

Digital Disruption: Top Tech Trends and the Evolution of the Digital Business Analyst

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Digital Disruption



What is Digital Disruption?

- Digital disruption is the **CHANGE** that occurs when *new digital technologies and business models* affect the perceived value of existing goods and services



Life Before and After Digital disruption ...

Before	After
Cellphones	Smartphones - iPhone, Blackberry
Taxis, Limousines	Rideshare apps - Uber, Lyft
Cable TV	Streaming Video - Netflix
Radio music	Streaming Music - Spotify

The infographic displays eight digital disruptors in a 2x4 grid, each with a logo, a title, a description, and a crossed-out industry it disrupts.

- UBER**: World's largest taxi company. Owns NO Taxis.
- airbnb**: World's largest Accommodation provider. Owns NO Real estate.
- Apple** and **WeChat**: World's largest iPhone companies. Owns NO Telecom infra.
- Alibaba Group**: World's most Valuable retailer. Owns NO Inventory.
- facebook.**: Most popular Media owner. Owns NO Content.
- SocietyOne**: World's fastest Growing bank. Owns NO Actual money.
- NETFLIX**: World's largest movie house. Owns NO Cinemas.
- Apple** and **Google**: World's largest Software vendors. Owns NO Apps.

The Method behind the Madness

- Meets customer needs more effectively
- Lower prices
- Leverages existing assets



Top Tech Trends driving disruption

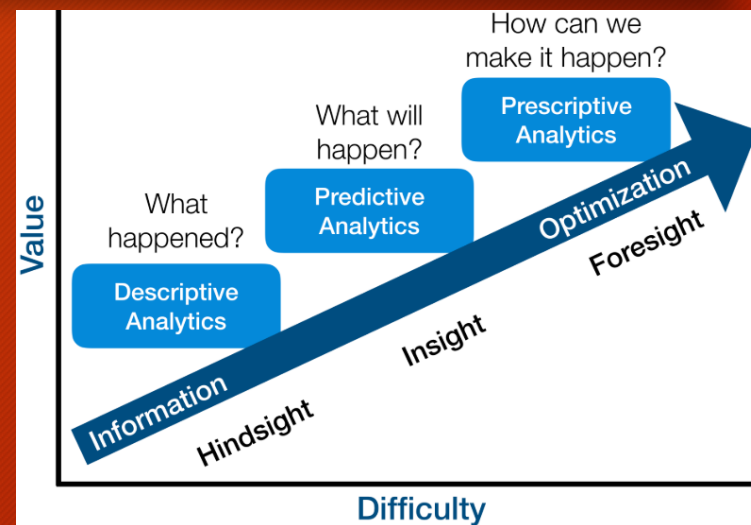


Top Tech Trends driving Disruption - Business Impact

- AI/ Strategic Automation/ RPA - to understand/interpret data and automate processes
- Uber Personalization - to provide focused insights & personal data value
- Prescriptive Analytics - to enhance decision making
- Spatial Computing/VR/AR - to transform how we interact with the real world
- Digital Twin & Simulation - to react/respond to changes, improve performance



Survival of the Fittest



Survival Strategies - The What

- Adapt well enough to survive - Philips
- Choose to disrupt yourself - Best Buy
- Extend your brand - Amazon



Survival Strategies - The How

- Scan for disruptive business models in your market
- Acquire products/services to make a strategic difference
- Improve customer outcomes for your products/services:
 - Innovate Incrementally (Core products/services)OR
 - Innovate disruptively (New products/services)



Identify the Game Changers - Factors

- Rideshare - Uber/Lyft
- Retail 3.0 - Advance Black Friday/Amazon Prime Day
- Personal Health/Fitness - FitBit/Apple Watch
- SmartHomes - Google Nest/Amazon Alexa
- Food Delivery - Doordash/GrubHub/UberEats

What's Next?

- Opendoor
- Zipline International
- Impossible Foods
- ... What else?

BA Skills for a Disruptive World



Why - What's the endgame in a disruptive world?

- Define what does success look like
- Increase Speed to market
- Provide Painless/Seamless access to value



What - What skills does a BA need in a disruptive world?

- Business/Technology Optimization - Understand as-is model, visualize to-be model to generate customer value
- Innovation/Change Management - Co-create innovative solutions and embrace change
- Design Thinking - Leverage design thinking to drive innovation

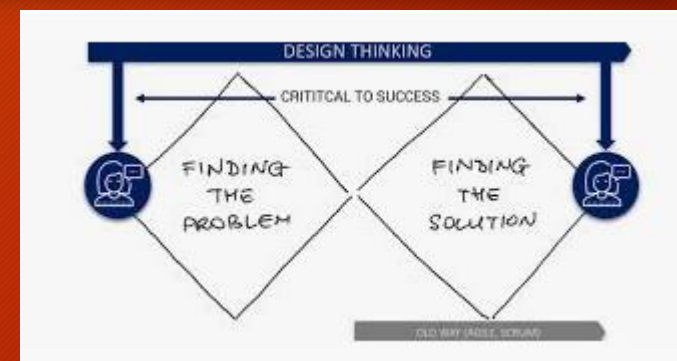


How - How does a BA cope in a disruptive world?

- Bridge 3 worlds - business, technology and design
- Focus on strategic, holistic solutions and customer outcomes
- Solve complex problems through innovative techniques

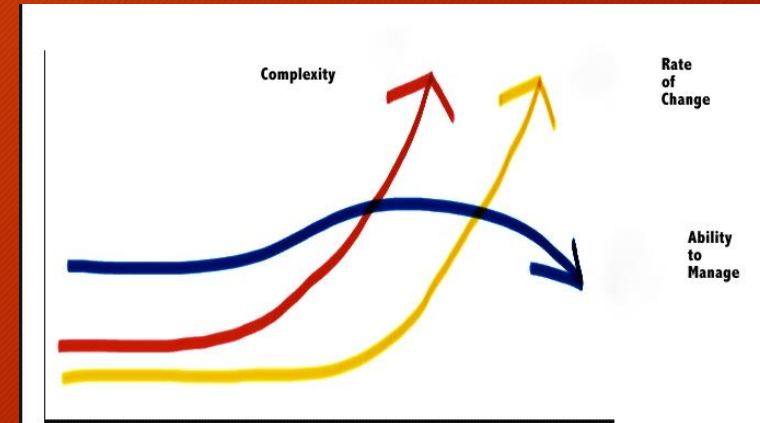


Design Thinking



Why Design Thinking?

- Intersection of Complexity, Hyper Competitive Market, Rapid Change:
 - Need to solve complex problems
 - Need to test solutions quickly in real world
 - Need to keep generating great customer outcomes/value



What is Design Thinking?

- Design Thinking is a solution-based approach to solving problems
- Design Thinking is an iterative non-linear process seeking to:
 - Understand the user
 - Challenge assumptions
 - Redefine problems to identify alternative strategies/solutions



How to do Design thinking - 5 Phases

1. Empathize - Understand user/customer needs and pain points
2. Define the Problem/ State Hypothesis - Define Real problem and generate Hypothesis from insights
3. Ideate - challenge assumptions and generate creative ideas with a cross-functional team
4. Prototype - Conduct solution experiments to test hypotheses
5. Test - Validate solutions and Persevere & refine/Fail fast & pivot



Favorite Disruption Stories

Share your stories in your industries

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