pwc CHAIR IN DIGITAL ECONOMY

Thriving in Digital Economy

Prof. Marek Kowalkiewicz
PwC Chair in Digital Economy
Queensland University of Technology
@marekkowal @chairdigeconomy

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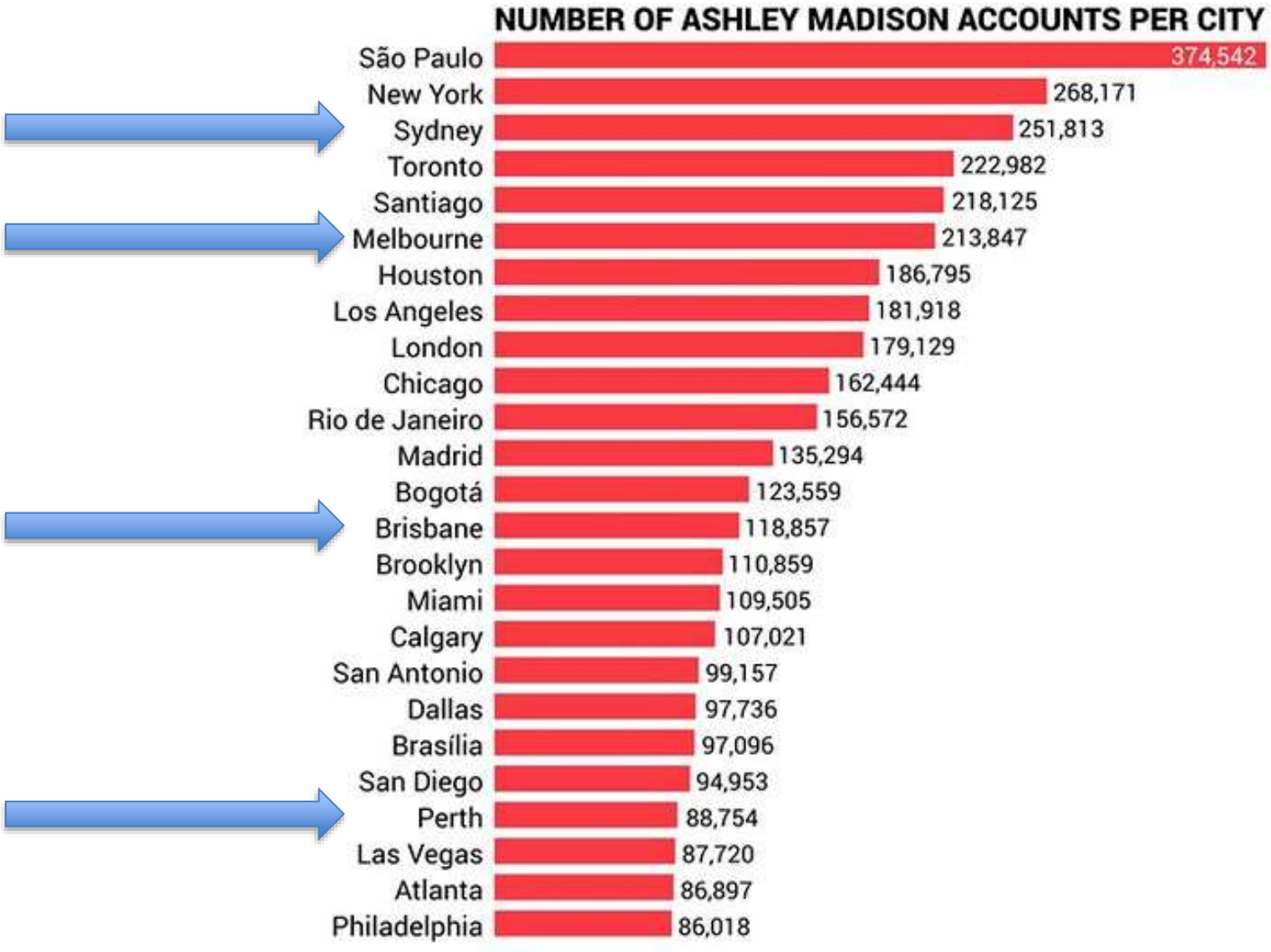
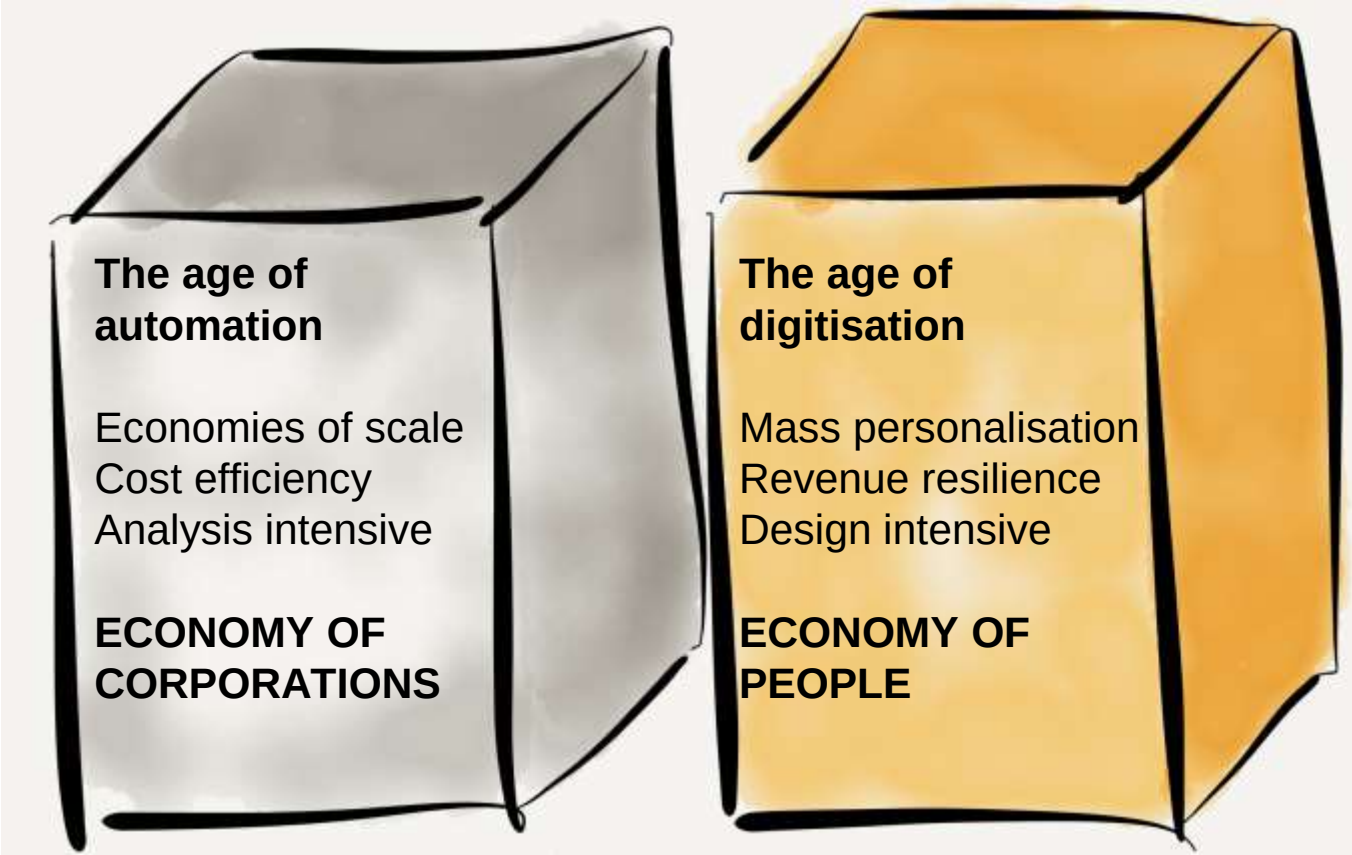

