Nästa våg av affärsinnovation och nya möjligheter
Exploring the next waves of business innovation & opportunities
Johan Löfmark; Tata Consultancy Services
Presentation CIO Trend Event 2015; Stockholm, Sweden
Our journey today

Digital transformation is not about technology

Exploring next waves

Currently in the epicenter of disruption

3 minutes on Johan & Tata (Consultancy Services)
Tata Consultancy Services (TCS) is a core part of the TATA group

Founded 147 years ago (in 1868)

Uncompromising Value System

“In a free enterprise, the community is not just another stakeholder in the business, but is in fact the very purpose of its existence”.

66% of company ownership by Tata family Philanthropic Trusts

100 operating companies in 7 business sectors

Operations in over 80 countries

~4.3% of India’s GDP

Recommended: BBC “The men of steel with a softer side”. February 2014


Jamsetji Tata (1839 - 1904)
Our journey started in 1968; one year before the internet

300,000+ Employees

8000+ Consultants serving our Nordic customers (of which 1700 located in Nordics and 600+ local employees)

25+ Years in the Nordics

5 Offices in all the Nordic Capitals

30% Annual growth over the last five years

98.6% of revenues from repeat customers
Most satisfied customers on the marketplace for 5 years in a row

Our journey started in 1968; one year before the internet

This early sketch shows how DARPA could connect project teams in different locations. Later called ARPANET and carried its first packets in 1969 as the first early internet network.

[http://en.wikipedia.org/wiki/History_of_the_Internet]
We are currently in the epicenter of the digital transformation
Constant push for everything analog to go digital

Space for innovation & disruption
Key Challenge is often gap between fast moving business environment and capability for internal technology adaption.
Digital transformation is targeting this opportunity
Embarking on an exciting digital transformation journey
Emerging examples of industry disruptions leveraging digital
Digital most often disruptive to existing business; the great firms fail first

“The biggest curse for any business are twenty years of success”
Peter Drucker

“Over 40% if the companies that were in the top of the Fortune 500 in 2000 were no longer there in 2010”
Brian Solis

“DestroyYourBusiness.com”
Jack Welsh

Successful companies often put too much emphasis on customers’ current needs, and fail to adopt new technology or business models that will meet their customers unstated or future needs.
Clayton M. Christensen
Innovation most often happens at the edges

Progression of Technology

Driving technology frontiers forward

Disruptive innovations changing the game

Incremental Business Change

Tata Nano

Tata Indica Electric Car

Jaguar & LandRover

Scuderia Ferrari Formula 1
"Be the change you want to see in the world"

Forbes; World’s most innovative IT services company

Co-Innovation Network (COIN)
- Startups
- Government Agencies
- Strategic Alliances
- Venture capital Firms
- Academia

Flood estimations for Danish insurance company
- 2-meter model
- 90-meter model

Sea-level rise simulation

19 R&D Labs
- Airline industry lab Chennai, India
- 5 digital forces Santa Clara, US
Massive amount of exciting opportunities being explored

- Paperless Cockpit
- Peer to Peer mobile payments
- Airport Navigation Service (using beacons)
- Real time engine monitoring
- Employee Mobility
- Workplace Productivity
- Tablet banking
Exploring the next waves of business innovation & opportunities
Highest on today's agenda is probably Channel transformations – however there are gaps in our approach.
Exploring the next waves of business innovation & opportunities

Information within the enterprise:
- Unstructured information
- Industrial Internet of Things
- Structured information
- Tacit information

Information in business ecosystem:
- External information
- Partners

Social
Exploring the next waves of business innovation & opportunities
Bottleneck is not technology...rather:

1) Our imagination

2) Analytics competence to make sense of the data

Digital transformation is not about technology

- Accelerated Technology Change
- Change in Peoples habits and behavior
- Disruptive Business Ideas and Business Models
- Digital Transformation
Some great weekend reads

Available from our booth outside

The Responsive Enterprise
TCS Consulting Journal; #6
http://on.tcs.com/PerspectivesVol6

The Road to Reimagination
sites.tcs.com/stateofdigital

Workplace of the Future
info.tcs.com/TCSEUYouth.html

www.tcs.com/digitalstudy
www.tcs.com/cloudstudy
www.tcs.com/bigdatastudy
www.tcs.com/socbizstudy
Thank You

Join the Conversation

@TCS_News
Facebook.com/TataConsultancyServices
Linkedin.com/company/Tata-Consultancy-Services
Youtube.com/user/TCSGlobal