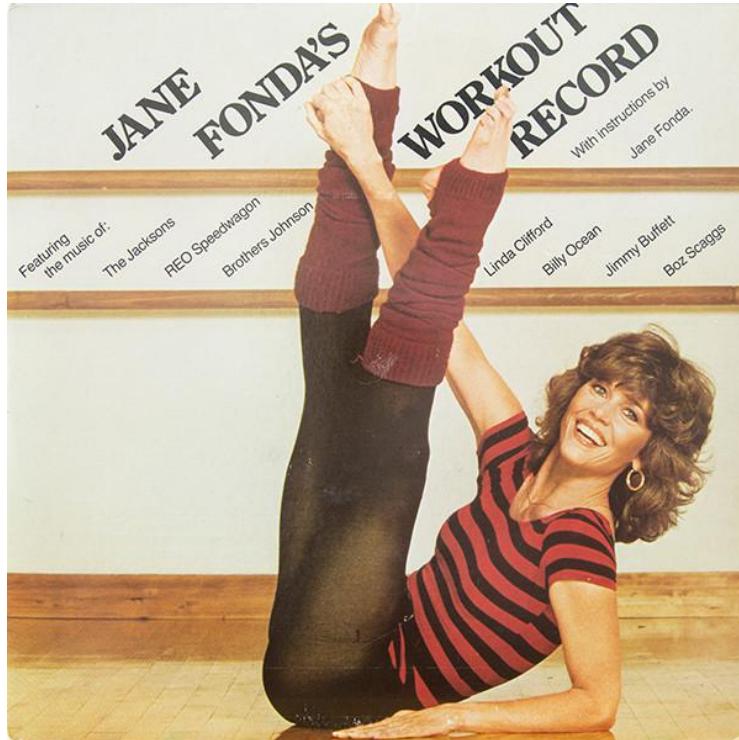


# «Wie (E)-fit sind die KMU?»

Manuel P. Nappo, Director Institute for Digital Business HWZ



Twittern Sie live?

Ich bin @manuelnappo



PRICE \$8.99

THE

OCT. 23, 2017

# THE NEW YORKER



HWZ

## 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 ...

Agricultural Revolution → 8,000 years → Industrial Revolution → 120 years → Light-bulb → 90 years → Moon landing

→ 22 years → World Wide Web → 9 years → Human genome sequenced

2045  
 $10^{26}$   
 Surpasses brainpower equivalent to that of all human brains combined

$10^{20}$   
 Surpasses brainpower of human in 2023



$10^{15}$   
 Surpasses brainpower of mouse in 2015



**Apple II**  
 At a price of \$1,298, the compact machine was one of the first massively popular personal computers

**Power Mac G4**  
 The first personal computer to deliver more than 1 billion floating-point operations per second



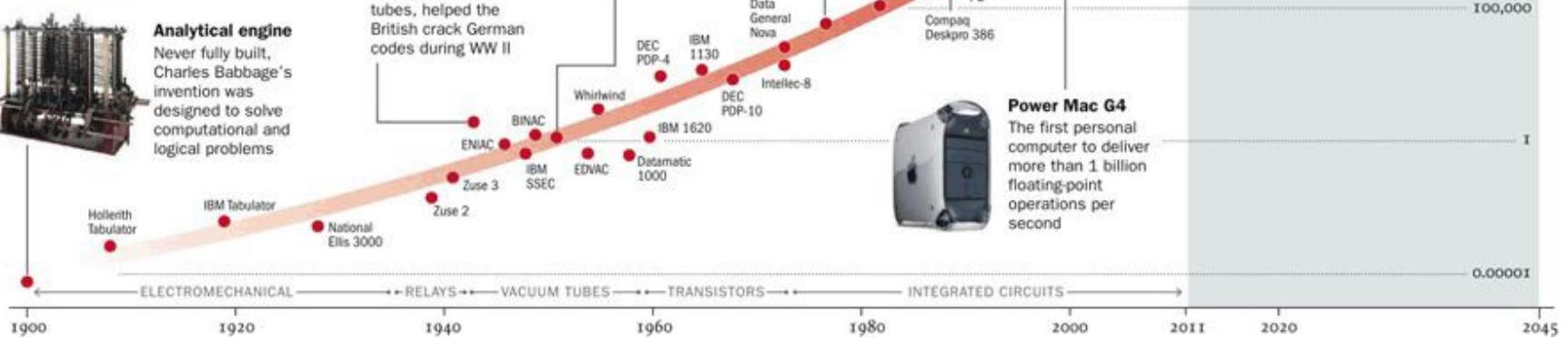
**UNIVAC I**  
 The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