NUMBER OF ASHLEY MADISON ACCOUNTS PER CITY
São Paulo 374,542
New York 268,171
Sydney 251,813
Toronto 222,982
Santiago 218,125
Melbourne 213,847
Houston 186,795
Los Angeles 181,918
London 179,129
Chicago 162,444
Rio de Janeiro 156,572
Madrid 135,294
Bogotá 123,559
Brisbane 118,857
Brooklyn 110,859
Miami 109,505
Calgary 107,021
San Antonio 99,157
Dallas 97,736
Brasília 97,096
San Diego 94,953
Perth 88,754
Las Vegas 87,720
Atlanta 86,897
Philadelphia 86,018

Archer
Veteran
Antium
Rome - Despotism (5.5.0)
1365 AD 2104 Gold (+13 per turn)
Feudalism (9 turns)


The age of automation
Economies of scale
Cost efficiency
Analysis intensive
ECONOMY OF CORPORATIONS
The age of digitisation
Mass personalisation
Revenue resilience
Design intensive
ECONOMY OF PEOPLE

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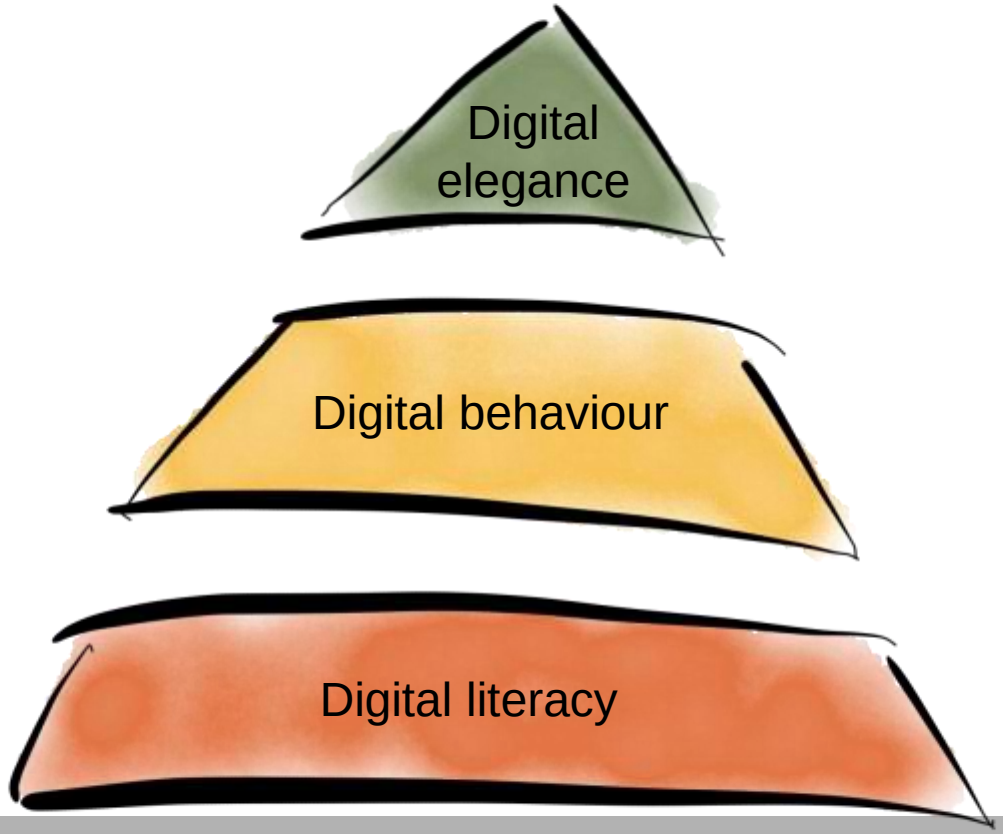
Digital elegance
Digital behaviour
Digital literacy

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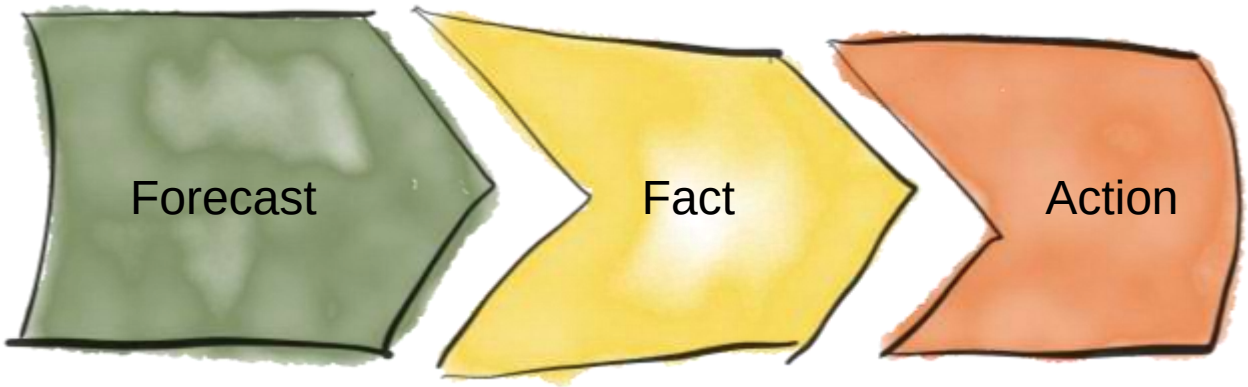
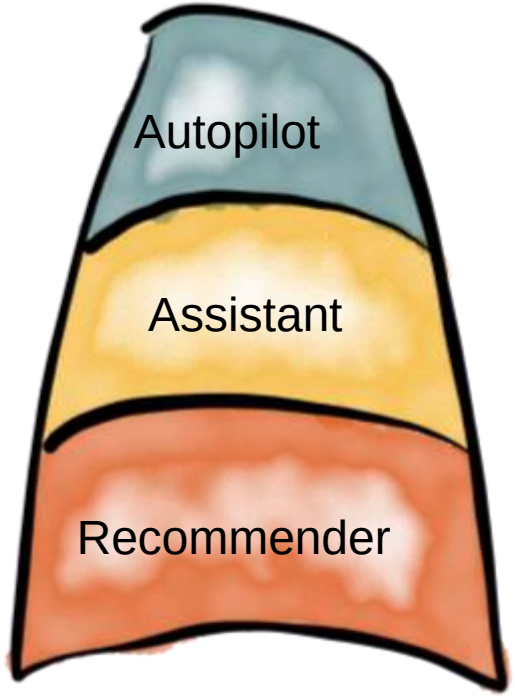
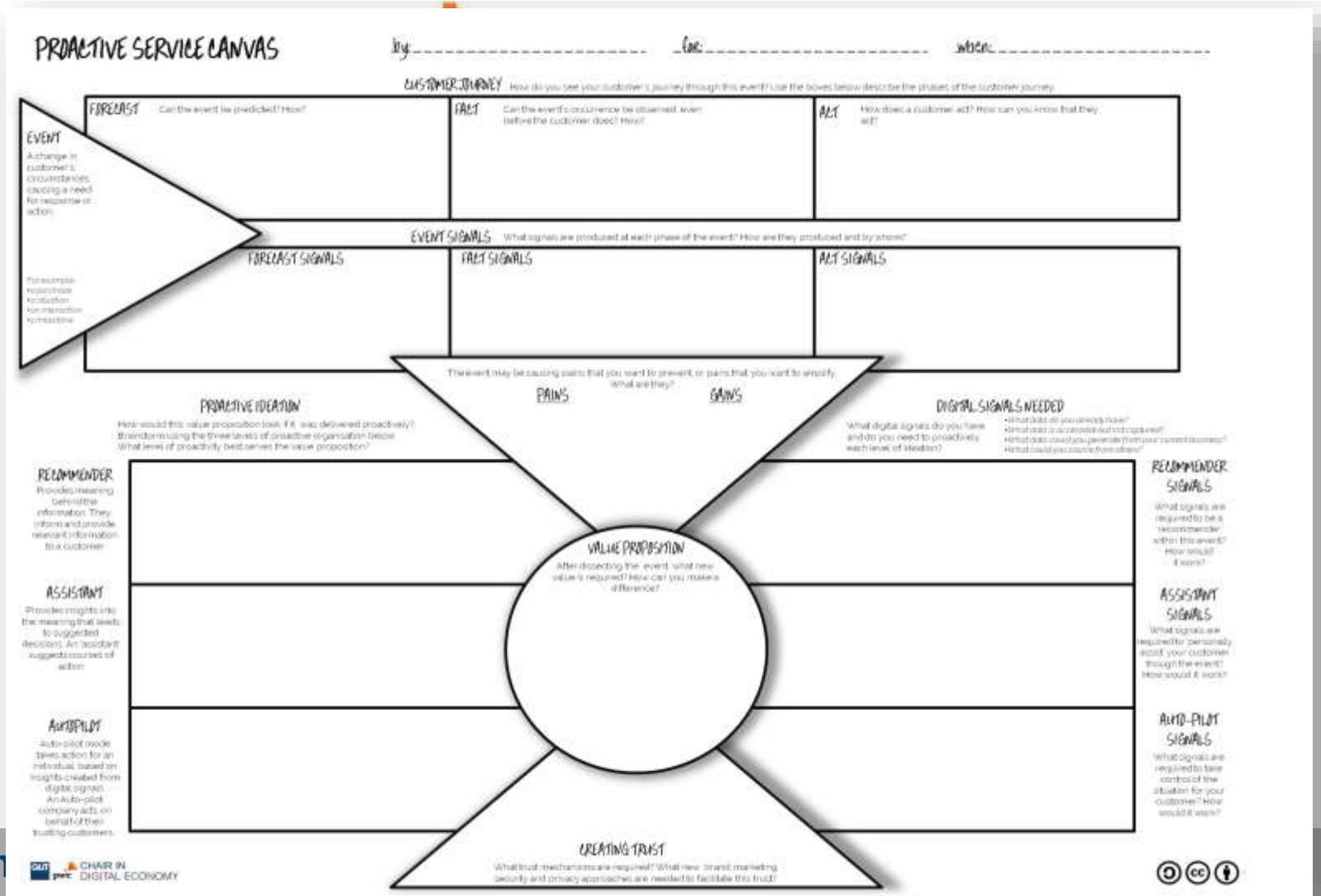

