

A sunset scene over a body of water with silhouetted islands in the foreground. The sky is filled with colorful clouds in shades of blue, orange, and red. Two vertical blue bars are positioned on either side of the main text.

Digital Transformation

Tim Mooney, Executive Partner
AK Smart Communities Forum
November 13, 2018

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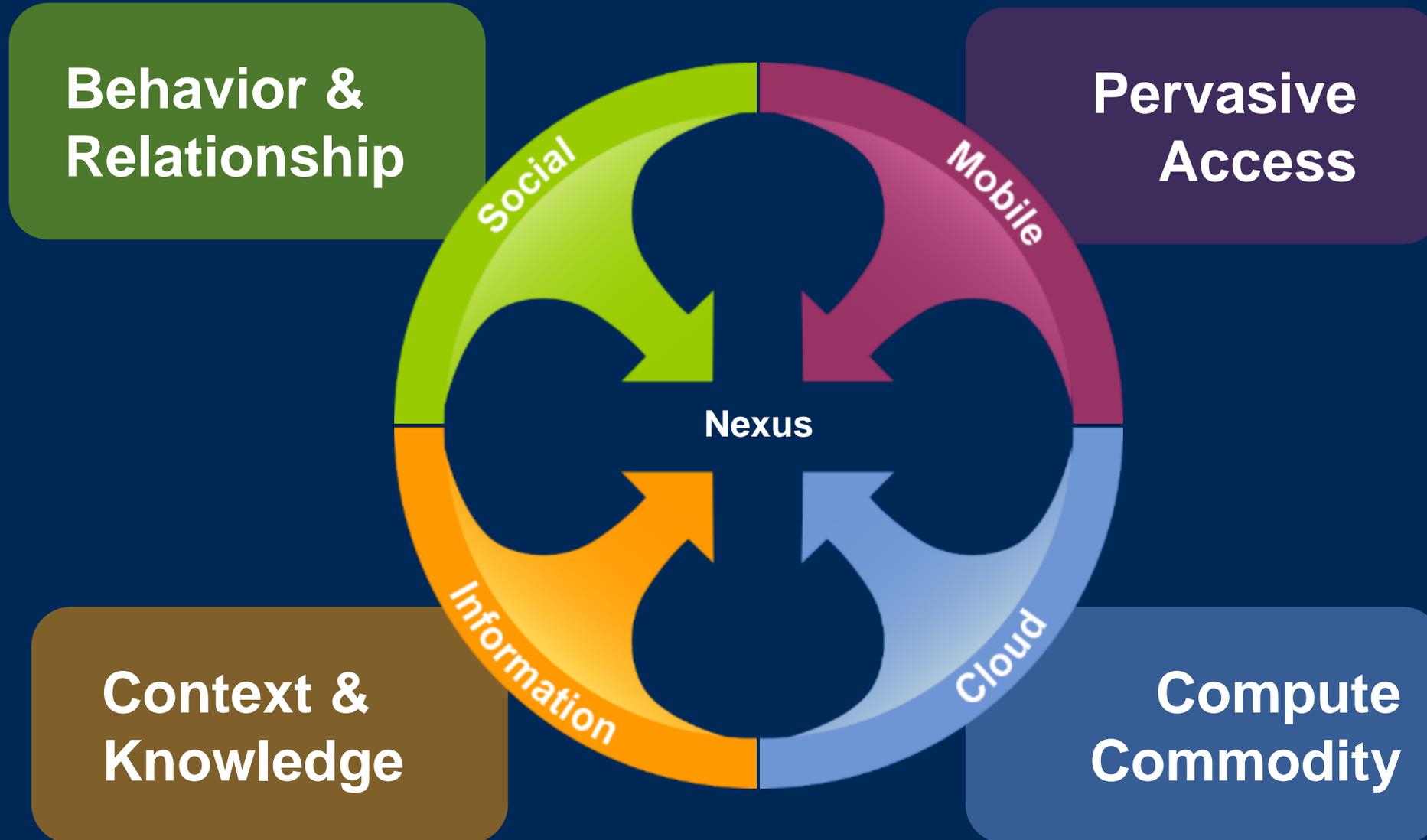
Discussion Topics



1. Digital... what are we talking about?
2. Why should we care about this?
3. What's something we should do differently?
4. What's coming in the future?

Digital Transformation - what does this actually mean?

A Nexus Provided the Foundation



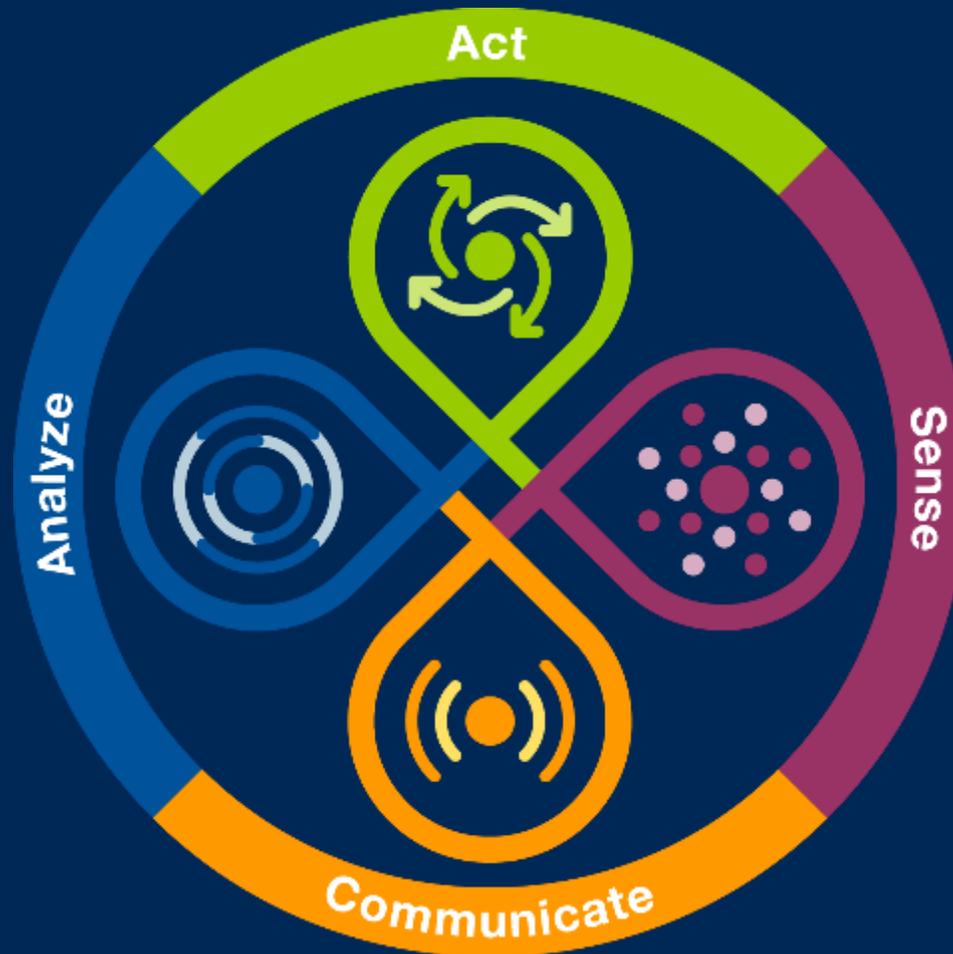
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The Internet of Things was the Accelerant

