



ESSEREDIGITALE - La Direzione del personale nell'azienda postmoderna

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The CIO and the Digital Challenge

Daniele Rizzo

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Digital driving change to CIOs and IT



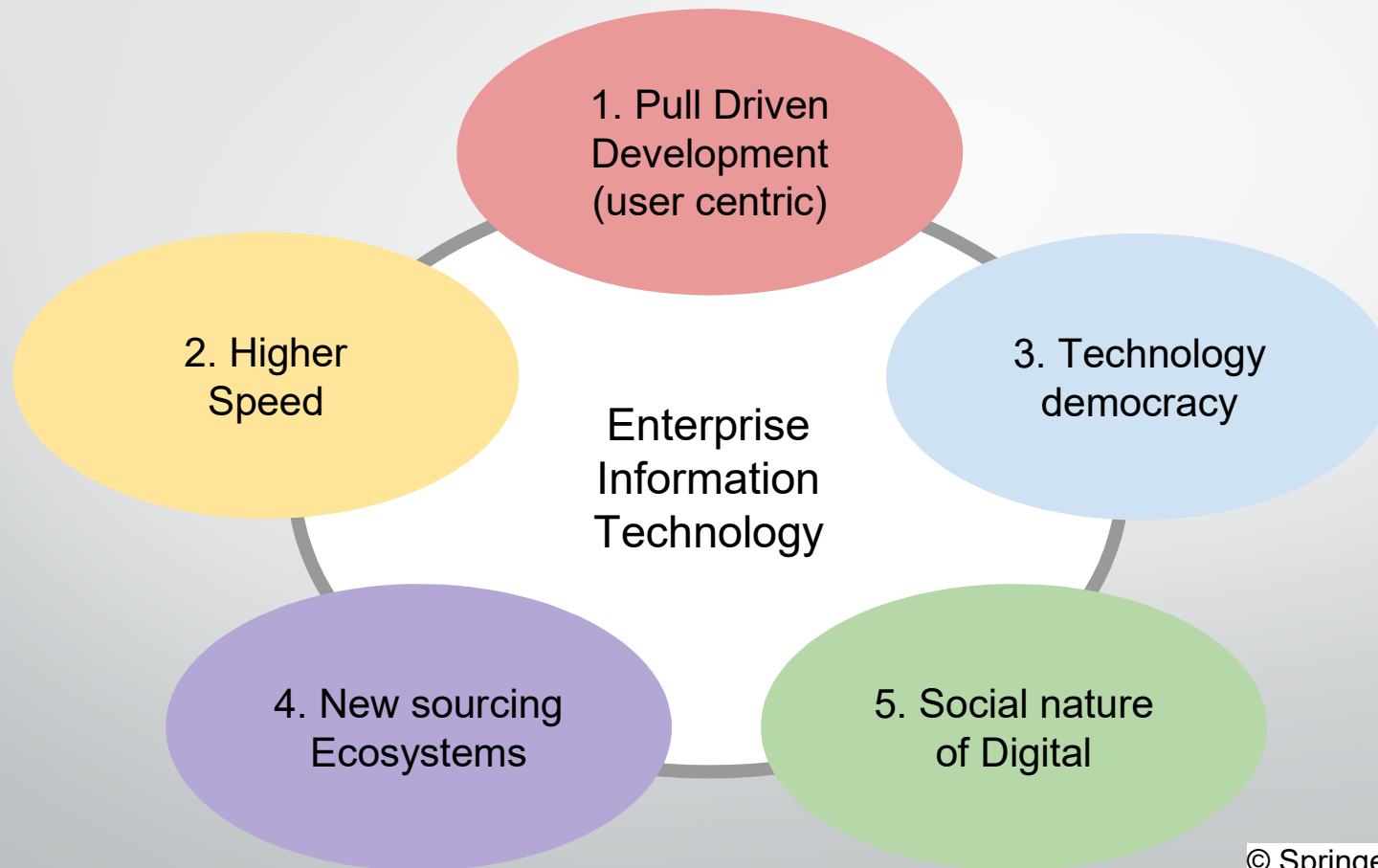
**The
Economist**

The disruption of the IT department

The current wave of technological innovation has more profound implications for the IT department than any other function

