

# **Digital** Reinvention

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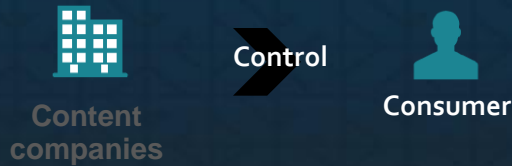
# Digitization is impacting all levels of economy and society, driving a shift in control away from media and content companies to the individual

Digitization forces are impacting all levels of economy and society...

... leading to the emergence of the Individual-centered economy *underpinned by digital*

- Social media explosion 
- Mobile revolution 
- Power of Analytics 
- Cloud Enablement 

1. Individuals are connected and empowered



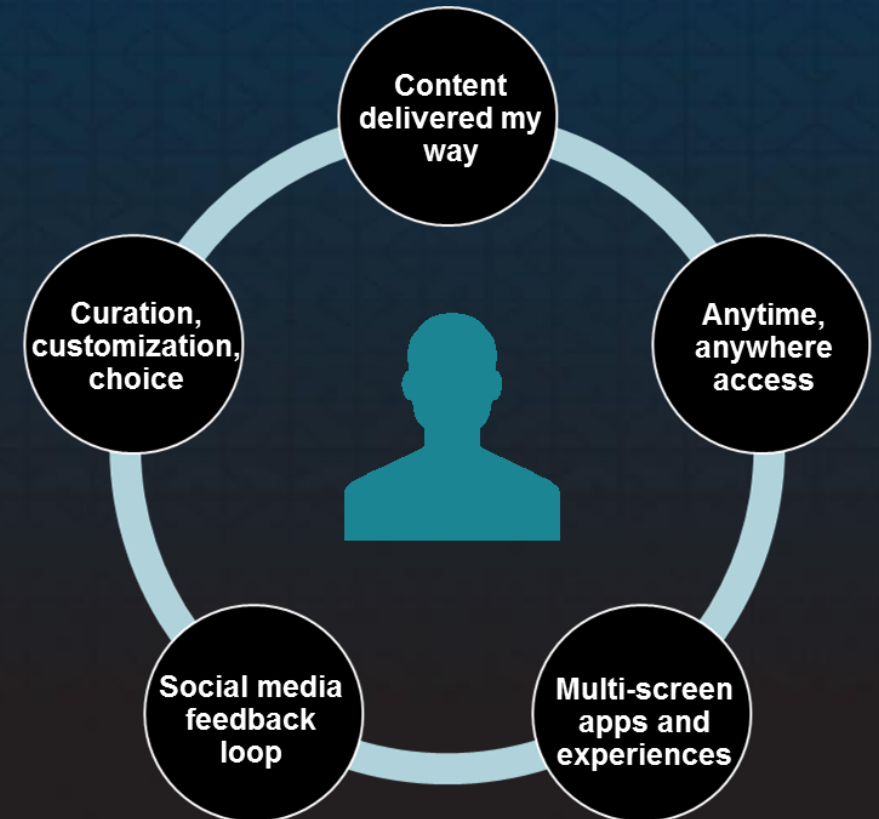
2. Operations and business models are transformed



3. Industry value chains are fragmented and redefined



## Individual-centered economy



# Digital technologies are shaping a new market landscape....

Digital Content	Marketing & Advertising	Audiences	Competition
<p><b>Digital technologies make content ubiquitous</b></p> <ul style="list-style-type: none"> <li>• Multi-platform distribution</li> <li>• Consumption becomes mobile</li> <li>• Time and place shifting</li> <li>• Shift from ownership to access</li> </ul>	<p><b>More precise, digital marketing extends reach</b></p> <ul style="list-style-type: none"> <li>• Multi-platform strategies</li> <li>• Explosion of data</li> <li>• Data-driven decision making and digital marketing mature</li> </ul>	<p><b>Connected audiences take center stage</b></p> <ul style="list-style-type: none"> <li>• On-demand becomes norm</li> <li>• Social viewing is on the rise</li> <li>• Empowered consumers exert unprecedented influence</li> </ul>	<p><b>Digital disrupts competitive landscape</b></p> <ul style="list-style-type: none"> <li>• Digital only competitors and new business models</li> <li>• New customer engagement models</li> </ul>
 <p>A colorful illustration representing digital content and business processes. It features a Euro symbol, a lightbulb, a computer monitor, a person at a desk, and various abstract shapes and lines, all set against a white background with a blue and red color scheme.</p>	 <p>An abstract digital graphic with a blue and white color scheme. It features a grid of dots and lines, suggesting a network or data flow, with a glowing blue light effect.</p>	 <p>A close-up photograph of a smartphone screen displaying several social media icons. The most prominent ones are Facebook (a white 'f' on a blue square) and Twitter (a white bird on a blue square). Other partially visible icons include Messenger and LinkedIn.</p>	 <p>A photograph of a large, diverse crowd of people walking on a city street. The people are dressed in winter clothing, and the scene is captured from a slightly elevated perspective, showing the flow of the crowd.</p>



