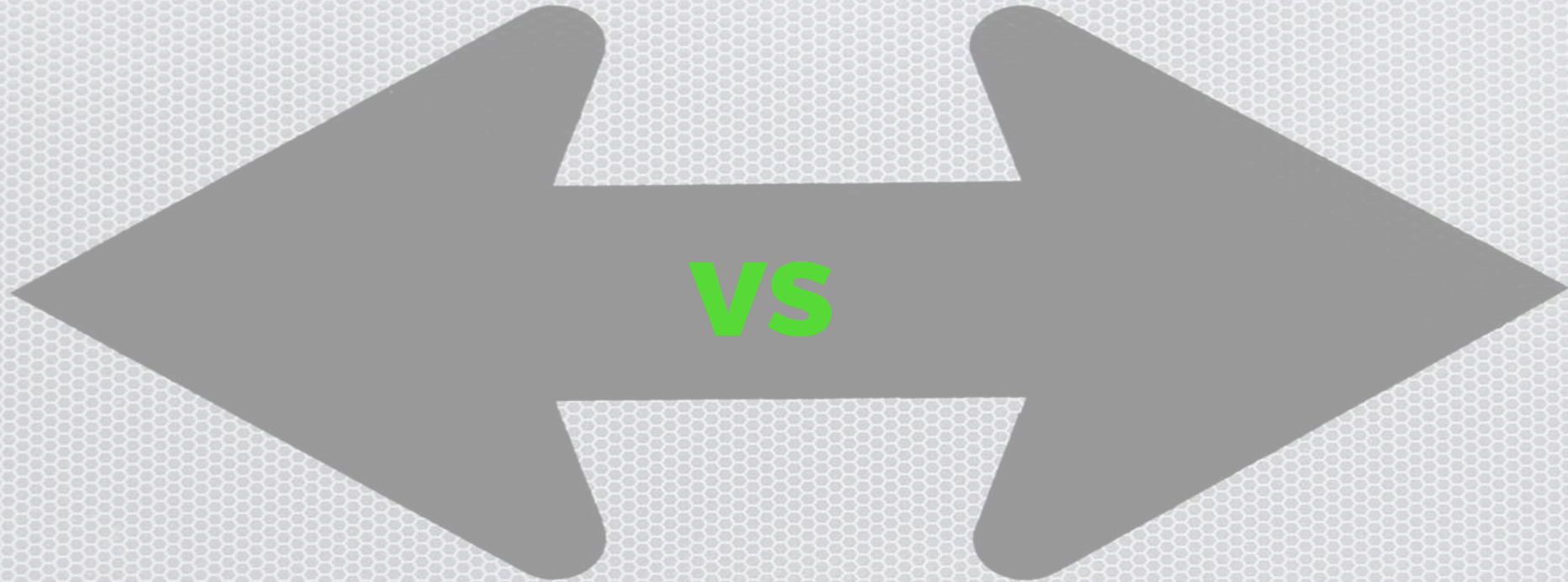


Digitalization: Sustaining or Disruptive Innovation?