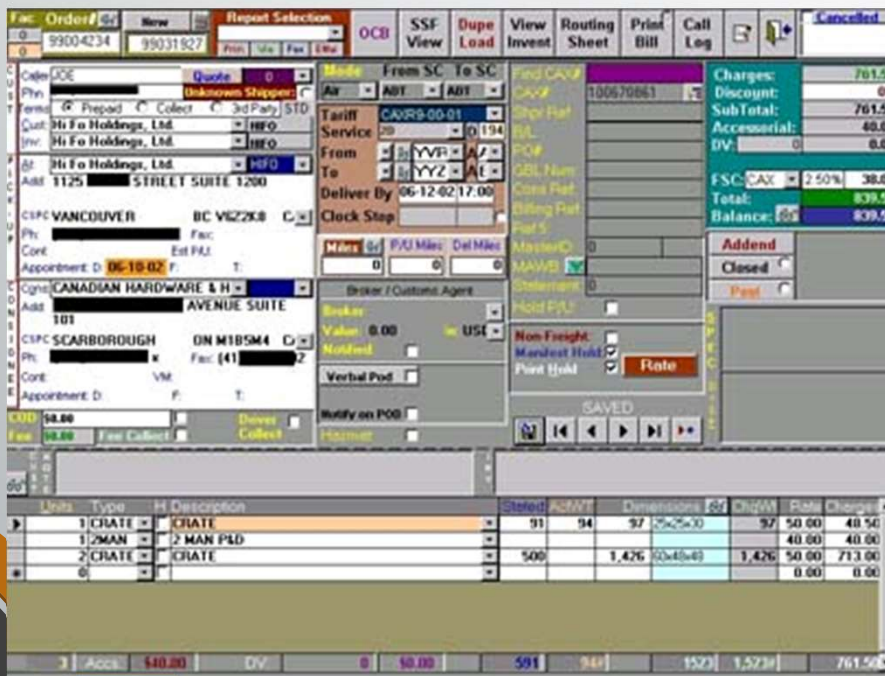
Written by The Economist Intelligence Unit

5 factors discontinuing Enterprise IT



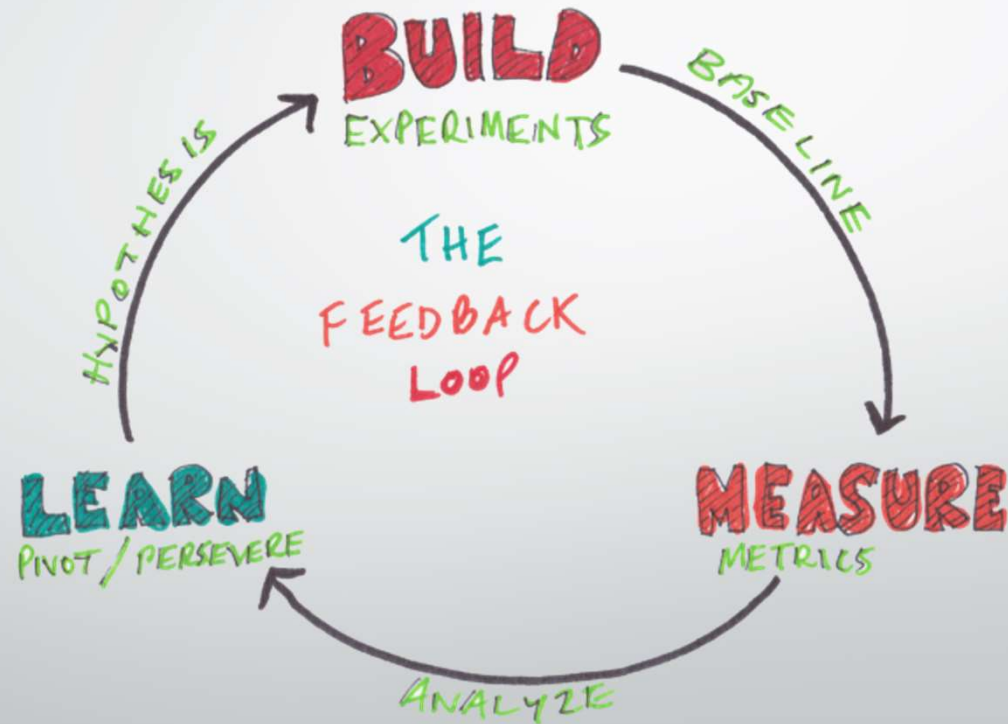
1. Pull driven development Digital Starts from the end (user)

