Ψηφιακός μετασχηματισμός και ο **φούρνος** της **γειτονιάς!**

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Kostas FLOKOS
CEO Upcom

Apply Digital Transformation
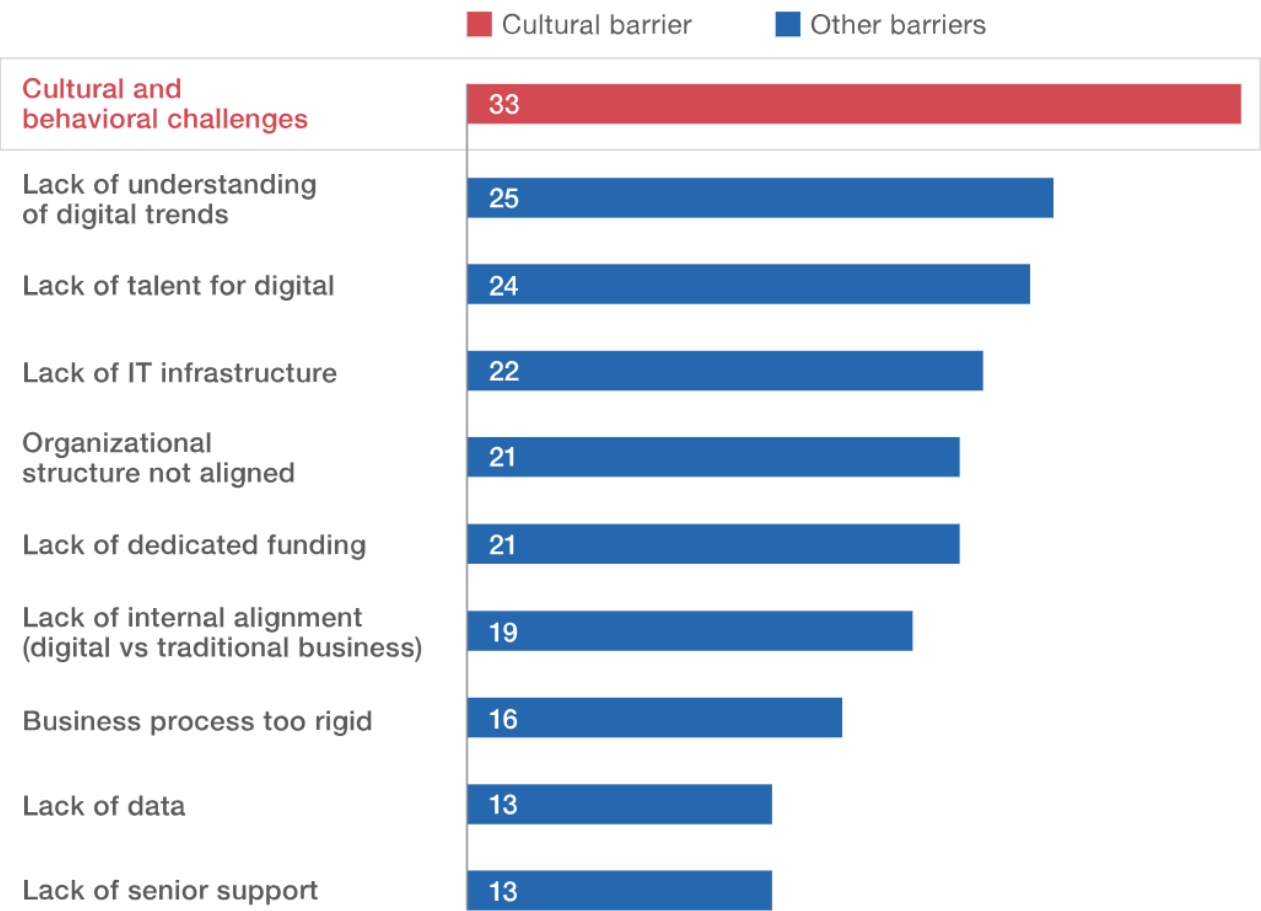
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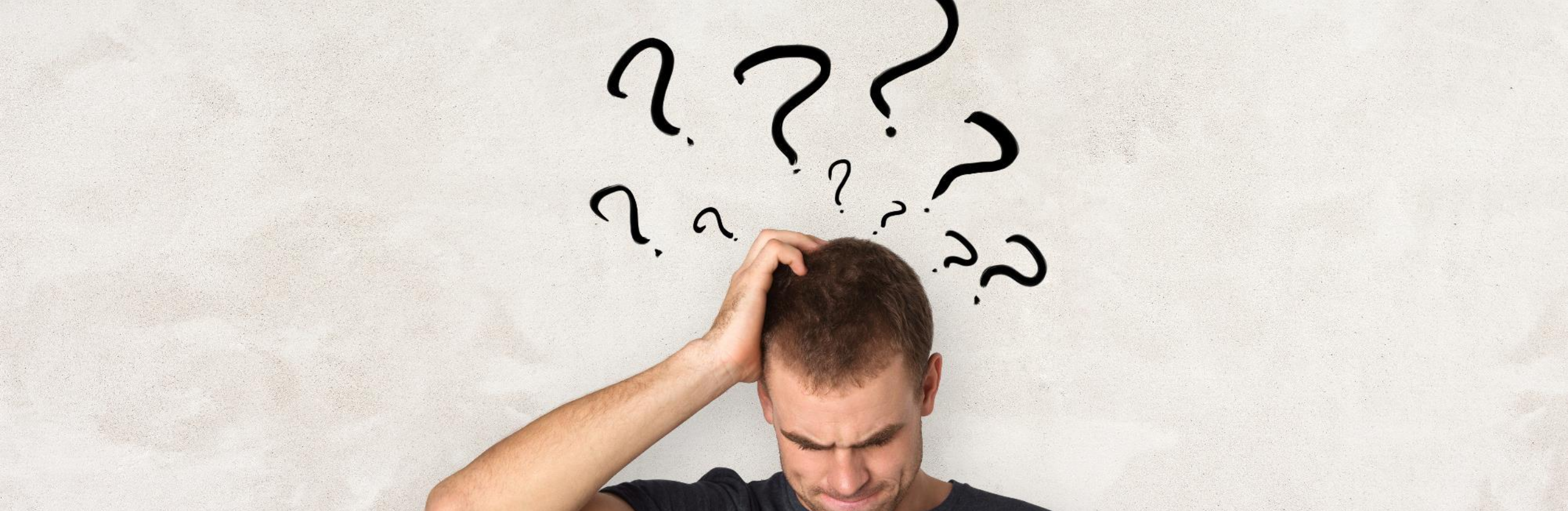
DX is about cultural change!