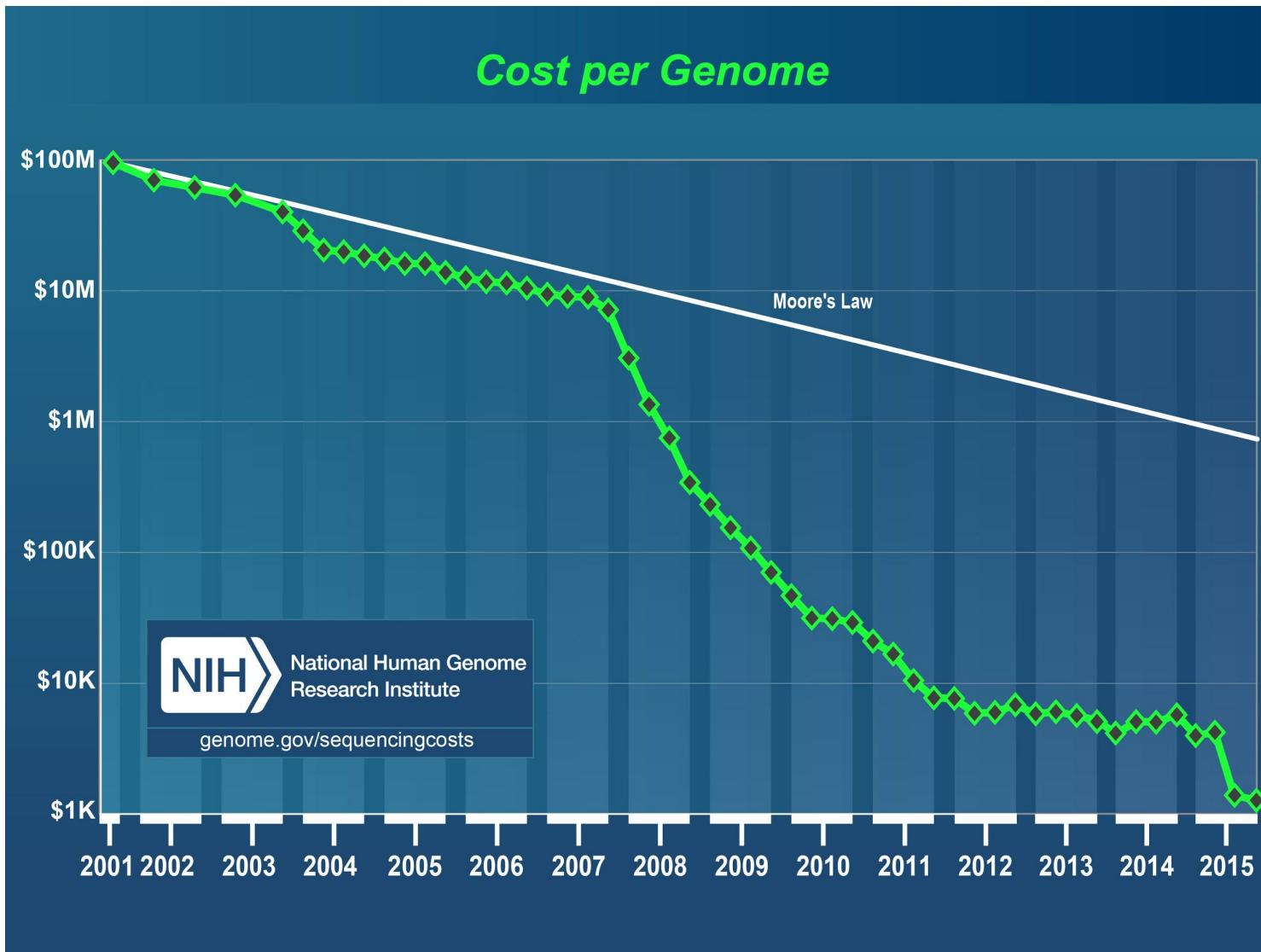
**Colossus**  
 The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II



**Analytical engine**  
 Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



# 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.



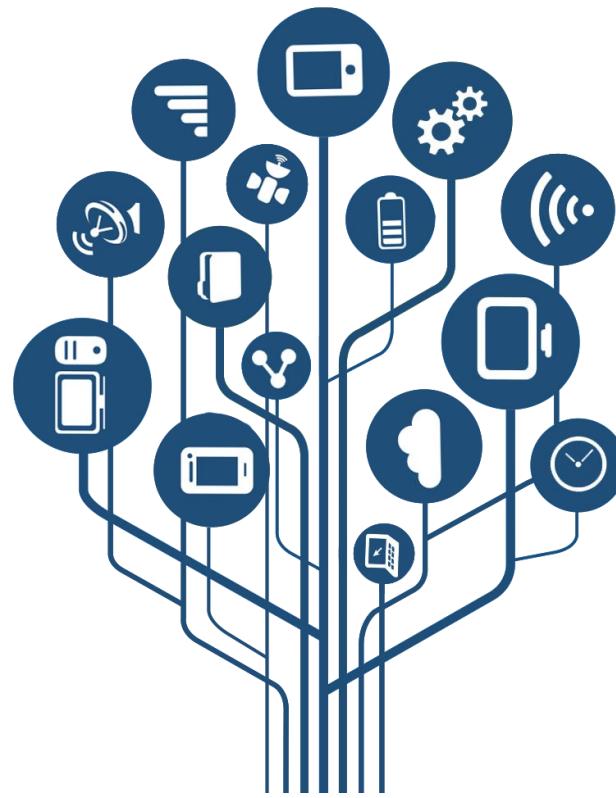
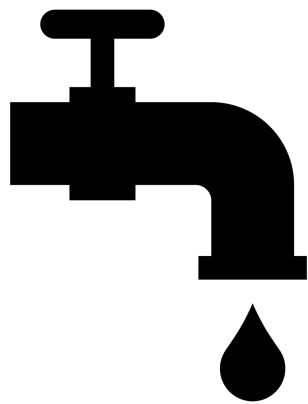
Welcome to adulthood!

