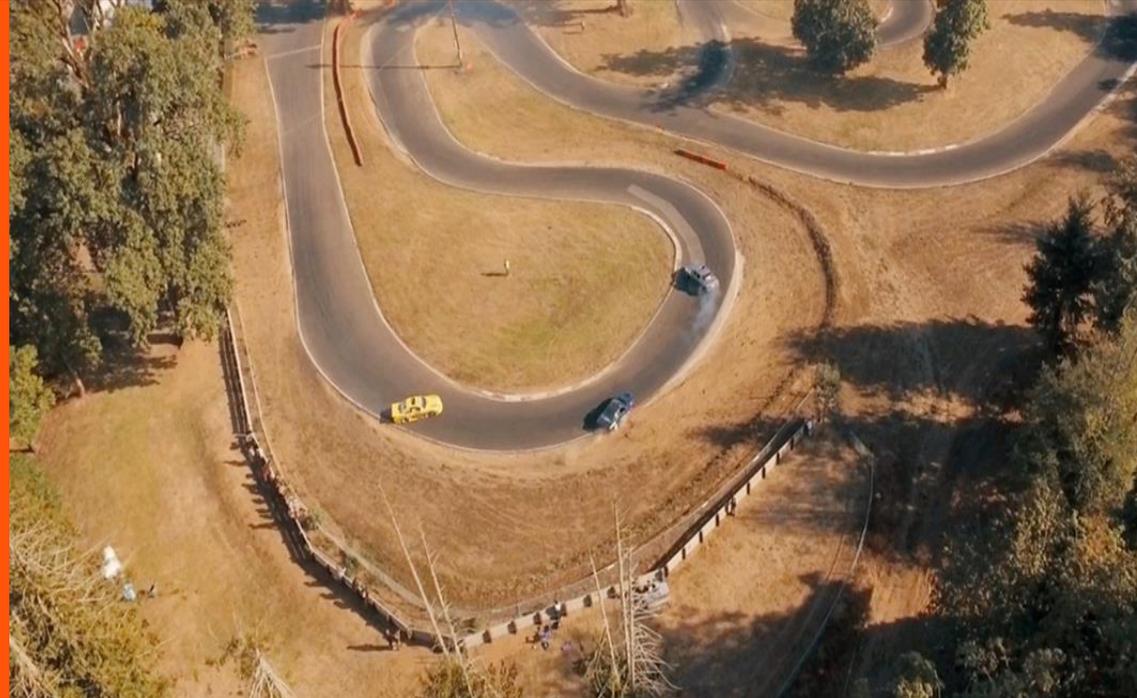
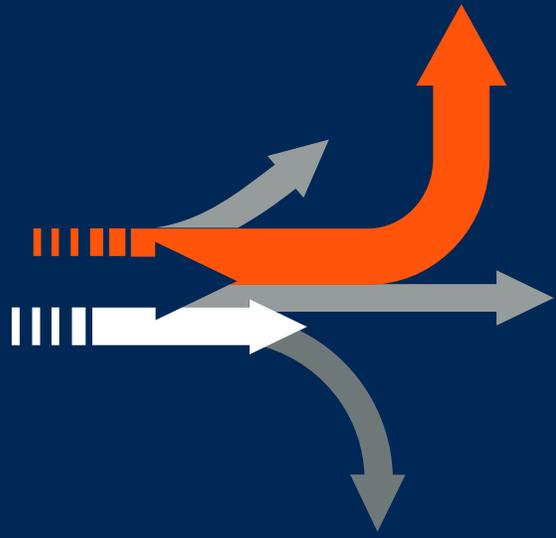


Winning in the Turns: Navigating the Digital Next

Carl Deal, Vice President
Gartner Executive Programs





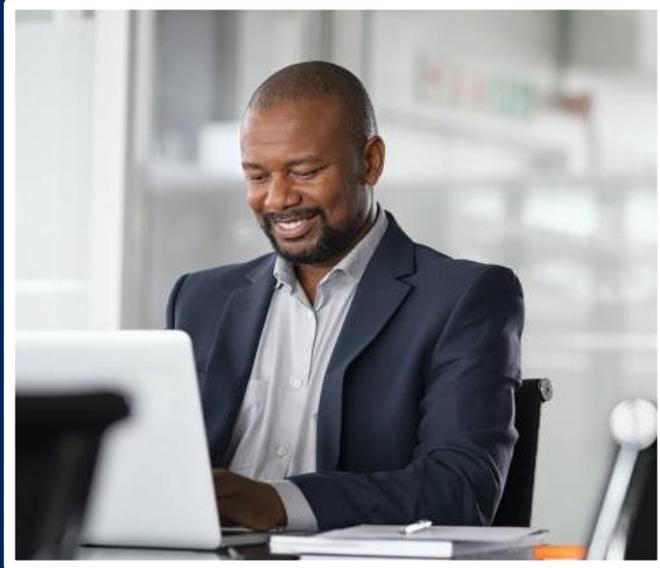
Winning in the **Turns**



Changes and uncertainties are “turns” ... a sudden shift from the straightaway. *But do you know where the next turn will take us. . . What will be our Digital Next??*

Who is responsible for accelerating your digital transformation . . .

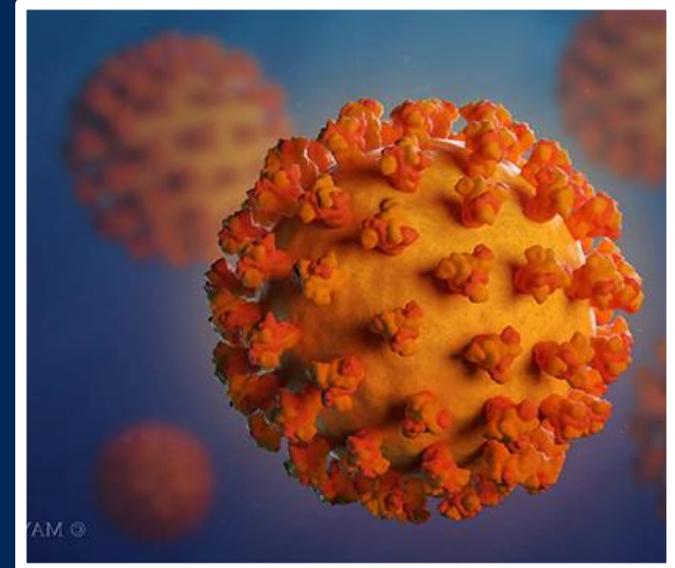
Your CIO?



