

# Introduction

## Digital Culture

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# Next in Line...

1 Towards Digital Transformation

2 Why Digital Culture?



# The Usual Way

## What is Digital Transformation?

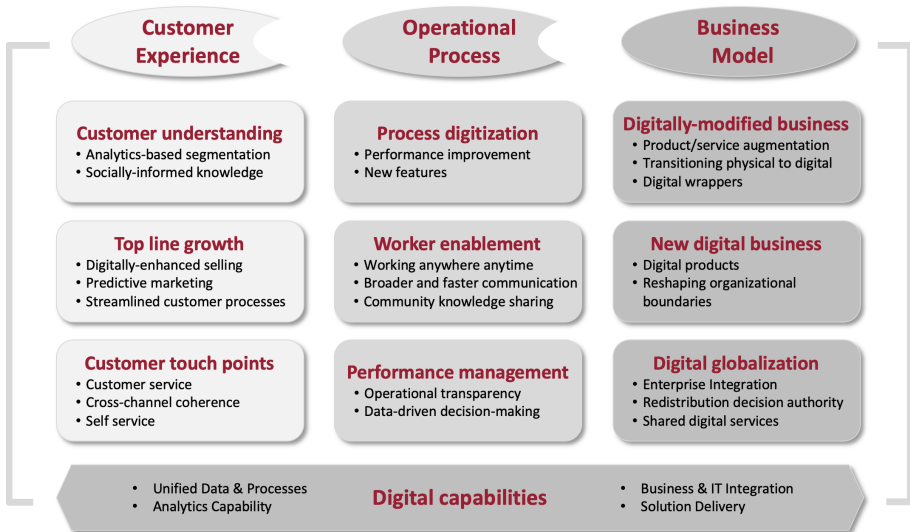
The use of technology to radically improve performance or reach of enterprises

*(Capgemini Consulting)*

## Typical Catch Phrases

- Digital Transformation is a strategic issue that companies *need to acknowledge and address*
- *every industry* is going through a Digital Transformation
- some enterprises are innovating successfully and some are not
- businesses that have *failed to respond* have struggled
- even previously successful companies have *fallen behind* their competition or *failed* entirely

# The Building Blocks of Digital Transformation



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# Issues

## Issues

Digital Transformation requires

- ! vision—of the market and of *the self*
- ! understanding of the opportunities
- ? both domain and technical competence
- ? investments—resources, people, money, time
- ? pro-activeness, rather than mere reactiveness
- ! Digital Transformation does not scale down—say, to SME



# Why Digital Culture?

## Missing capabilities

- missing skills
- ineffective IT
- *culture issues*



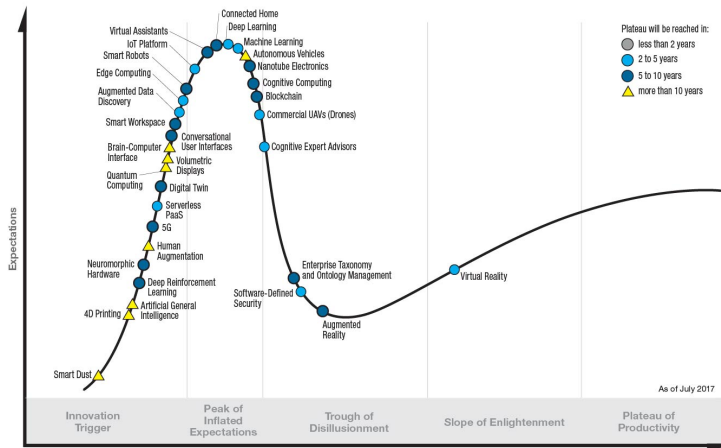
# So, What is Next? I

## Gartner Hype Cycle for Emerging Technologies, 2016



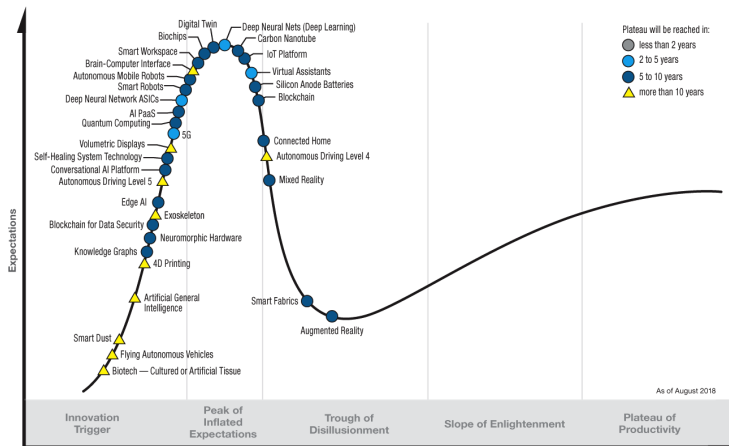
# So, What is Next? II

## Gartner **Hype Cycle** for Emerging Technologies, 2017



# So, What is Next? III

## Hype Cycle for Emerging Technologies, 2018



# So, What Can We Do Here?

## Let's face *culture issues*

- we have a long-standing experience in Digital Culture for Enterprise
- let's do **Digital Culture** towards Digital Transformation



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