2009

1.6 Billion
Personal Devices

0.9 Billion Internet Connected
Things



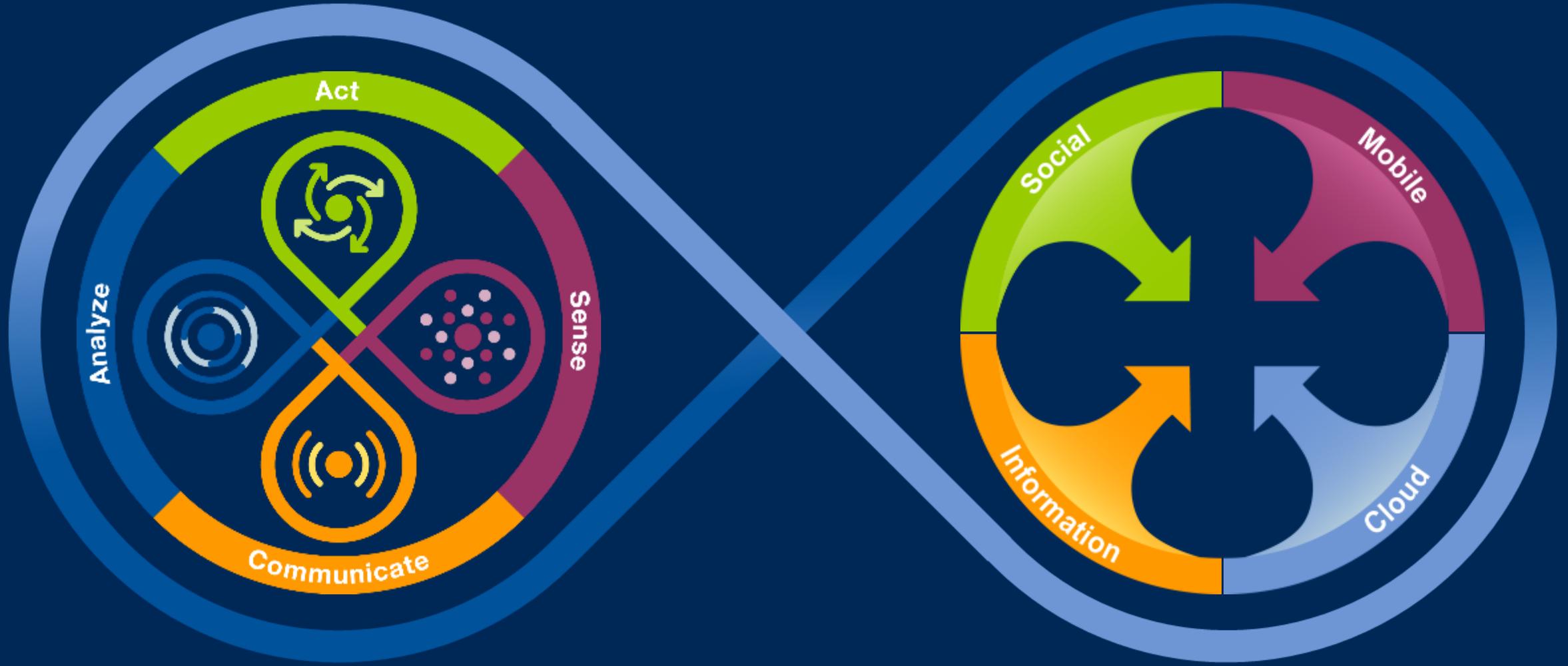
2020

7.3 Billion
Personal Devices

20 Billion Internet Connected
Things

Things Connected to the
Internet Will Outnumber
People by at Least 4 to 1

The Collision of the Two ...



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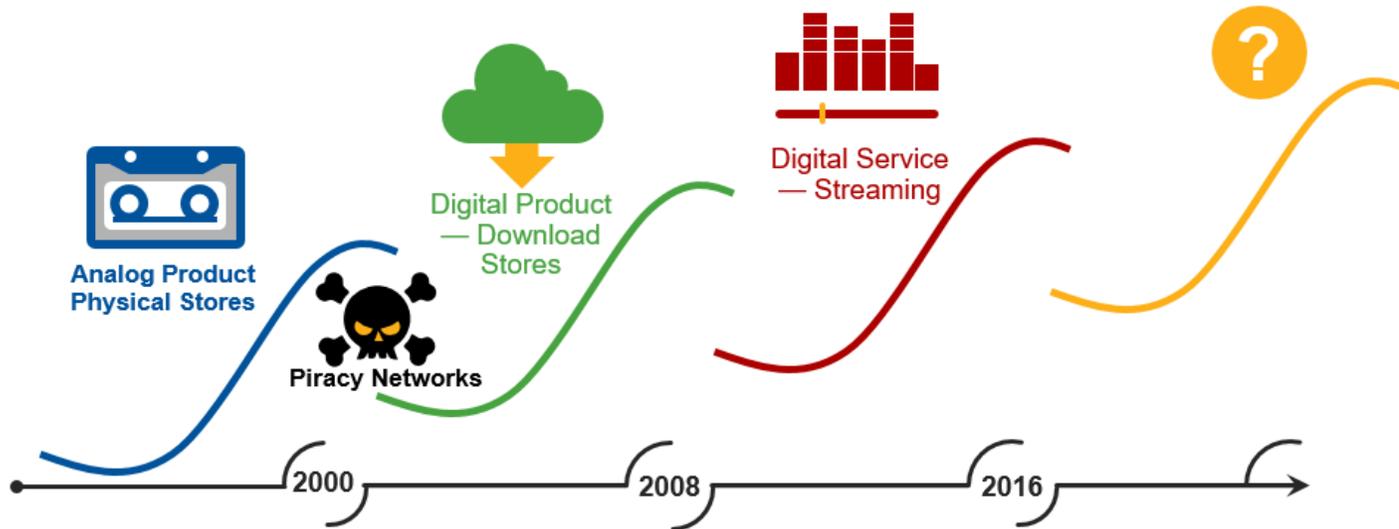
... has created our Digital Reality



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Cultures Must Support Navigating Disruptions

An Industry Storyline...