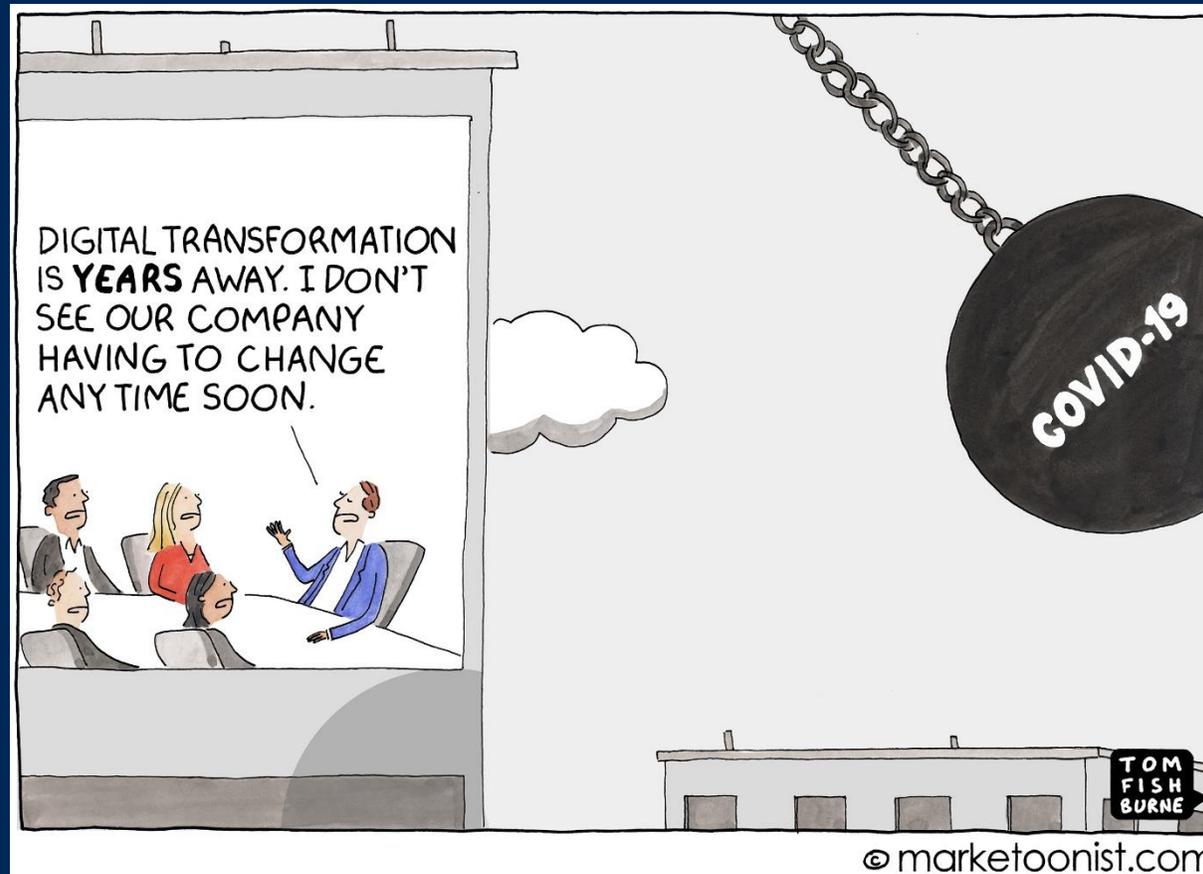
Your CEO?



COVID-19?



OR did you even see the turn coming?
Regardless of which punchline applies best to you . . .

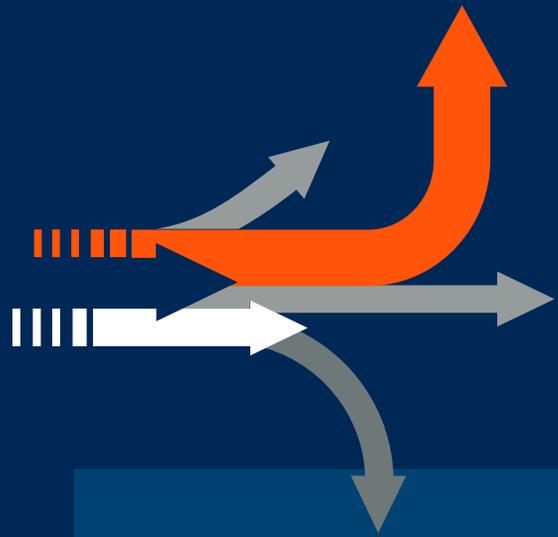


. . . **NEVER** waste a good crisis!

As You Define Your Digital Next



**Prepare for a Journey,
Not a Walk in the Park**



Winning in the Turns:

Navigating the Digital Next

Digital
Customers

Digital
You

Digital
Insights

Growth is Critical

Even in an
uncertain world



The Everything Customer





Phone



Web



Clothes



Watch



Assistant



Refrigerator



10 Ways to Speed Your Journey



Voice



Smartwatch



Web



Tablet



Lounge
Kiosk



Mobile



Google
Home



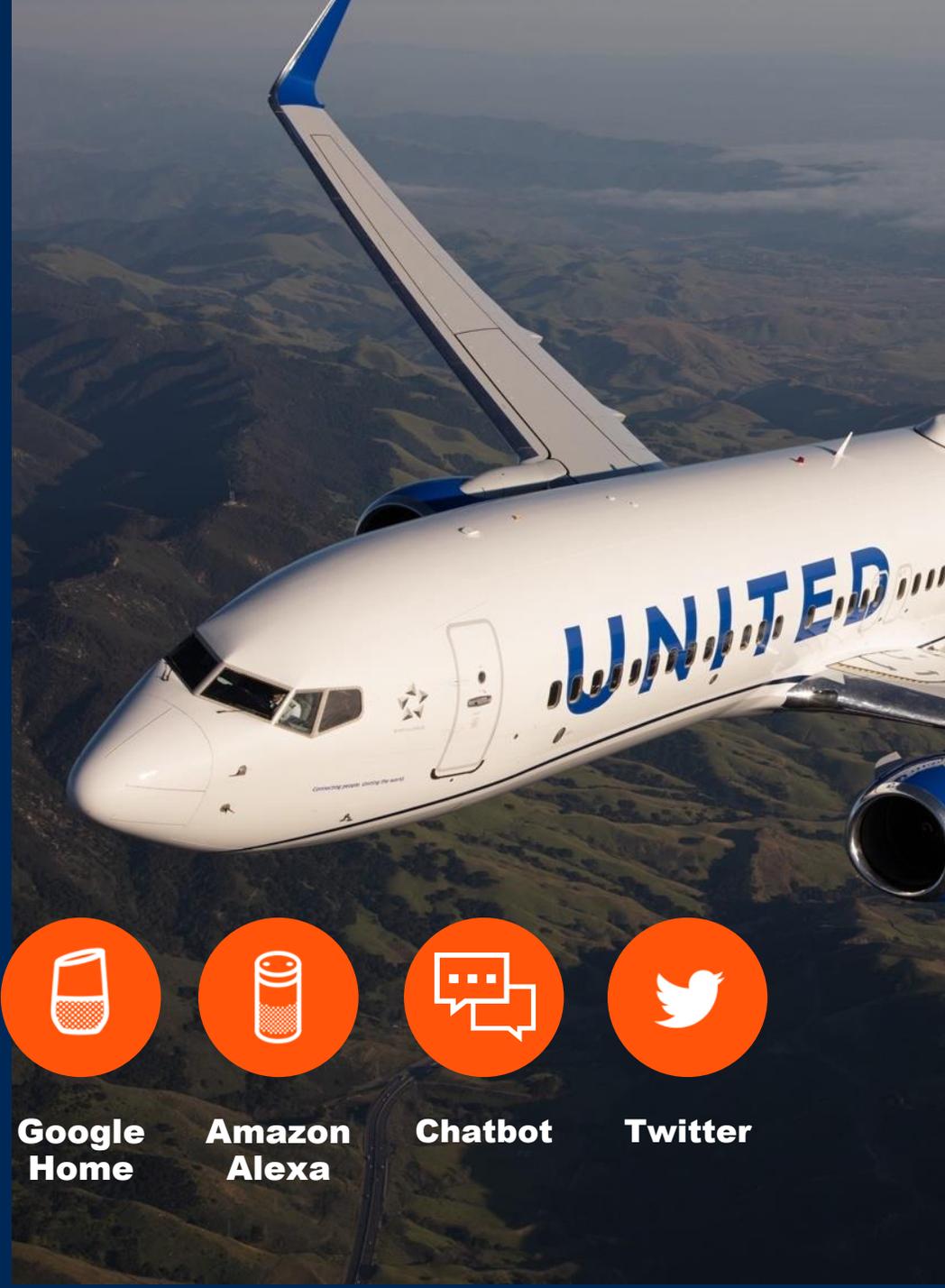
Amazon
Alexa



Chatbot



Twitter





CommonwealthBank

5 Ways to Pay Your Bill



Web



Smartphone



Smartwatch



Voice ATM



Chatbot

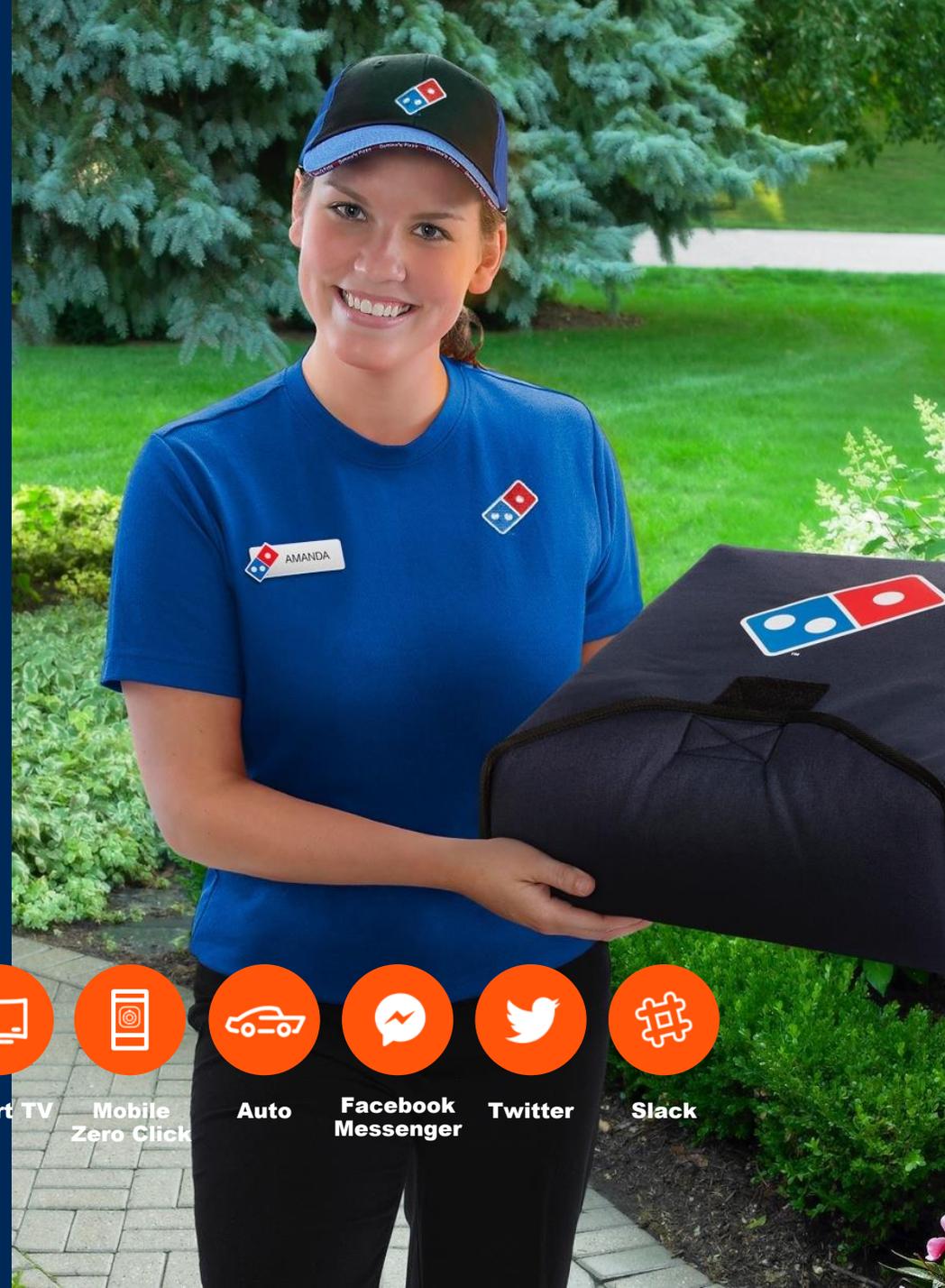


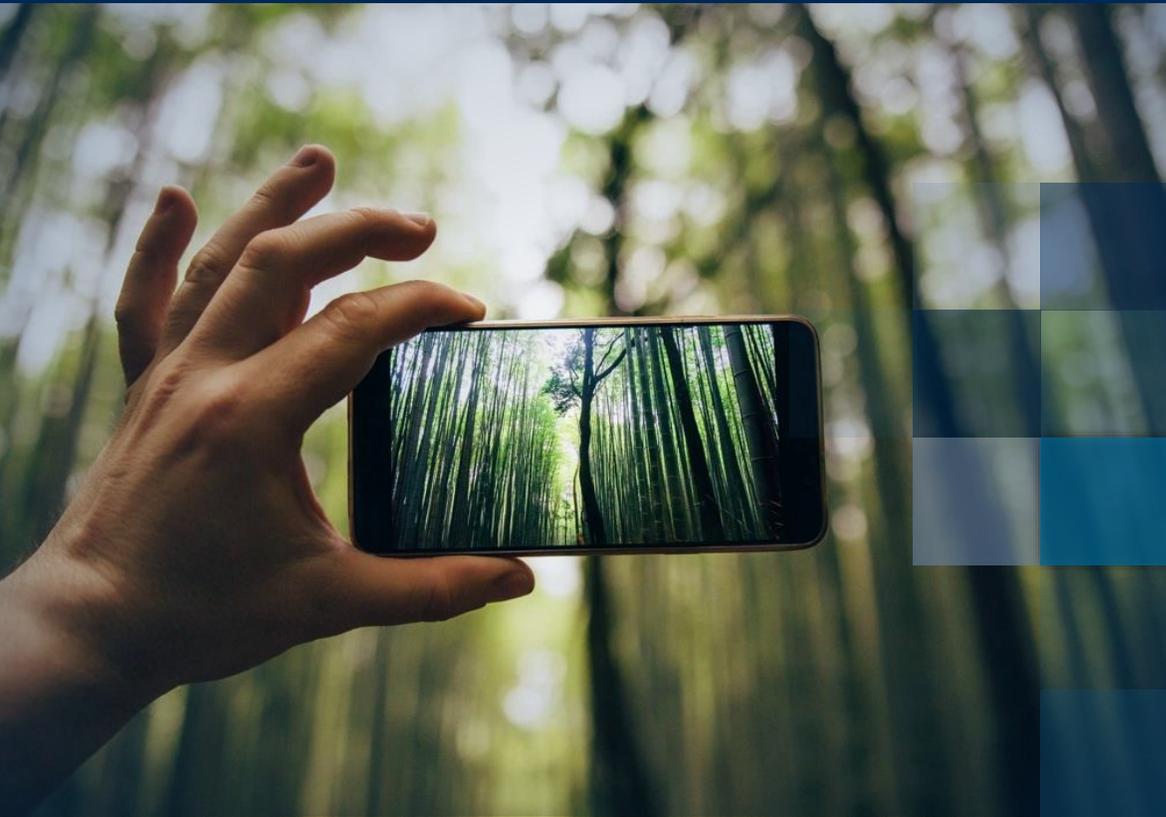


15 Ways to Get Your Slice



In Person Telephone Web Smartwatch SMS Google Home Amazon Alexa Voice Tablet Smart TV Mobile Zero Click Auto Facebook Messenger Twitter Slack





Multiexperience

The different modalities of user interaction across a variety of digital touchpoints through a user journey



Touch



Gesture



Emotion



Location



Voice



Eye-tracking



Mobile



Wearable



Shopping



Travel



Work



Home

Gartner Predicts

33%
of enterprises

**By 2021, one-third
of enterprises will have
deployed a multiexperience
development platform**

Source: Gartner, Magic Quadrant for Mobile App Development Platforms
FOR INTERNAL USE ONLY

