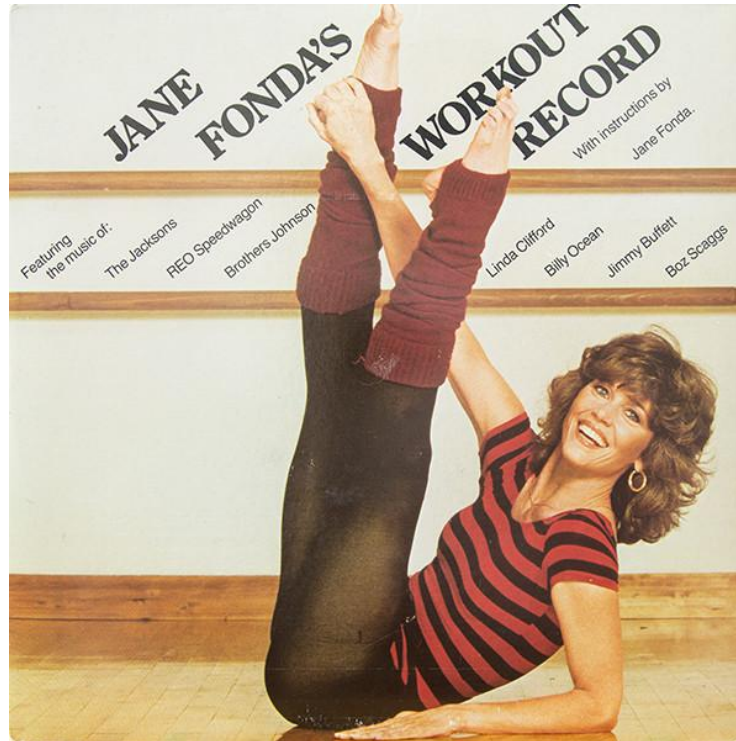


«Wie (E)-fit sind die KMU?»