### 2010s

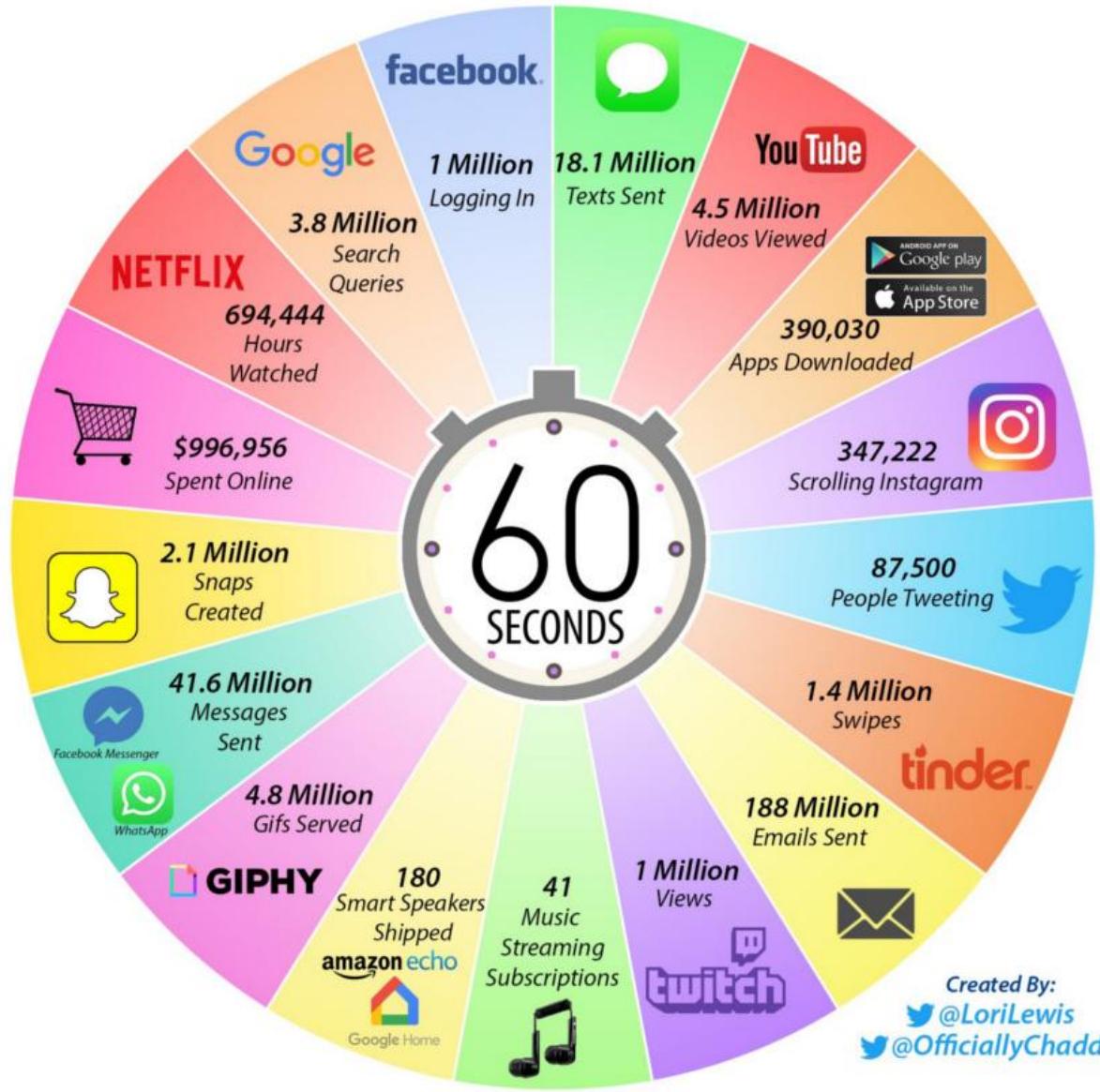
Technology becomes **fully integrated** into our daily lives. We live more fully in a digital world.

