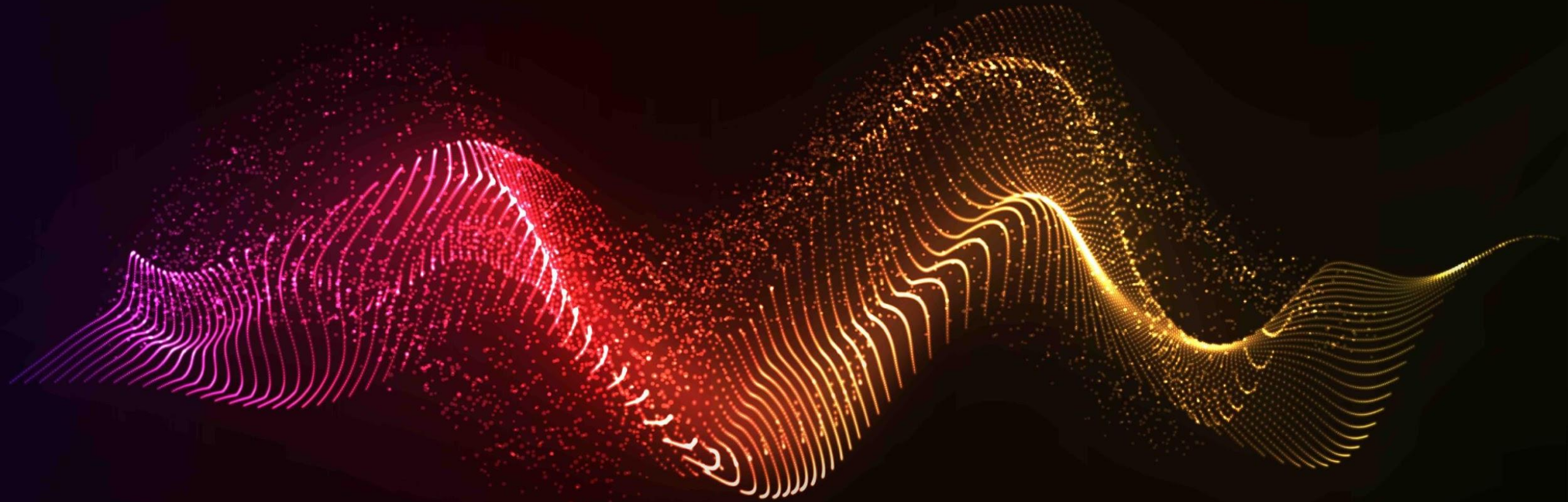
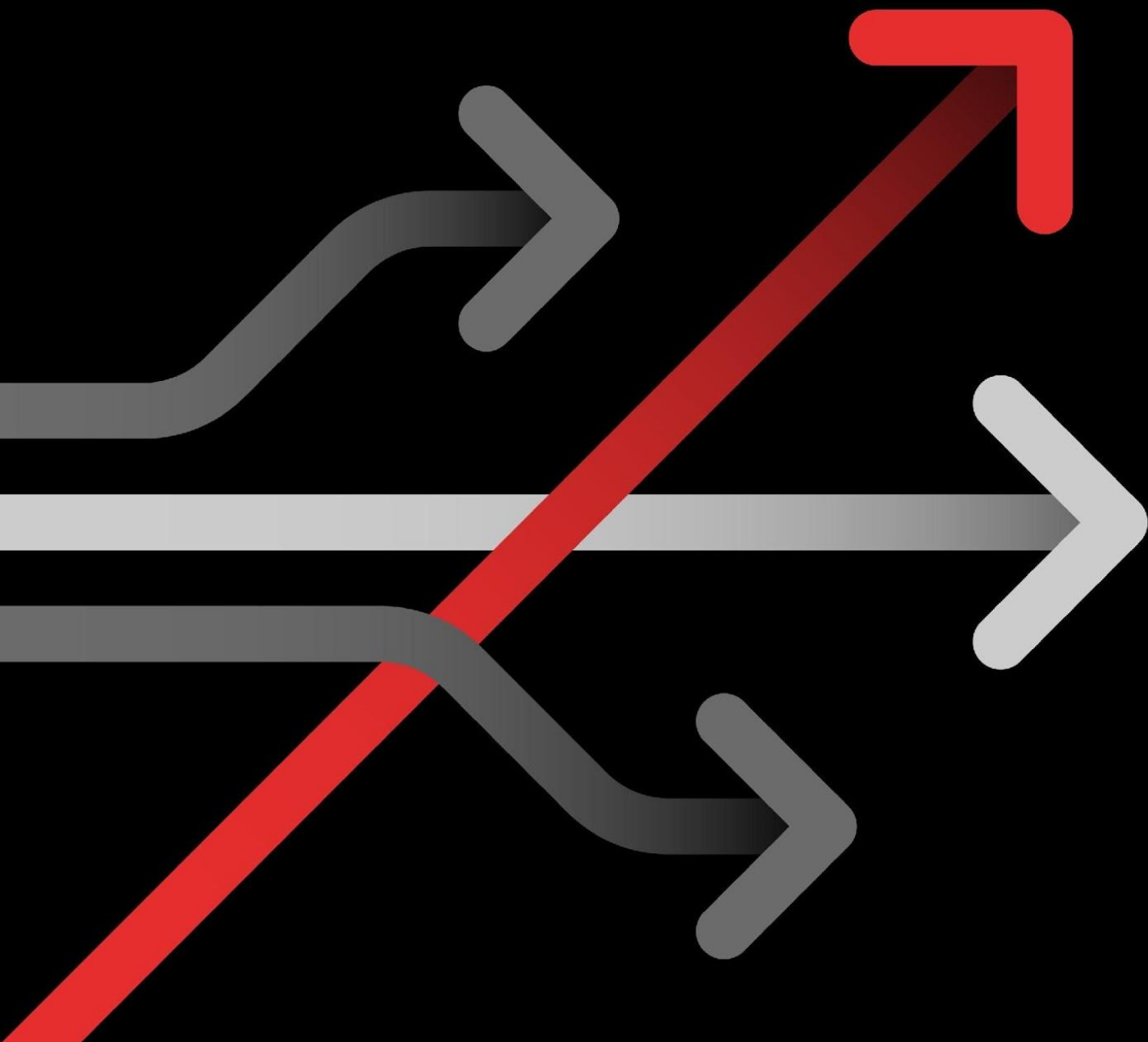