Organisation driven adoption
(Hierarchy, control)



User driven adoption
(Market, appeal)

2. From “getting it right” to “fail fast” Managing projects adaptively

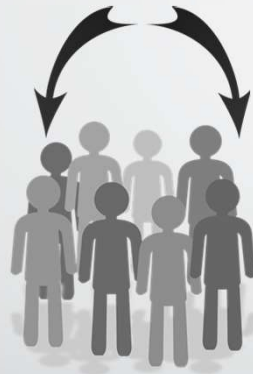


Digital technology democracy

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**Technology choices
Before 2010s**



Company provisioned devices, PCs
ERPs, CRMs
Virtual Private Networks, Firewalls
Call centres support
Hierarchy driven adoption

































































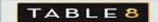



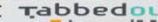















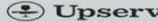



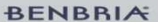





















**Technology choices
Today**



Bring Your own Device, mobile
APPs, PAASs
Public cloud, social identity
Support through Social Networks
Demand driven adoption

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An Example for Restaurant Industry

Area	Low-Tech Options	Established	New Tech
Website & Mobile	Phone, yellow pages, newspaper	 SQUARESPACE  WORDPRESS	 bentobox  MyCheck  FogLocal  CARDFREE  TABLE HERO  ChowNow
Discovery & Marketing	Physical signs, newspaper, yellow pages	 OpenTable  Google  TimeOut  yelp	 FOURSQUARE  CHEFSFEED  EATER  ChowNow  Social High Rise  Instagram  facebook
Reservations	Phone, email, walk-in	 OpenTable  yelp	 RESERVE  TOCK  R RESV  VELOCITY  TABLE 8
Diner CRM & Loyalty	Pen, Paper, Spreadsheets	 fishbowl  yelp  OpenTable	 TABLE 8  ChowNow  MyCheck  PosiQ  CARDFREE  RESERVE  VELOCITY  Upserve  Thanx  FIVESTARS  Wisely  TOCK  belly  venga  Spendgo  SALIDO  LevelUp  R RESV
Point of Sale System	Cash Register, Drawer, Imprinter, Spreadsheets	 Alaska  ORACLE  micros  Square  POSERA  Heartland  Dinerware  squirrel systems	 Revel  clover  DIME  Breadcrumbs  CAKE
Pay at the table / Mobile Payments	Cash	 iosk  LaCarte	 TABLE 8  TableSafe  OpenTable  RESERVE  Tabbedout  VELOCITY  MyCheck  CARDFREE  COVER
Payment Processing	None	 Heartland  First Data  vantiv  integrated payments  Square	 Breadcrumbs  Upserve
Feedback & Communication	Email, phone, letter	 yelp  OpenTable  facebook  Google	 Upserve  Wisely  Seryv  Social High Rise  BENBRIA
Online Ordering	Phone, fax	 EAT24  seamless  grubHub	 sprig  DOORDASH  ChowNow  OrderAhead  MAPLE  caviar  POSTMATES  ojo  UBER  EATS
Diner Analytics	Spreadsheets	 OpenTable	 Upserve  venga  Prism  SALIDO  Euclid  PeachWorks  Seryv

5. The social nature of Digital

- Technology
- Organisational
- Culture and behavioural





IT culture is crucial for scaling up digital

- Assure Scalability and operational continuity
- Connect corporate assets to digital innovation
- Leverage on company wealth of data
- Nurture continuous technology innovation

Some directions for Change

- focus on results, not on technology
- Leave technology monopoly approach
- Learn from successful startupper
 - Obsessed by sustainability
 - Risk oriented
 - Intimate with software



Cio's perspective to the Digital Transformation: In a book

Find out more contents and perspectives by:

- Bruno Demuru (SARAS)
- Dario Castello (Magneti Marelli - FCA)
- Gloria Gazzano (Italgas)
- Carlo Bozzoli (Enel)
- Massimo Messina (Unicredit)
- Gianluca Giovannetti (Amadori)
- Luciano Guglielmi (Mondadori)
- Demetrio Migliorati (Mediolanum)

And contributions by:

Carlo Alberto Carnevale Maffè, Francesco Varanini,
Mariano Corso, Giancarlo Capitani and more...