Forecast
Fact
Action


Autopilot
Assistant
Recommender


PROACTIVE SERVICE CANVAS
by:
for:
when:
CUSTOMER JOURNEY How do you see your customer's journey through this event? Use the boxes below describe the phases of the customer journey
EVENT
A change in customer's circumstances causing a need for response or action
FORECAST Can the event be predicted? How?
FACT Can the event's occurrence be observed, even before the customer does? How?
ACT How does a customer act? How can you know that they act?
EVENT SIGNALS What signals are produced at each phase of the event? How are they produced and by whom?
FORECAST SIGNALS
FACT SIGNALS
ACT SIGNALS
For example replenish escalation non intention transactions
The event may be causing pains that you want to prevent, or pains that you want to amplify. What are they?
PAINS
GAINS
PROACTIVE IDEATION
How would this value proposition look if it was delivered proactively? Brainstorm using the three levels of proactive organization below. What level of proactivity best serves the value proposition?
DIGITAL SIGNALS NEEDED
What digital signals do you have and do you need to proactively each level of ideation?
RECOMMENDER
Provides meaning behind the information. They inform and provide relevant information to a customer
ASSISTANT
Provides insights into the meaning that leads to suggested decisions. An 'assistant' suggests courses of action
AUTOPILOT
Auto-pilot mode takes action for an individual, based on insights created from digital signals. An Auto-pilot company acts on behalf of their trusting customers.
VALUE PROPOSITION
