

LA SECONDA RIVOLUZIONE DIGITALE

Digital Day 2019
Bolzano

dbb Digital Building Blocks

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AGAF

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What you need

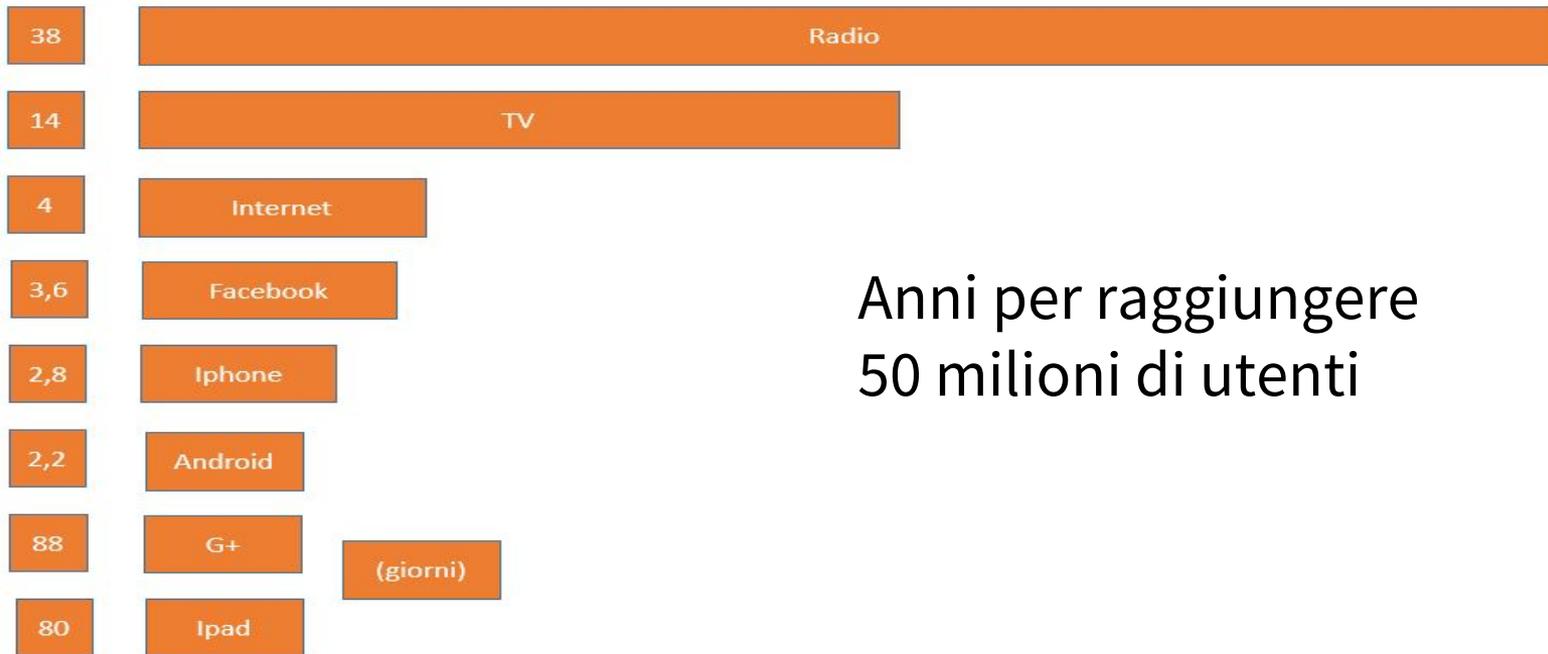


Tutto attorno a noi sta
cambiando velocemente

Molto velocemente

È questa ormai la nuova velocità
di crociera

NASCITA E ADOZIONE DELLA TECNOLOGIA

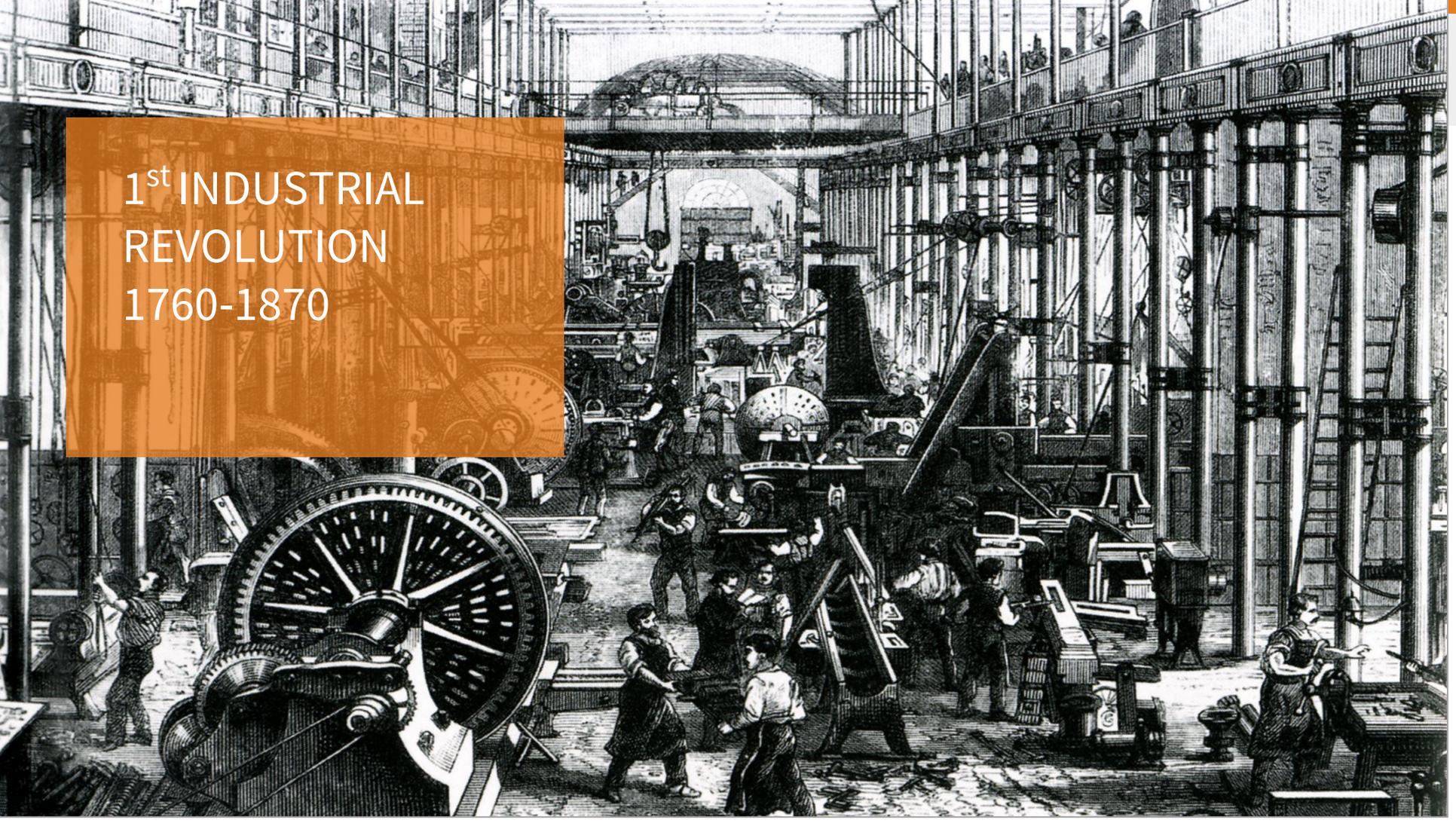


Anni per raggiungere
50 milioni di utenti

A man in a dark suit stands on a high-rise building, looking out over a dense city skyline. The scene is overlaid with a semi-transparent orange filter. The man is seen from behind, with his right hand on his hip and his left hand raised to his forehead, suggesting a moment of deep thought or contemplation. The city below is a vast expanse of skyscrapers and buildings, with a body of water visible in the distance. The sky is filled with soft, white clouds.

Che cosa succede?

