

Digital Culture for Digital Transformation

Andrea Omicini
andrea.omicini@unibo.it

DISI / BBS, Università di Bologna

Evening MBA Program, 16 April 2019



Next in Line...

- 1 Digital Transformation
- 2 Digital Transformation in SME



The Usual Way

What is Digital Transformation?

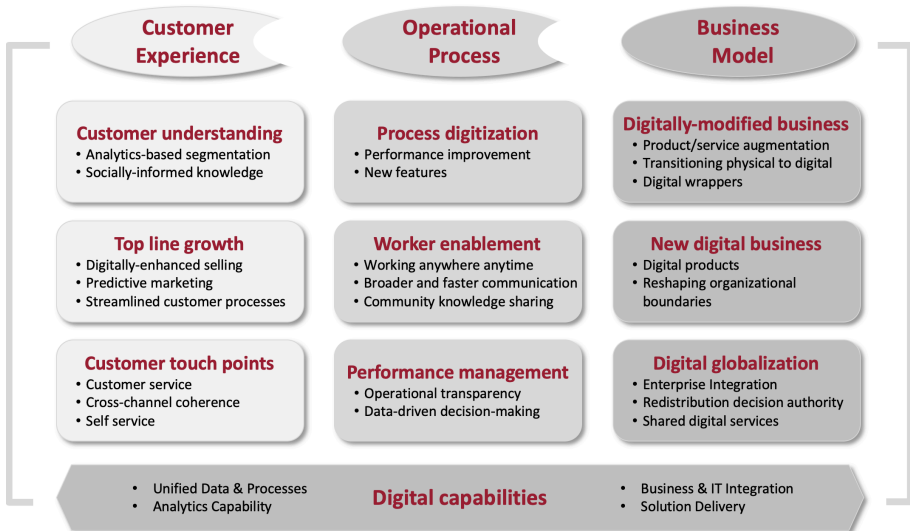
The use of technology to radically improve performance or reach of enterprises

(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



Next in Line...

- 1 Digital Transformation
- 2 Digital Transformation in SME



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



What Can We Do Here?

I will tell you exactly what to do when you are home

- ok, no way.
- *specificity* is one of the key points in SME
- there may exist general receipts for innovation in large enterprise (possibly), no such a thing for SME



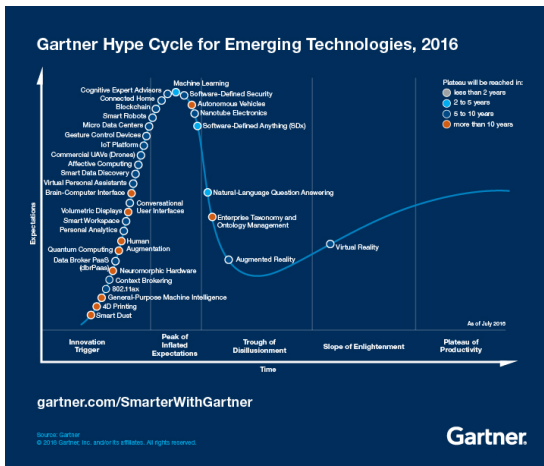
What is Standing in the Way?

Missing capabilities

- missing skills
- ineffective IT
- *culture issues*

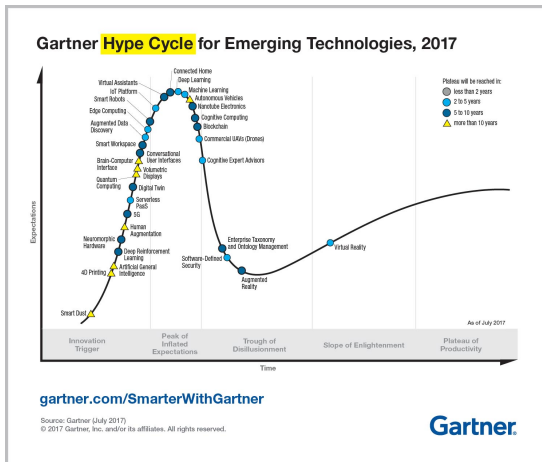


Do We Understand What is Next? I



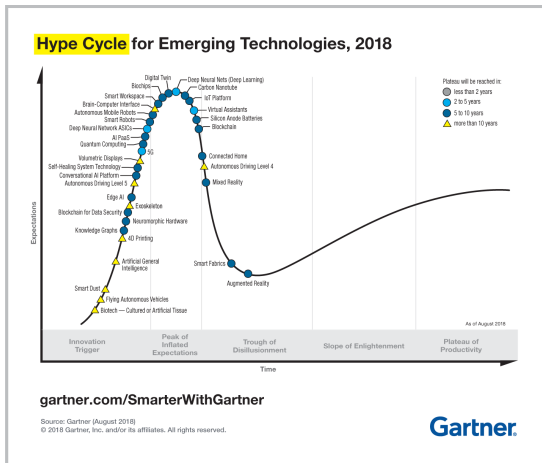
<https://www.gartner.com/smarterwithgartner/3-trends-appear-in-the-gartner-hype-cycle-for-emerging-technologies-2016/>

Do We Understand What is Next? II



<https://www.gartner.com/smarterwithgartner/top-trends-in-the-gartner-hype-cycle-for-emerging-technologies-2017/>

Do We Understand What is Next? III



<https://www.gartner.com/smarterwithgartner/5-trends-emerge-in-gartner-hype-cycle-for-emerging-technologies-2018/>

So, Again: 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 for Digital Transformation



Digital Culture for Digital Transformation

Andrea Omicini
andrea.omicini@unibo.it

DISI / BBS, Università di Bologna

Evening MBA Program, 16 April 2019