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



MOBILE  
SUBSCRIPTIONS



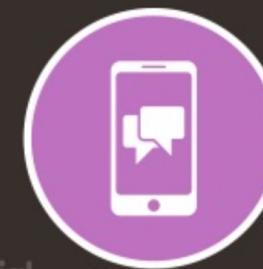
INTERNET  
USERS



ACTIVE SOCIAL  
MEDIA USERS



MOBILE SOCIAL  
MEDIA USERS



**8.58**

MILLION

URBANISATION:

**74%**

**10.81**

MILLION

vs. POPULATION:

**126%**

**8.15**

MILLION

PENETRATION:

**95%**

**4.40**

MILLION

PENETRATION:

**51%**

**3.70**

MILLION

PENETRATION:

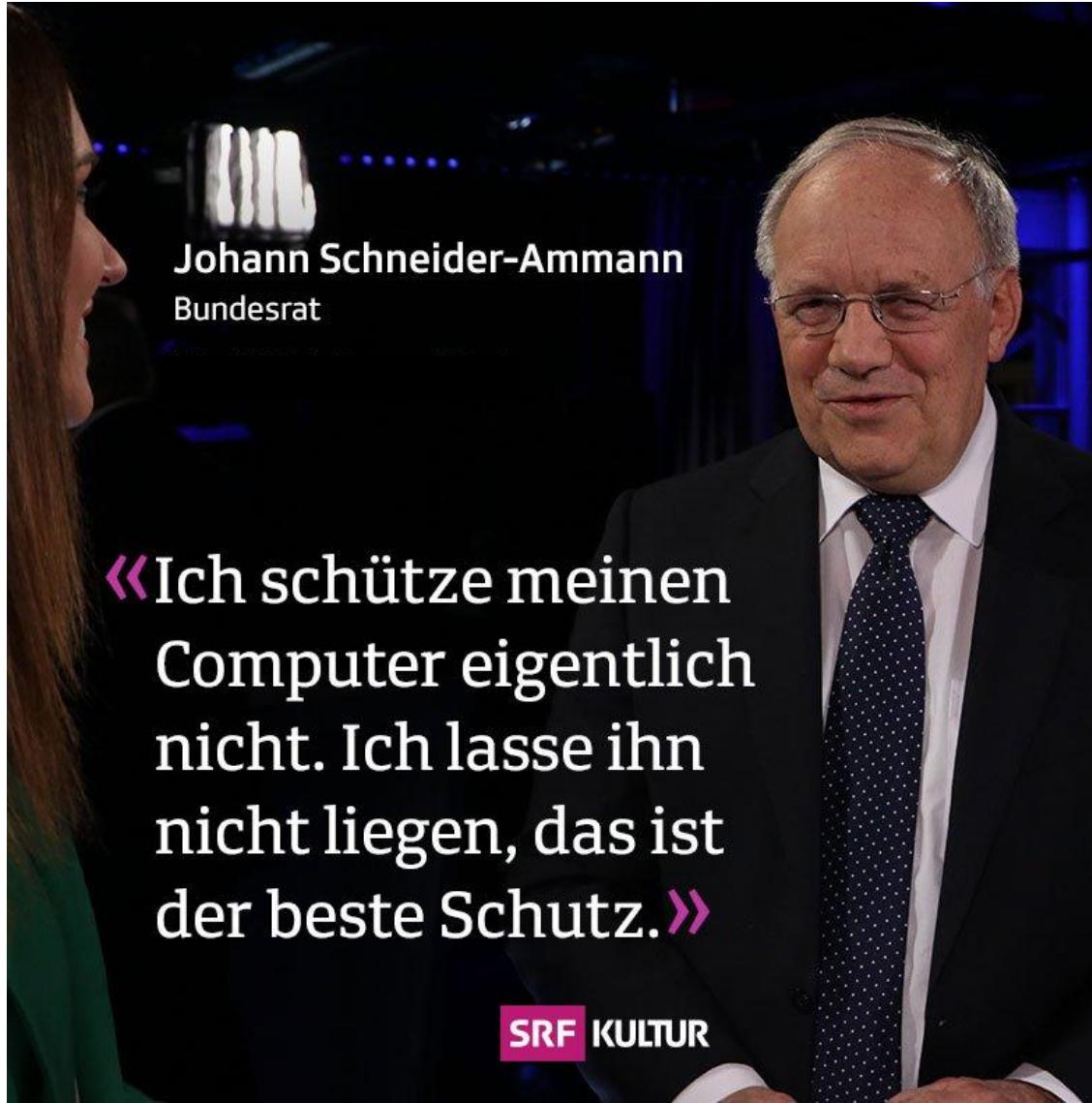
**43%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLD STATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAIE; ROSE.RU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019].