After dissecting the event, what new value is required? How can you make a difference?
RECOMMENDER SIGNALS
What signals are required to be a 'recommender' within this event? How would it work?
ASSISTANT SIGNALS
What signals are required for 'personally assist' your customer through the event? How would it work?
AUTO-PILOT SIGNALS
What signals are required to take control of the situation for your customer? How would it work?
CREATING TRUST
What trust mechanisms are required? What new brand, marketing, security and privacy approaches are needed to facilitate this trust?
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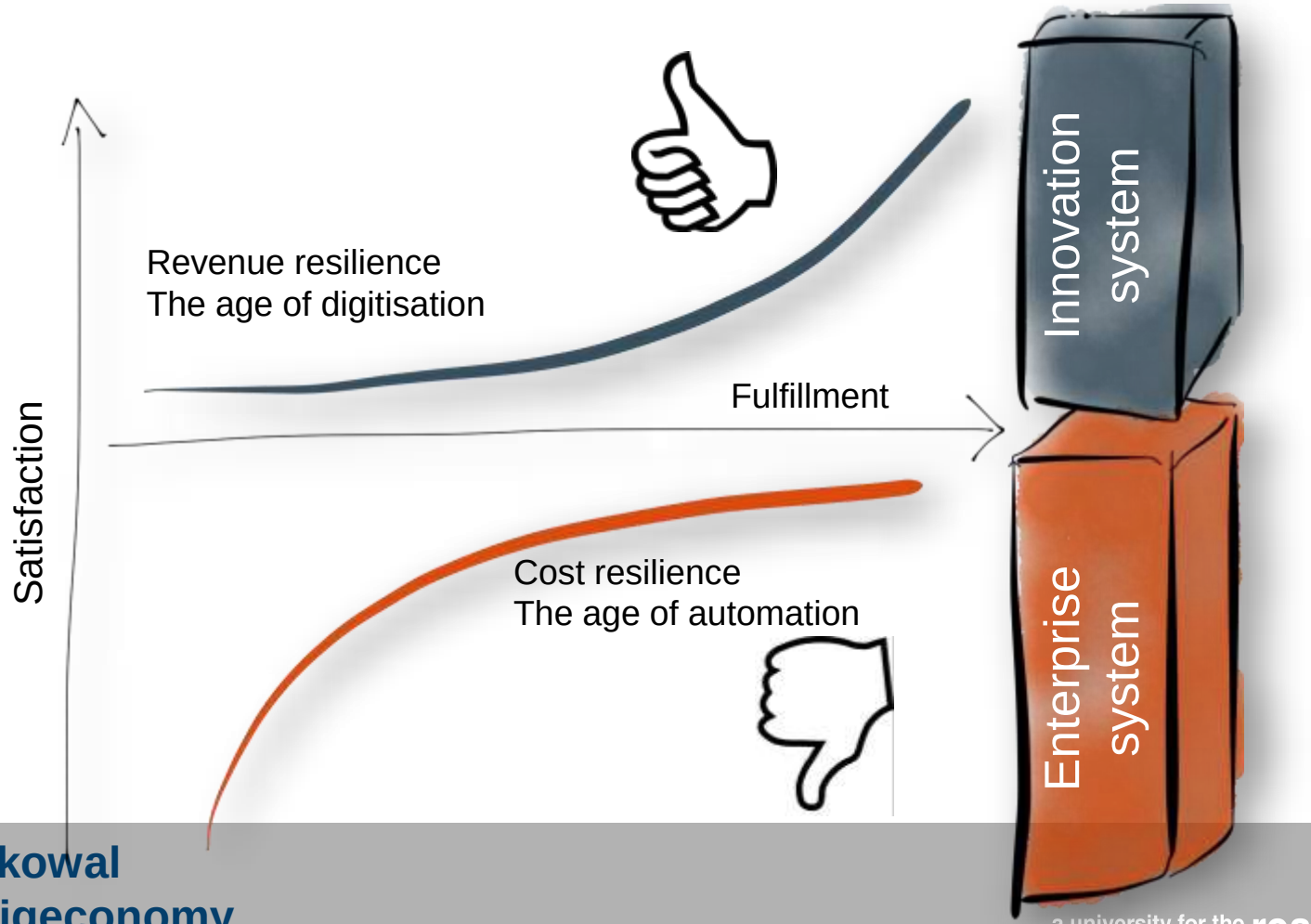
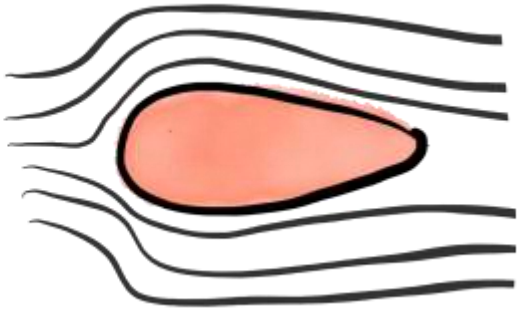
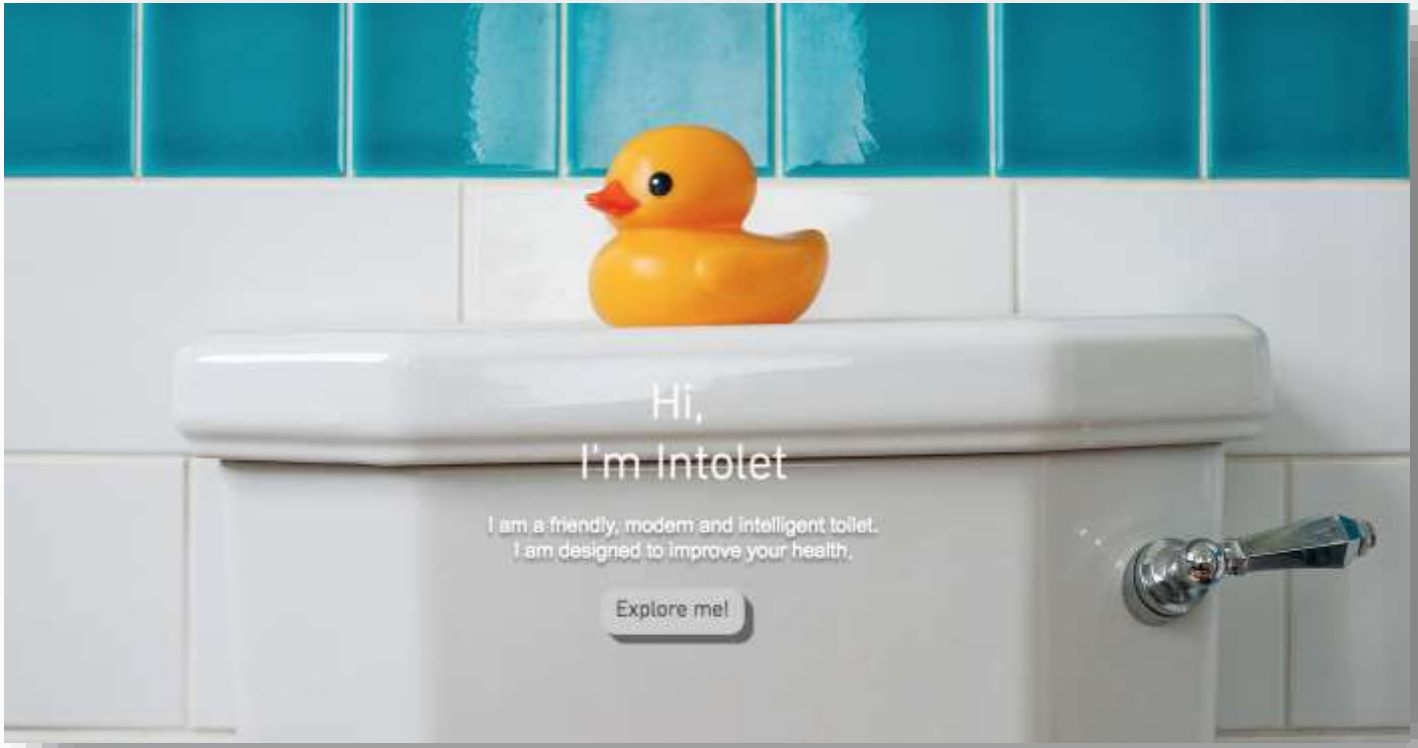

Satisfaction
Revenue resilience
The age of digitisation
Fulfillment
Cost resilience
The age of automation
Innovation system
Enterprise system

Oppositional thinking

Derive



Enhance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I am designed to improve your health.
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2016 WINNER
2016 GBC
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Congrats to team #QUT's Smart Toilet Company: 2016
#Globablbusinesschallenge winners ow.ly/JPGe305Q2zq
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EXPLORATION
EXECUTION
YOUTH WITHOUT HOMES
SUPPORTING FAMILIES AT RISK
STARTING A CAFE
ATTRACTIVE BUSINESS ECOSYSTEM
INTERNAL TACIT KNOWLEDGE SHARING
TAILORING GOVERNMENT FOR EACH PERSON

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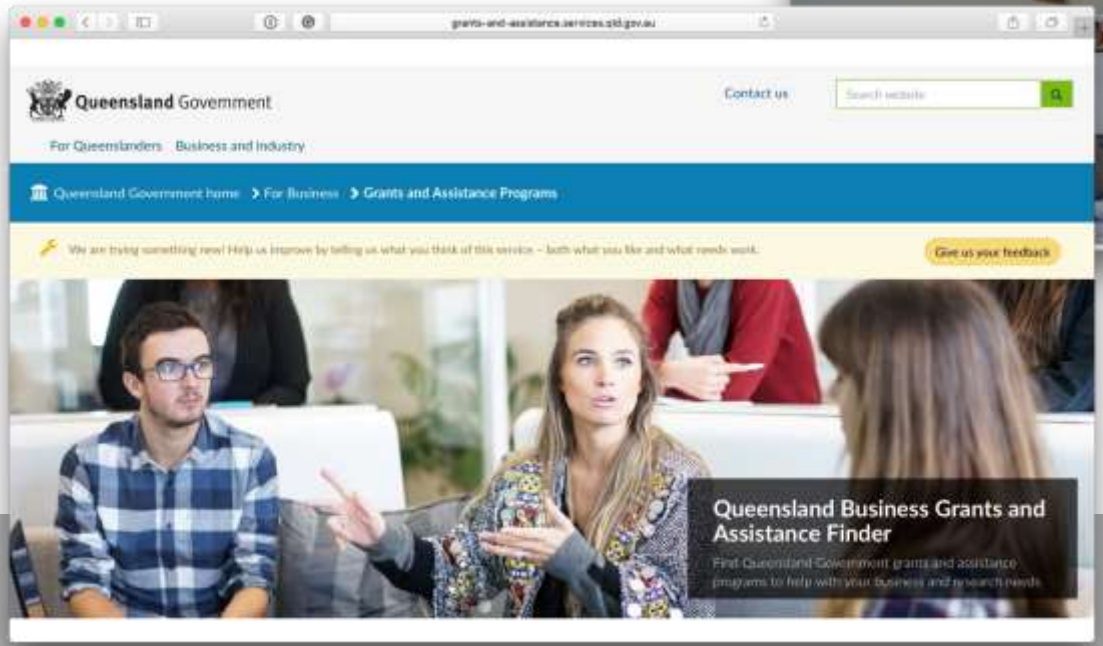

