

Dear All

I am sure you don't follow any of the wars around the world as they seem so insignificant in the larger scheme of things.

There was a war last month , a war started on September 27 and finished by the first week of November, a 44 day war.

This was a war between Armenia and Azerbaijan. This was over control of Nagorno-Karabakh area. The last time these two countries went to war, Armenia gave Azerbaijan a walloping. I have gathered the essence of this note from various sources:

This time Armenia surrendered the disputed land very quickly. What changed and what happened?

1. We are seeing a new form of warfare, a digital warfare fought behind drones. The nature of warfare changed like when gunpowder came into the world.
2. Azerbaijan secured drones from two countries – Turkey and Israel. The Turkish drones were named Bayraktar drones and the Israeli drones were named Kamikazi.
3. Turkey made the Bayraktar drones after the US and NATO banned them from securing drones from the USA. Azerbaijan got these drones in June this year from Turkey and Israel and learnt how to operate them over three months.
4. Armenia suffered massive losses as a result of this drone warfare and Azerbaijan suffered only 15 % of the losses of Armenia.
5. The drones strike with precision on all places where there is electronic equipment. The Azerbaijanis rigged an old Antonov aircraft and flew it into Armenia. Armenia activated all its radar sensing systems thinking of this as a threat. As soon as the radars were set up, the drones came and attacked all of them and destroyed them.
6. Armenian soldiers and tanks were easy targets for the Azerbaijan drones, with pin point accuracy. Armenia had a lot of old warfare equipment like tanks, etc. but not modern drones. It is as if the war is now not fought by soldiers in a hand to hand combat or a eyeball to eyeball format but by a bunch of data scientists and programmers who are directing the drones.
7. You cannot see a drone, you cannot hear it, you cannot gun it down even if you want since it's so small and it often escapes the radar system. They are called floating ammunition. Three countries make these type of drones – China, Turkey and Israel.
8. Reading about this made me think of business and competition.
9. In the old days we knew exactly what the competitor advertised, where he advertised, where he sold etc.
10. In a digital online world, we just are lucky if we know even 25 % of what a competitor does. It is near impossible to track everything.

So, how do you see digital type drone fare impacting business ? What should we think about and worry about?

Look forward to your response

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