Ambition at the Inflection

Digital Business
Optimization

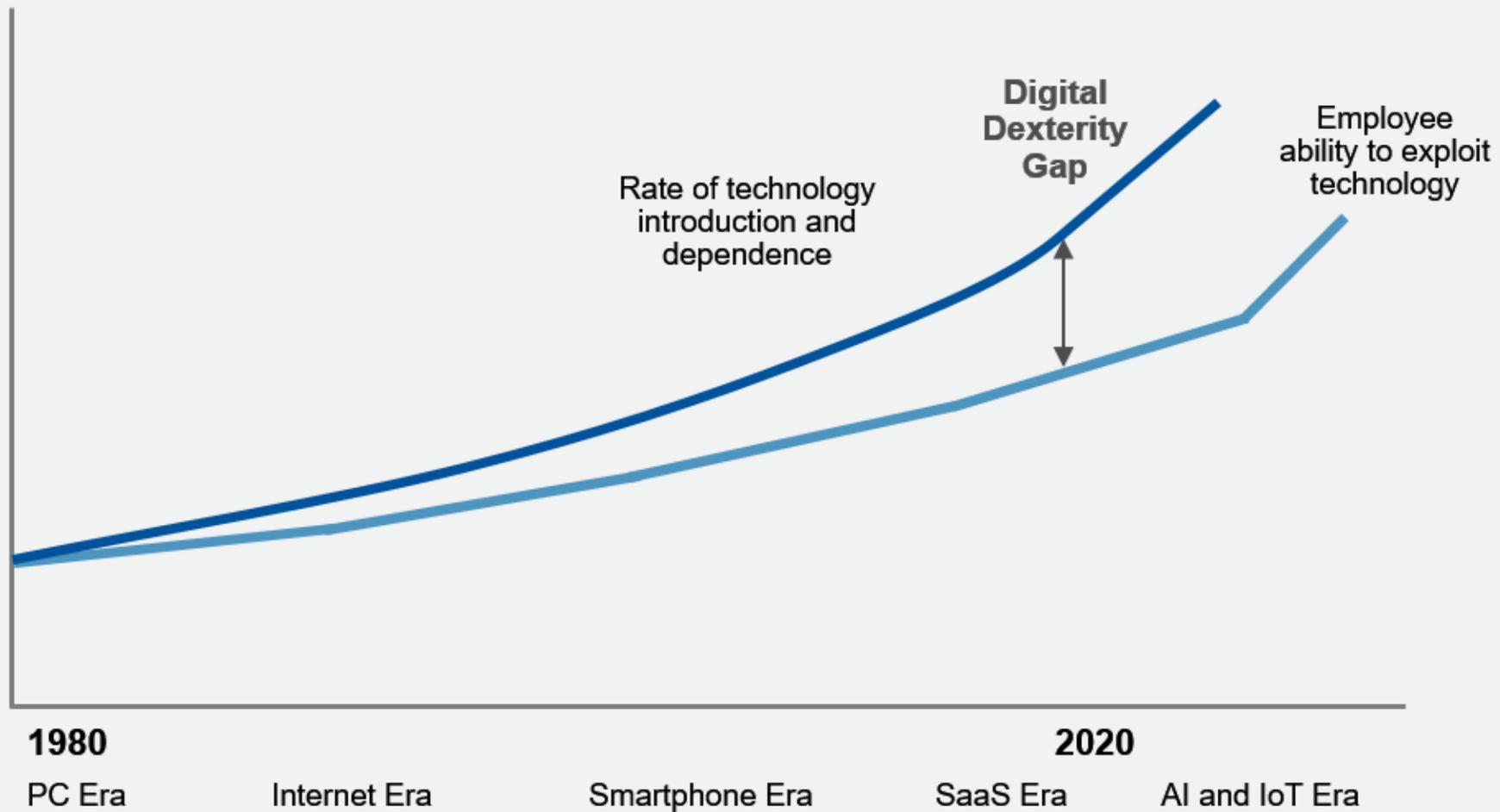


Digital Business
Transformation

Digitally remastered industries demand bold innovative leadership

**Why do I care about
all of this?**

The Digital Dexterity Gap



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Future Success Requires Digital Dexterity

Culture should be ...



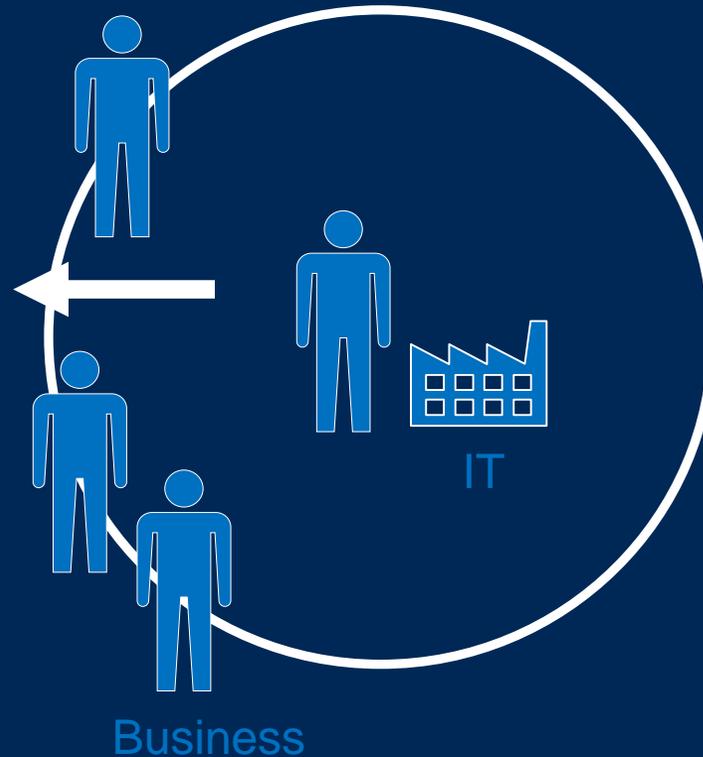
Digital Dexterity — The **desire** and **ability** to use technology to drive business outcomes

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**What should we be
doing differently?**