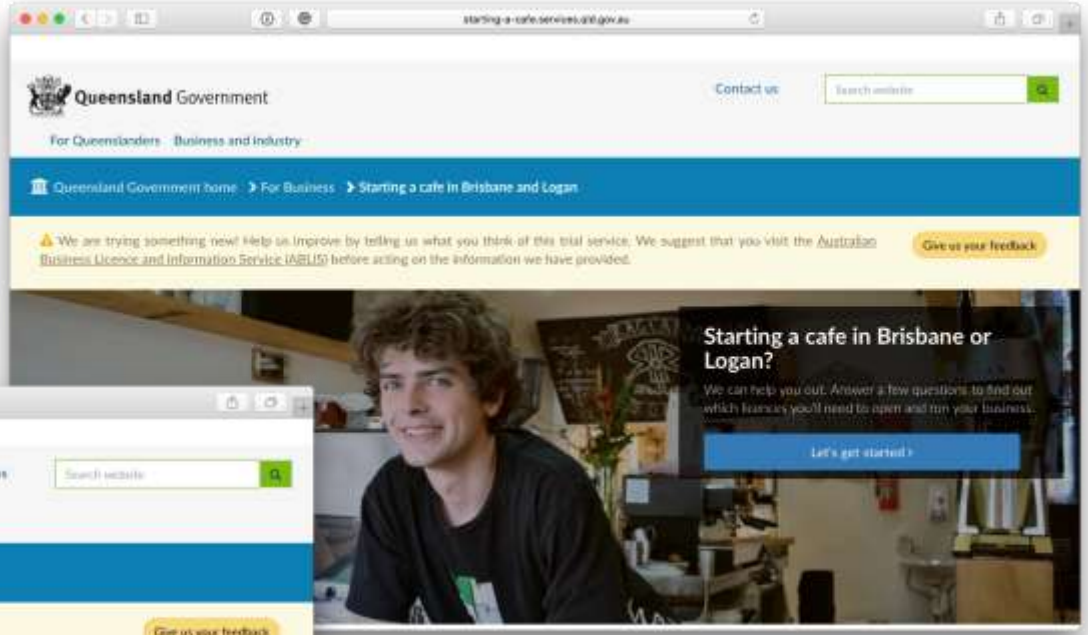

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One-Stop Shop

- About the One-Stop Shop
- Online services progress
- Online services
- Latest news
- Scenic Rim and Lockyer Valley pilot

Online services progress

Over the past year we have made it easier for Queenslanders to know what services are available and how to access them.

By the end of 2015 customers will be able to:

- access more than 250 new and/or improved services online
- provide proof of identity once and log in online to apply for licences and other services
- create their own personalised online 'my account' for targeted reminders and account information
- visit the new customer centres and take part in shaping the statewide plan
- experience consistent service standards
- see that their feedback is improving services.

More information

The Queensland Government is delivering many other improvements to make services simpler, clearer and quicker for Queenslanders.

Featured

Imagining the next g
government service

Developing personalis
services to citizens base
individual circumstances and needs.

More...

Imagining the next generation of government services

Developing personalised and proactive services to citizens based on their individual circumstances and needs.

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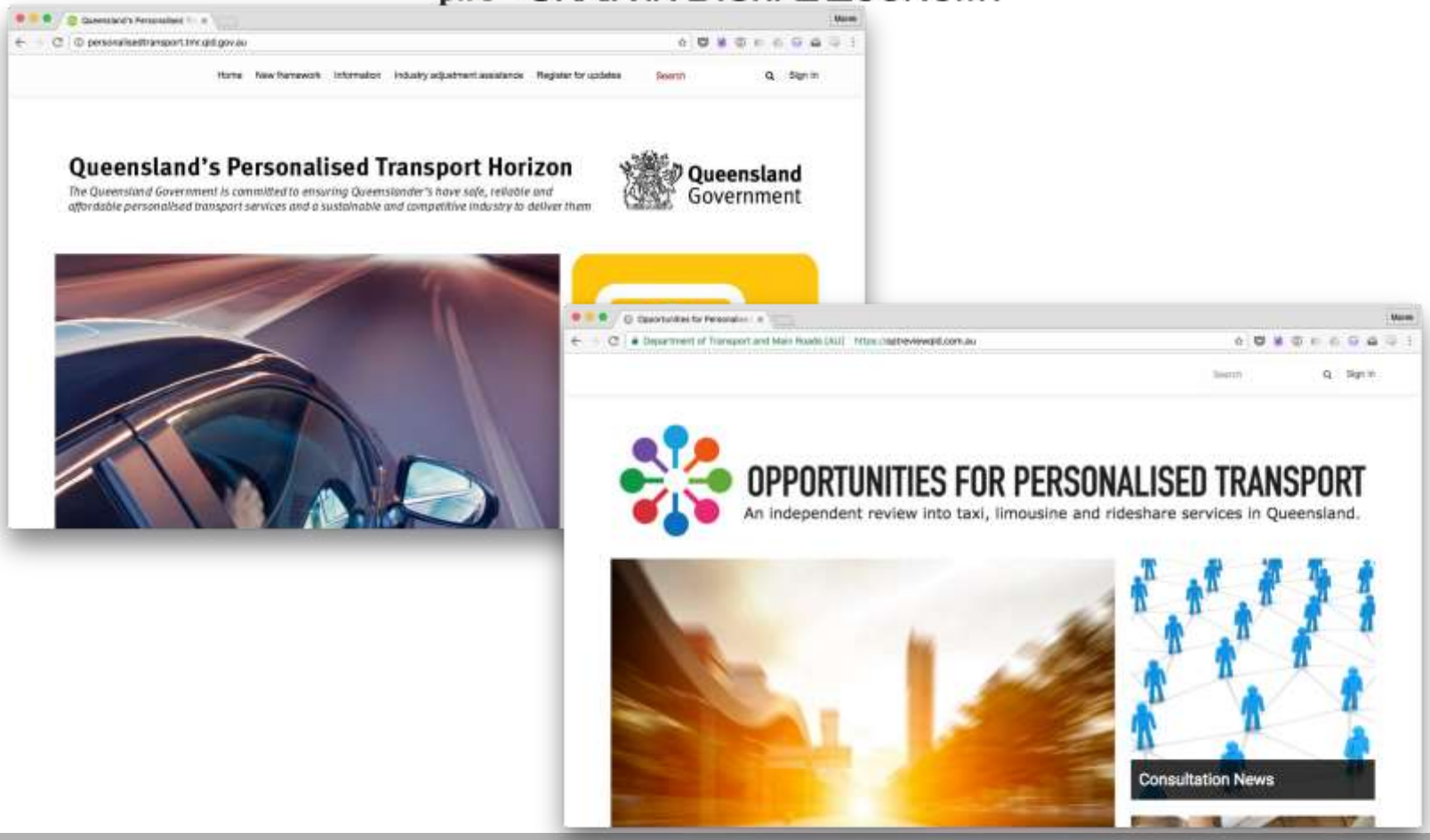