Manuel P. Nappo, Director Institute for Digital Business HWZ



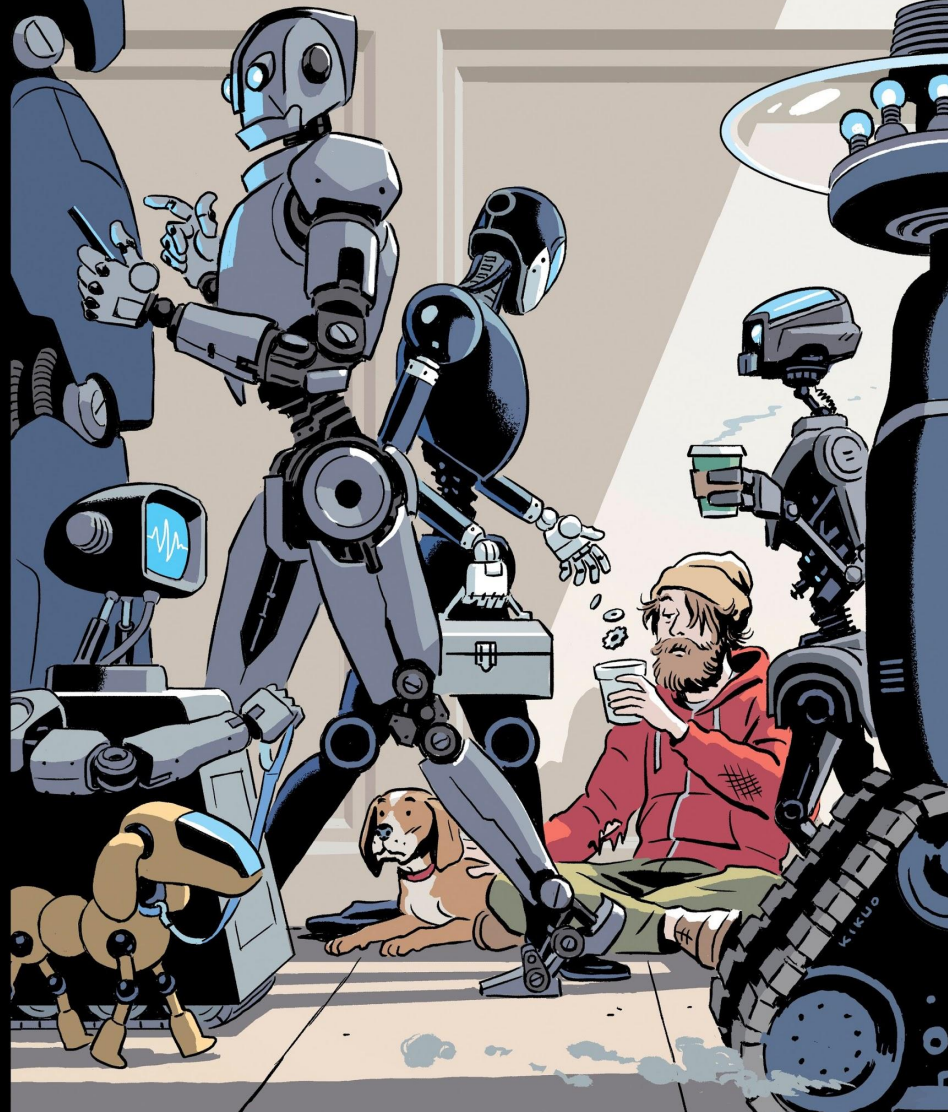
Twittern Sie live?
Ich bin @manuelnappo



PRICE \$8.99

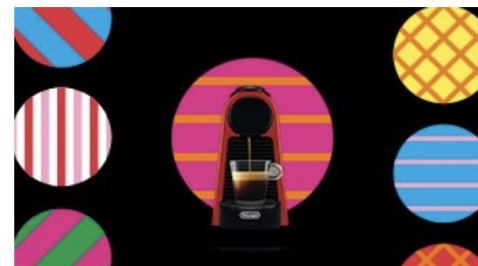
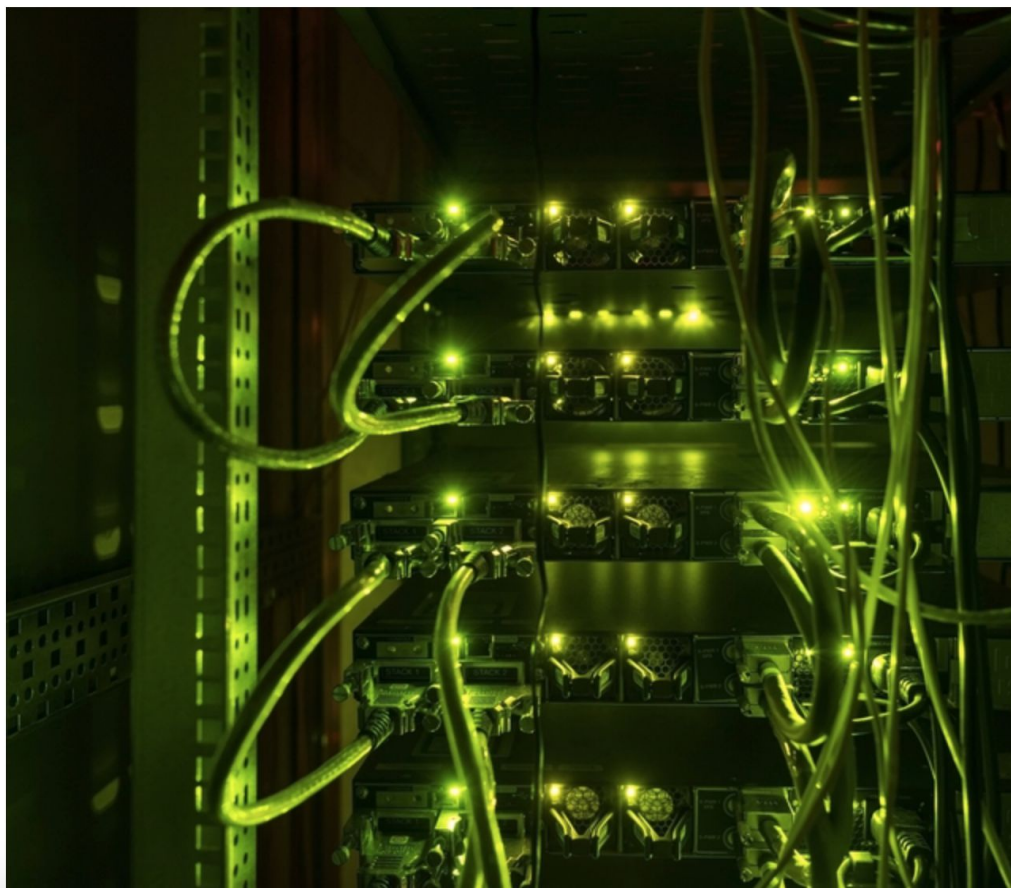
OCT. 23, 2017

THE NEW YORKER



Digitalisierung? Interessiert uns nicht

60 Prozent der Schweizer Firmen glauben, dass digitale Technologien kaum Folgen für ihr Geschäft haben werden. Haben sie recht, oder verschlafen sie die Zukunft?



Jede Tasse eine Freude

Fr. 100.- Nespresso Kapseln geschenkt, verteilt auf die nächsten drei Kaffeebestellungen. [Mehr ..](#)

Anzeige

Artikel zum Thema

Digitalisierung schafft laut Bundesrat mehr Jobs



Bevor wir starten

Was ist ...

... DIGITALISIERUNG?