Traditional: Inside-out Perspective

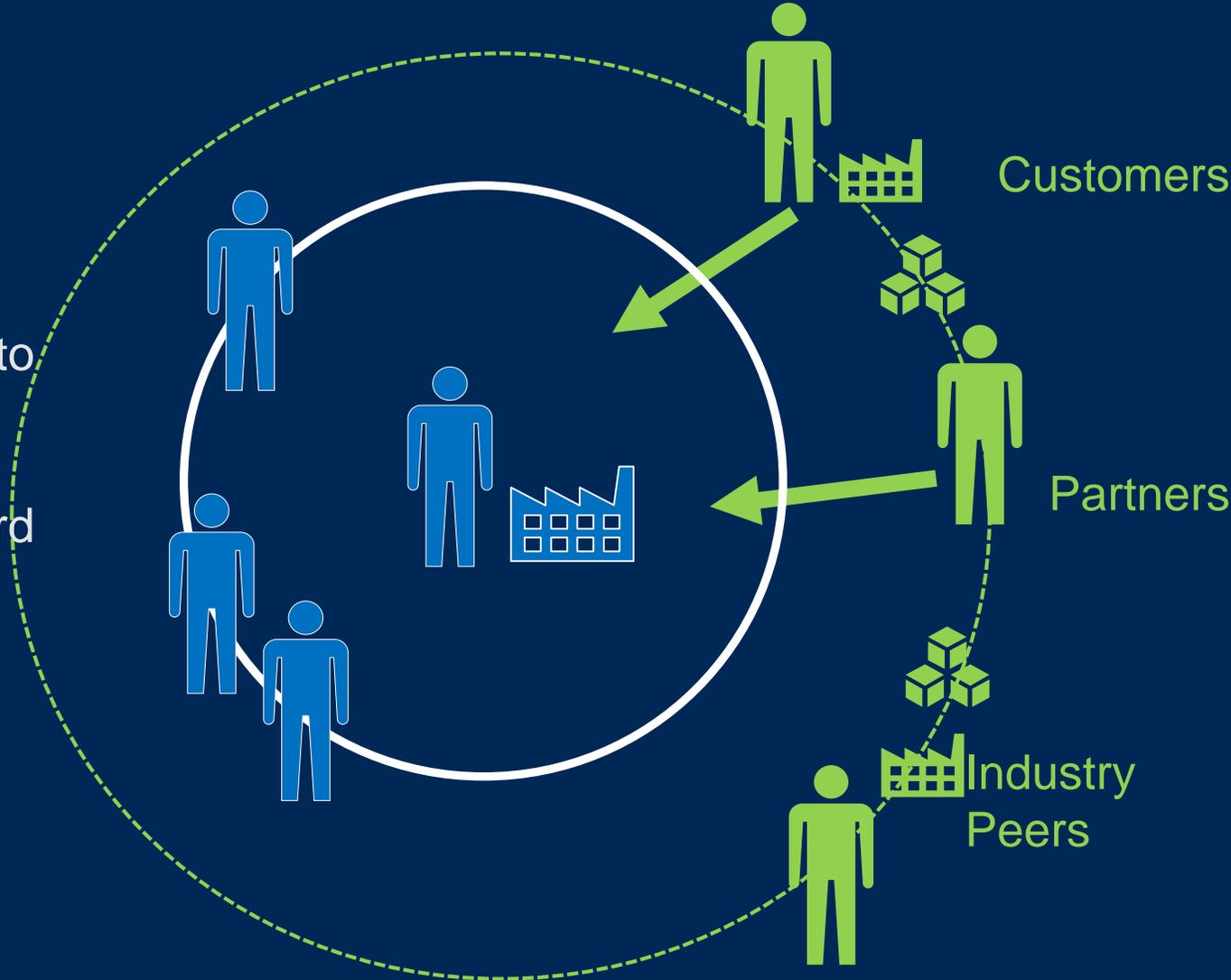
Focus on IT systems and on delivering value by providing a more stable IT foundation.



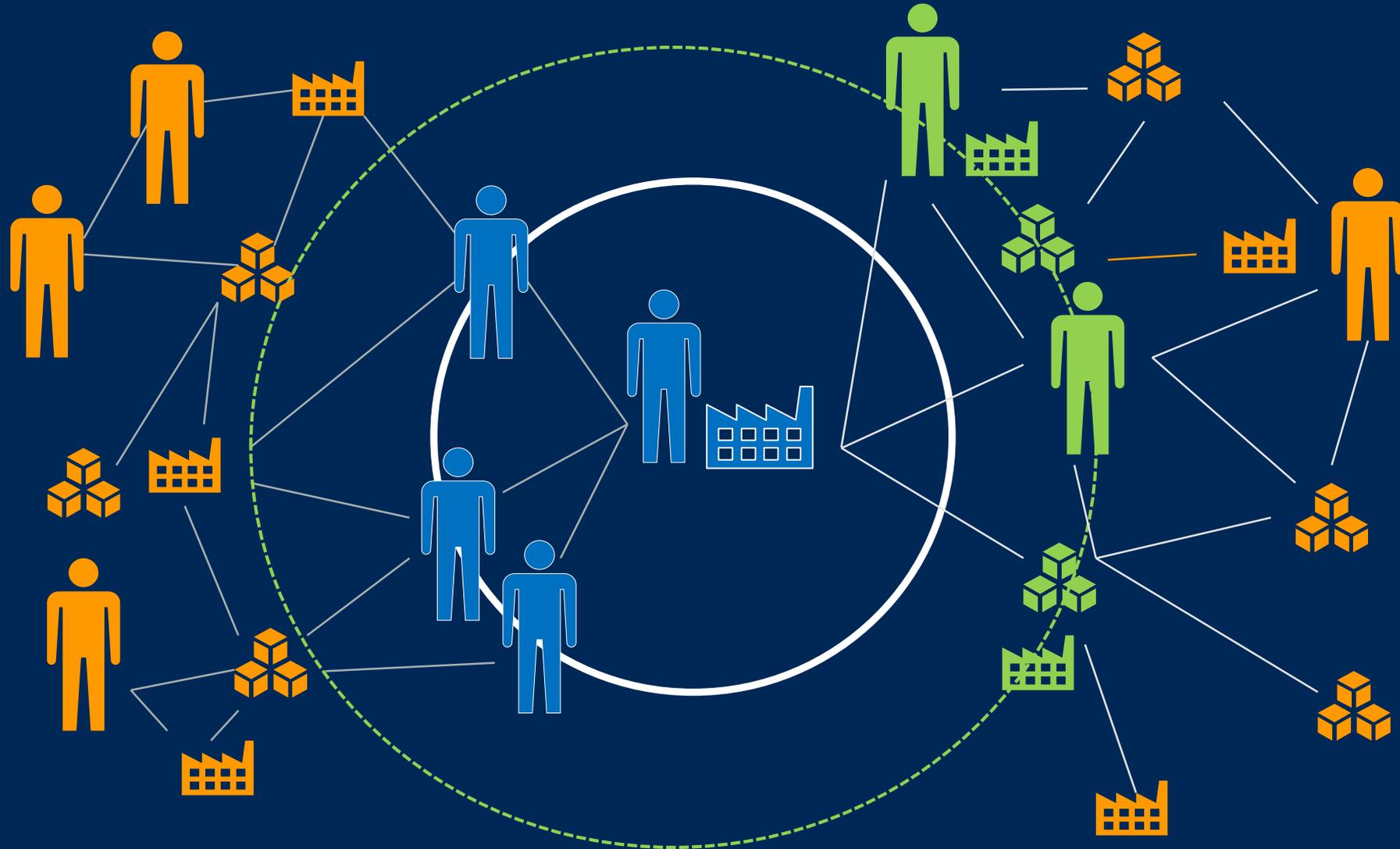
Goal to manage, consolidate, standardize and simplify the IT landscape to support the business.