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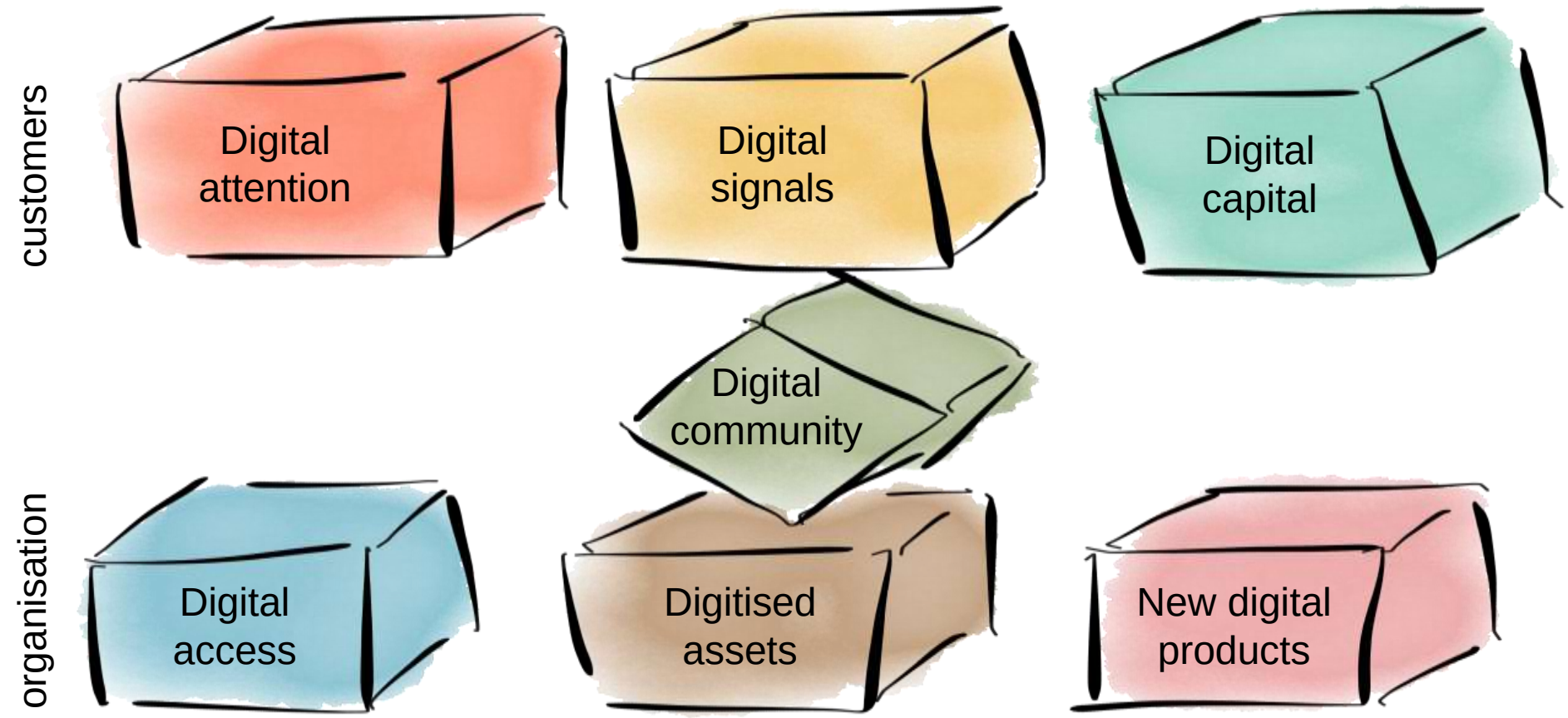
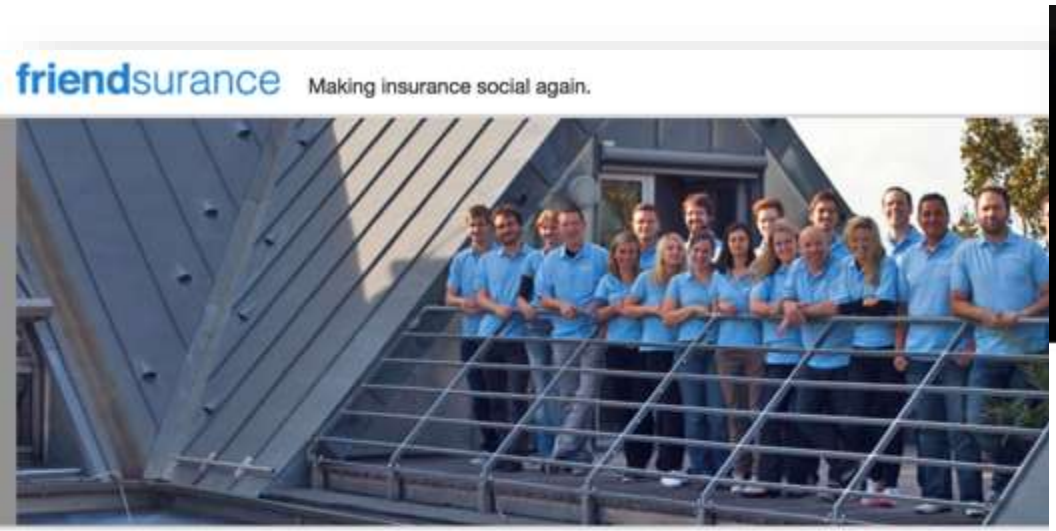

customers
Digital attention
Digital signals
Digital capital
Digital community
organisation
Digital access
Digitised assets
New digital products

Digital Attention

Digital Signals

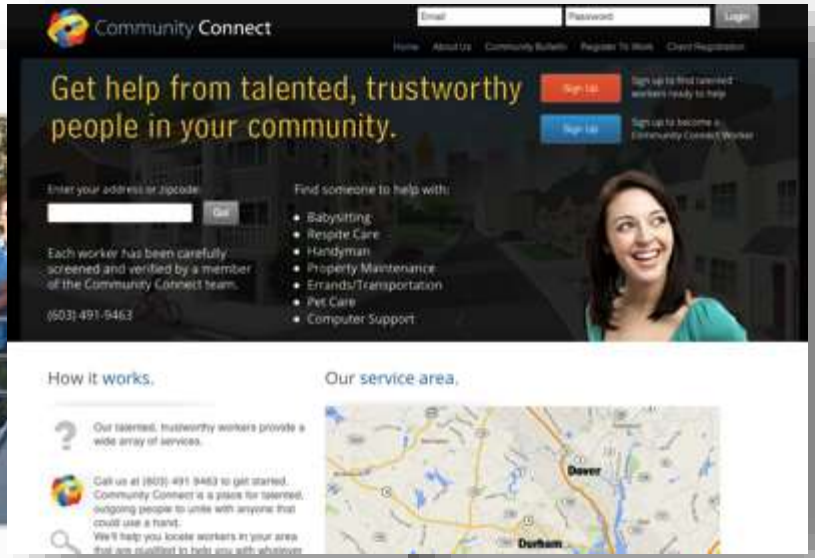
Digital Capital

Digital Community



The future of insurance

Friendsurance takes a completely new approach towards insurance: for the first time, we have implemented the concept of a online peer-to-peer insurance, which combines social networks with well established insurance companies. Customers can connect to form individual insurance-networks, thereby lowering their annual insurance premiums by up to 50%. Friendsurance was founded in 2010 in Berlin and currently operates the website www.friendsurance.de for the German market.



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- YouTube

Digital Access

Forget everything
you thought
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Digitising (Idle) Assets

New Digital Products and Services

Patents

Digital asset insurance

US 7974861 B1

ABSTRACT

Digital assets may be insured against loss. The digital assets may comprise commercial products and/or user-generated data. An insurance product may provide either for monetary reimbursement or replacement (e.g., repurchase) of the digital assets and/or for backup services to backup insured digital assets so that the insured digital assets may be retrieved if the original user copies are lost.