1st INDUSTRIAL
REVOLUTION
1760-1870



Comunicazione/Energia

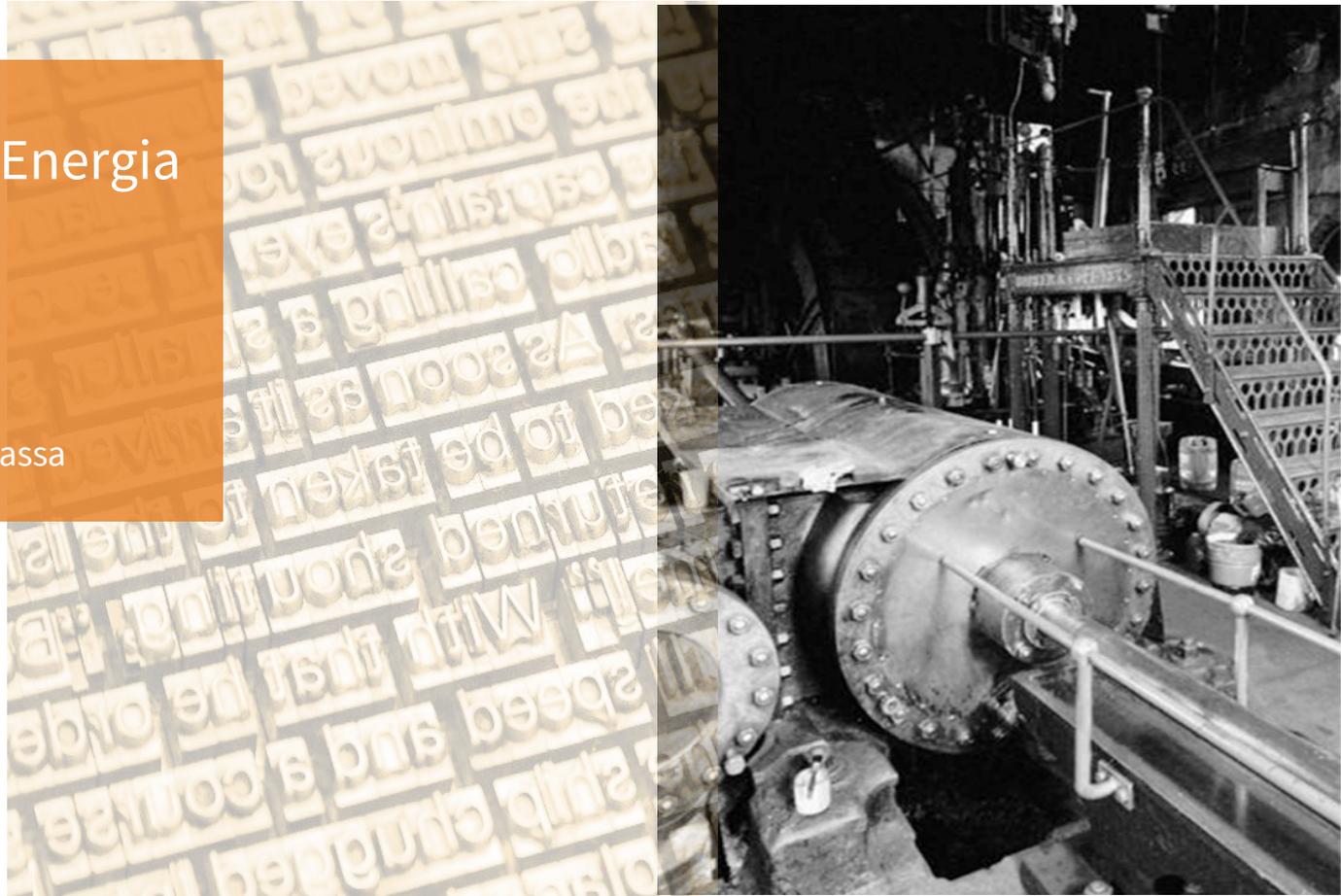
Vapore

Carbone

Ferrovie

Fabbriche

Educazione di massa



An aerial photograph of a vast car lot. The lot is filled with rows of cars, many of which are stacked on two-level car carriers. The cars are in various colors, including white, silver, blue, red, and yellow. The perspective is from a high angle, looking down on the lot. The background shows a building and some utility poles.