Modern: Outside-in Perspective

Focus on the outcomes needed to deliver value to customers, constituencies, partners and stakeholders, then working inward



Future: Outside-out Perspective



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Journey Map Components

Rail Europe Experience Map

Guiding Principles

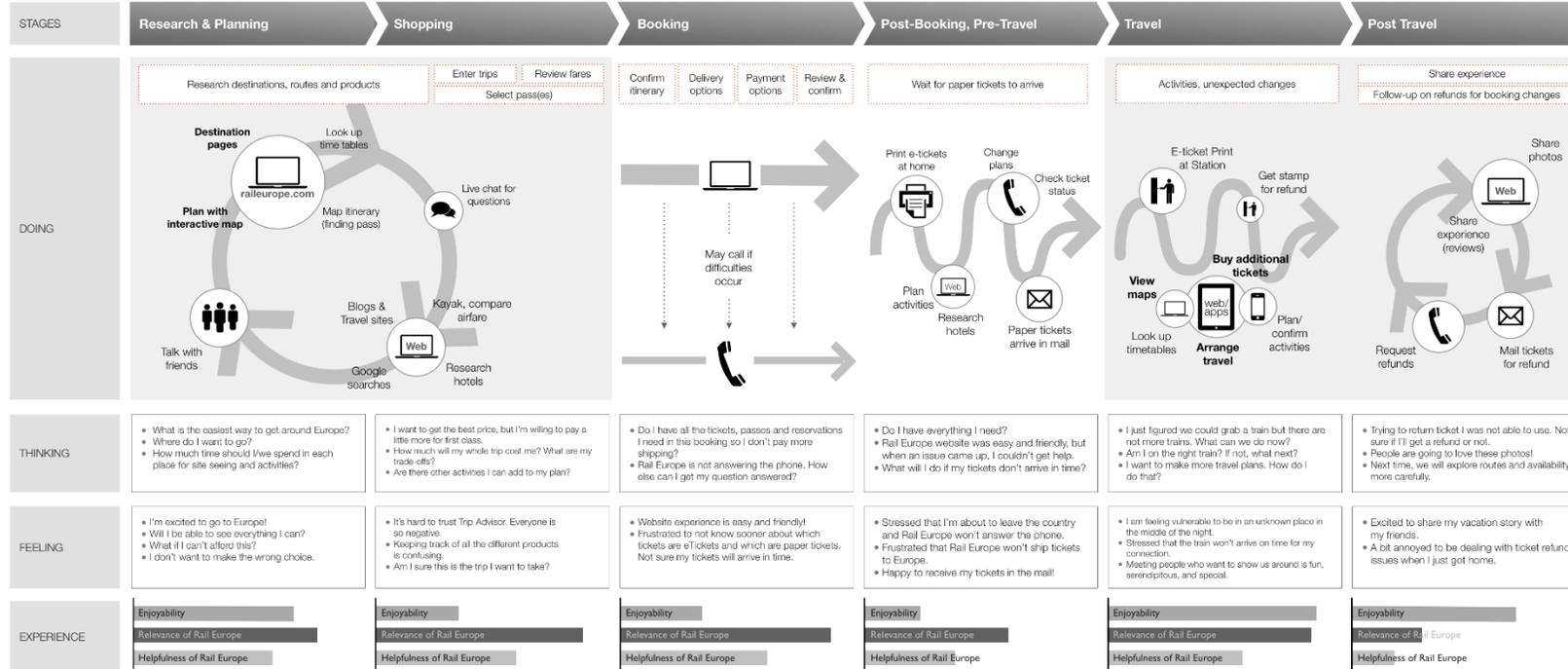
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>
<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
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Information sources: Stakeholder interviews, Cognitive walkthroughs, Customer Experience Survey, Existing Rail Europe Documentation

On-going, non-linear process vs Linear process vs Non-linear, but time based

Lens

The Lens is an overriding filter through which you view the journey –

Journey Model

These are often Guiding Principles or statements about a Value Proposition

Qualitative Insights

Supports looking at the journey against some type of criteria

Quantitative Information

Takeaways

Journey Map Components

Rail Europe Experience Map

Guiding Principles

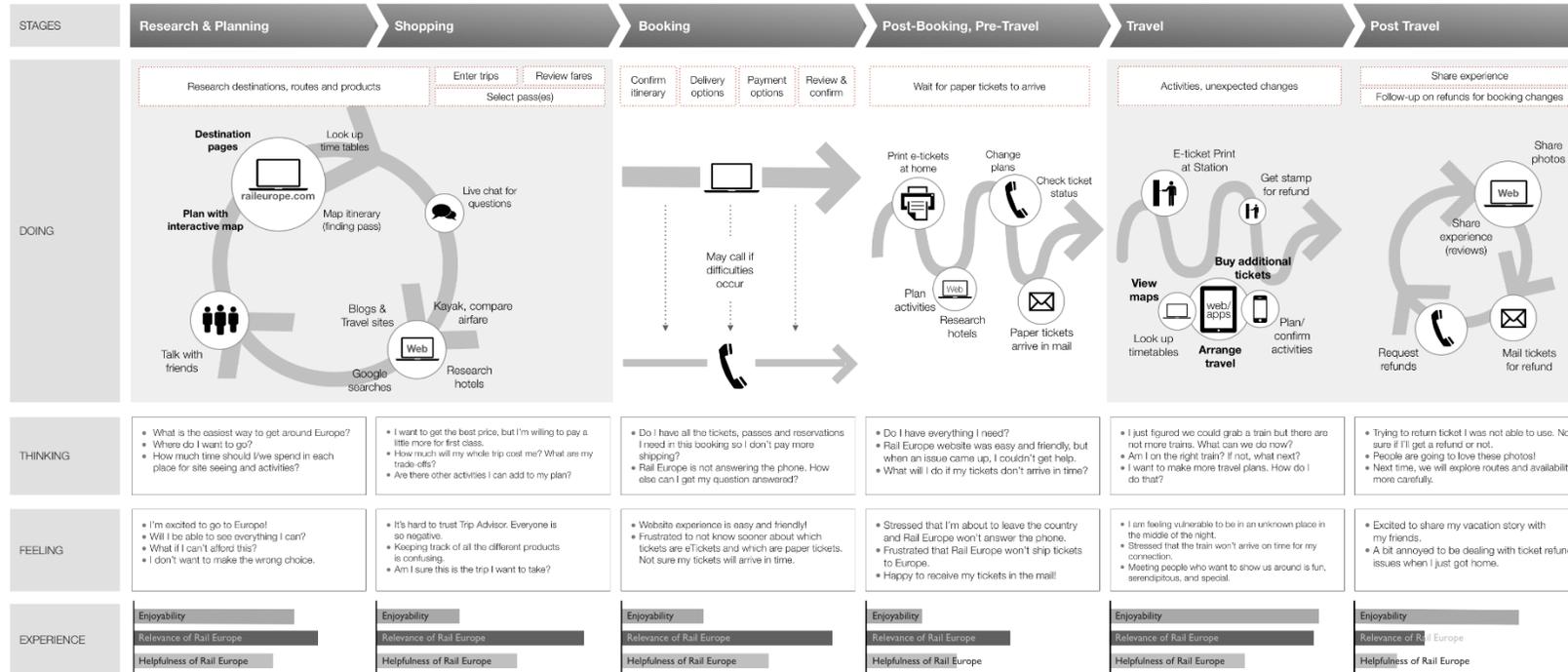
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Lens

