

# RE.CON

**2021: Hit the Ground Sprinting with  
Digital and Data**

## Digital Transformation in Traditional Industries

Speaker

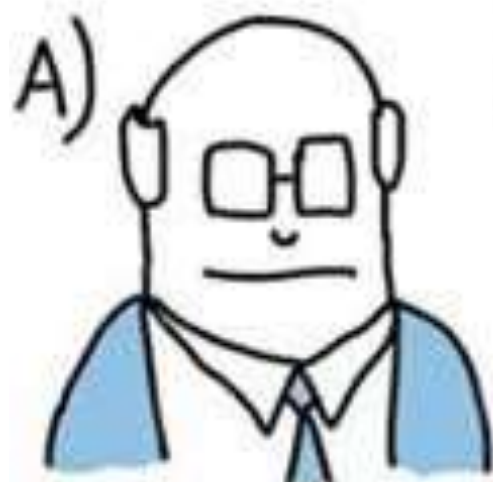


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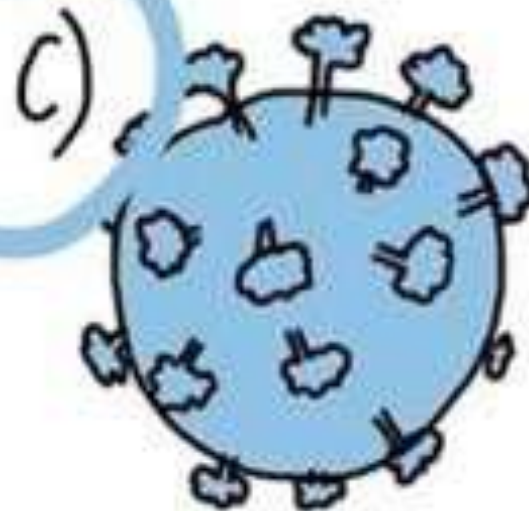
WHO LED THE DIGITAL TRANSFORMATION  
OF YOUR COMPANY ?



THE CEO



THE CTO



COVID-19

# COVID-19 has ushered in a lot of changes related to digital; some are here to stay



> 100 %

**increase in e-commerce**  
y-y during the crisis



> 50 %

of companies planning to  
**accelerate automation** as  
a result of the pandemic



80 %

**increase in Slack users**  
over a two month period  
during the pandemic



85 %

of customer interactions will  
be managed **without a**  
**human this year**



75 %

of US companies reporting  
**supply chain disruptions**  
during the pandemic



45 %

of companies **expanded**  
**use of external partner-**  
**ships** to increase capacity  
or add capabilities

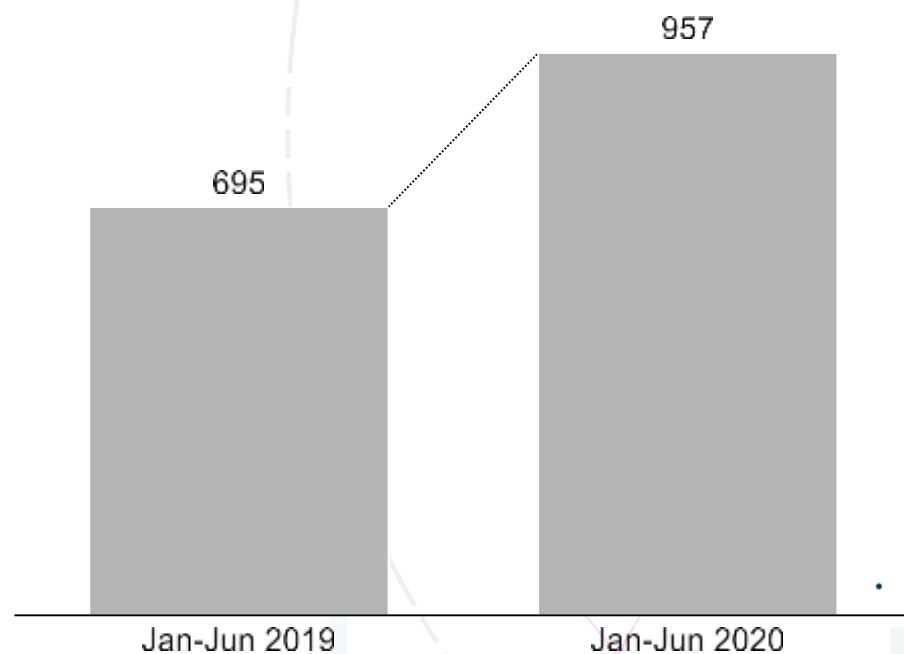
## What will continue in 2021 and beyond?

