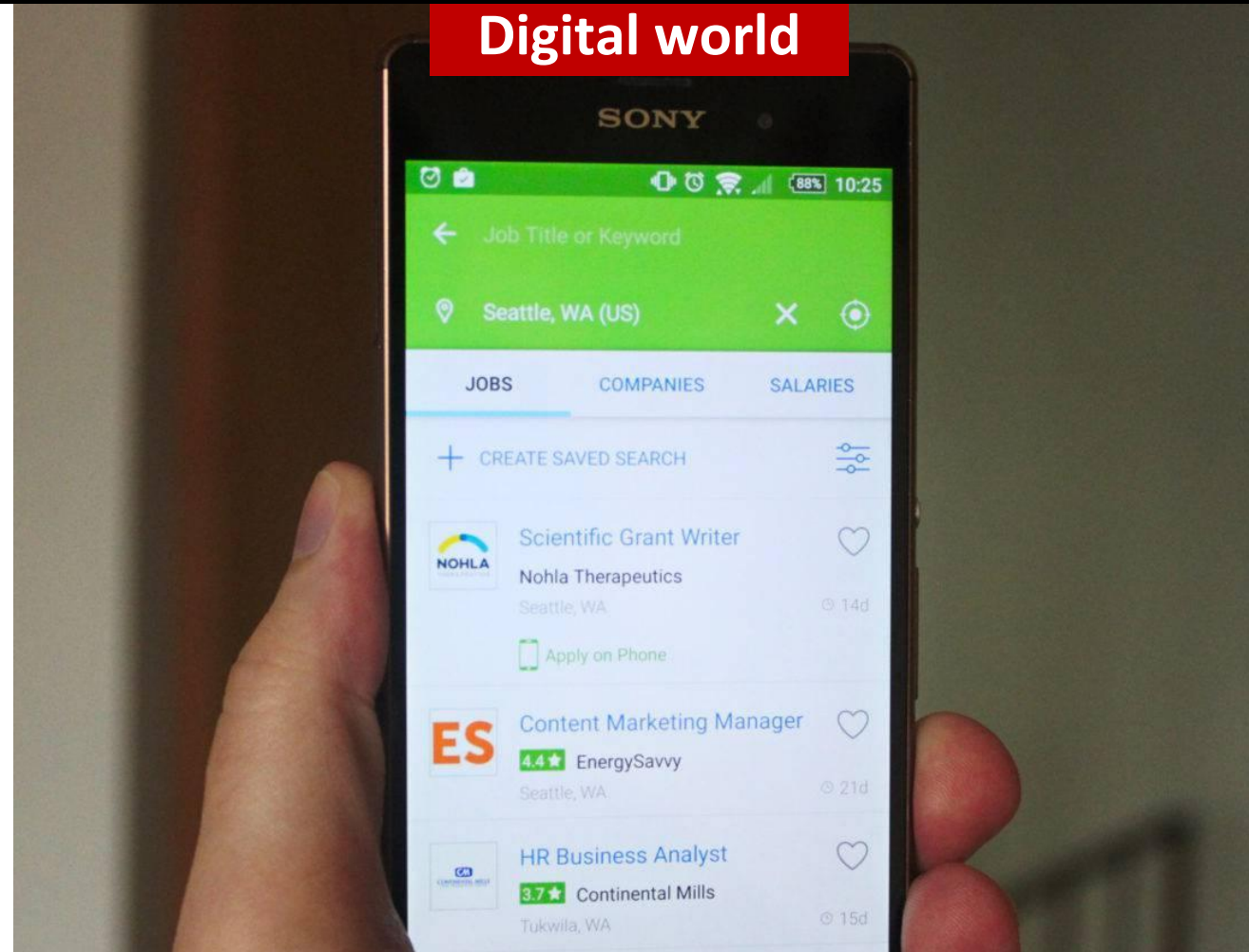
4 - 5 Billion globally

DIGITAL TRANSFORMATION

Physical world



Digital world



40 mln reviews for 77,000 companies in 200 countries

DIGITAL TRANSFORMATION

Physical world



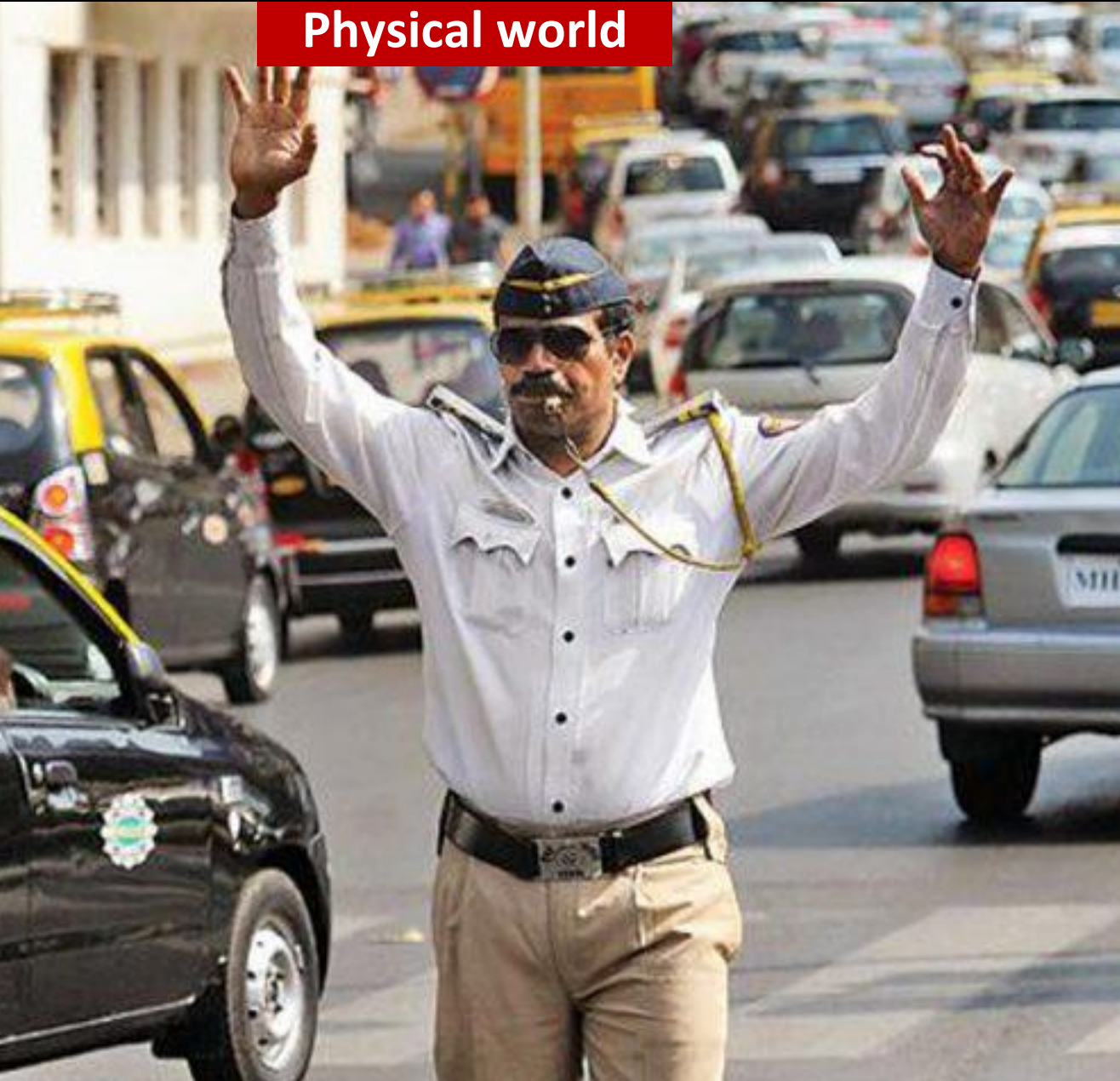
Digital world



**25% of cop force in Dubai by
2030**

DIGITAL TRANSFORMATION

Physical world



Digital world



14 feet tall, 15 lacs cost

DIGITAL TRANSFORMATION

becoming a choice, love with control to The...
 —GUNJAN & ABHISHEK

Physical world

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ENGINEERS
 ...29yrs, 5'9" BE from BITS...
RE-MARRIAGE
BY RELIGION
CHRISTIAN
MUSLIM
ALLIANCE for bachelor 42/172 MBA working London, UK...
PUNJABI
WELL-SETTLED Mumbai based PQ, Adv. & Solicitor Pb...
WELL Settled family in Aust invites alliance for 30yo, 5'10...
MAHESHWARI, H'some 32/5'10", B.Tech IITD, MS, Wkg...
SM4 handsome male/38yrs, working as VP in MNC, well settled in Mumbai. Email: matrimonial1234@hotmail.com

Why...

- ...you gain weight after you lose it?
- ...you are not losing weight?
- ...you feel hungry all the time?