The Journey Model depends on the nature of the Journey – they don't all look like

Journey Model

Illuminate the most important dimensions

Reveal something new in the way you draw it

Qualitative Insights

What are the phases the customer is going through

Quantitative Information

Takeaways

What they are doing across those phases

Journey Map Components

Rail Europe Experience Map

Guiding Principles

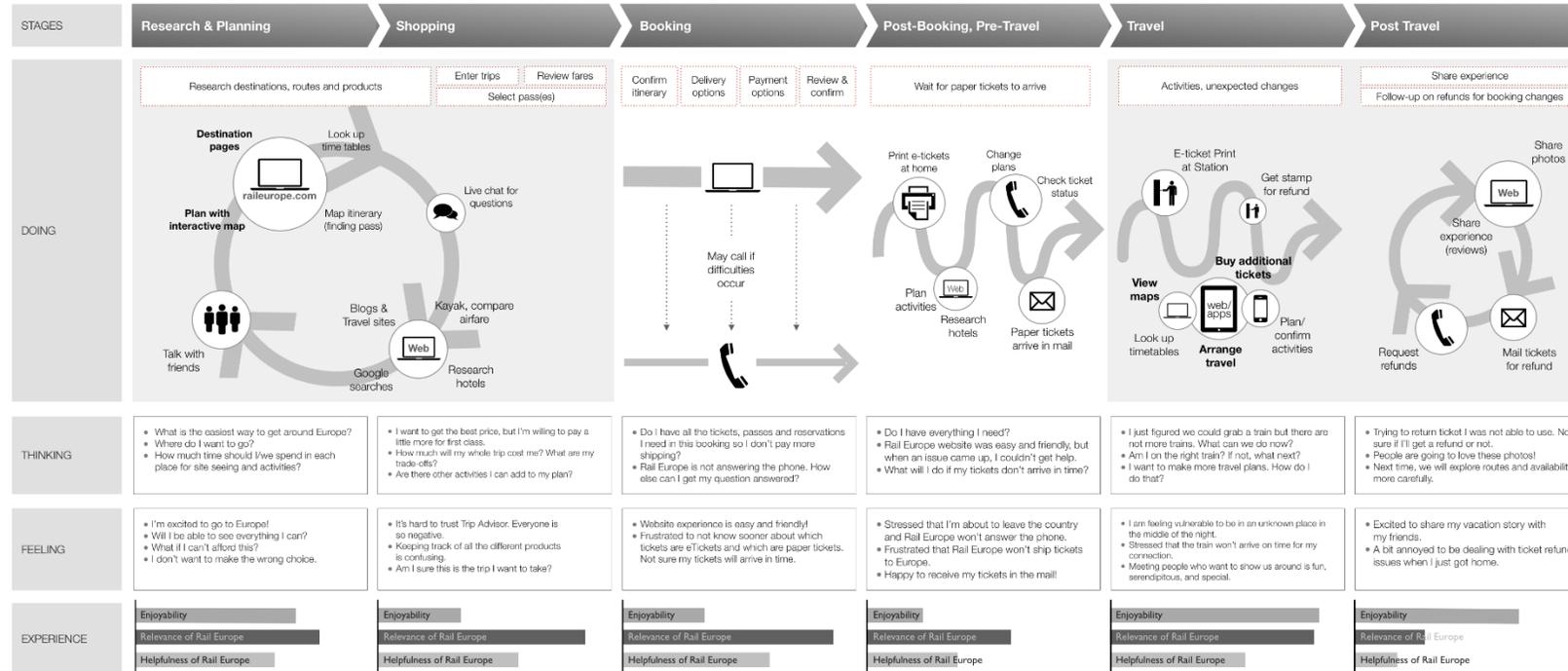
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Journey Model

Qualitative Insights

Quantitative Information

Takeaways

Qualitative Insights stem from a "Doing, Thinking, Feeling" framework

Thinking asks "Can I use this? Will This work? Is this valuable?"