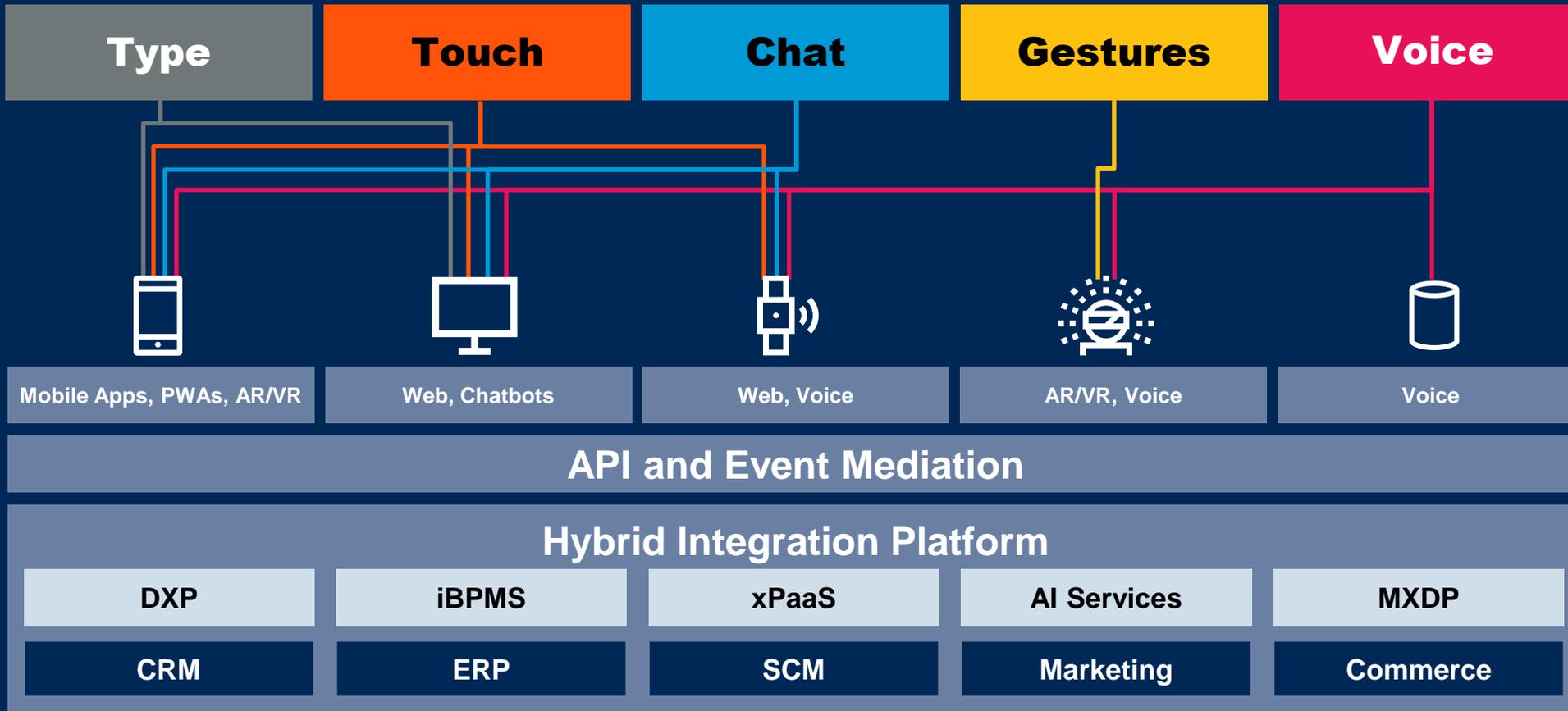
Multiexperience Platform

**Variety of
Touchpoints**

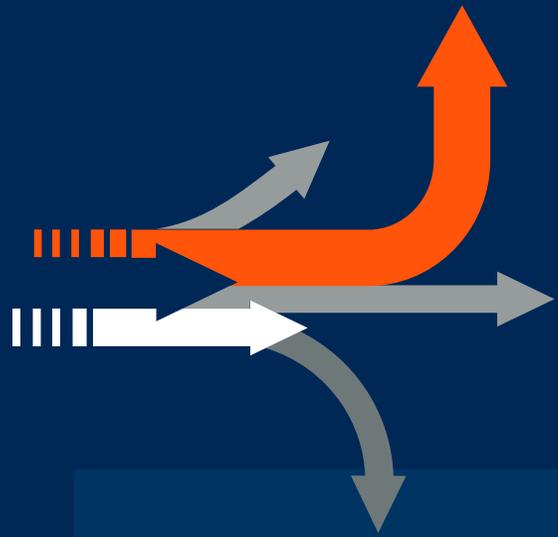
**Fit-for-
Purpose
Apps**

**Consistent
User
Experience**

Multiexperience Platform



Mesh
App and
Service
Architecture



Winning in the Turns:

Navigating the Digital Next

Digital
Customers

Digital
You

Digital
Insights

Gartner Predicts

By 2023, 40% of frontline workers will use wearables as their primary compute devices, which is an increase from fewer than 10% in 2019.

Source: Gartner Predicts 2020: Mobile and Endpoint Technologies



Gartner Predicts

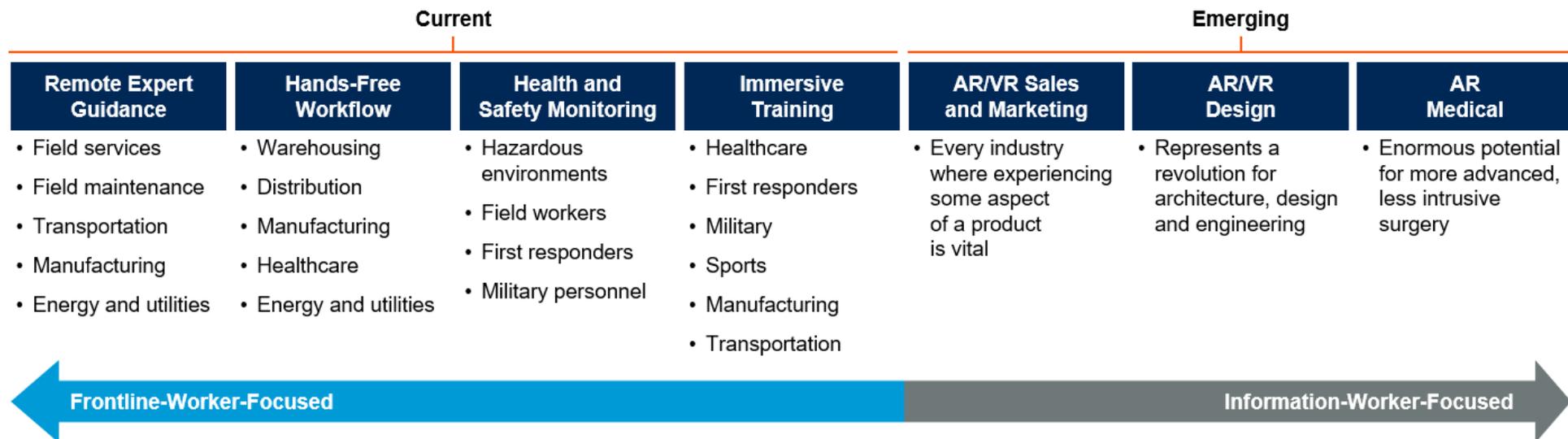
By 2024, one-quarter of large enterprises will use immersive technology to help enable flexible working arrangements, up from less than 1% in 2020.



Augmented Human

In 2020, the majority of net new enterprise mobile and endpoint investments will be focused on frontline workers