digitalmagazin

Exponentielle Technologien

Vernetzte Menschen

Digital Switzerland

Die letzten 5'000 Jahren



Bild: Aliexpress.com

Die nächsten 5'000 Jahren



Linear vs Exponentiell



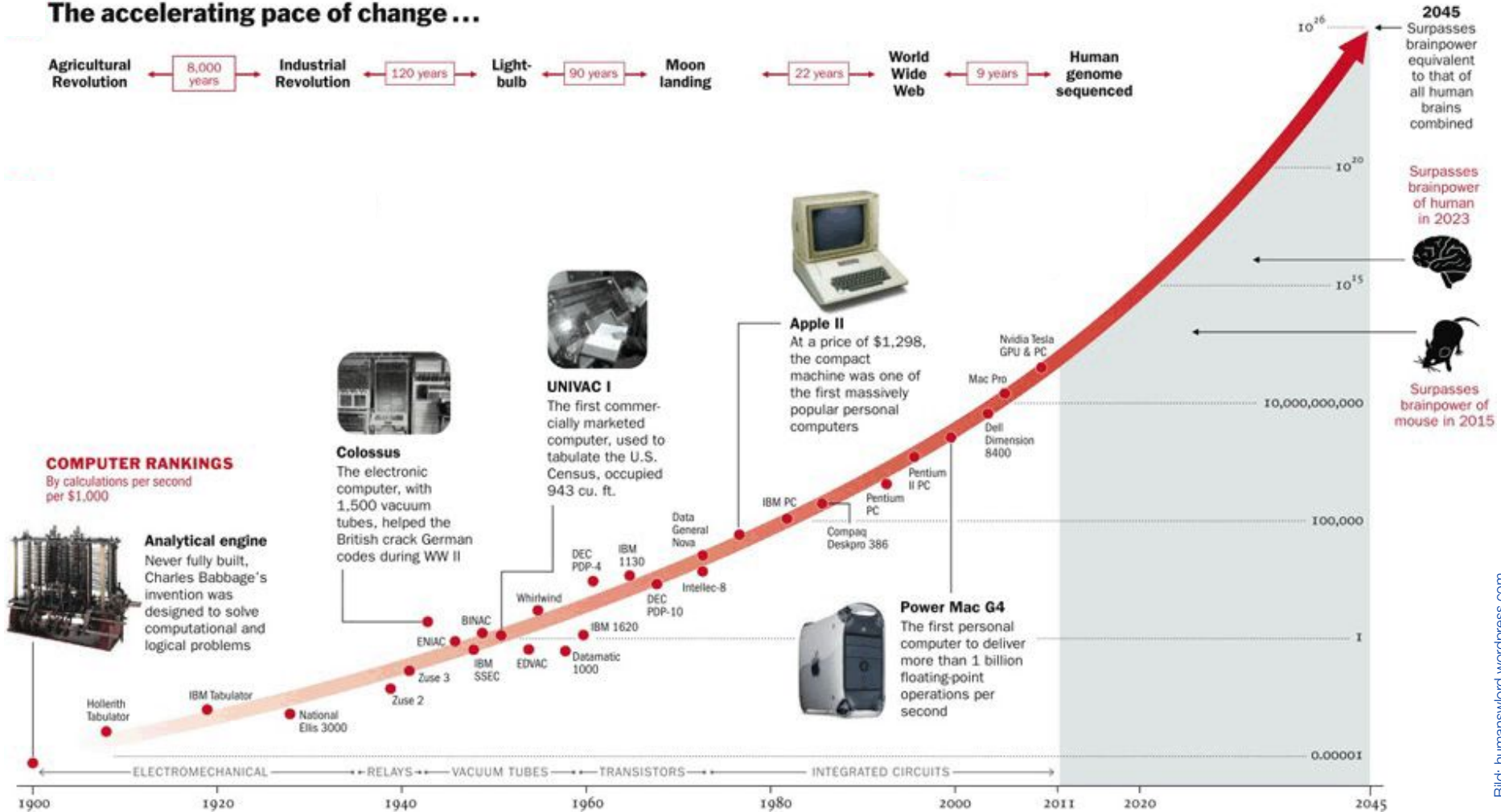
30 Lineare Schritte = 30 Meter

30 Exponentielle Schritte = 1'073'741'824 Meter

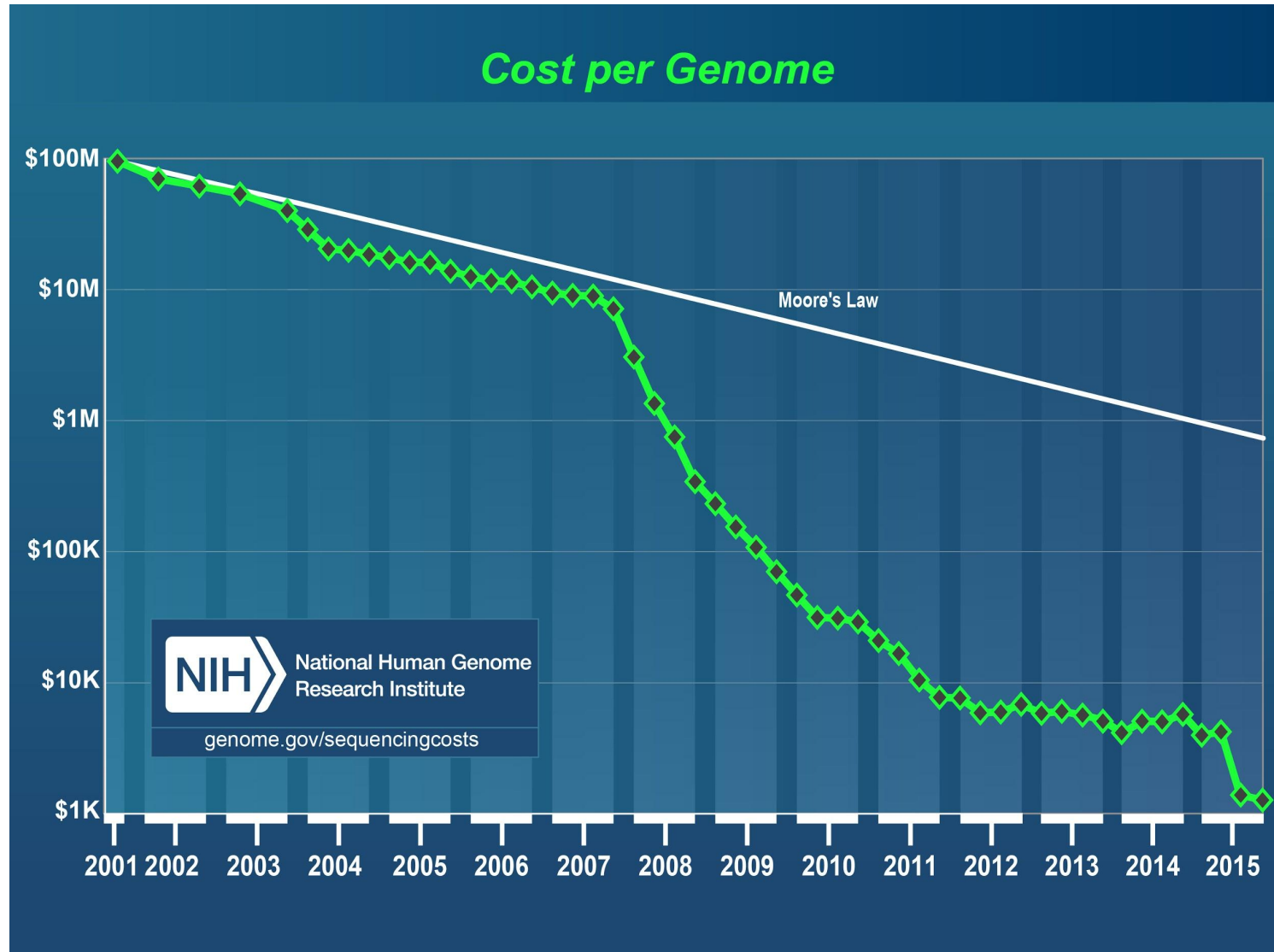


Moore's Law

The accelerating pace of change ...



Kosten pro Genom



Das Kind wächst

THE EVOLUTION OF TECHNOLOGY & Its Impact on the Development of Social Businesses



We are babies.

1960s

Technology has **little impact**. It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children.

1970s

Technology is for academics and has **little impact**.

Greater focus on margins and revenue. Customers become concerned about monopolies as customer satisfaction has less importance.



We are still children, but we can pout to get what we want.

1980s

Technology invades the home and starts to **change behaviors**.

Customers become increasingly concerned about company practices and lack of customer satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.

1990s

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.