Culture is the most significant self-reported barrier to digital effectiveness.

Which are the most significant challenges to meeting digital priorities?
% of respondents

■ Cultural barrier   ■ Other barriers

Cultural and behavioral challenges	33
Lack of understanding of digital trends	25
Lack of talent for digital	24
Lack of IT infrastructure	22
Organizational structure not aligned	21
Lack of dedicated funding	21
Lack of internal alignment (digital vs traditional business)	19
Business process too rigid	16
Lack of data	13
Lack of senior support	13

McKinsey&Company | Source: 2016 McKinsey Digital survey of 2,135 respondents

2

DX is about surviving!

70% Competitive pressure is driving 70% of DX projects globally

38% 38% believe the threat is from existing companies;

35% 35% see pressure from new online market entrants; and

34% 34% from cheaper overseas suppliers.

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3

DX is about making a difference!

- **Reducing** costs

- **Increasing** sales

- **Improving** Customer Satisfaction (through Customer Experience)
  - Acquiring a new customer can cost **five times** more than retaining an existing customer.
  - **Increasing** customer retention by 5% increases profits 25-95%.
  - The success rate of **selling** to a customer you already have is **60-70%**, while the success rate of selling to a new customer is 5-20%.

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4

DX
is about
innovation!

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Types of Digital Transformation

- **Products & Services** / Customer Experience
  - Shop digitization
  - Artificial Intelligence (AI) / Machine learning
  - AR / VR
  - Smart products / IoT

- Operations
  - DevOps
  - Big data analytics
  - Cloud computing / Virtualization

- Organization
  - Business process automation
  - Agile practices
  - Digital collaboration / virtual workplaces

- Driving **innovation** for its clients from more than **20 years**

- Initially, as **excellent Business and Technical Analysts**, supported by robust software development methodologies (e.g. RUP)

- Lately, by using a combination of methodologies, **Lean**, **Design Thinking** and **Agile**.

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is here to help you, with experience and care!

Main points

1 **DX** is about **cultural change!**

2 **DX** is about **surviving**!

3 **DX** is about **making a difference!**

4 **DX** is about **innovation**!

Special Offer

- We offer you an **Iteration Design Thinking free** of charge

- Duration: **two working days** provided with **3 consultants** from Upcom and **2-3 representatives** of your company

- **Design document** of your innovative **solution**

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It is **not** the **strongest** of the species that **survives**, **nor** the most **intelligent** that **survives**. It is the one that is the **most adaptable to change**.

— *Charles Darwin*

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Your **digital** partner