Business Use Cases for Immersive Technologies



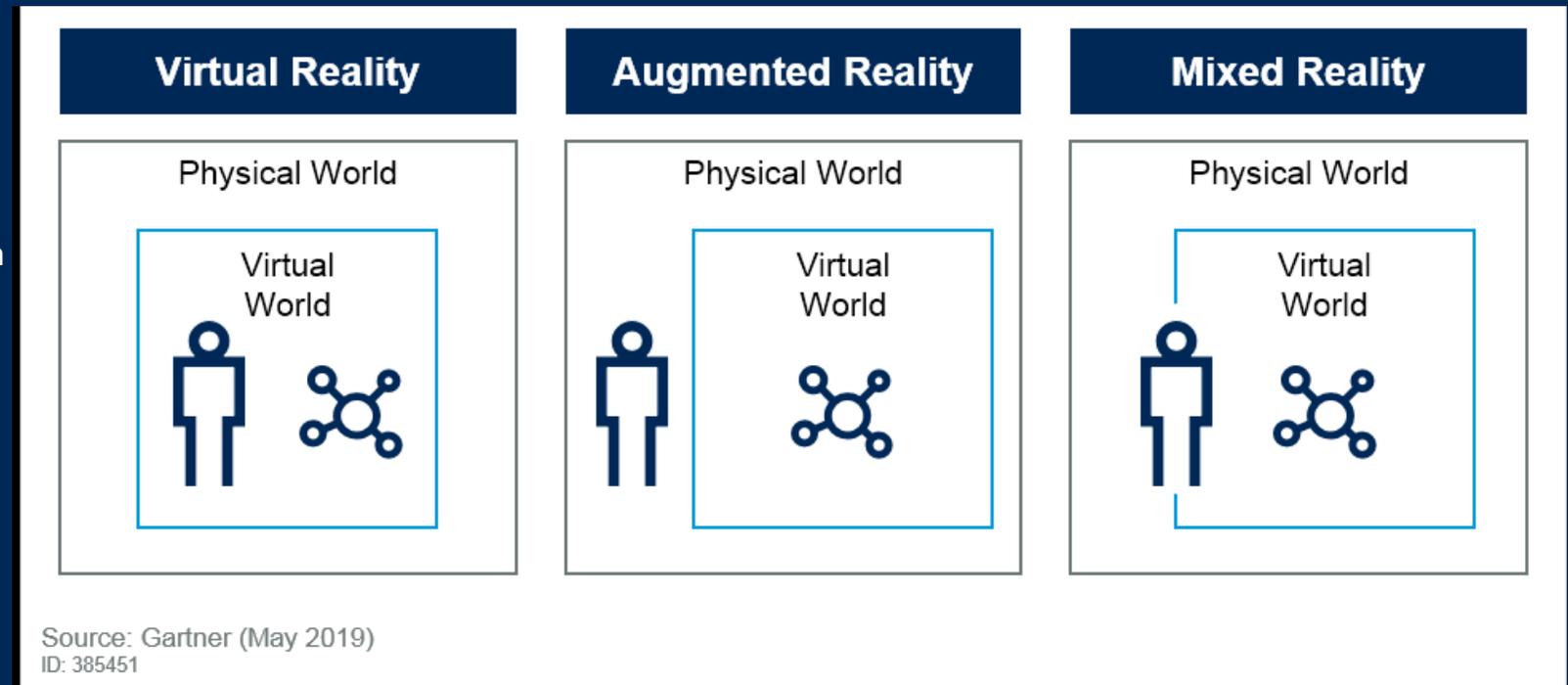
Source: Gartner
ID: 463485

Source: Gartner Top 10 Technologies That Are Defining the Future of Mobility, 2019 Update

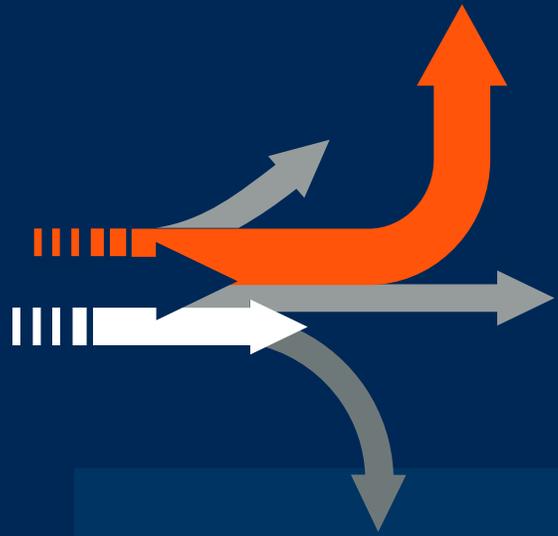
Augmented Human

Immersive Experiences Can be Virtual Reality, Augmented Reality or Mixed Reality

- VR immerses users in a fully artificial digital environment
- AR overlays virtual objects and content on the real physical-world environment.
- MR is not just AR overlays, but also visualizing virtual objects in the real-world environment using devices similar to those used for AR



Source: Gartner Top 10 Strategic Technology Trends for Manufacturing Industries: Immersive Experience



Winning in the Turns:

Navigating the Digital Next

Digital
Customers

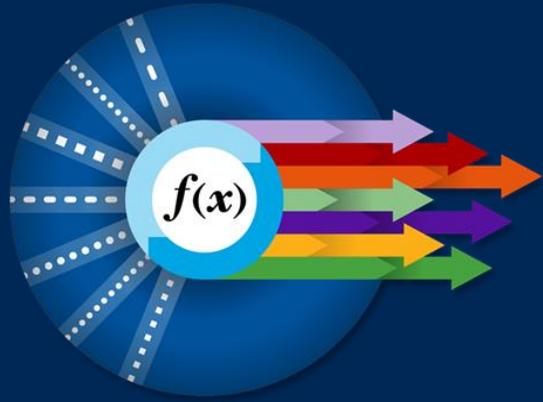
Digital
You

Digital
Insights

Gartner Predicts

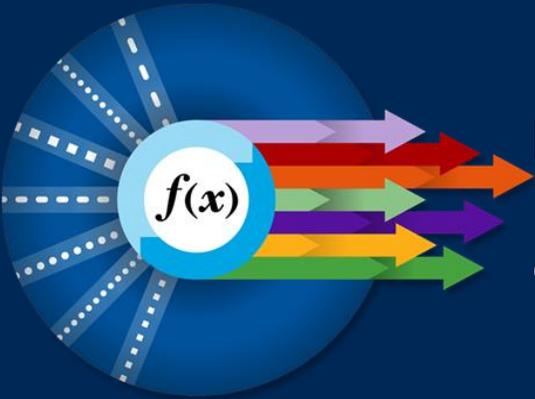
60%
of organizations

By 2023, almost two-thirds organizations will compose components from three or more analytics solutions to build business applications infused with analytics that connect insights to actions.