# Despite that uncertainty, accelerating digital investments is top of mind for CEOs



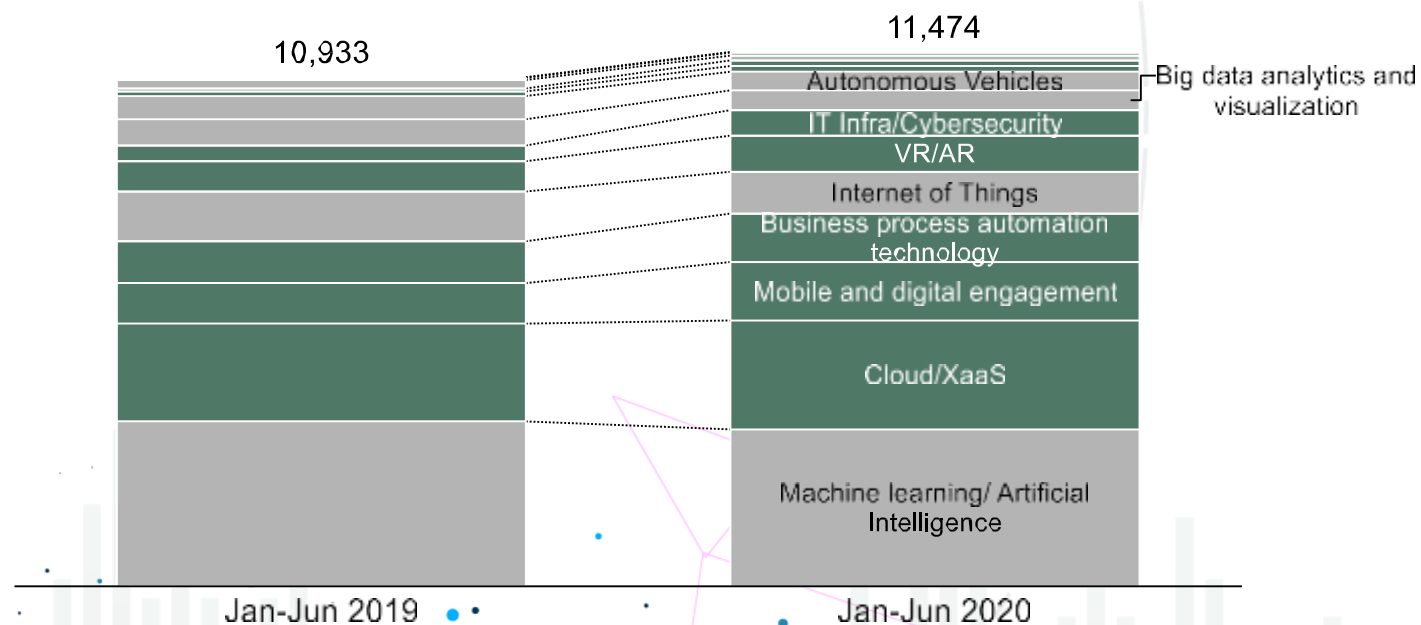
**Exec focus on digital transformation has increased by ~40% since last year**

Frequency of "digital transformation" mentions in earnings and press conference calls