Hootsuite™ we  
are  
social

# Ein Wort zu Cyber Security



# Wie setzt man auf das richtige Pferd?



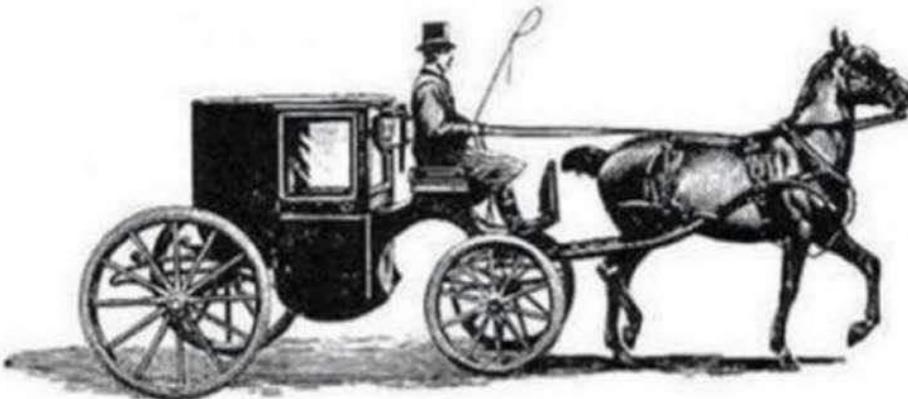
"Ich glaube an das Pferd.  
Das Automobil ist eine  
vorübergehende  
Erscheinung."

(Kaiser Wilhelm II)