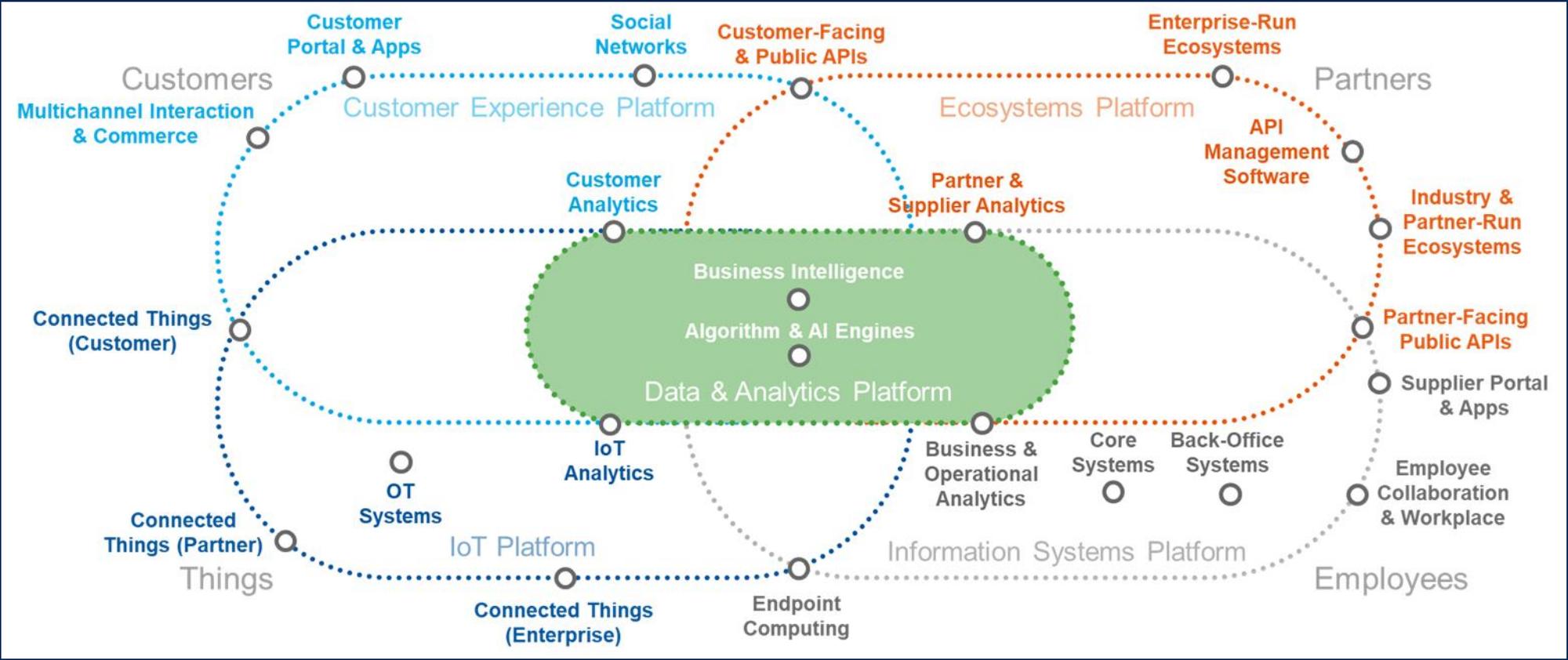


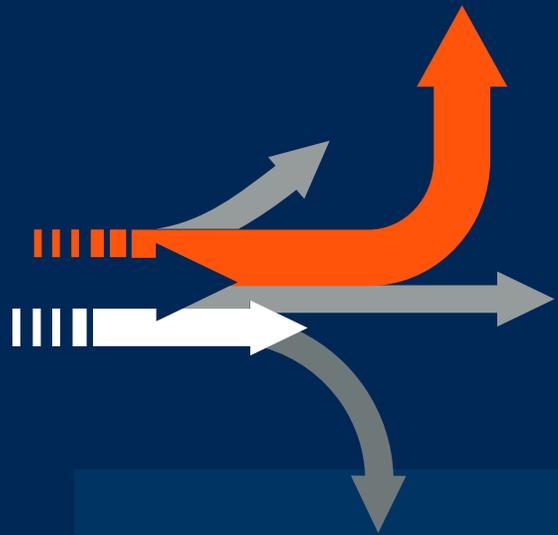
Data analytics and AI will be at the forefront of organizational efforts to turn crisis into opportunity and recovery.





Digital strategies built on conditions of yesterday or today won't necessarily be valid in 2030. CIOs must create a roadmap for the future by creating an organization that uses data intelligently for digital success through effective enablement and application of intelligence.





Winning in the Turns:

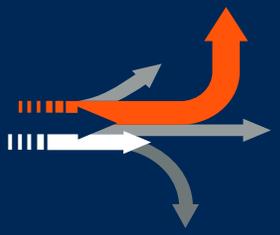
Navigating the Digital Next

Customers

Digital You

Business
Insights

What is the Business Saying?



Winning in the Turns: Navigating the Digital Next

Gartner 2020 CEO Survey

The Most Significant Kind of Change Taking Place in CEOs' Workforces
Coded Responses

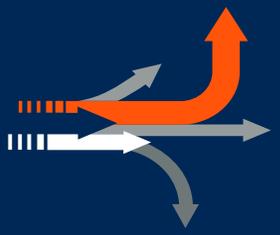


n = 186 respondents from supply chain industries

Q: The most significant kind of change taking place in our workforce over the next three years will be ...