**Interest in cloud, virtual engagement, automation and cybersecurity has accelerated during the pandemic**

Frequency of mentions in earnings calls and press conference calls



Source: Factiva Transcript analysis

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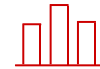
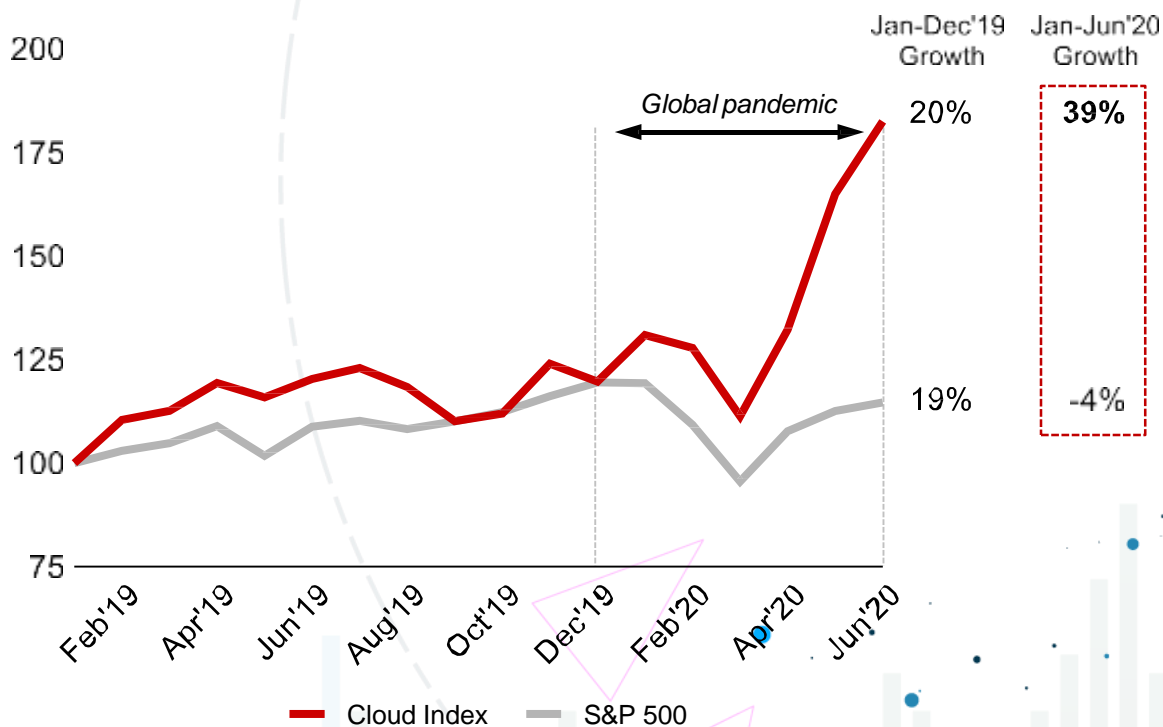
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# Markets are signaling the importance of digital and technology for the future



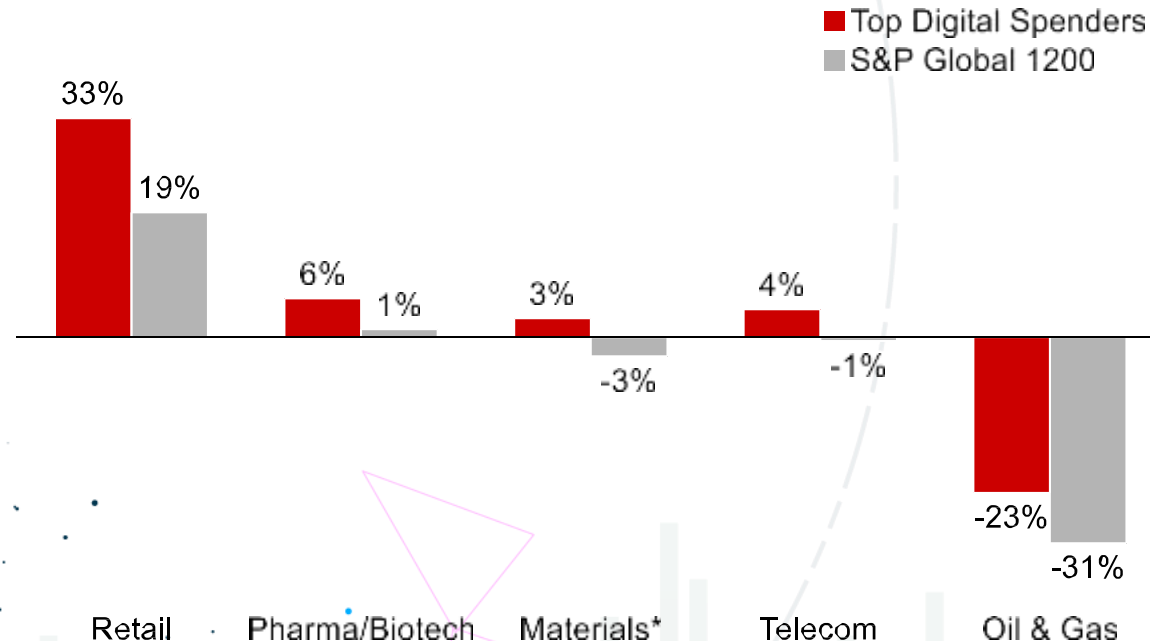
## Emerging cloud companies outperforming benchmarks