Apropo Pferde

**THEN**

---



**NOW**

---



**WELL PLAYED HORSE, WELL PLAYED CC**



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

Zwei Treiber

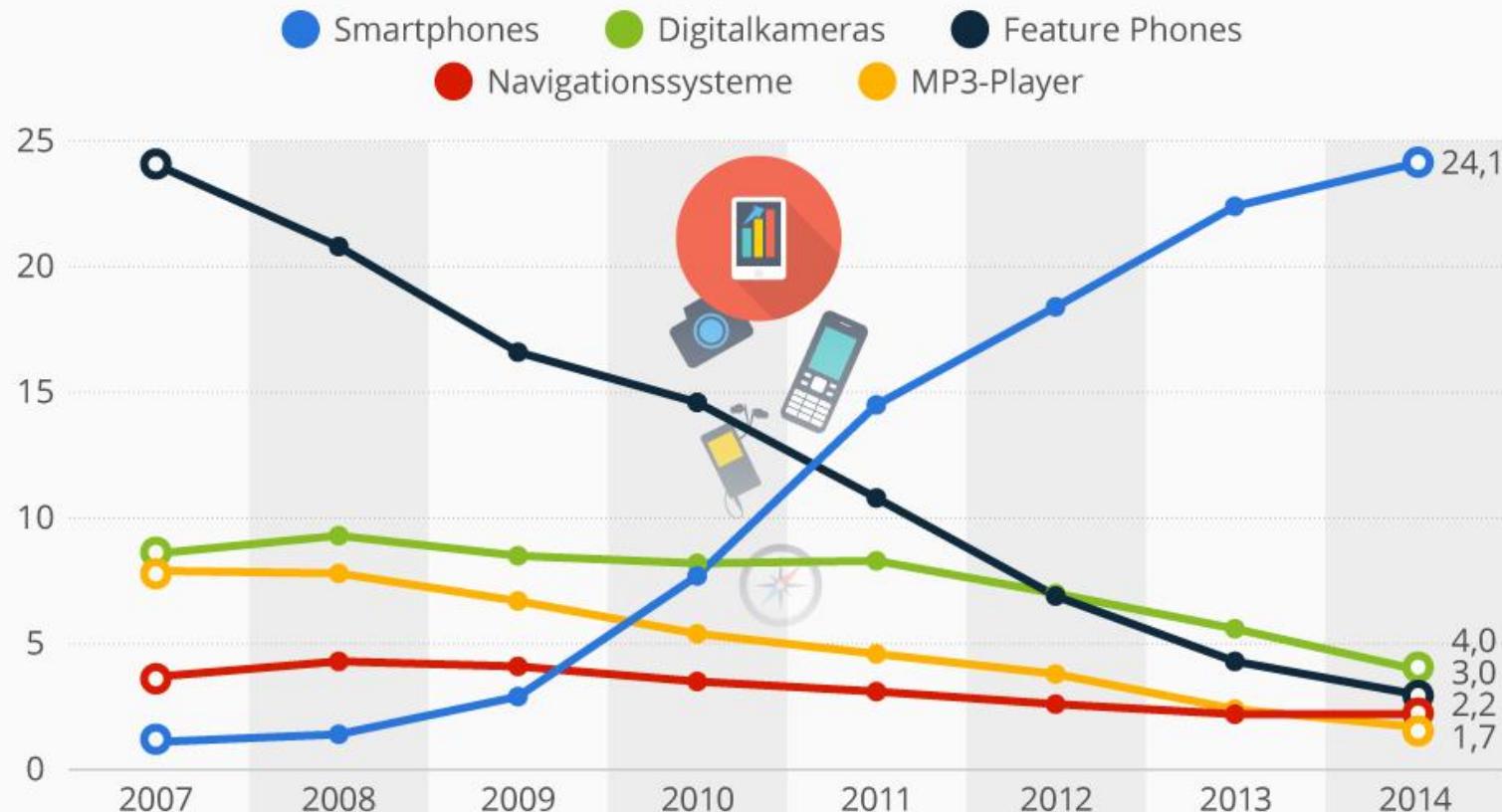
**Mobile & Social**

# 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



 BlackBerry

The BlackBerry logo consists of three interlocking vertical ellipses. Below the graphic, the word "BlackBerry" is written in a bold, black, sans-serif font.

**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)



HWZ

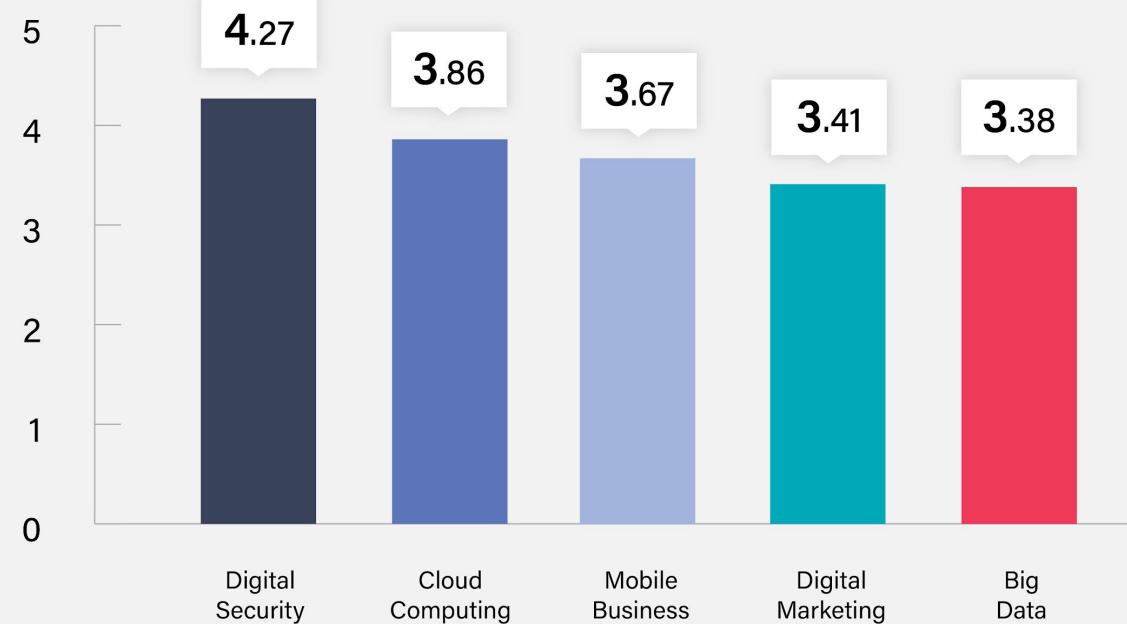
## Digitaler Reifegrad der Schweizer Unternehmen



