

The Digital Economy: Transforming Business and Empowering Customers

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Digital Economy

- The Digital Economy is THE economy.
- Just about everything we do today is underpinned in some way by the use of smart telecommunications and technology platforms
- It pervades every aspect of our individual and collective economic, social, cultural and even political lives.

Digital Economy: Some Stats

- 2000 to 2010: Number of internet users increased 445%
- 2010: Global internet traffic increased by 14%
 - 1993: < 7 million internet users
 - 2003: > 600 million
 - 2015: Predicted to be more than 5 billion internet users and 15 trillion connected devices
- 2010: 255 million website
- Quarter 3, 2010: Over 81 million internet enabled smartphones sold globally
- Currently 2.4 billion people instant messaging
- 200,00 texts sent every second
- Every minute 35 hours of video is uploaded to YouTube

Service Delivery Trends

- **Supply:**
 - Outcomes not outputs
 - Tension between responsive, rapid policy development and considered, consultative, evidence based policy formulation
 - Services must balance affordability, ease/ reach, speed of deployment, risk
- **Demand:**
 - Choice, convenience and more control
 - Engagement, participation, collaboration
 - Anytime, anywhere, any device service access
 - Personalised, customised and joined up services
- **Enablement:**
 - Smart systems, smart phones, smart cards, smart chips, smart grids etc
 - Wired, wireless and mobile devices
 - Blogs, wikis, tweets, collaboration spaces etc.

Business Implications: Use Technology To Do Smarter Things

- Smart services
 - Location and demographic specific service modelling programs
- Services that are intelligent
 - Based on service profiles and circumstances, service offers are served up to customers
- Videos avatars and YouTube type agents
 - To directly communicate and engage with citizens in their own language
- Real time access to information
 - Real time decision making
- Smart tools
 - To self-service, triage customers online
- Personalised information
 - Through smart mobile and home based devices and platforms.

Business Implications: Do The Business Differently

- New work models
 - Eg, British Telecommunications Teleworking project reported savings in excess of £60m a year.
- New ways of doing business
 - Forms versus information from source
- Redesign service delivery and communication strategies to integrate social media and mobile tools
 - Move from service approaches that push down to customers to ones that connect with them

Business Implications: Encourage Innovation

- Web 2.0
 - Not a fad: 152 million blogs, 175 million twitter users, half of the world's internet users have a Facebook account
 - Stimulating the creation of new information products and services
- Convergence
 - Challenges conventional, segmented way we have conducted business activities, customer relations and service delivery
 - Digital technology provided cut through to deal with more things and more complex things, in more integrated, value-added ways.

Challenges and Barriers

- Culture
 - Changing behaviours
- Skills
 - We need a digitally enabled workforce
- Change Management
 - Managing organisational change, expectations, communication, training etc
 - Ensuring the organisation has a clear view of, and is buying into what it takes to transform

THANK YOU

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