Indexed stock price  
(Jan'19-Jun'20)



## Top digital spenders faring better than peers (select industries)

Stock price growth during pandemic  
(Jan-Jun'20)



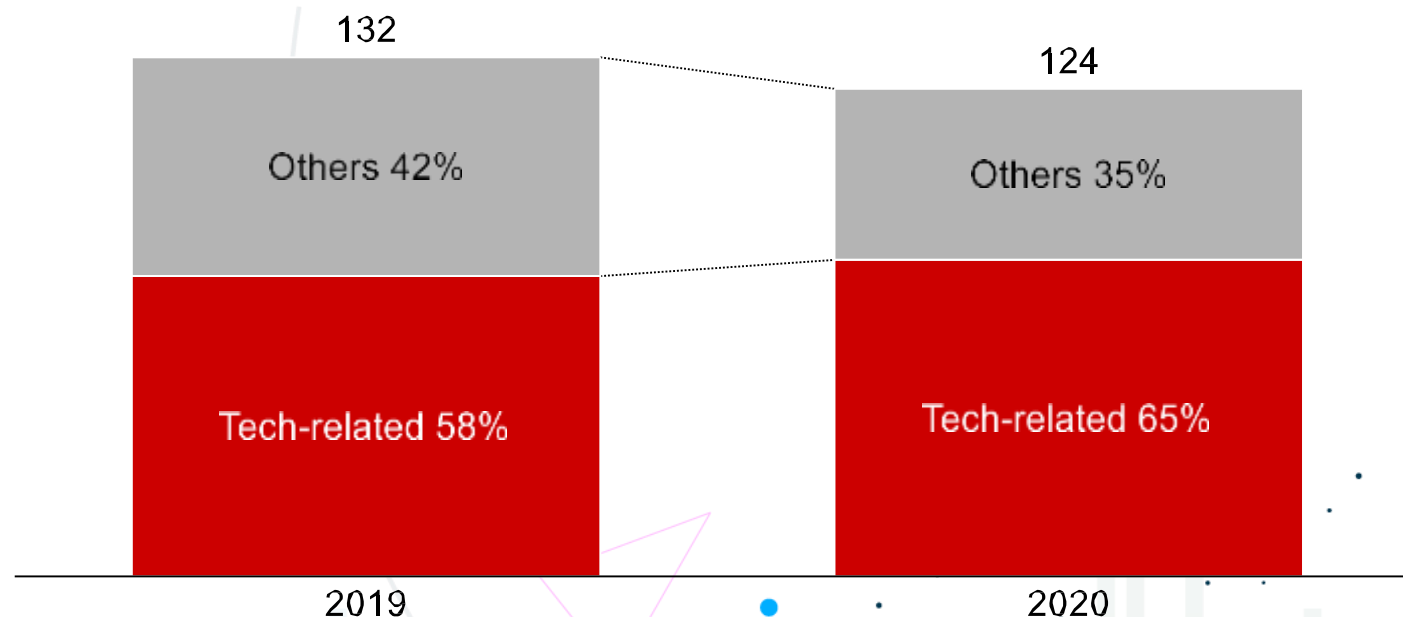
Note: Used The Nasdaq Emerging Cloud Index to represent tech companies, tracking the performance of emerging public companies primarily involved in providing cloud software e.g. Shopify, Zoom, Salesforce; For RHS, used ICT (Information and communications technology) spending as an indicator to digital spending, compared to the S&P global 1200 industry benchmarks, \*Materials industry includes Chemicals and Metals and Mining companies  
Source: Capital IQ; OVUM; Lit research