# Technologien

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

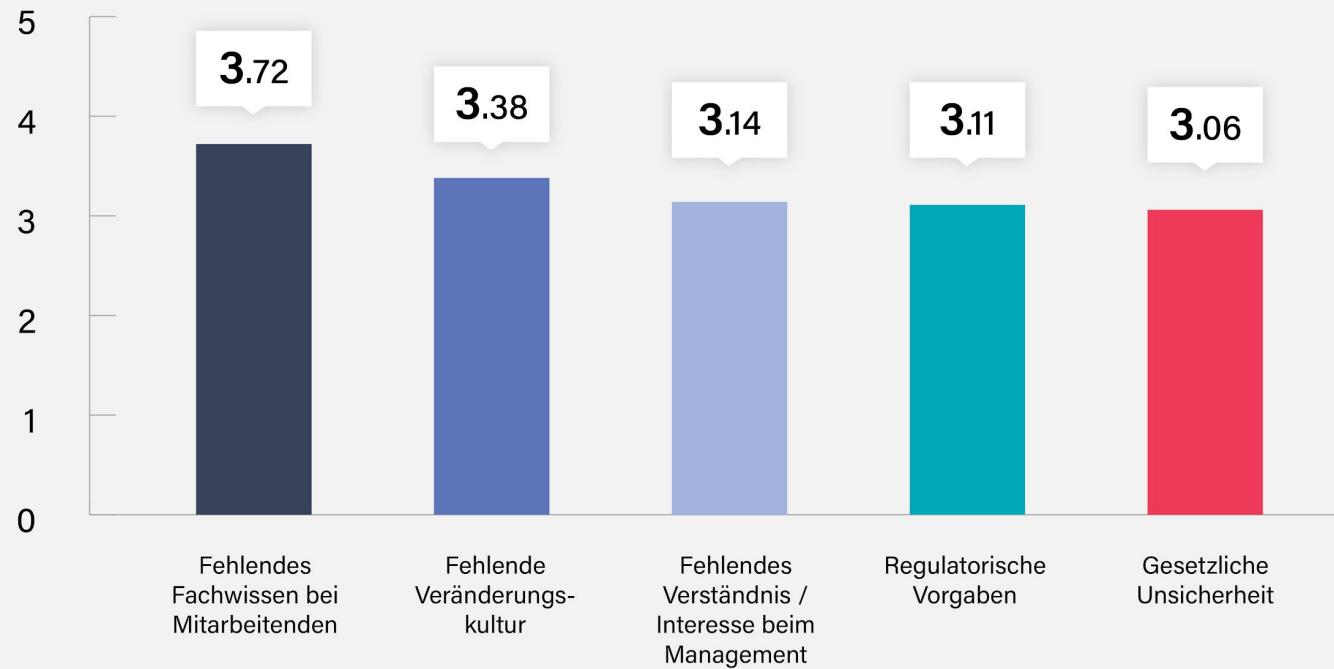
Skala 1 - 5



# Herausforderungen

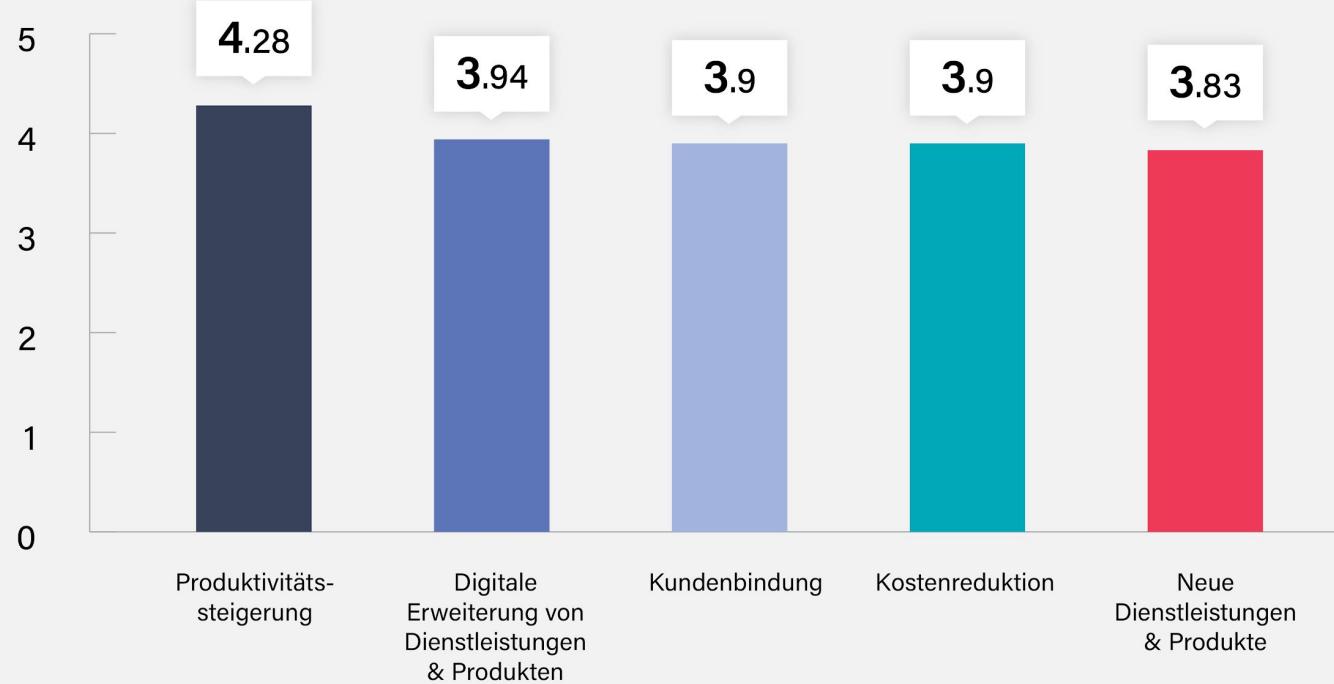
Bitte bewerten Sie die folgenden Herausforderungen einer digitalen Transformation für Ihr Unternehmen:

Skala 1 - 5

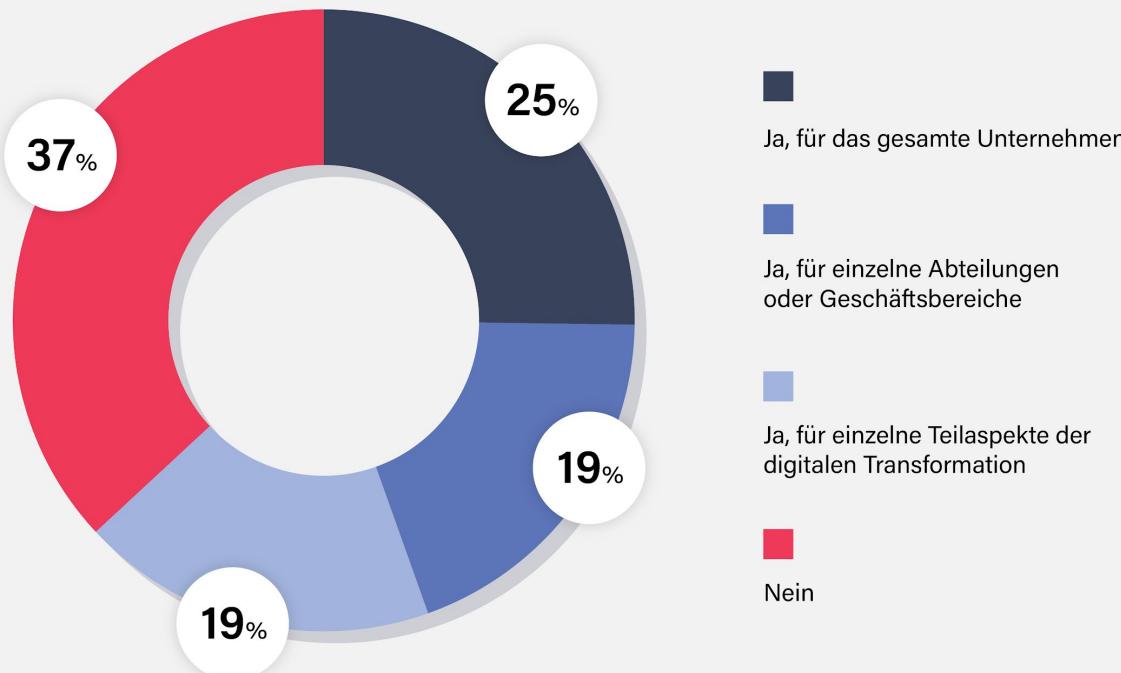


Bitte bewerten Sie, wie wichtig folgende möglichen Ziele bzw. Ergebnisse einer digitalen Transformation für Ihr Unternehmen sind:

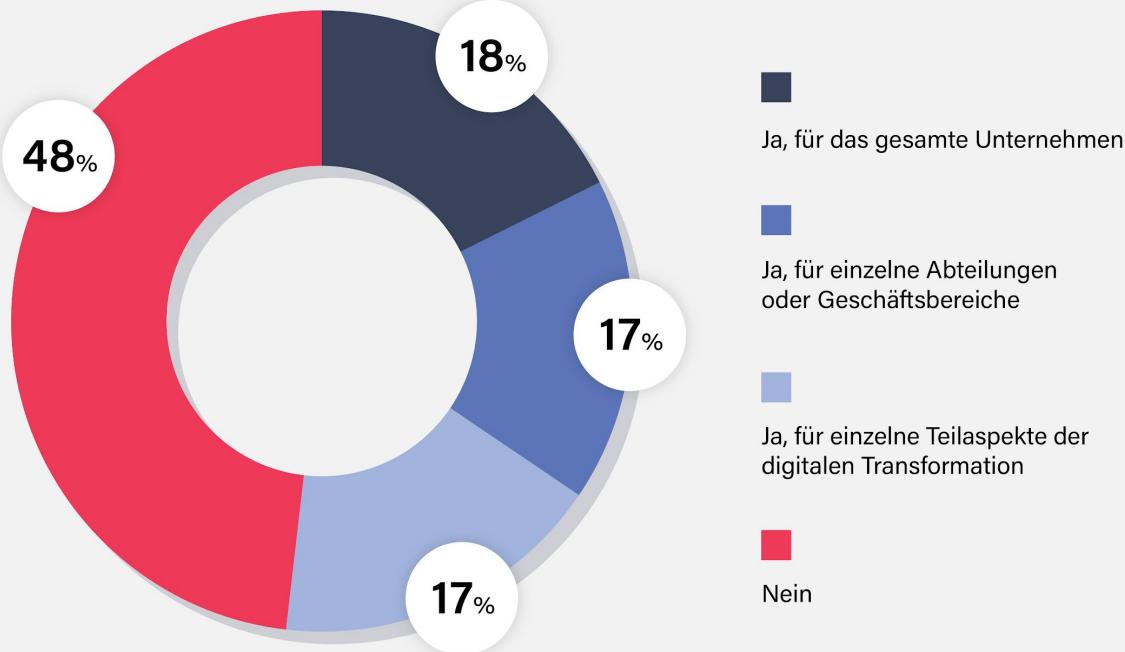
Skala 1 - 5



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?





**WE WANT YOU!**

# 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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