QUT 101 Brain Gear

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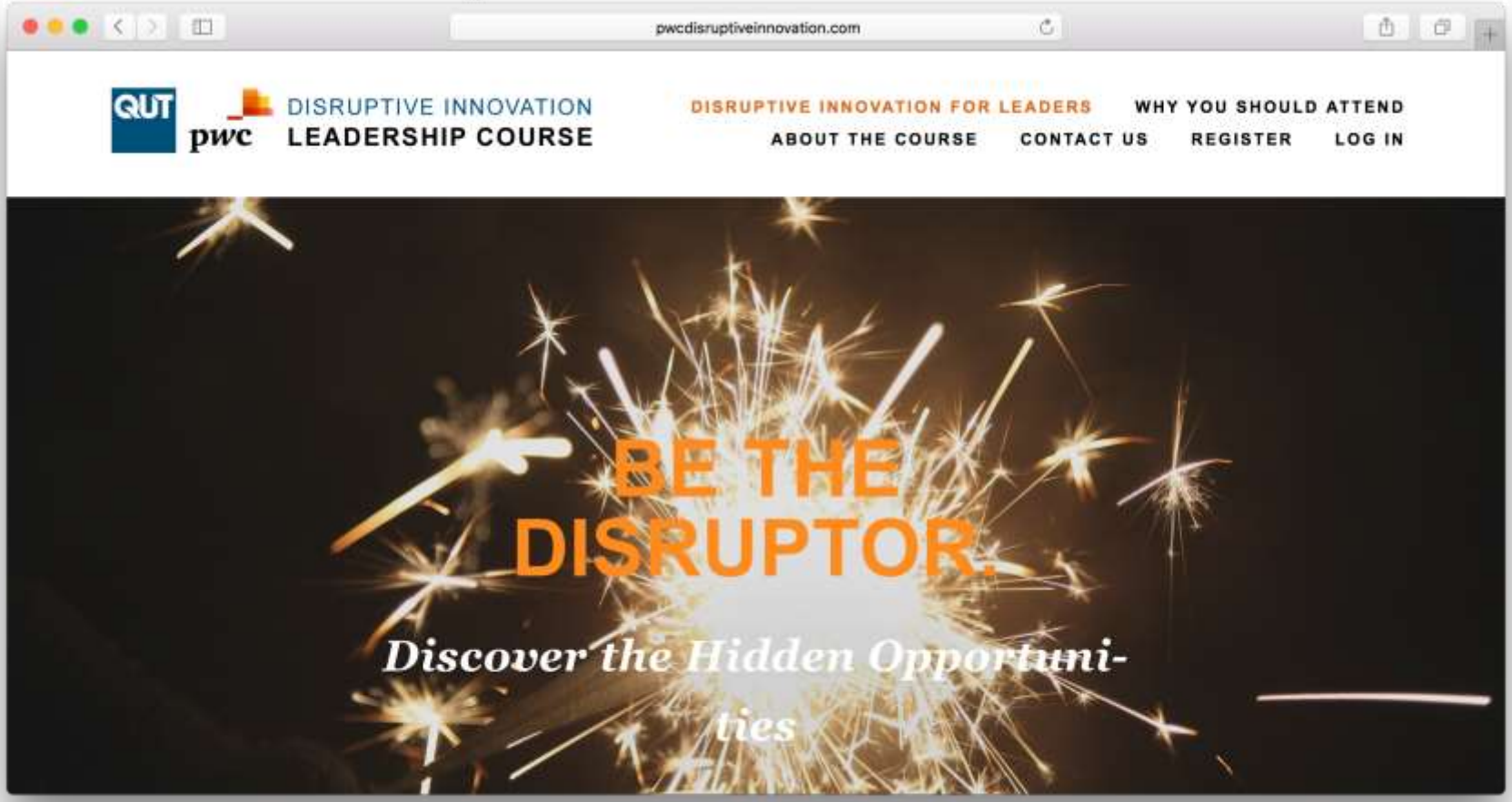

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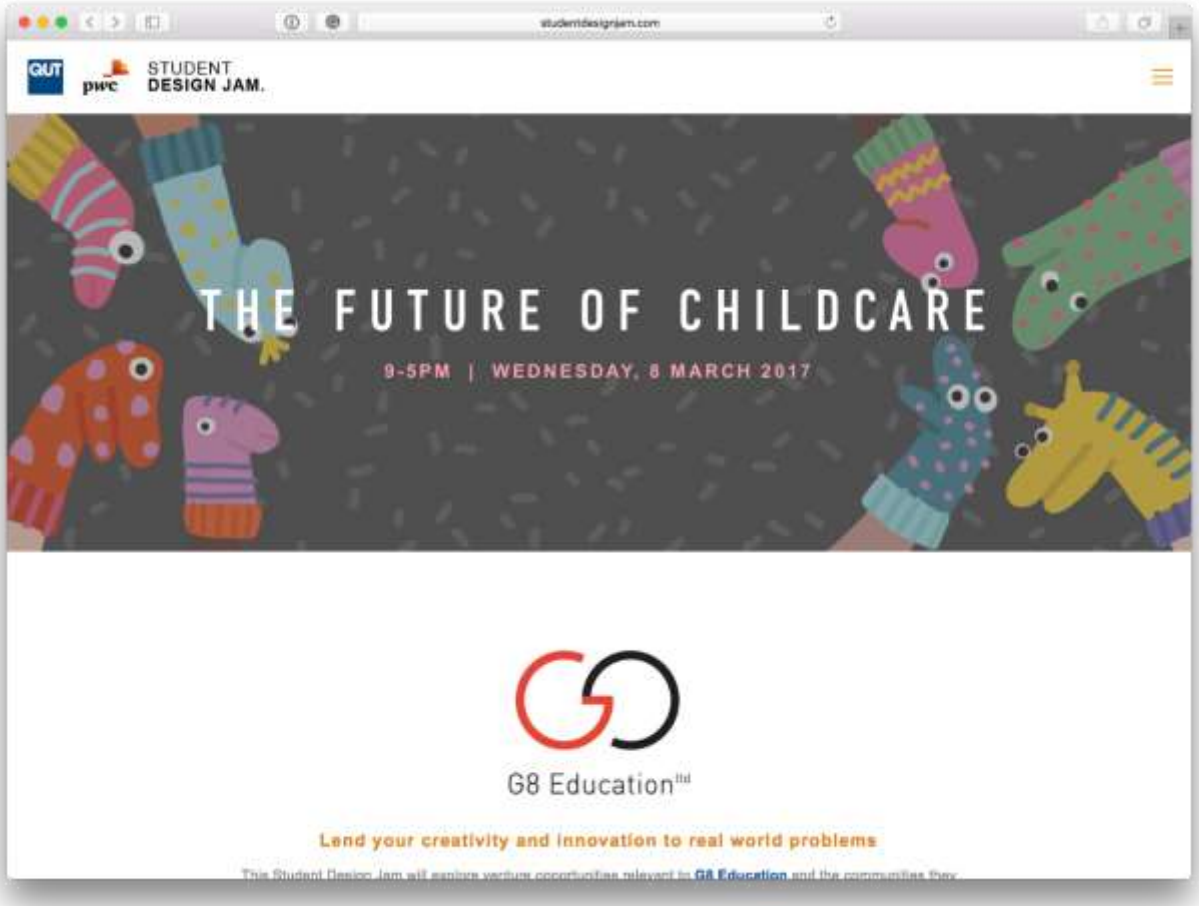
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Takeaways

Digital Intelligence is key for individuals to thrive. New ways of thinking are needed.