# VC investments during the pandemic also signal the increased importance of technology and key focus areas within digital



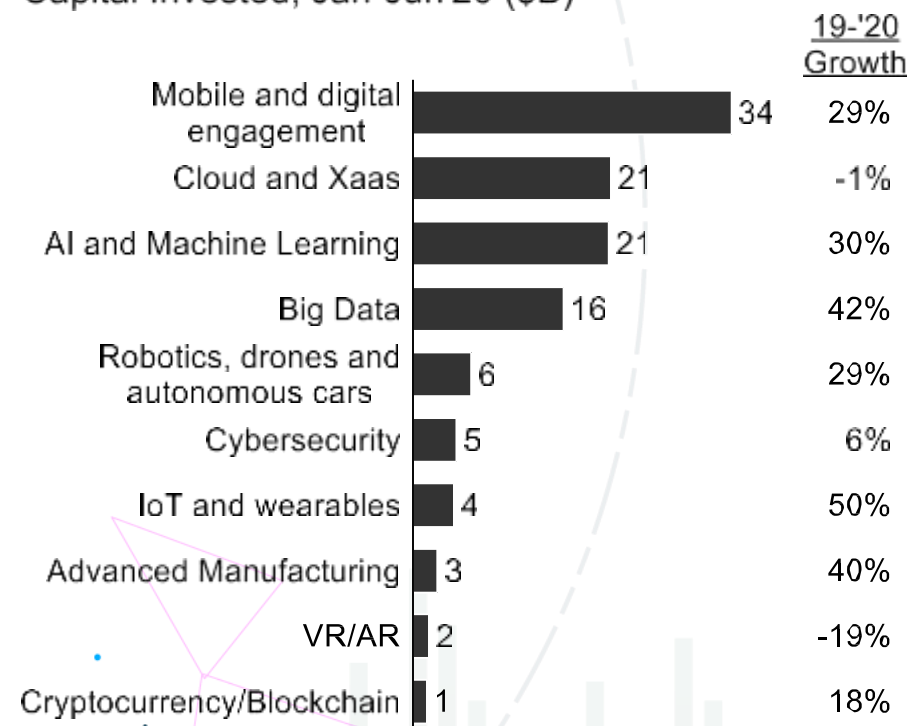
## Share of investment of tech-related deals increased during the pandemic

Global VC investment (USD, B)



## Bulk of the VC tech investment is going into digital engagement, cloud and AI/ML\*

Capital Invested, Jan-Jun'20 (\$B)



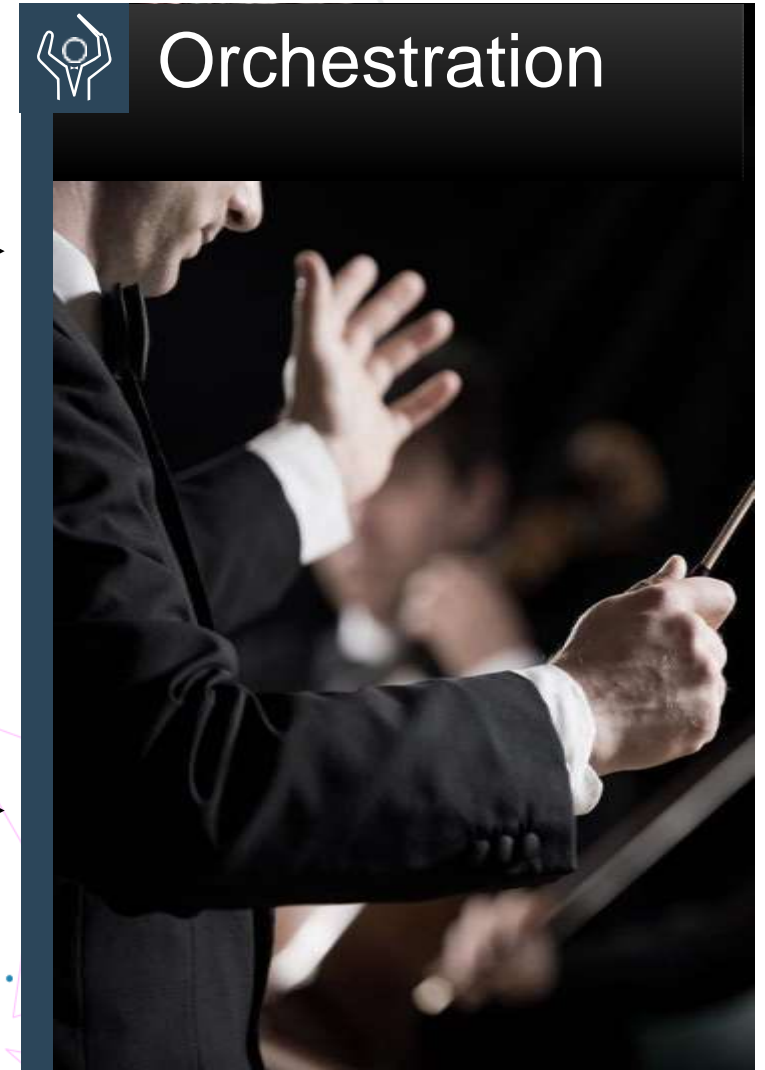
Note: \*Each deal is tagged with multiple technologies, hence the total capital invested sums up to be more than the total tech investment  
Source: Pitchbook