# The Digital Wave



**Disrupts? Destroys? Drives new Demand?**

May 17, 2019 – AIMA Goa Digital Retreat- Shiv ABG



**Disruption breaks  
habit, convention.**

**DISRUPTION** needs speed





**Disruption creates new  
demand in value chain**




**Disruption sets a new benchmark**





**Destruction happens either due to inefficiency, or an outdated skill set or due to outdated technology.**





**Examples of disruption from sport – cricket,  
tennis, golf, and Music, Education, Health  
( E.g. Cricket, Tennis, Golf, Music )**

# Tipping Points by 2025

1. 10 % of clothes will be connected to the internet – 91 % probability
2. 90 % of people will have free storage space – 91 % probability
3. 1 trillion sensors will be connected to the internet – 89 % probability
4. 10 % of reading glasses will be connected to the internet – 85 % probability



# THE INDIA DIGITAL DISRUPTION

	2014	2018	2023 Estimate
Number of smartphones per 100 people	5.4	26.2	49
Number of smartphones mln	73	354	700
Internet Users million	239	560	800
Number of cashless transactions per person	2.2	19	
Monthly data consumption	86 mb	8320 mb	
Number of apps downloaded		12.3 billion	
Users engaged in social media million		294	
Local language websites		Less than 1 %	

Source : MGI

# THE INDIA DIGITAL DISRUPTION

	Year		
GMV of E Retail	2018	\$ 19 billion	
Completed car rides via mobile aps	2017	480 million	
Digital payments	2018	24.3 billion	
Government e market place	2018	\$2.35 billion	

Source: RBI, Euromonitor, Nasscom, MGI

The background is a dark, textured surface with intricate, wavy, and undulating lines in shades of deep purple and magenta. These lines create a sense of depth and movement. In the lower right quadrant, there is a glowing, translucent blue ring or torus shape, which appears to be part of a larger, more complex structure that is partially visible and glowing with a soft blue light.

**Higher information and data points leads to lesser attention span of managers**



# Digital Questions

- Strategy - does the organization have a digital strategy as part of overall strategy?
- Sponsorship - do the senior managers actively promote digital?
- Skill base - is there a core set of people who understand digital in the organization?
- Is a digital business model part of go to market?






**Backend processes, impact of digital.**

# Front end processes- impact of digital





A glowing fingerprint is shown on a blue circuit board. From the fingerprint, numerous vertical lines of light rise, each topped with a binary digit (0 or 1). The background is dark blue with faint circuit patterns.