Successful organisations of XXI century are designing their services around life events of their customers. They also try to be proactive. Governments can be proactive too! [Opportunity]

The seven traits of the digital mind provide inspirations for how to protect old or create new revenue streams.

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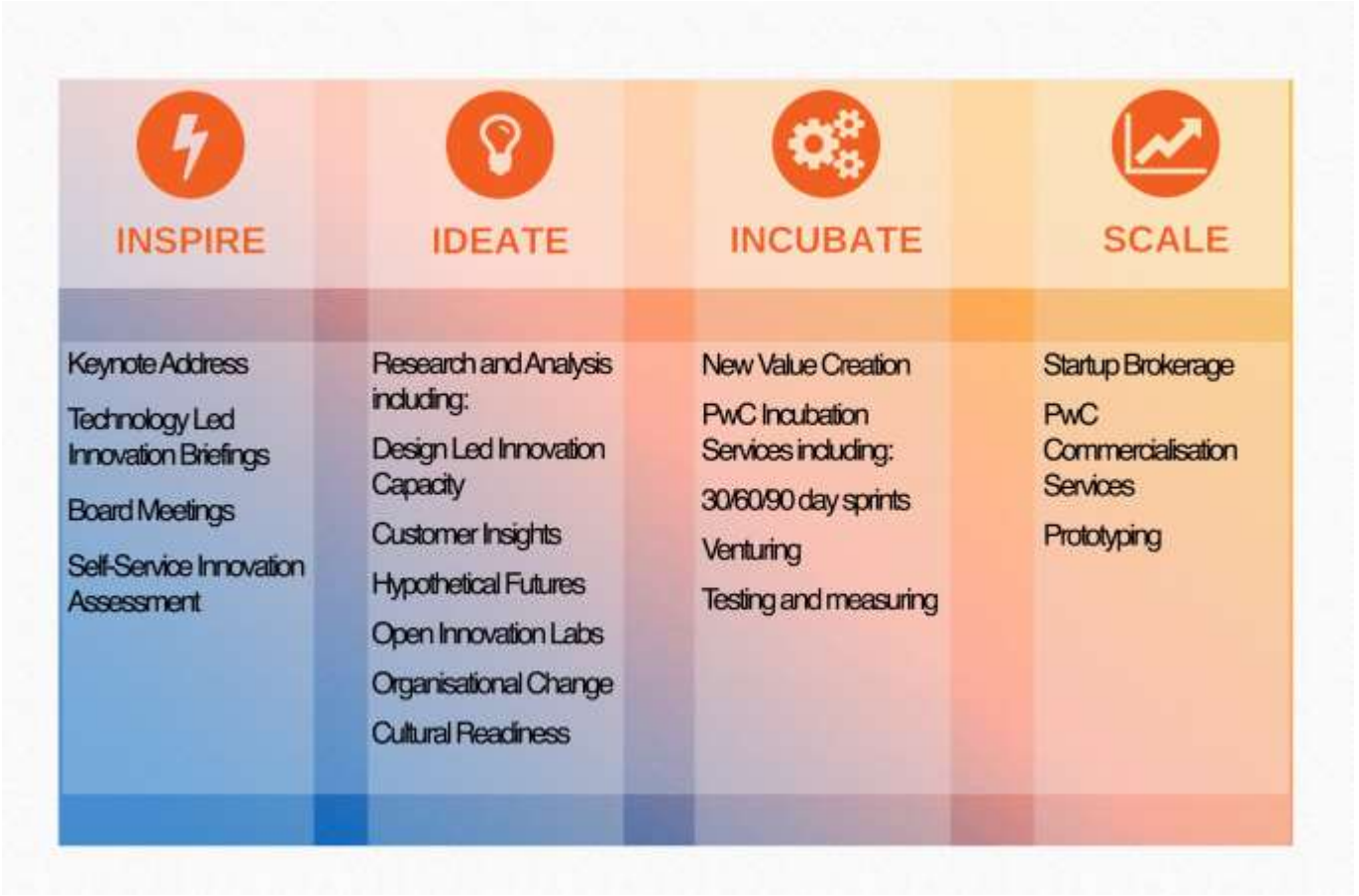

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EVENTS

1. PwC Chair in Digital Economy Launch - April 2015
2. Digital Identity 3.0 - August 2015
3. Disruptive Innovation - November 2015
4. The Proactive Organisation - March 2016
5. High Growth Firms – August 2016
6. Hiding in Plain Sight: Trends that will shape 2017 – November 2016
7. Retail 5.0 – March 2017

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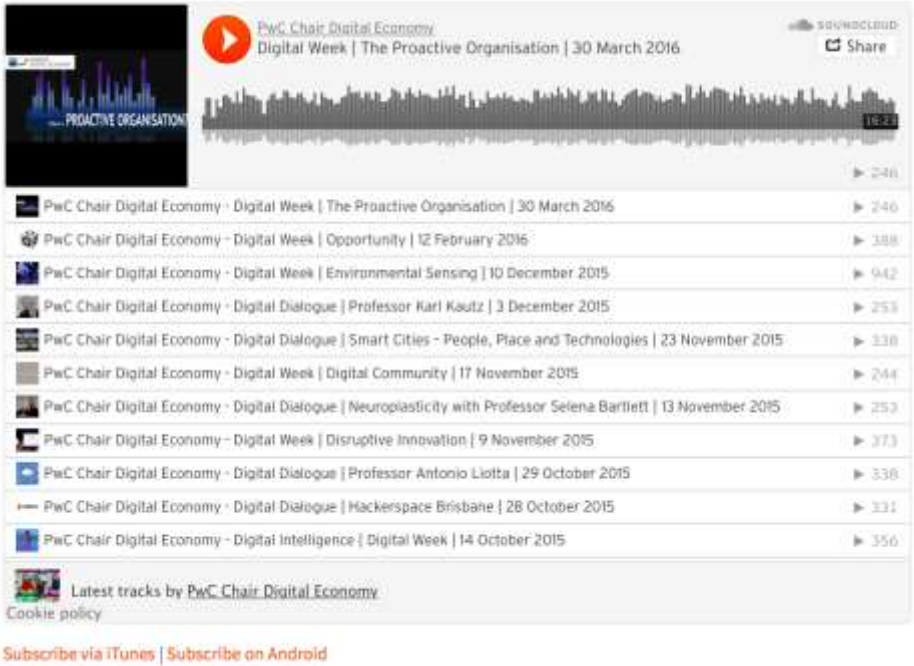
DIGITAL WEEK PODCAST



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Why?	My Car – The Digital Mailbox	Are you a data Fashionista?	Sharing Economy Regulation	Smart City Gamification	Is Data Changing My Behaviour?	Do Digital Natives think differently?	The Digital Divide
Using Digital to Drive Game Changing Value Creation	Education 3.0	Disrupting the electricity sector	Clive Whincup – CIO Woolworths	Digital public goods	Silicon Valley meets Bris-Vegas	Rethinking Regulation in the Sharing Economy	Tracey Gosling Australia Post
Digital Identity 3.0	The Innovation Nation	Digital Intelligence	Hackerspace Brisbane	Professor Antonio Liotta	Disruptive Innovation	Neuroplasticity with Professor Selena Bartlett	Digital Community
Smart Cities – People, Place and Technologies	Professor Karl Kautz	Environmental Sensing	Opportunity	The Proactive organisation	Accelerating Ideas	Blockchain	The Secret Code
[Disrupting Professional Services]	Proactive Government	Hiding in Plain Sight	Fake News	Digital Bill of Rights	Retail 5.0	[...]	

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