# Five questions on digital that are top of mind for most executives post-Covid

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- 01 | How is technology shifting business boundaries in the “new normal”?
- 02 | How do we engage with our customers and channel in a more virtual world?
- 03 | How can we use digital to make our end-to-end operations more resilient?
- 04 | How can we stitch together assets and capabilities we own and those we don’t into a powerful ecosystem?
- 05 | How do we take advantage of this unique opportunity to break the logjam and move faster?

# Digital transformation



# Approach to Digital Transformation

BAIN  
RADAR 360<sup>SM</sup>



## Digital Departure

*A statement of digital progress to date*



Digital strategy



Business model



Enablers



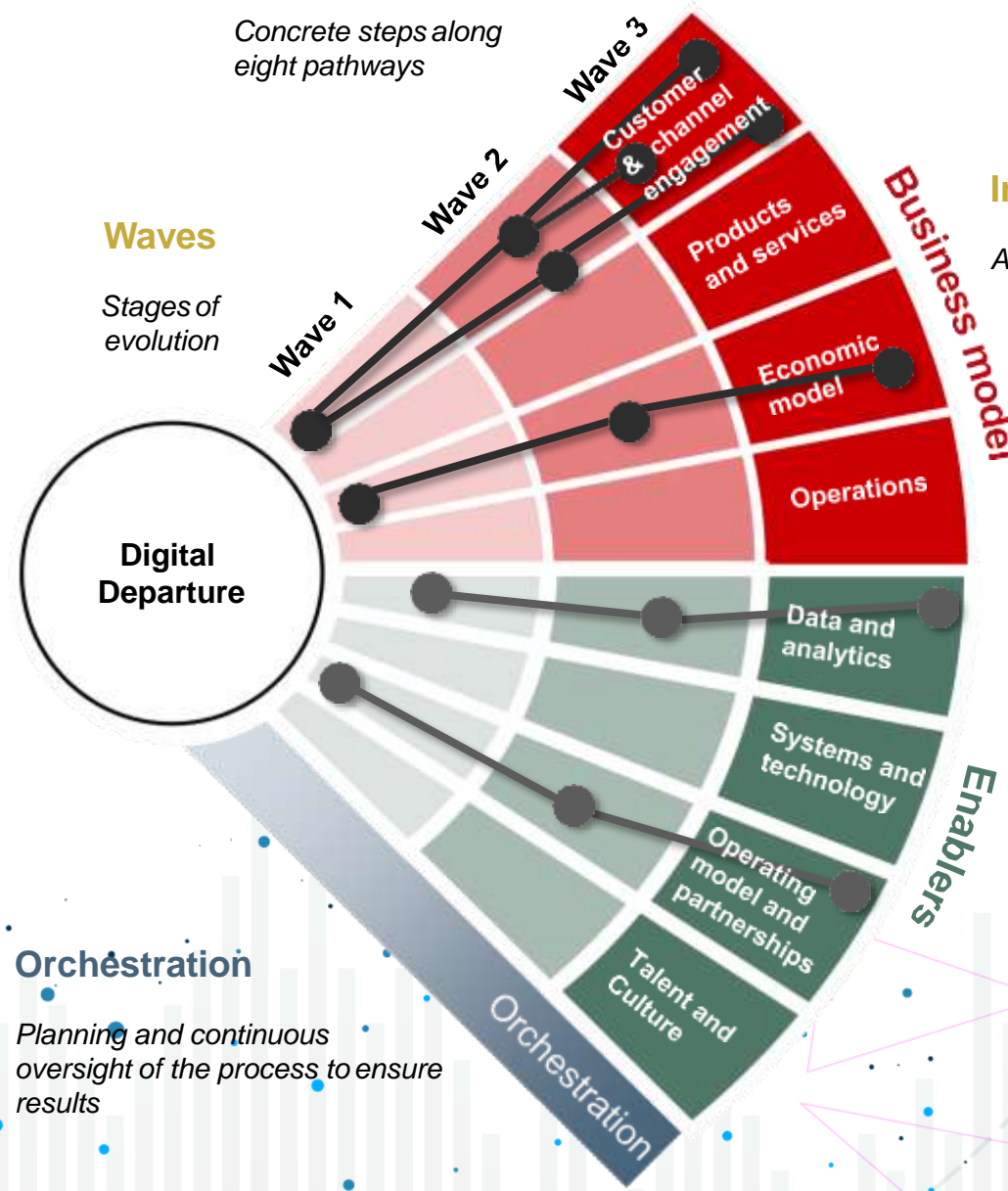
Orchestration

## Stepping Stones

*Concrete steps along eight pathways*

## Waves

*Stages of evolution*



## Industry Direction

*A picture of the way your sector is moving*

## Company Vision

*A clear statement of your company's digital goals*

## Orchestration

*Planning and continuous oversight of the process to ensure results*

# Supporting those are a host of other critical questions on digital that companies must address in the post-Covid environment



**01**

## Strategy

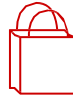
- What threats and opportunities does digital present in the “new normal”?
- How can we use digital to take advantage of shifting business boundaries?
- Which of our existing digital initiatives do we need to accelerate and what new digital initiatives do we launch?



**02**

## Customer and channel engagement

- How do we engage with our customers in a more virtual world?
- What other channels will we need to seamlessly integrate with our digital channel?
- How do we use digital to meet our customers’ evolving expectations?



**03**

## Products and services

- What is the value proposition we need in order to serve our customers’ evolving needs? How can we use digital to deliver those?
- How can we use digital to accelerate speed to market?