Feeling uses responses such as happiness, satisfaction, frustration, confusion

Journey Map Components

Rail Europe Experience Map

Guiding Principles

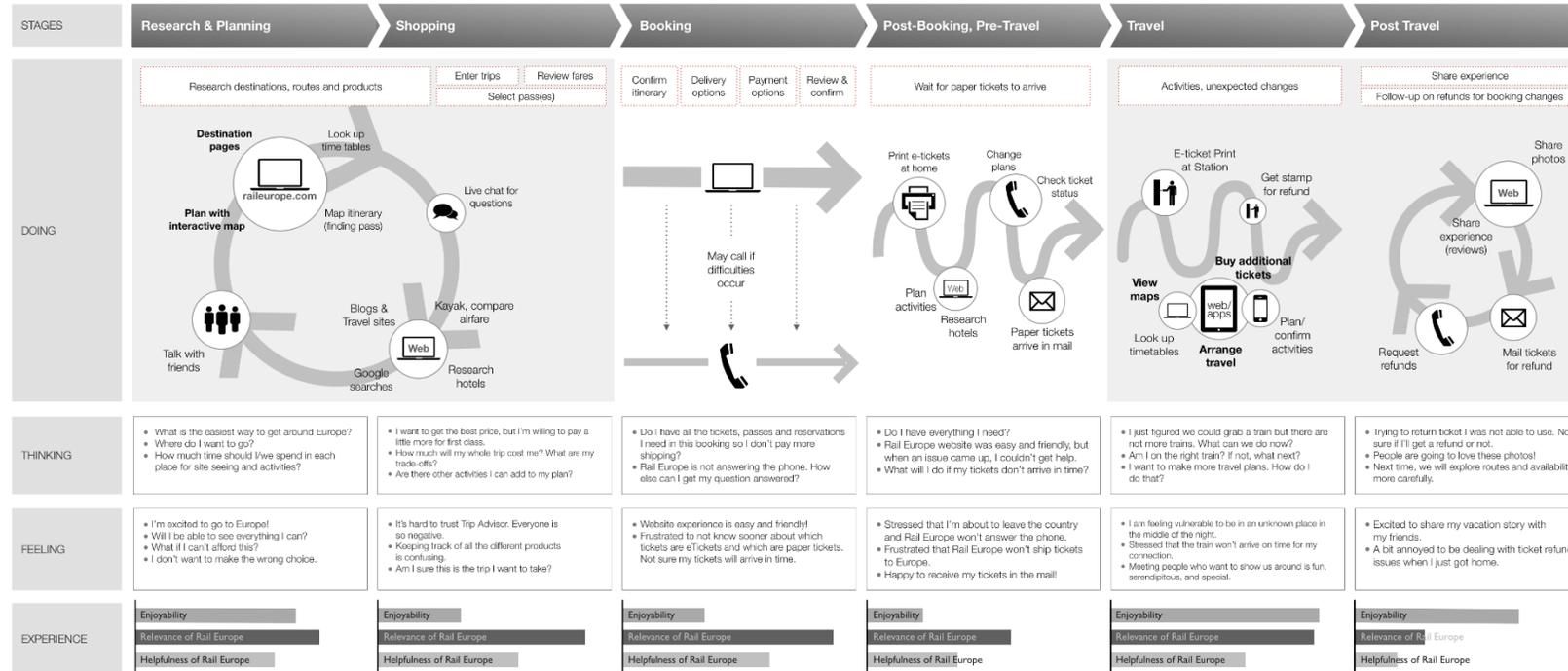
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Journey Model

Qualitative Insights

Quantitative Information

Takeaways

Quantitative Information seeks to identify those things that can be measured over the course of the Journey

Journey Map Components

Rail Europe Experience Map

Guiding Principles

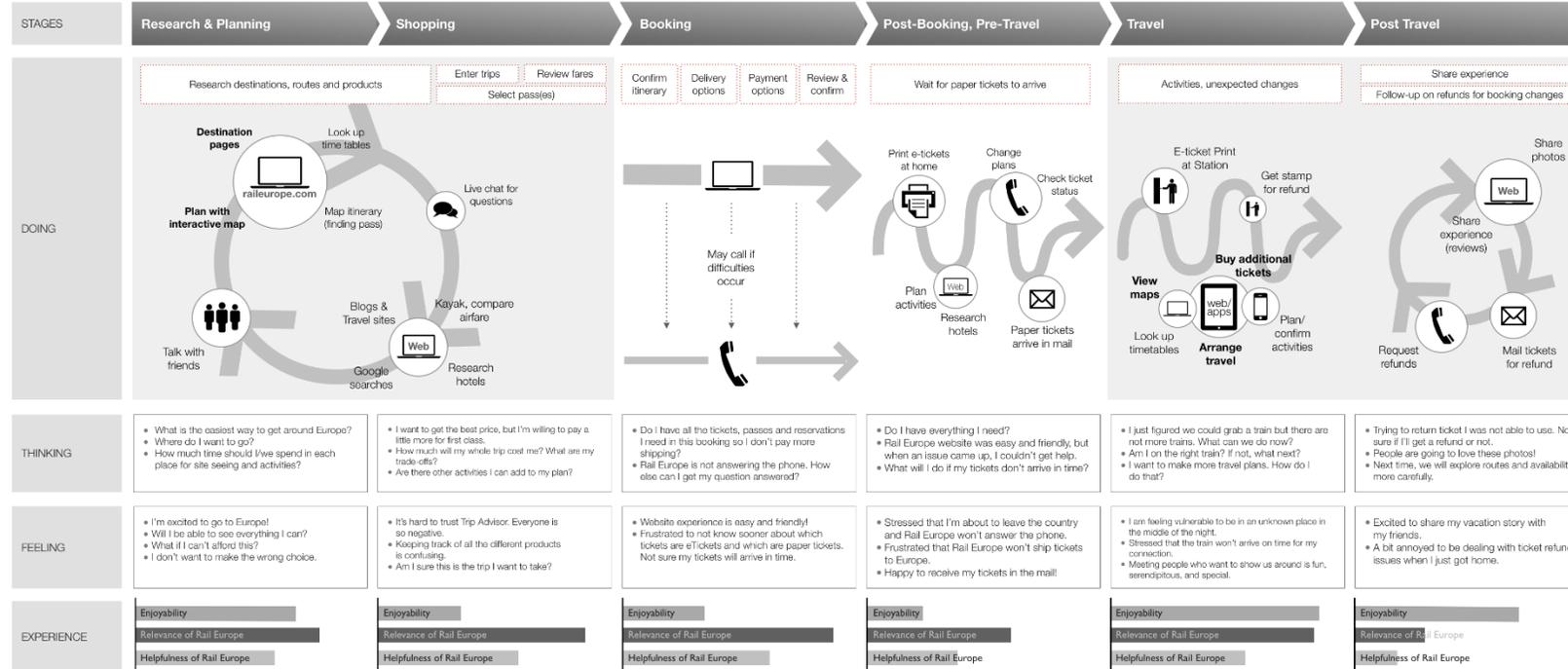
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Process types: Ongoing, non-linear; Linear process; Non-linear, but time based

Lens

The map is a catalyst, not a conclusion...