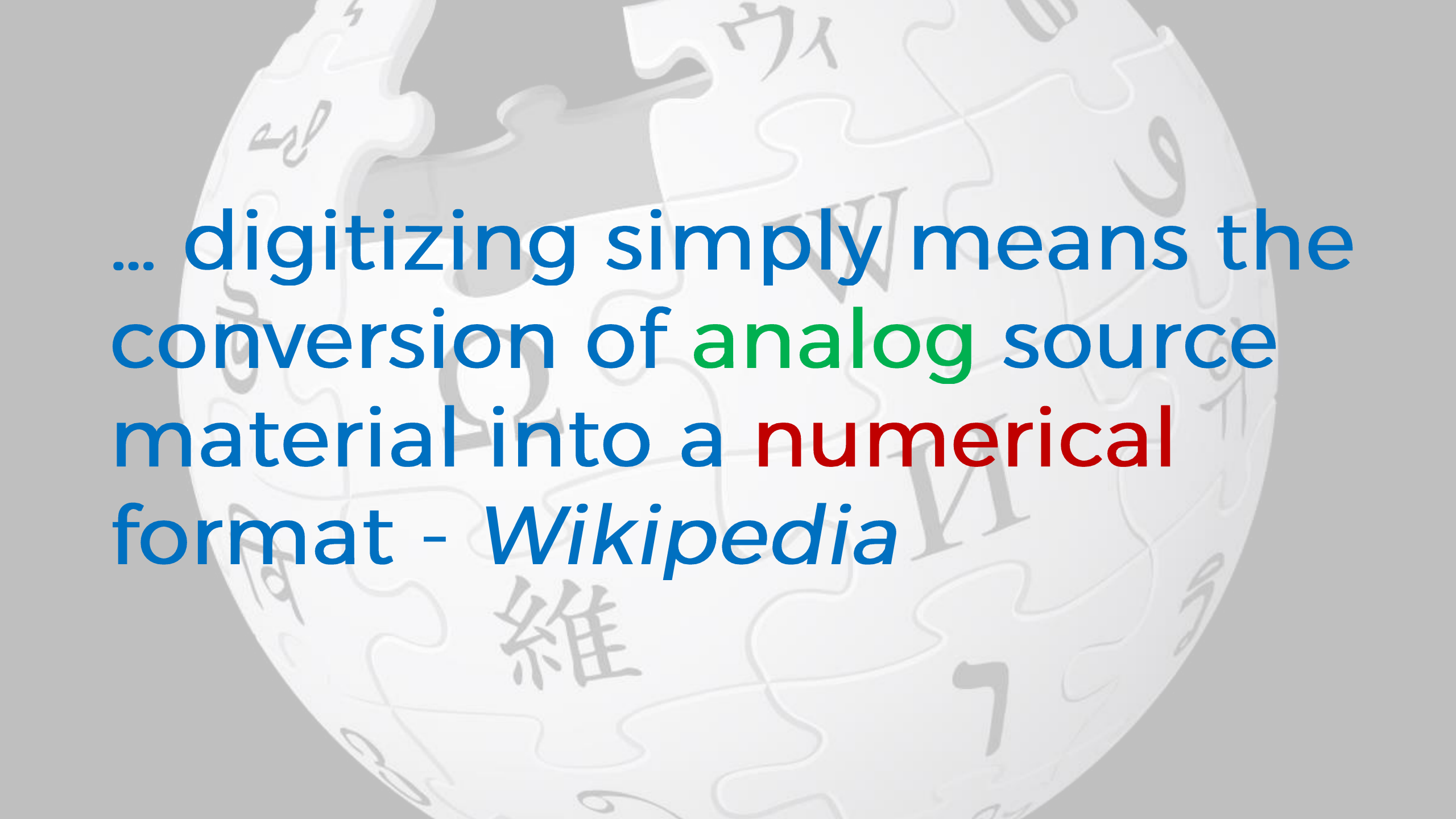
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COO, Intracol Technologies


Digitization



Digitalization



... digitizing simply means the
conversion of **analog** source
material into a **numerical**
format - *Wikipedia*

The background of the image is a complex digital-themed composition. It features a stylized, isometric cityscape with various building shapes in shades of blue and grey. Overlaid on this are numerous elements representing digital technology: a grid of binary digits (0s and 1s) in a light blue font, glowing green circuit traces, and abstract geometric shapes like circles and lines. The overall color palette is dominated by blues, greys, and greens, creating a high-tech, futuristic atmosphere.

Digitalization is the use of digital technologies to change a business model –
Gartner IT Glossary

Sustaining Innovation:

An innovation that does **not significantly** affect existing markets and value networks

Evolutionary: improves
an **existing** market in a
way **expected** and driven
by customers

Revolutionary:
unexpected, even **radical**
innovation that **does not**
affect existing markets

Disruptive innovation: creates
a **new market** and value
network and **eventually**
disrupts an existing market
and value network

Digitalization:

Sustaining
or

Disruptive



The background is a dark green field filled with a complex, repeating pattern of lighter green lines and shapes, creating a sense of depth and digital connectivity, similar to a data center or a stylized cityscape.

Argument 1: New technologies
provide easier, cheaper, more
convenient solutions

Examples: Uber, Airbnb, Netflix



Argument 2: Digital solutions
open new markets


Examples: Bitcoin, Mobile
Banking in developing markets

Argument 3: Internet of (Every)
Thing(s) drive radical process
changes

Examples: Cognitive Commerce,
Smart Cities

Argument 4: Big Data and Analytics deliver unprecedented insights and digital intelligence

Examples: Predictive Maintenance, Autonomous Cars



**Digitalization is disrupting
many industries and will
disrupt most others in the
very near future**

Thank you