**04**

## Economic model

- How can digital enable changes to our monetization model?
- How can we use digital to help redeploy assets that are now underutilized?



**05**

## Operations

- How can digital make our operations more resilient (visibility, traceability, automation, etc.)?
- How can we use digital to radically alter our cost base, make it more variable?
- Are we integrating new capabilities and zero-basing processes?



**06**

## Data and analytics

- How can data & analytics better inform our critical decision making?
- How to best leverage existing and new data generated by shifts to online channels, etc.?
- Where can data create new sources of competitive advantage? Do I have the data needed?



**07**

## Systems and technology

- What critical systems investments are needed to support our new digital agenda?
- Which investments should we prioritize (and deprioritize)? How can we better track progress, returns?
- How do we operate IT at the speed required for experimentation?



**08**

## Operating model and partnerships

- How can we stitch together assets and capabilities we own and those we don't into a powerful ecosystem?
- What ecosystem partners do we need to deliver our digital agenda?
- Where should our digital agenda sit in the organization?
- How do we apply agile and cross functional practices?



**09**

## Talent and culture

- How do we recruit the talent we need to support our digital agenda?
- What are new employment models that will emerge from acceleration of digital and remote work?
- How do we use remote work trends to tap into talent pools that were inaccessible to us before?



**10**

## Orchestration

- How do we take advantage of this unique opportunity to break the logjam, move faster?
- How do we free capacity to fund the digital agenda when budgets are squeezed?
- How do we scale the organic experiments started in the crisis?
- Could new regulation alter the digital investments needed?

# About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.

# About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**

**375 M**  
CONSUMERS

• CONTACT US



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