**How many of the  
end to end  
processes are  
digitized?**

# End to end digitized processes

- Quality
- Traceability
- Sustainability
- People
- Customer buying
- Airplane journey



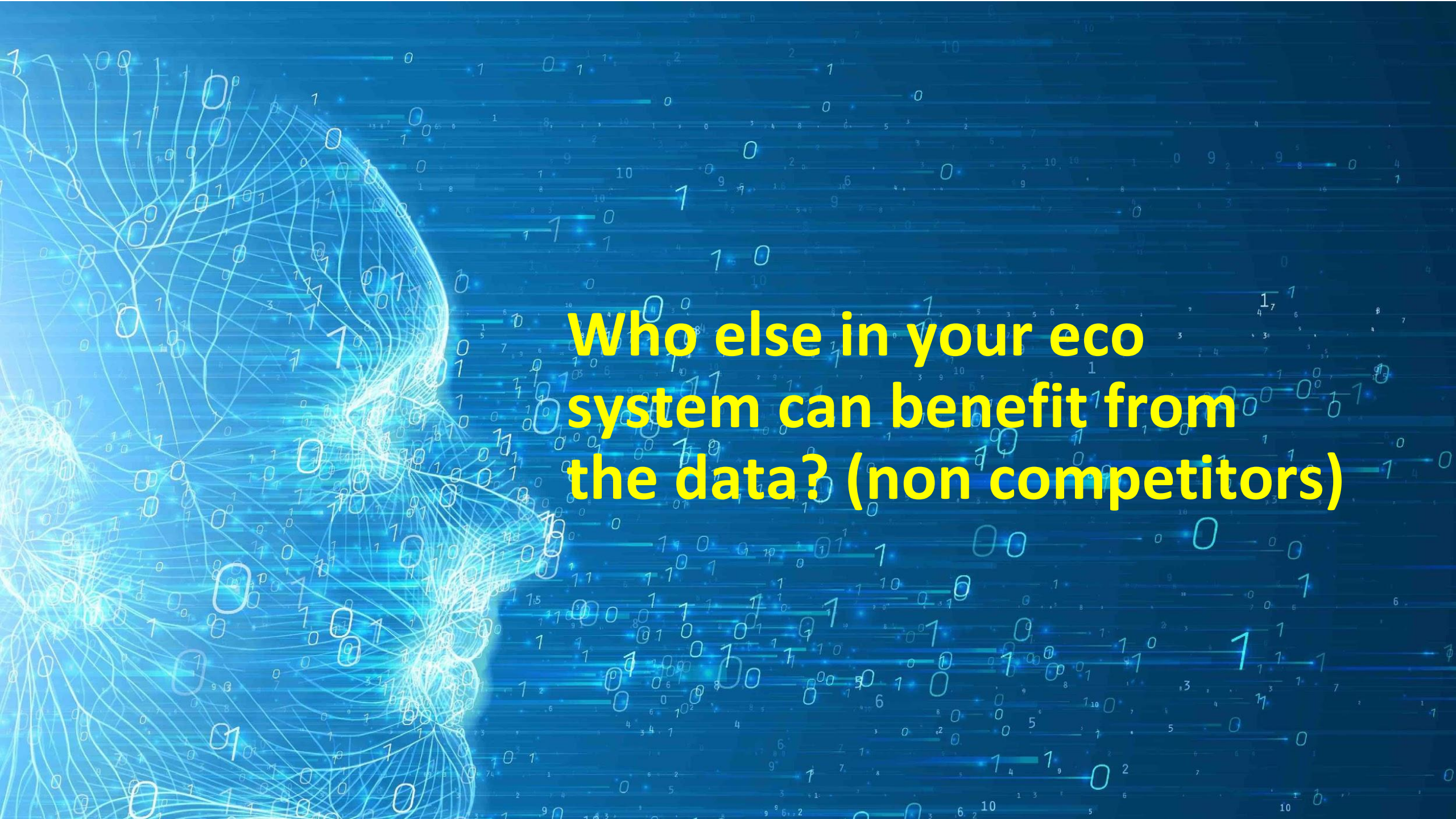


# Be part of the digital eco system



- Share
- Build transparency
- One version of the truth






**Who else in your eco  
system can benefit from  
the data? (non competitors)**



**How do you as an individual  
prepare for this networked  
journey?**





- 
- Disruption, destruction
  - Driver of demand
  - Digital India
  - Preparing for tomorrow

**Summary**