# New and emerging technologies will combine to transform industries

## Value chains will fragment

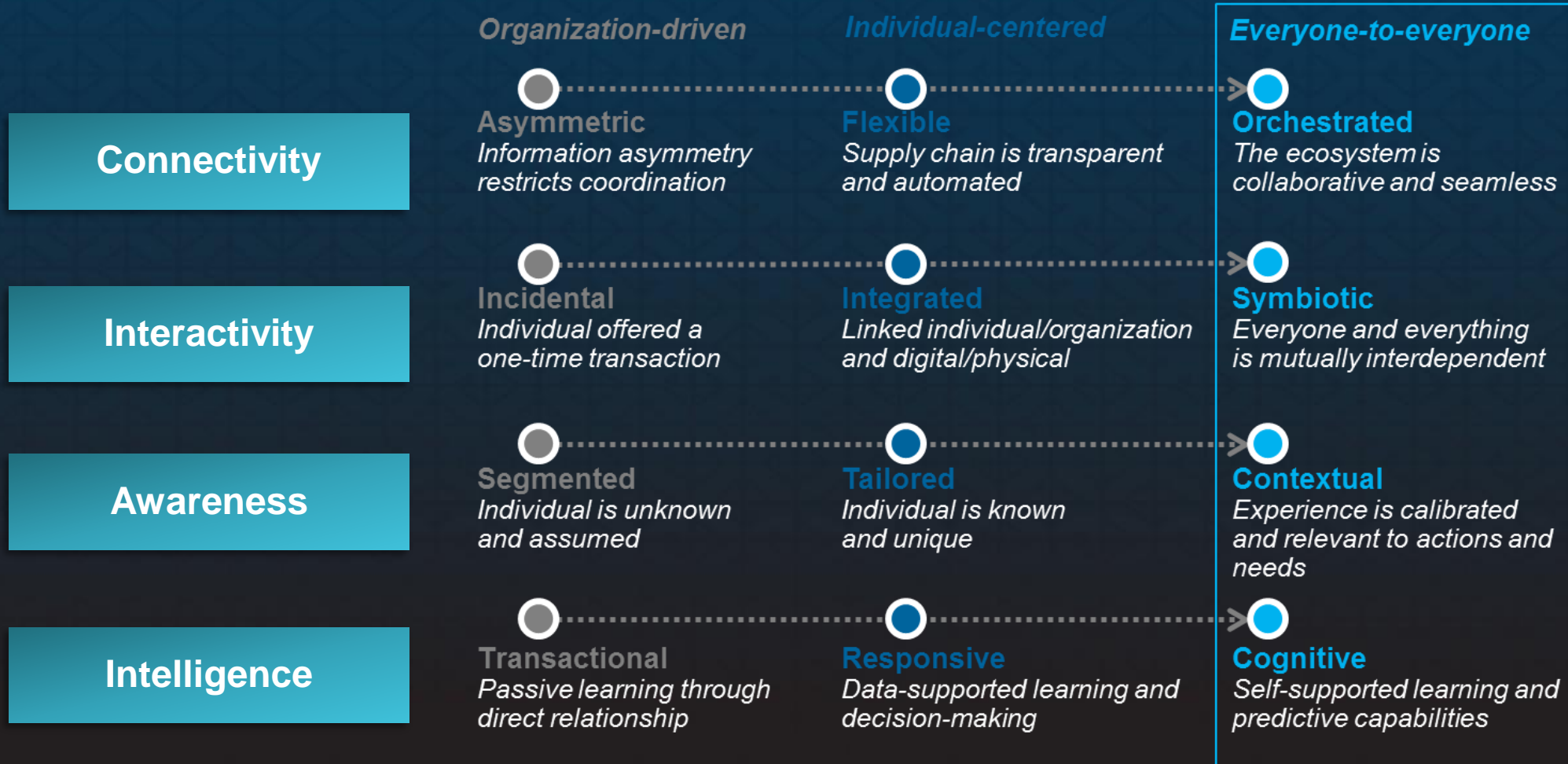
Technologies such as Cloud make it easier to coordinate complex activities. Value chain activities can become more granular, and therefore more fragmented