2nd INDUSTRIAL
REVOLUTION
1870-1960

Comunicazione/Energia

Elettricità

Comunicazioni

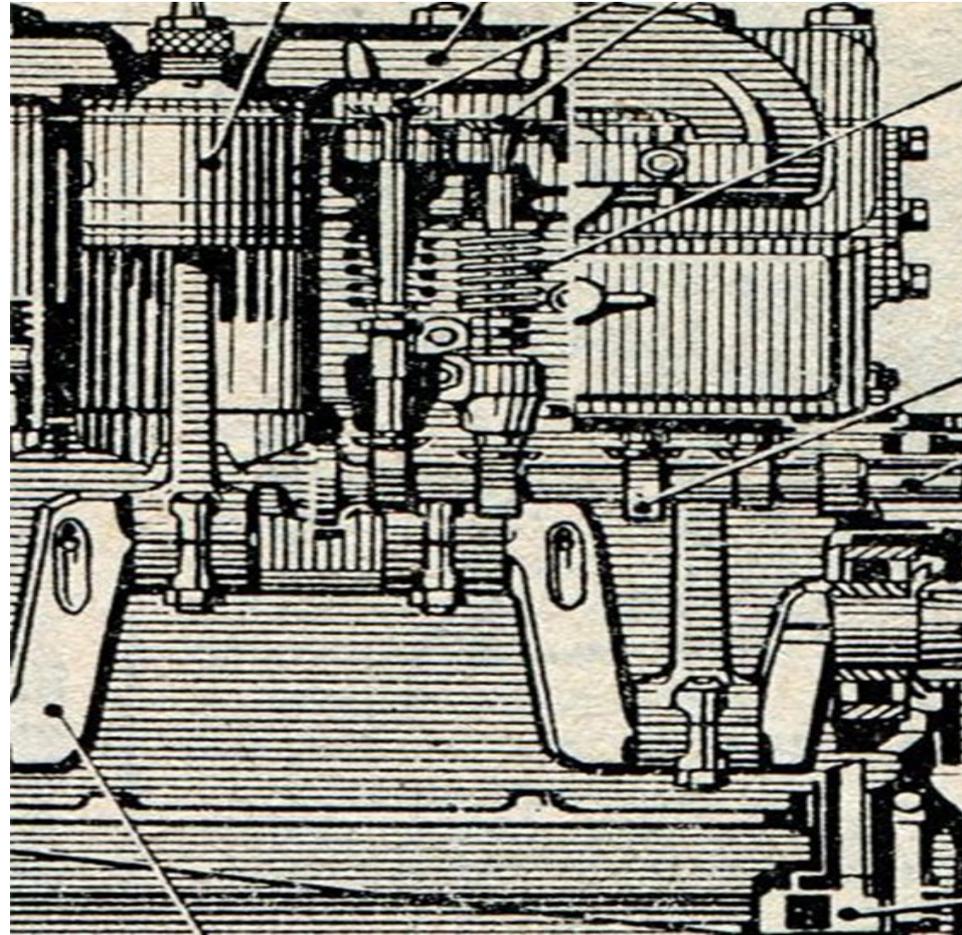
Motore a combustione

Nuovi materiali

Autostrade

Automobili

Produzione di massa



1st DIGITAL
REVOLUTION
1990-2006



Digitalizzazione

Internet

Biologia molecolare

Energie rinnovabili

Autostrade dell'informazione

Data sharing



2nd DIGITAL
REVOLUTION
2006+



Digitalizzazione

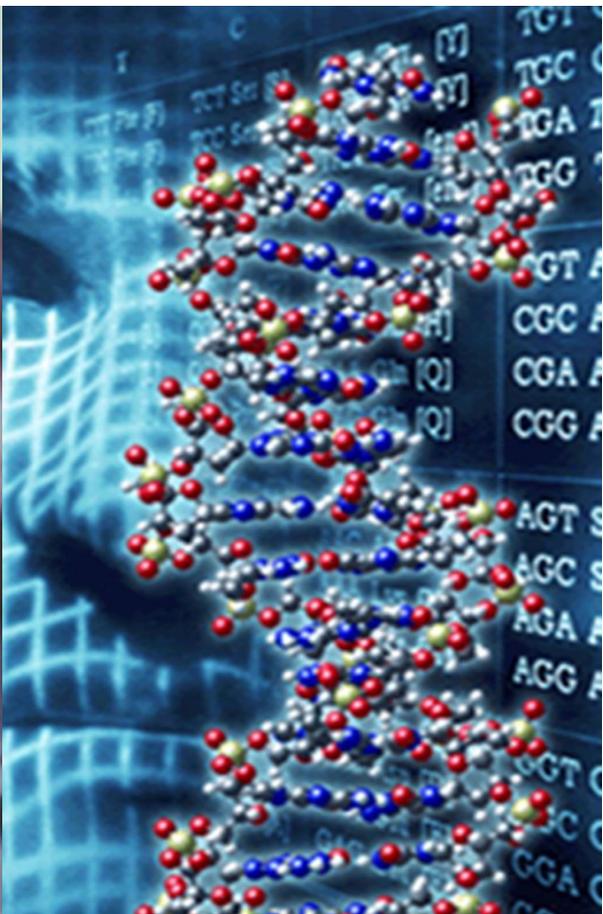
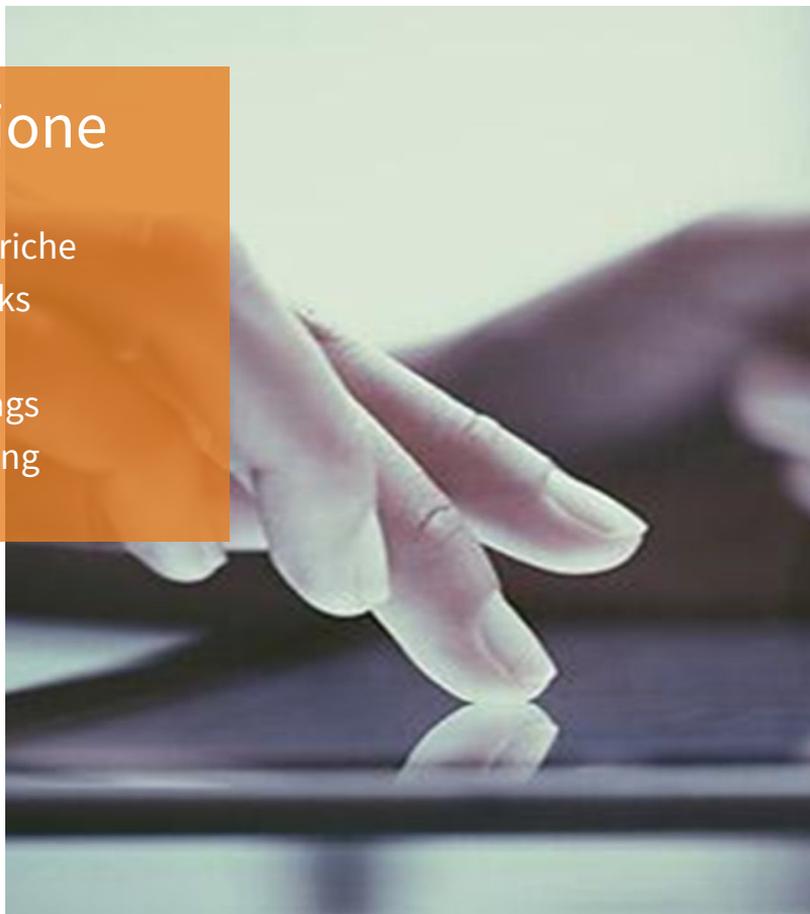
Smart Grids Elettriche