Leptin Resistance might be the reason

furoslim
 Irvingia Gabonensis

It takes about 8-12 weeks to lose weight

KERALITE
WANTED GROOM
BY RELIGION
CHRISTIAN
SOUTH Indian Ch. Physician Parents inv. ance from Christian...
PQM4 NIP Girl 25Yr working as Asst Mgr i Bank preff Govt class I IAS IPS ITS IFS Er subsam2104@yahoo.com
MANGALOREAN Catholic Girl 27 years looking MBA, 5'3", n complexion, working f reputed Software co Mumbai, seeks allianc Roman Catholic Boys, good job & nature. S Boys, please write wit details and photogr Post Box No.17404, A Mumbai - 400059
MARATHA
MARWARIS
HINDU
Qualified, Eleg Versatile, Jain
 1976 Born, 5'2", Sli Beautiful, MBA, Cons High Profile Cultured |

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Digital world

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20 Thoughts: Impact of Digital on Organizations



1. The death of the No 2



2. Increase in spans of control



**3. More outsourcing,
hence specialist businesses.
Define the CORE.**



4. More centralization



5. Information flow versus meetings schedules and decision making time

6. Decision making methods



7. The digital ratio in a job



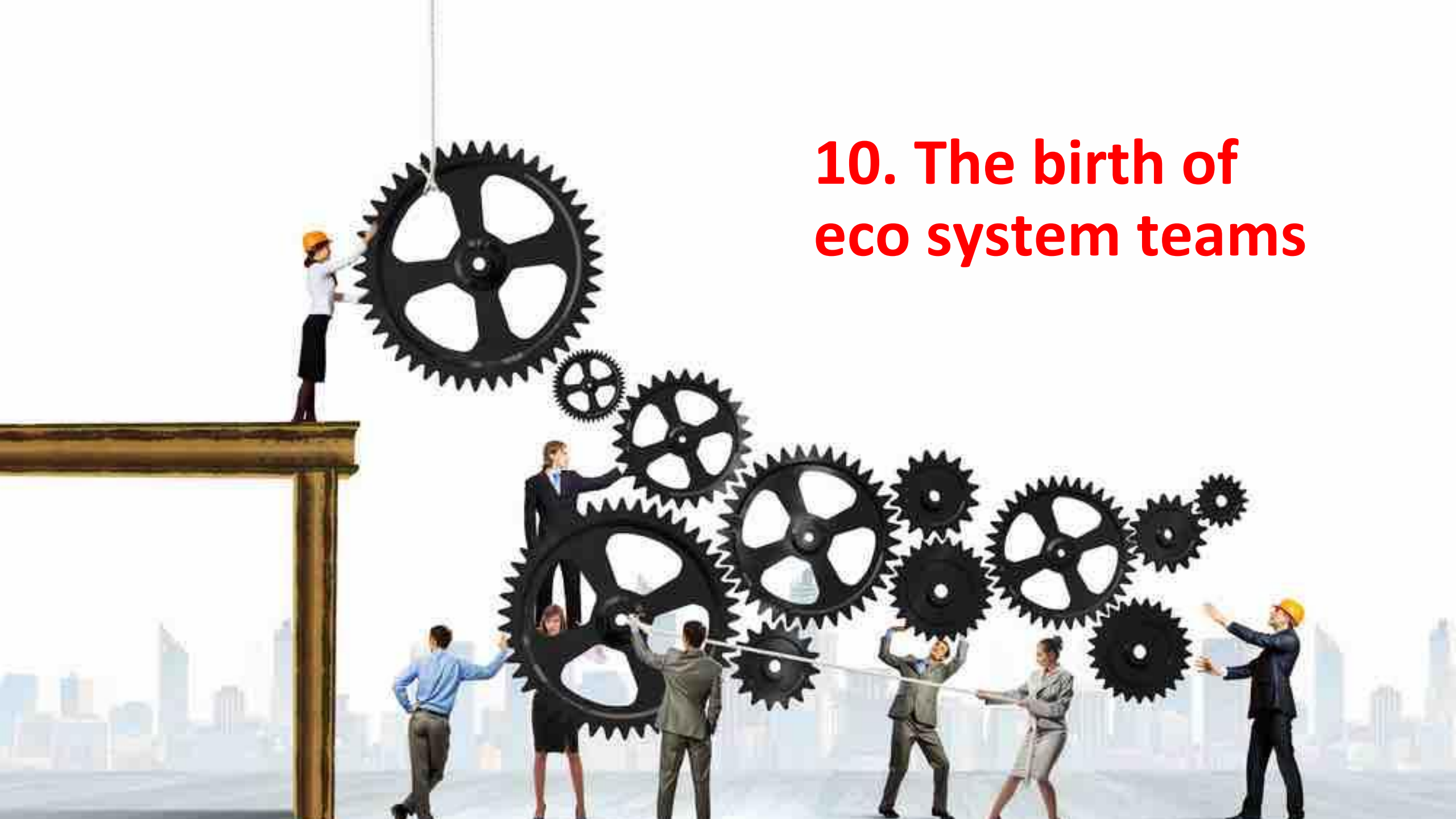
8. The role of middle managers



9. The birth of micro teams



10. The birth of eco system teams



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11. Company information in public domain