Journey Model

Takeaways are meant to drive the next phase of design or strategy development

Qualitative Insights

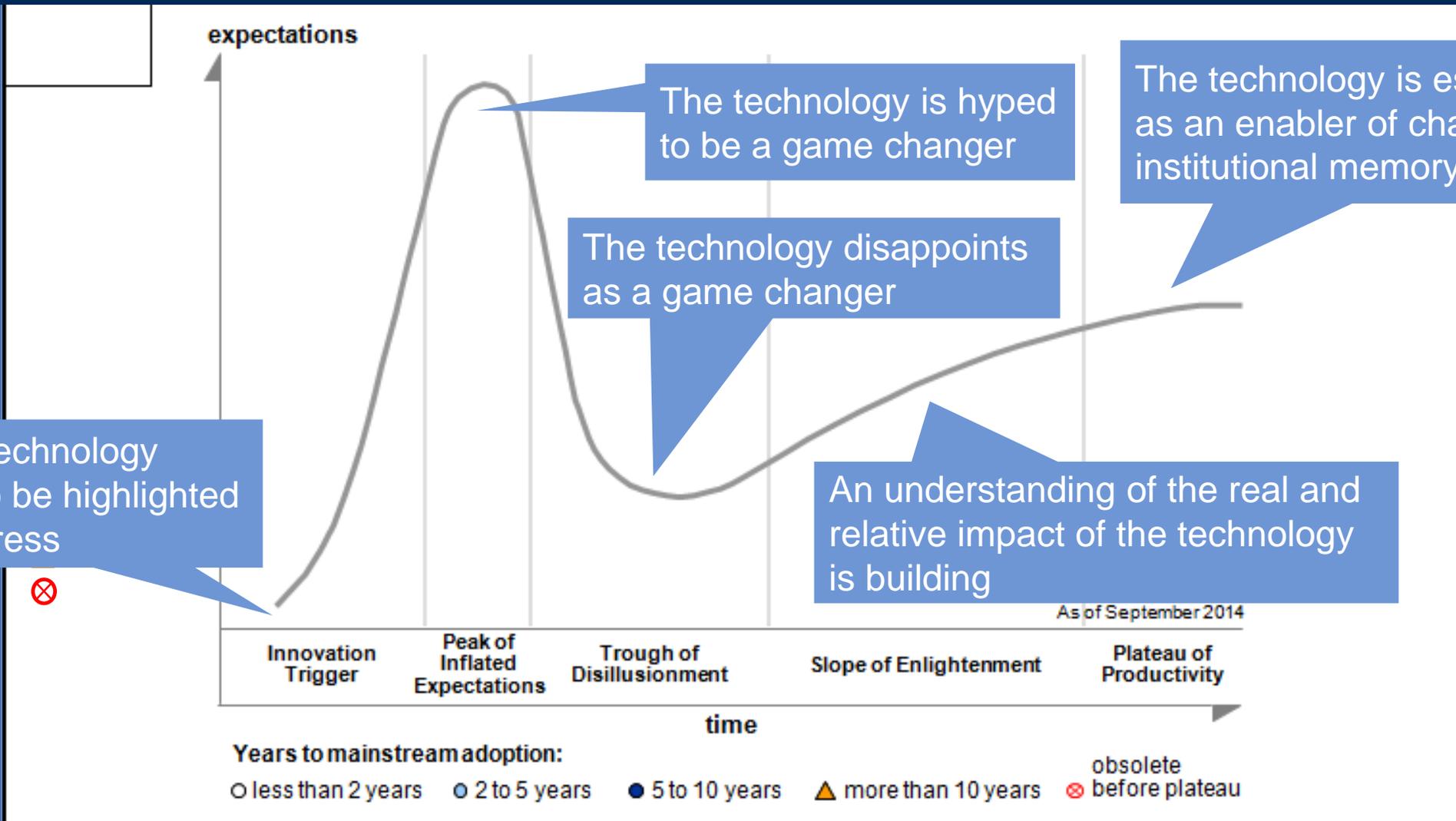
Identify opportunities, pain points, calls to action, design principles, etc.

Quantitative Information

Takeaways

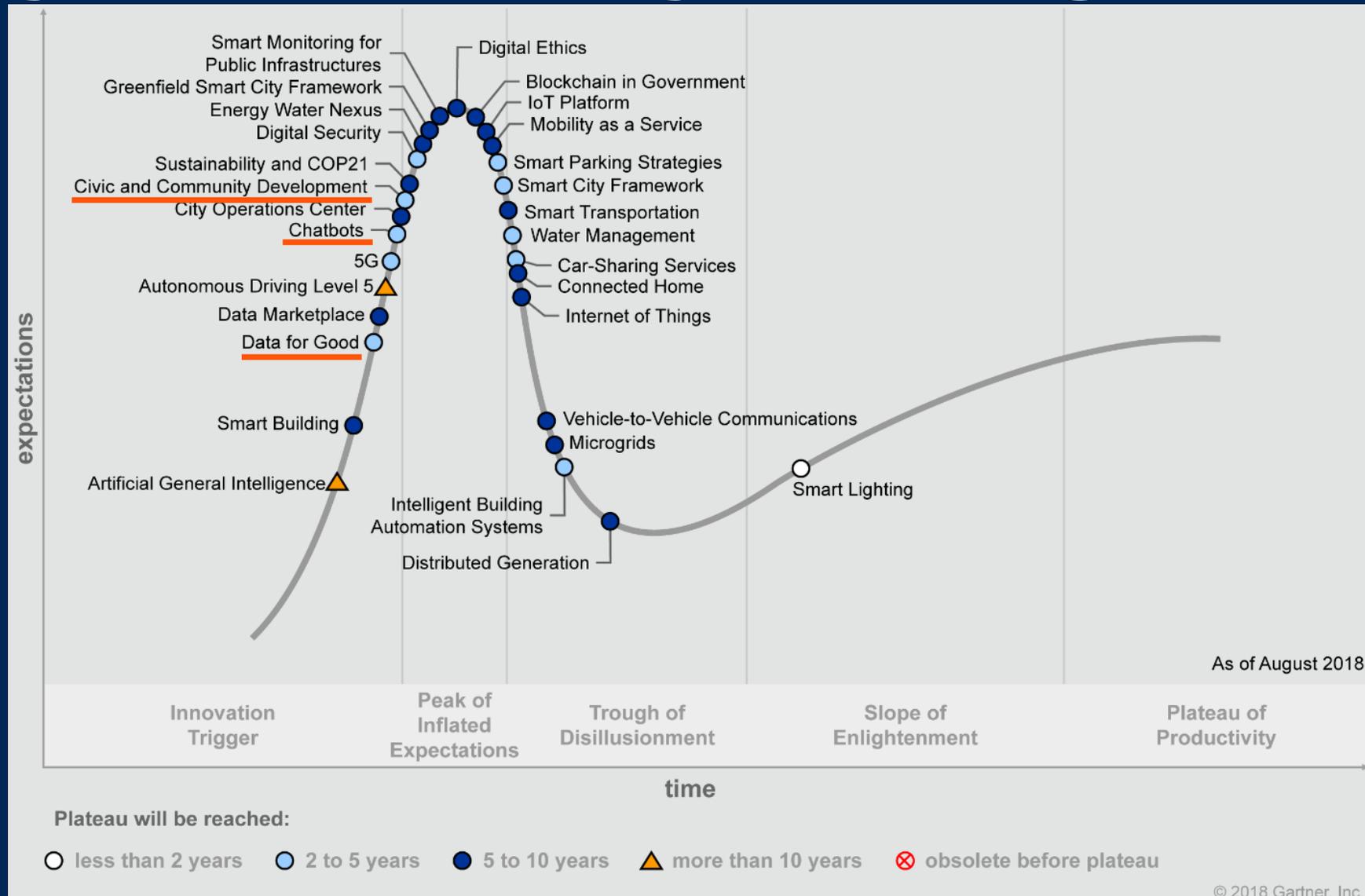
What's coming in the future?

The Gartner Hype Cycle - Explained



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Hype Cycle for Smart City Technologies



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Thank You

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