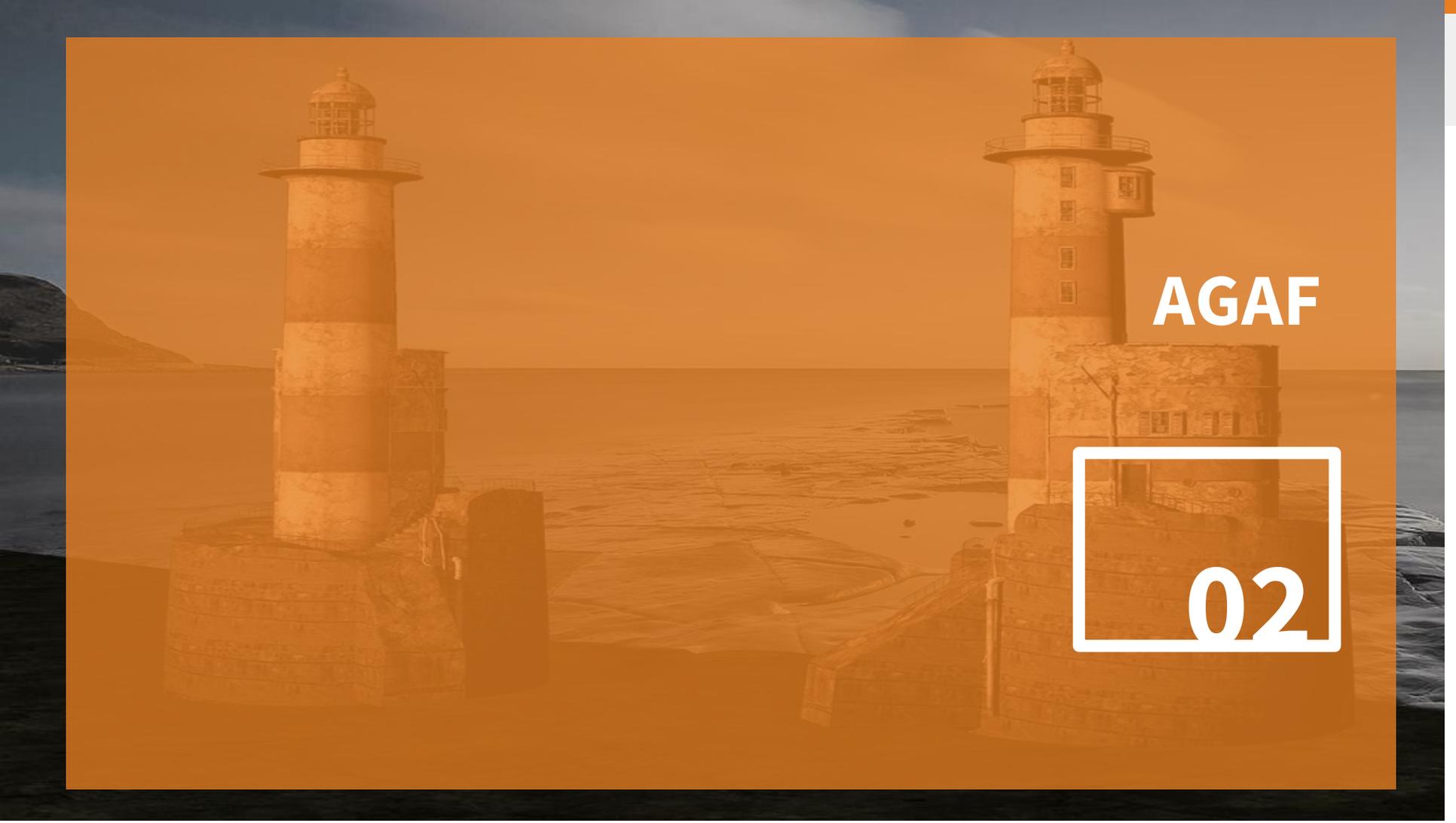
Social Networks

Computing

Internet of things

Smart everything





AGAF

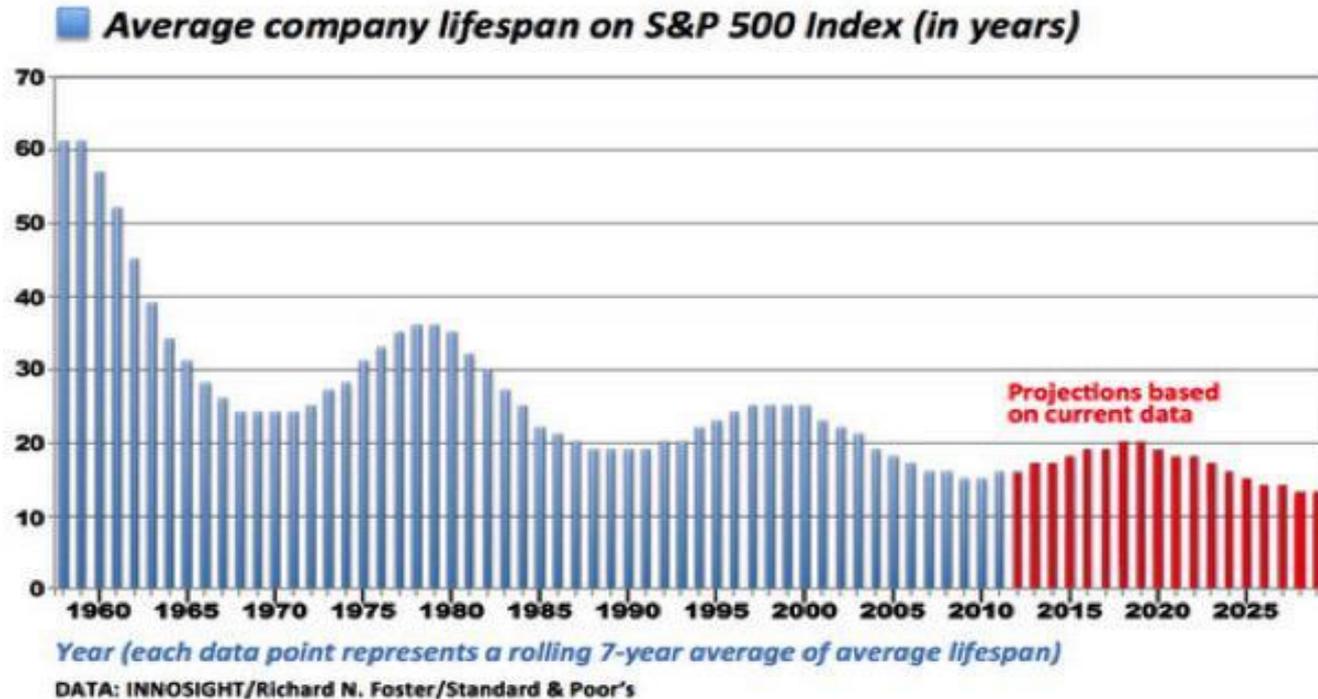
02

A hand is shown pointing upwards, with the index finger extended. The background is a solid blue color with a faint grid of light blue squares. The hand is positioned in the lower right quadrant of the frame.

**“Every company will be
a software company”**

Marc Andersen, venture capitalist in Facebook,
Groupon, Skype, Twitter, Zynga,
Foursquare, LinkedIn

È sempre più difficile rimanere leader di mercato



60 anni
nel 1960

15 anni
nel 2015

L'89% delle aziende che erano nella lista Fortune 500 nel 1955

non lo sono più nel 2015

Nei prossimi 10 anni il 40% di tutte le aziende della lista Fortune 500 spariranno

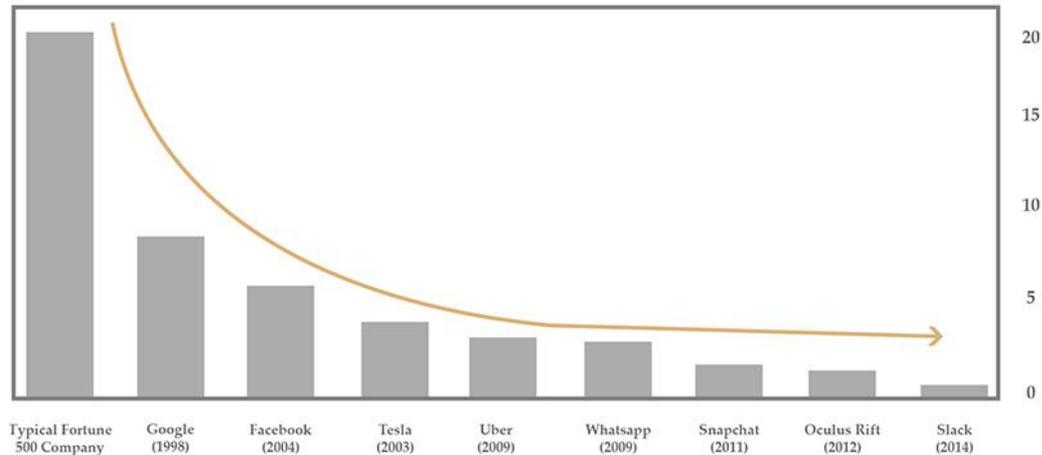
Only These 61 Companies Were in the Fortune 500 in Both 1955 and 2015

3M	CVS	Lockheed Martin
Abbott Laboratories	Deere	Marathon Oil
Alcoa	Dow Chemical	McGraw Hill Financial
Alleghany	DuPont	Monsanto
Archer Daniels Midland	Exxon Mobil	Navistar
Ashland	Freeport-McMoRan	NCR
ATT	General Electric	Northrop Grumman
Avon Products	General Dynamics	Owens Corning
Boeing	General Mills	Owens-Illinois
BorgWarner	General Motors	PepsiCo
Bristol-Myers Squibb	Goodyear Tire and Rubber	Pfizer
Campbell Soup	Hershey	Procter and Gamble
Caterpillar	Honeywell International	Raytheon
CBS	Hormel Foods	Rockwell Automation
Celanese	IBM	Sealed Air
Chevron	International Paper	Textron
Coca-Cola Enterprises	Johnson and Johnson	United States Steel
ConocoPhillips	Kellogg	United Technologies
Crown Holdings	Kimberly-Clark	Weyerhaeuser
Cummins	Kraft Foods Group	Whirlpool
	Lear	