Industries will converge

Ecosystems will emerge

# Increased interdependence between participants delivers expanded value to everyone



# IBM has identified two Media & Entertainment industry imperatives that all media organizations face today

Provide differentiated experiences that increase customer value



Build an agile digital supply chain to drive operational excellence





# The challenges of Digital Reinvention are addressed by specific IBM solutions aligned with the industry imperatives

## INDUSTRY IMPERATIVES

## SOLUTION AREAS

## SMARTER PLANET INDUSTRY SOLUTIONS

Deliver differentiated experiences that increase customer value

Connected Customer

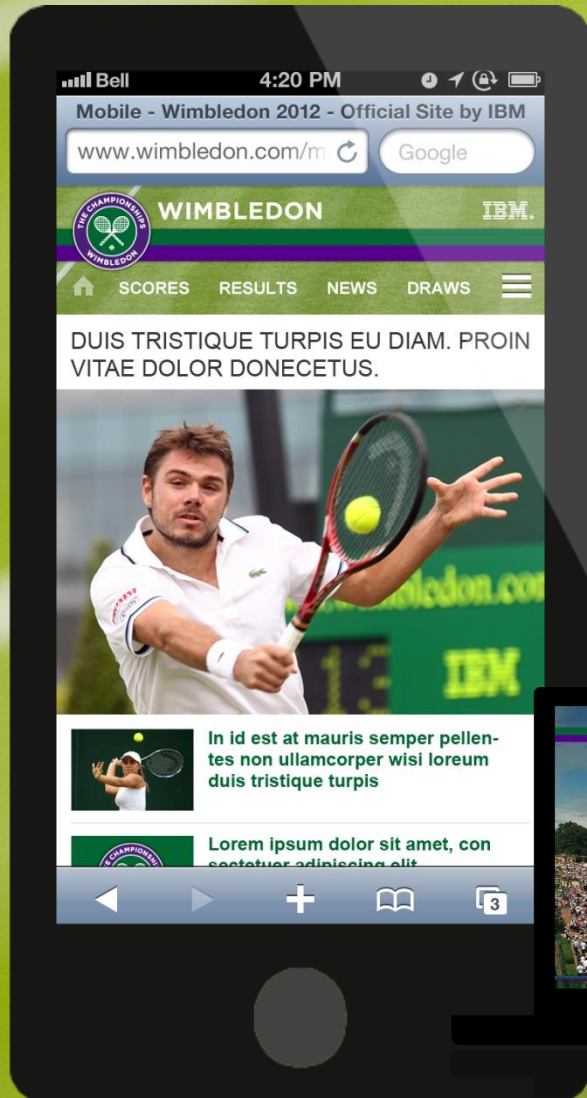
- Multichannel Customer Experience
- Commerce and Marketing Optimization
- Customer and Market Insight

Build an agile digital supply chain to drive operational excellence

Business and Supply Chain Transformation

- Revenue and Royalty Management
- Workflow and Business Process Management
- Storage and Archive
- Back Office Transformation

# Wimbledon is about heritage and innovation



WIMBLEDON 20 JUNE - 9 JULY 2011  
LADIES' SINGLES 2ND ROUND - NO. 1 COURT  
LAURA ROBSON v MARIA SHARAPOVA  
IBM. POINTSTREAM

CHOOSE ANOTHER MATCH

M. Sharapova loses the point with a double fault.

L. ROBSON 1  
POINTS 1 2 3  
M. SHARAPOVA 40 0  
TOTAL POINTS WON 16 13

MOMENTUM

CHALLENGES

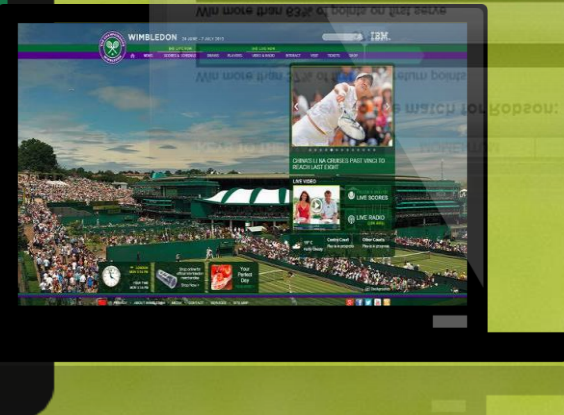
KEYS TO THE MATCH MOMENTUM

Keys to the match for Robson:

- 1. Win more than 37% of first serve return points (37%)
- 2. Win more than 63% of points on first serve (63%)
- 3. Win more than 48% of rallies with 2 or fewer shots (48%)

4. Win more than 48% of rallies with 2 or fewer shots (48%)

5. Win more than 48% of rallies with 2 or fewer shots (48%)



WIMBLEDON 24 JUNE - 7 JULY 2013  
GENTLEMEN'S SINGLES - CENTRE COURT  
N. Djokovic currently leads R. Federer by 2 - 1  
SLAMTRACKER SMARTER ANALYTICS BY IBM.

N. DJOKOVIC [1] 6<sup>2</sup> 7<sup>7</sup> 6 4 7  
MATCH COMPLETED 1 2 3 4 5  
R. FEDERER [2] 7<sup>7</sup> 5<sup>3</sup> 3 6 5  
TOTAL POINTS WON 151 137

FOLLOW 1 2 3 4 5 MATCH ANALYSE ALL COURTS

DJOKOVIC'S KEYS TO THE MATCH: SERVING, RETURNS, ACES

FEDERER'S KEYS TO THE MATCH: SERVING, RETURNS, BACKHAND WINNERS

ACES	1ST SERVE %	ACES	1ST SERVE %	ACES
10 / 15	68% / 27%	10 / 15	68% / 27%	10 / 15
10 / 15	30 / 44 / 27 / 46	10 / 15	30 / 44 / 27 / 46	10 / 15
10 / 15	68% / 27%	10 / 15	68% / 27%	10 / 15
10 / 15	30 / 44 / 27 / 46	10 / 15	30 / 44 / 27 / 46	10 / 15

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made with  
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