2000s

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.



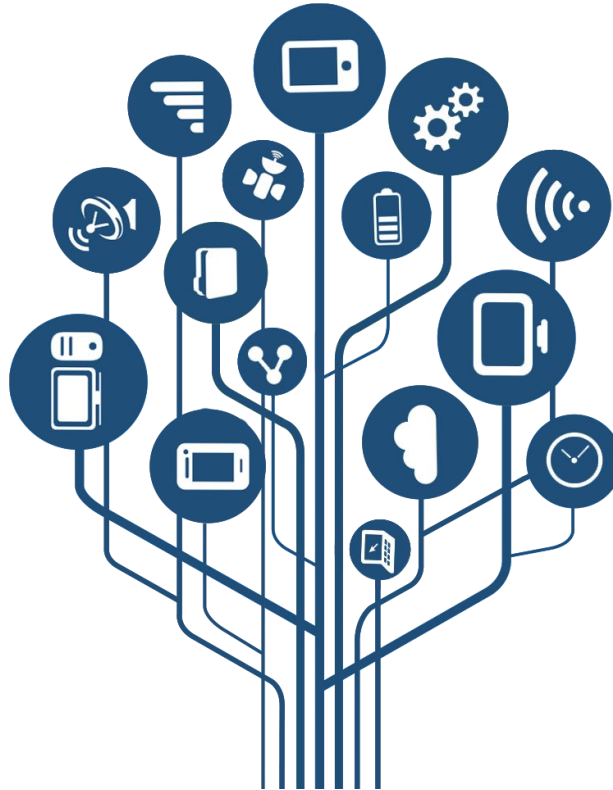
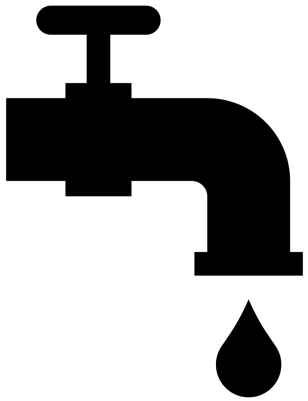
Welcome to adulthood!

2010s

Technology becomes **fully intergrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on **WHAT** the customer wants and **HOW** best to deliver it to the customer.

Gamechanger



2019 *This Is What Happens In An Internet Minute*



JAN
2019

SWITZERLAND

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



8.58
MILLION

URBANISATION:

74%

MOBILE
SUBSCRIPTIONS



10.81
MILLION

vs. POPULATION:

126%

INTERNET
USERS



8.15
MILLION

PENETRATION:

95%

ACTIVE SOCIAL
MEDIA USERS

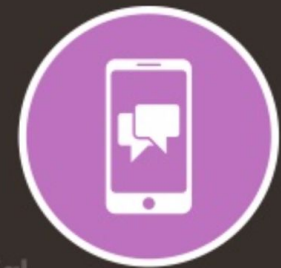


4.40
MILLION

PENETRATION:

51%

MOBILE SOCIAL
MEDIA USERS



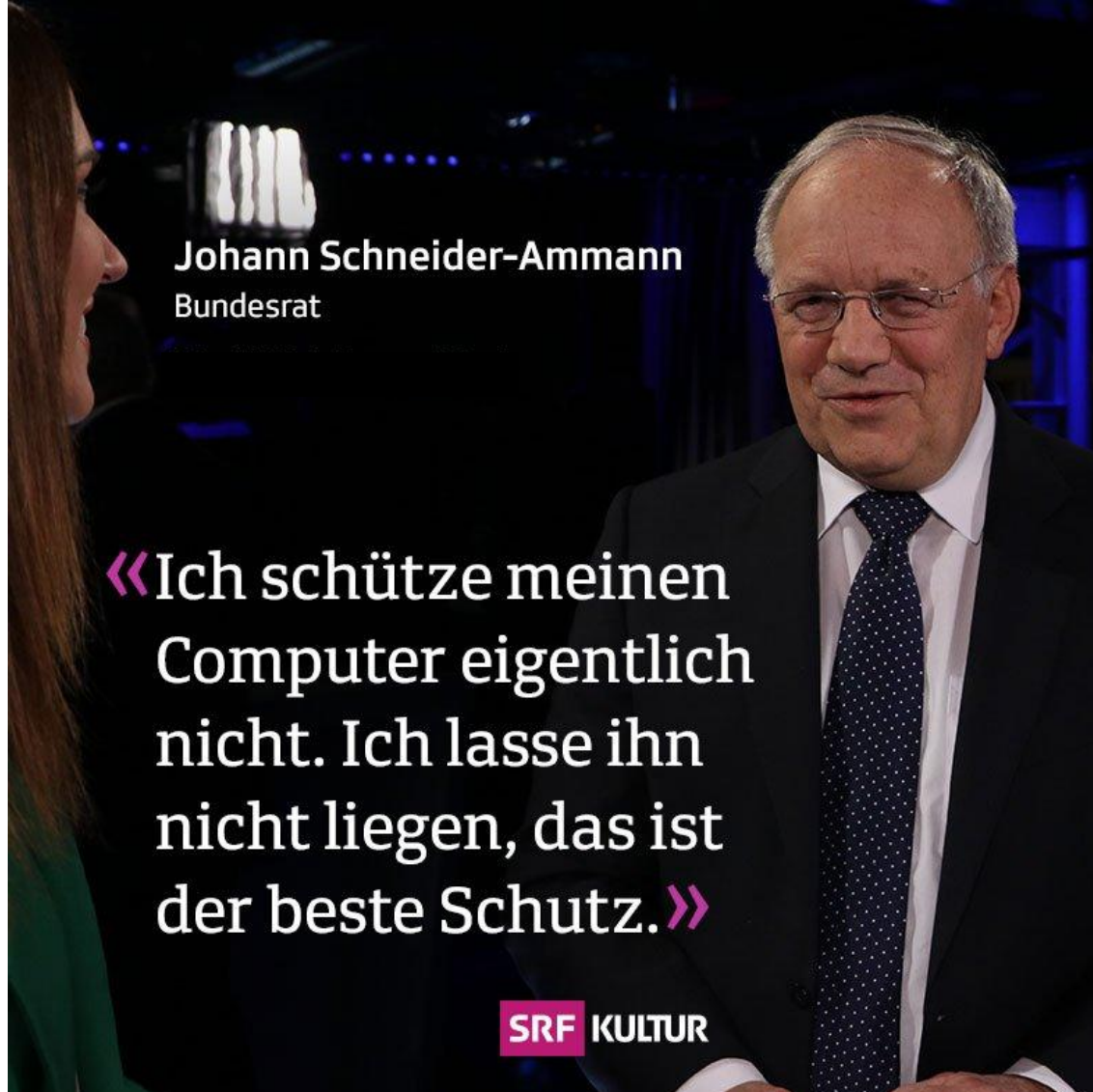
3.70
MILLION

PENETRATION:

43%



Ein Wort zu Cyber Security



Johann Schneider-Ammann
Bundesrat

«Ich schütze meinen
Computer eigentlich
nicht. Ich lasse ihn
nicht liegen, das ist
der beste Schutz.»

SRF KULTUR

Wie setzt man auf das richtige Pferd?



"Ich glaube an das Pferd.
Das Automobil ist eine
vorübergehende
Erscheinung."

(Kaiser Wilhelm II)

Apropos Pferde

THEN



NOW





tante 

@tante



Steile These gesucht?

Digitalisierung ist durch. Das ist kein Zukunftsthema sondern nicht mal mehr Gegenwart. Deutschland hats halt nur verpennt, daher kann man mit Digitalisierung noch so tun, als hätte man was neues zu bieten.

17:49 - 9. März 2018

 84  58 Nutzer sprechen darüber



Das ist schon Realität



Alle wollen connected sein



Bild: Markus Flückiger

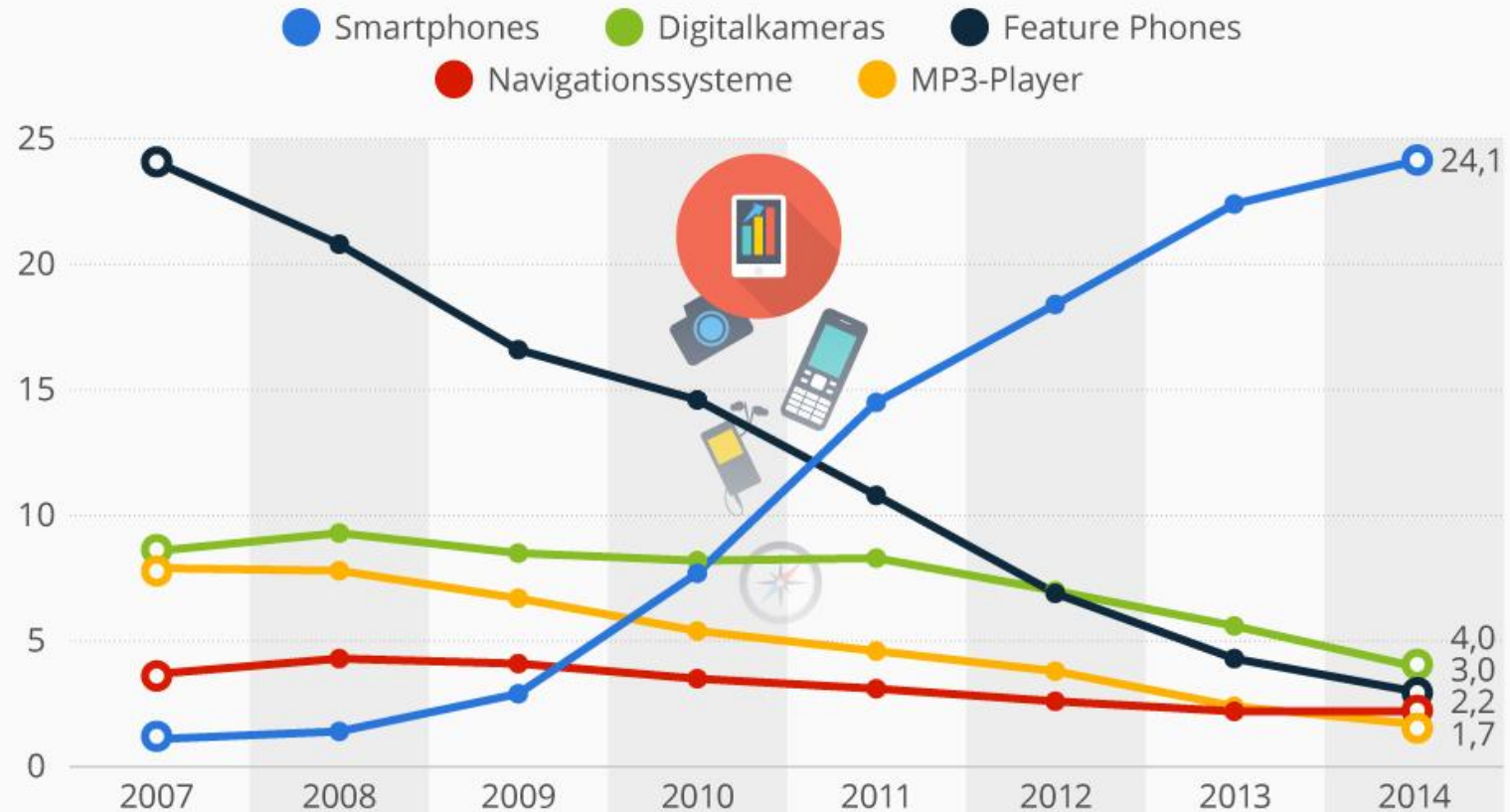
Mobile & Social

Mobile is the new black



Die Opfer des Smartphone-Booms

Absatz von elektronischen Geräten in Deutschland (in Mio. Stück)



Die Fernbedienung des Lebens



Es ist ein Wild Wild Web



Unsere Mitbewerber

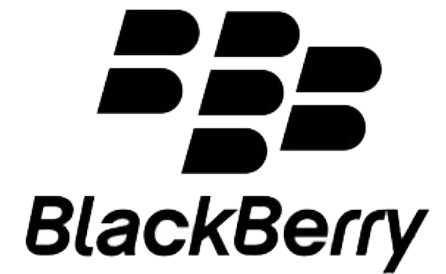
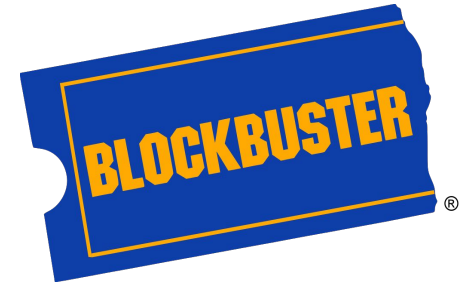


We don't just compete with our competitors, but with every great experience out there.