20 anni periodo medio
per raggiungere il
valore di 1B\$

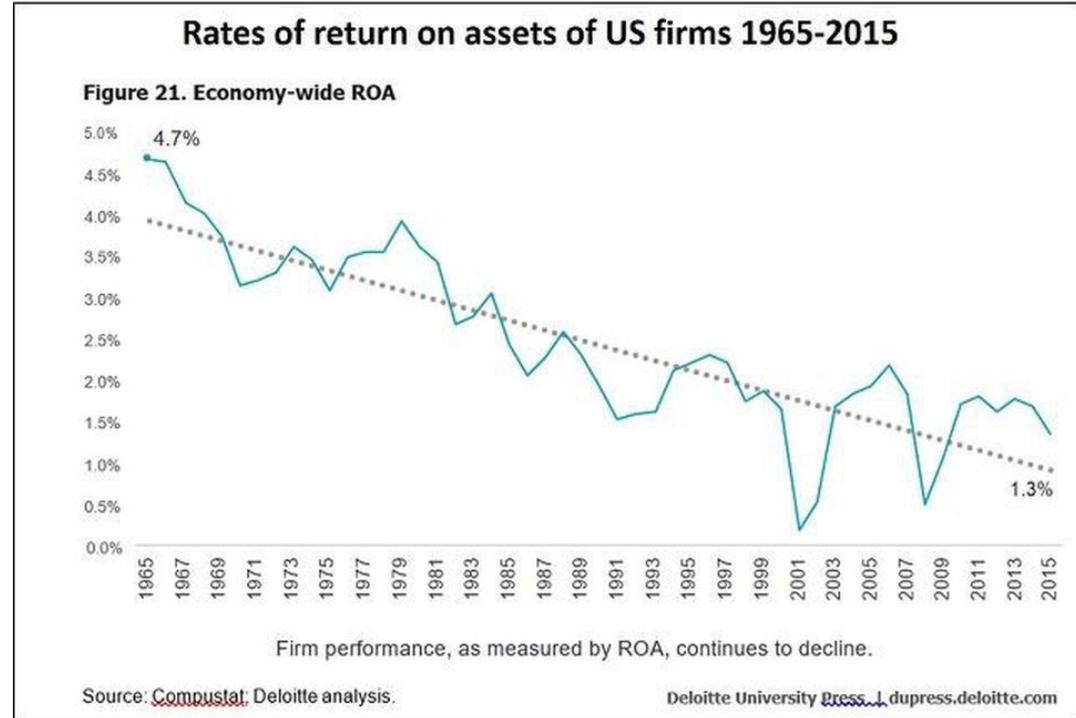
< 2 anni
periodo per raggiungere
il valore di 1B\$