Source: 2020 Gartner CEO and Senior Business Executive Survey

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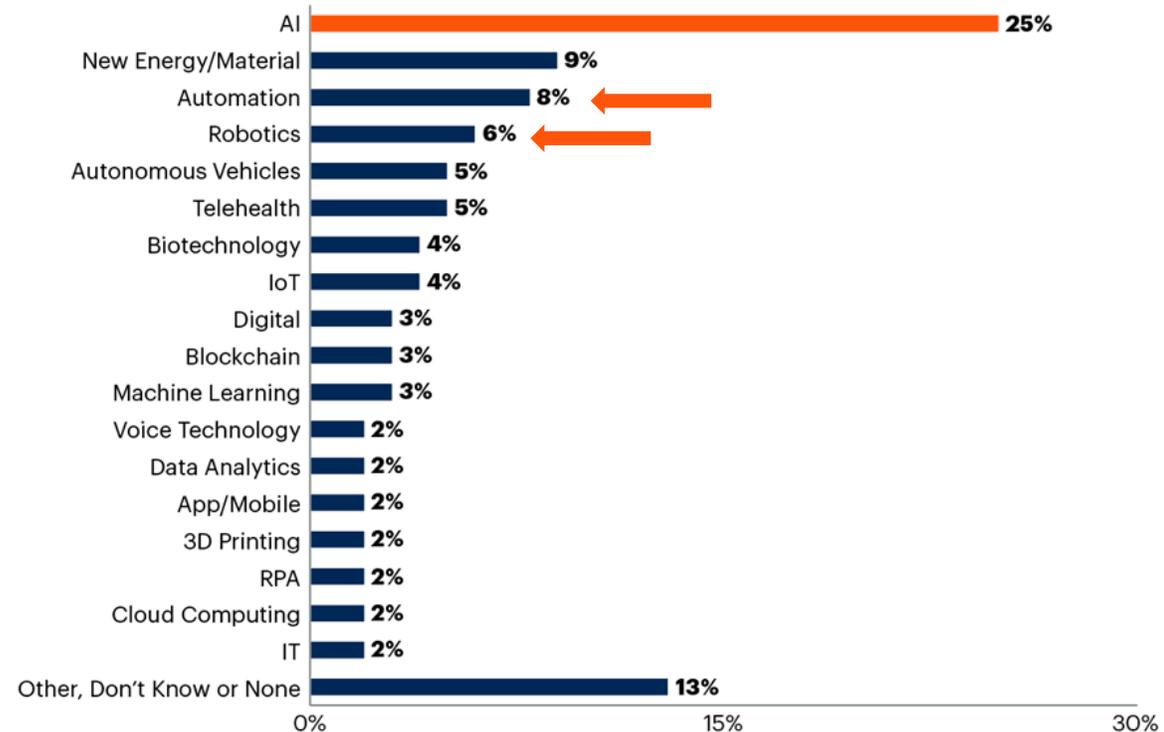


Winning in the Turns: Navigating the Digital Next

Gartner 2020 CEO Survey

The New Technology That CEOs Believe Will Most Significantly Impact Their Industries Over the Next Three Years

Coded Responses



n = 186 respondents from supply chain industries

Q: The new technology that will most significantly impact our industry over the next three years is ...

Source: 2020 Gartner CEO and Senior Business Executive Survey

Note: Percentage numbers may not total 100% due to rounding

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Winning in the Turns: Navigating the Digital Next

Gartner 2020 CEO Survey

CEO Plans to Increase in Investment/Spending 2020 — Top 13

	Overall Total	Consumer	Retail
Digital Capabilities	82%	91%	86%
Information Technology	78%	80%	81%
People and Culture Development	70%	69%	56%
Product Enhancement	68%	69%	75%
R&D Innovation	64%	71%	50%
Sales	60%	51%	64%
Marketing	53%	54%	47%
Staff (Hiring)	50%	31%	56%
Capital Equipment	41%	46%	25%
Legal, Compliance and Risk Management	38%	31%	22%
Supply Chain	38%	63%	50%
Business Services	31%	17%	25%
Property and Facilities	31%	31%	31%

n = 444 (overall total); 35 (consumer); 36 (retail)

Q. Compared to fiscal year 2019, how will your organization's investments in the following business areas change in fiscal year 2020?

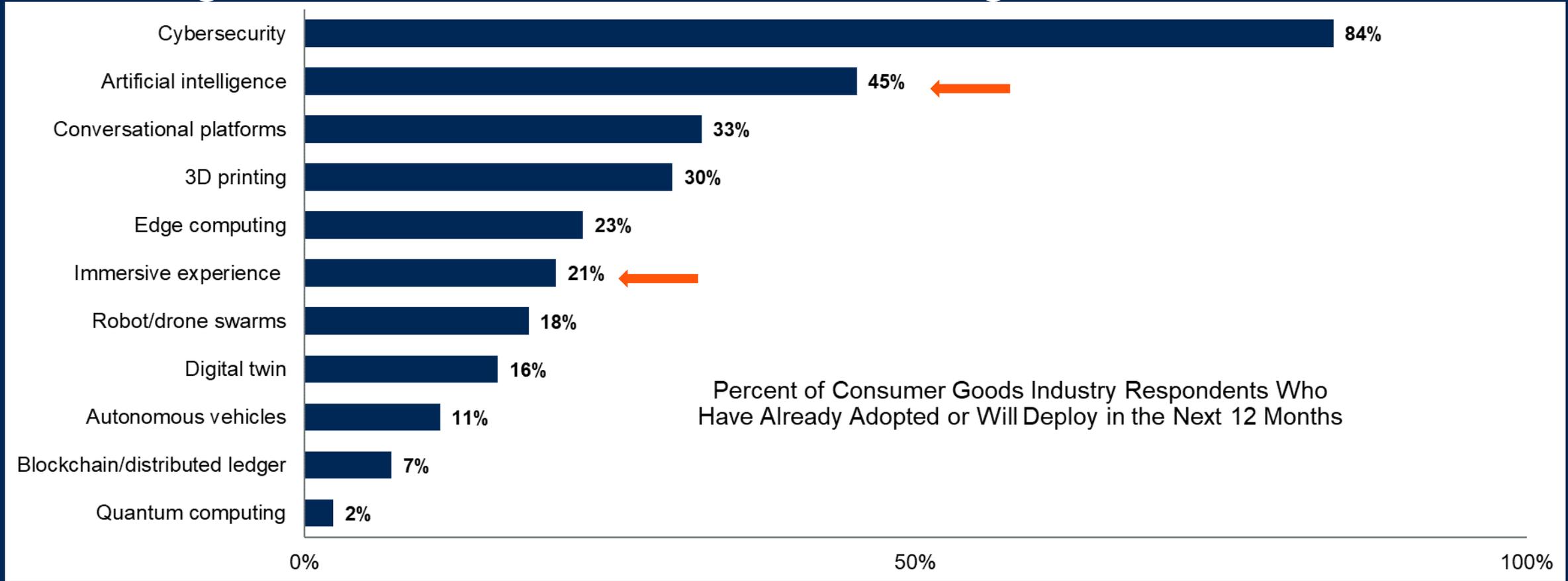
Source: 2020 Gartner CEO and Senior Business Executive Survey

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Winning in the Turns: Navigating the Digital Next

2019 CIO Agenda: Consumer Goods in a Climate of Change



**As You Define Your
Digital Next . . .**



**. . . And the Direction You
Will Take, Remember . . .**

**. . . Prepare for a Journey,
Not a Walk in the Park**





Geez Grandma! It's not that hard! Go into Settings... select wi-fi... Select it! Tap it with your finger... OMG any finger!! Grrrrrr

SHARED ON I'M NOT RIGHT IN THE HEAD.COM

Thank you!

Winning in the Turns: Navigating the Digital Next

Carl Deal, Vice President
Gartner Executive Programs



Thank you!