@briansolis

Platzhirsche

NOKIA



disrupt

Die harte Wahrheit

NETFLIX DID NOT KILL BLOCKBUSTER.
RIDICULOUS LATE FEES DID.

UBER DID NOT KILL THE TAXI BUSINESS.
LIMITED ACCESS AND FARE CONTROL DID.

APPLE DID NOT KILL THE MUSIC INDUSTRY.
BEING FORCED TO BUY FULL-LENGTH ALBUMS DID.

AMAZON DID NOT KILL OTHER RETAILERS.
POOR CUSTOMER SERVICE AND EXPERIENCE DID.

AIRBNB ISN'T KILLING THE HOTEL INDUSTRY.
LIMITED AVAILABILITY AND PRICING OPTIONS ARE.

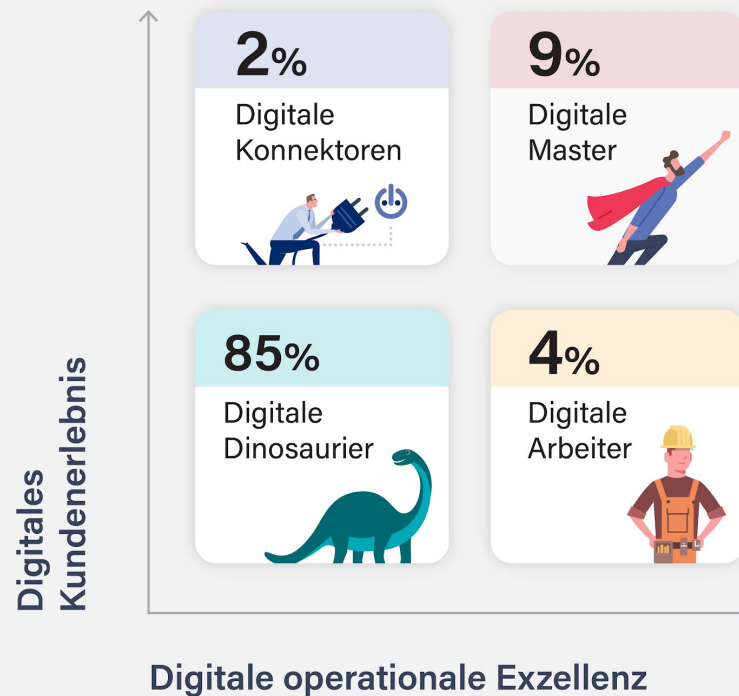
TECHNOLOGY BY ITSELF IS NOT THE DISRUPTOR. NOT BEING
CUSTOMER-CENTRIC IS THE BIGGEST THREAT TO ANY BUSINESS.

"Einführung eines Produkts oder einer Dienstleistung, das **entweder** der bestehende Markt noch nicht kannte (**Market Disruption**) – **oder** das eine einfachere, billigere und bequemere Alternative (**Low-End-Disruption**) bietet."

(Prof. Clayton Christensen, Harvard Business School)

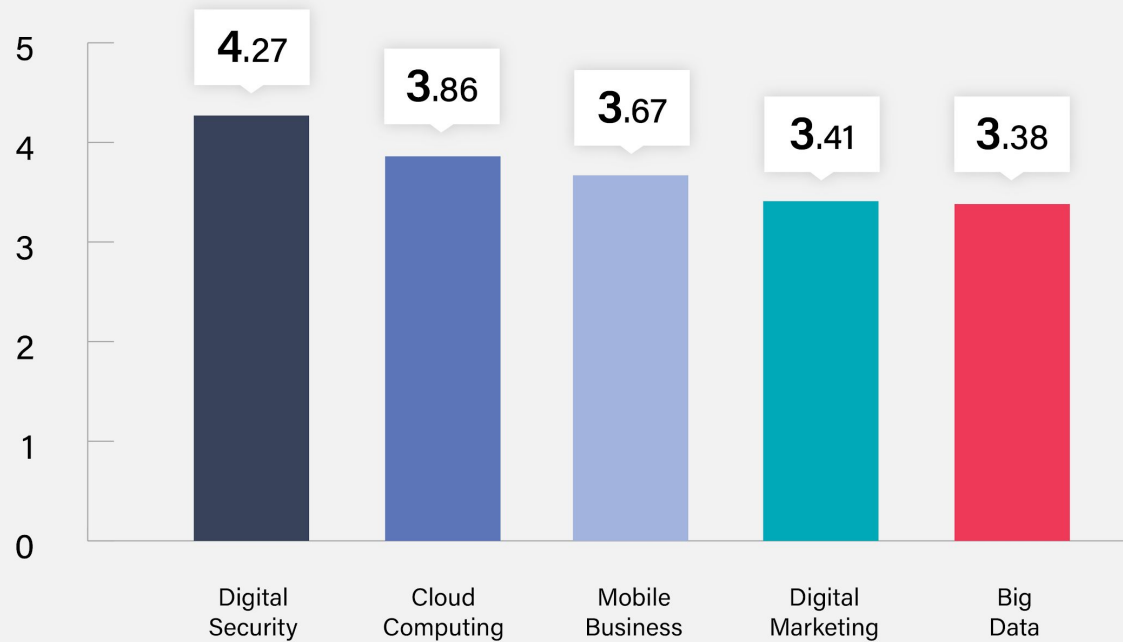


Digitaler Reifegrad der Schweizer Unternehmen



Bitte schätzen Sie ein, wie wichtig die folgenden Technologien oder digitalen Entwicklungen für Ihr Unternehmen sind:

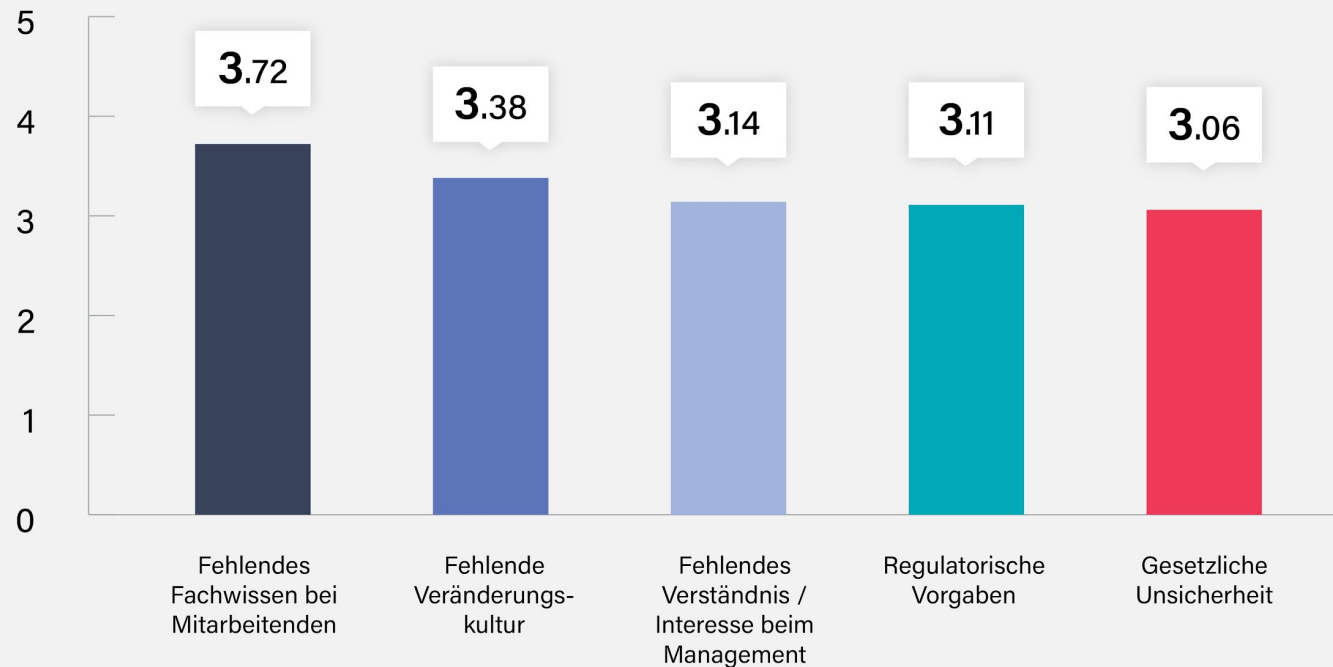
Skala 1 - 5



Herausforderungen

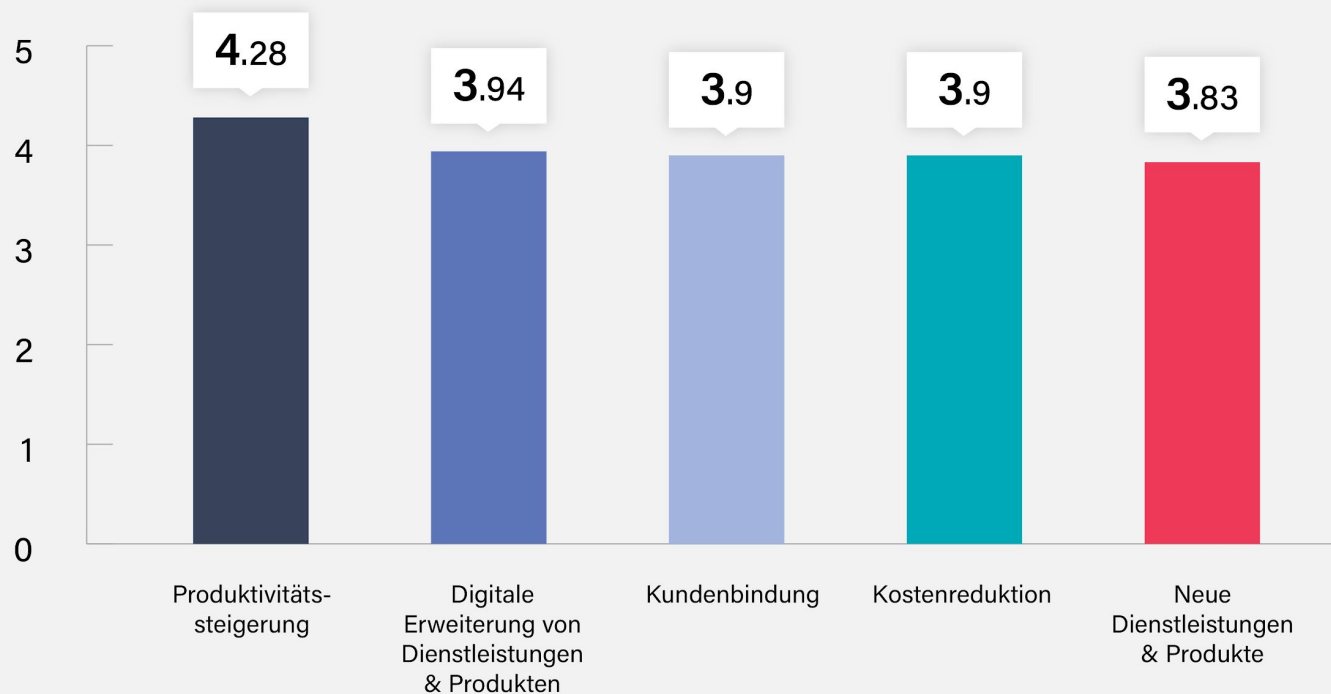
Bitte bewerten Sie die folgenden Herausforderungen einer digitalen Transformation für Ihr Unternehmen:

Skala 1 - 5

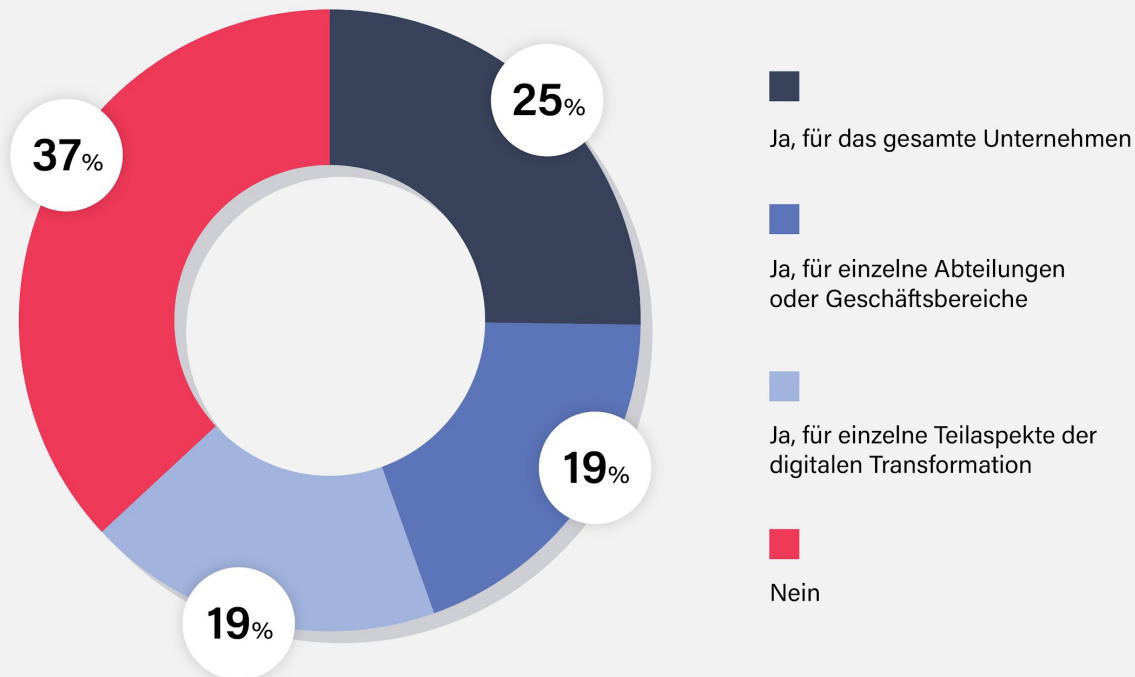


Bitte bewerten Sie, wie wichtig folgende möglichen Ziele bzw. Ergebnisse einer digitalen Transformation für Ihr Unternehmen sind:

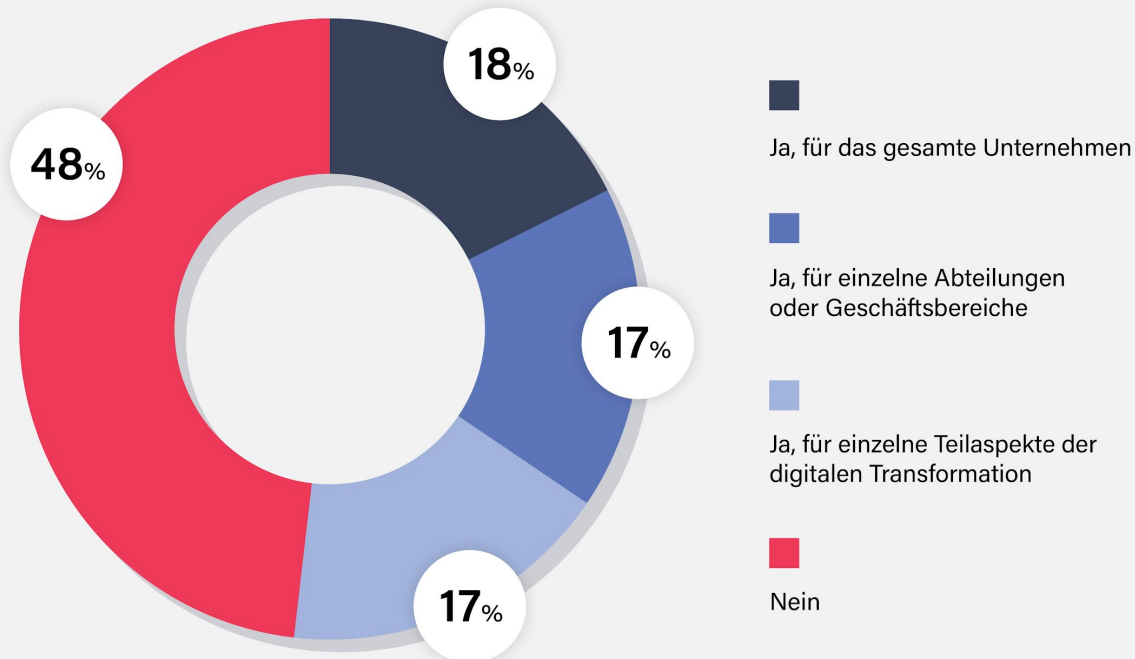
Skala 1 - 5



Verfügt Ihr Unternehmen über eine Strategie für die digitale Transformation?



Nein? Planen Sie, eine Strategie für die digitale Transformation in den nächsten zwei Jahren zu erarbeiten?





HWZ Digital Leaders Manifesto 2.1

Don't be a Bystander

Look for the **RIGHT QUESTIONS**

Share **Knowledge**

Promote a **Collaborative Environment**

BUILD ECOSYSTEMS

The best **DEFENSE** is a great **OFFENSE**

Never underestimate new or small players

HAVE FUN

Less **YES, BUT...** More **YES, WHY NOT**

Be more Alfred



Bild: Wikipedia.com

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