**BRAND
AMBASSADOR**

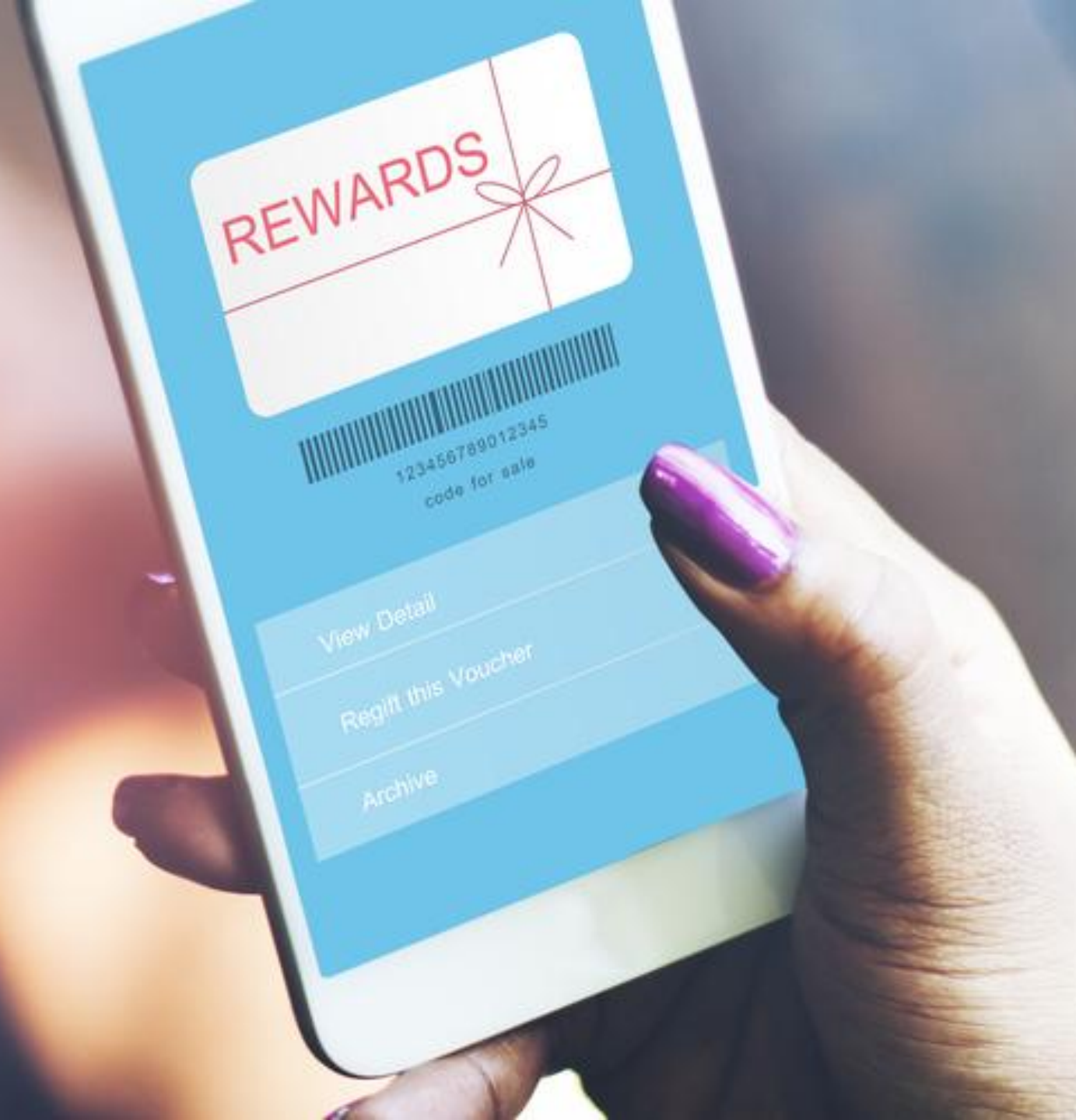
12. Employees as brand ambassadors



13. Ecosystem as brand ambassadors



14. Small and frequent rewards and recognition programs





15. The rise of the freelance employee

16. Shopping and advertising at same place and point



17. Consumer segmentation by pin code





18. Different type of Consumer Unionism

19. Prices will be driven down in full value chain



20. Regulation, Privacy



So what does one aim for?



In Summary

Behavior

- Authentic
- Self Regulated
- Constant Communication
- Seamless
- Speed
- Non Hierarchical

Outcome

- First to imagine, first to Act
- Fast Cycle Innovation
- Trust