Market Cap to a Billion



Meno valore per gli azionisti

ROA
in riduzione

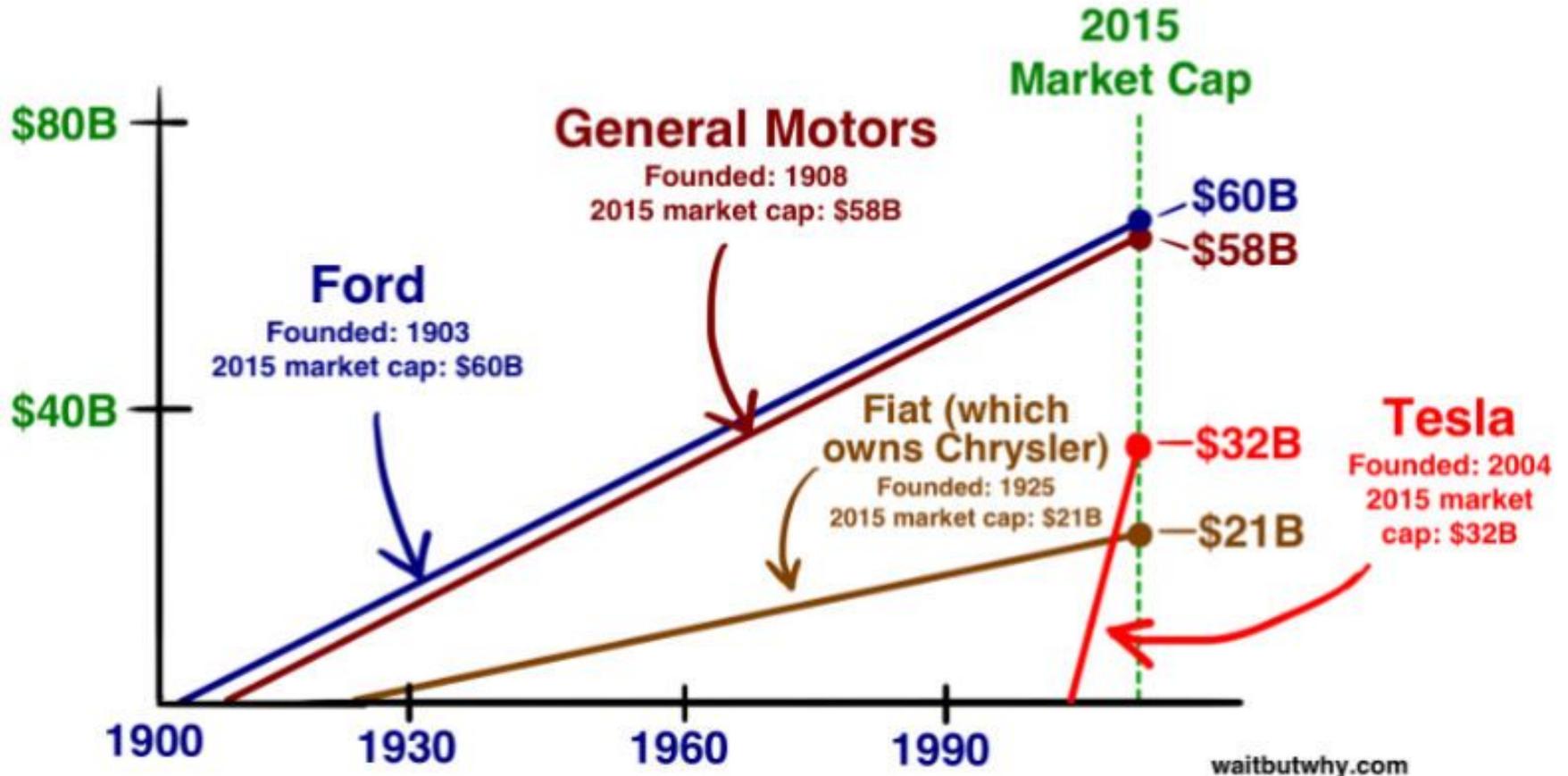


MA NON PER TUTTI

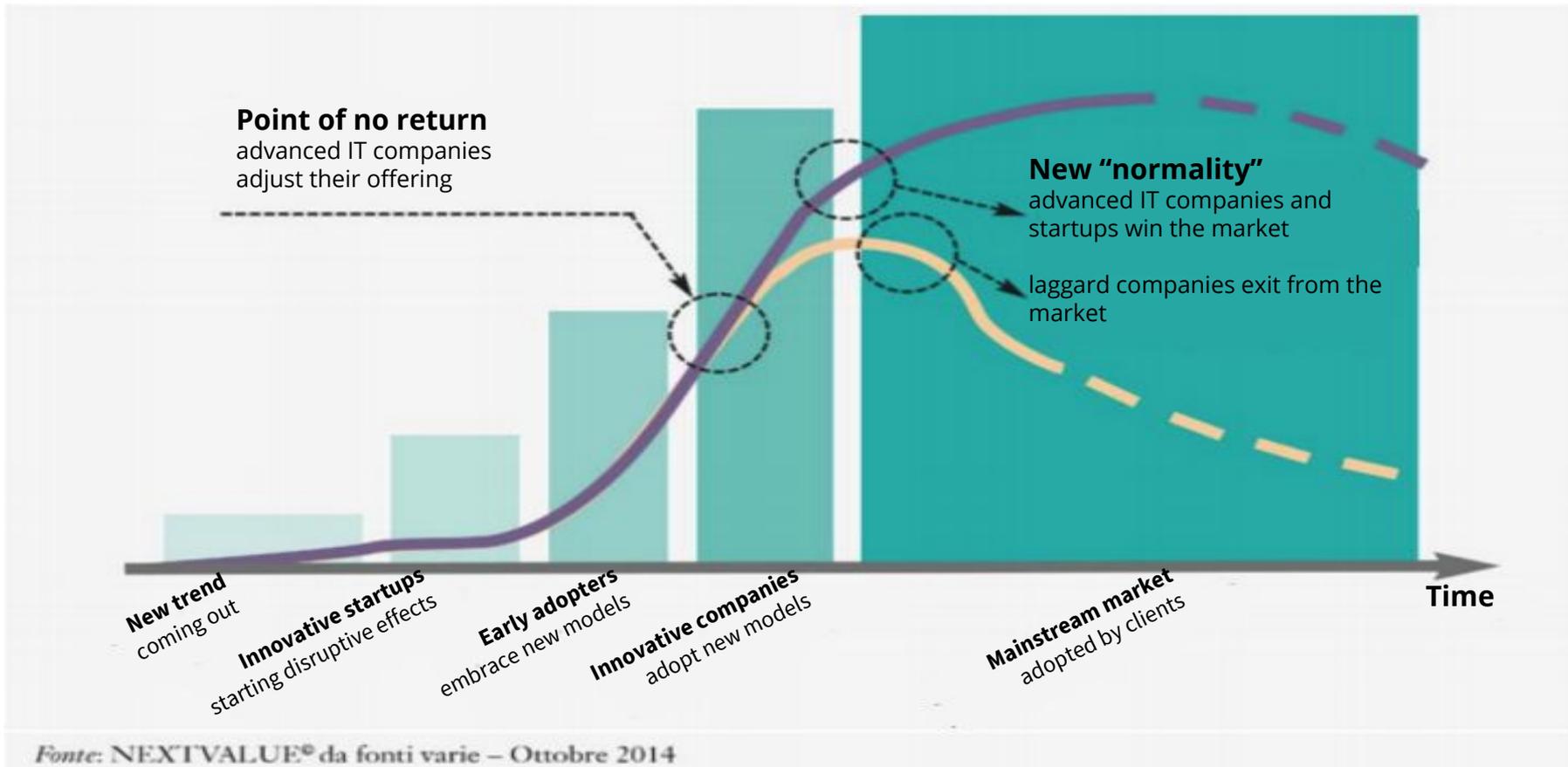
dbb



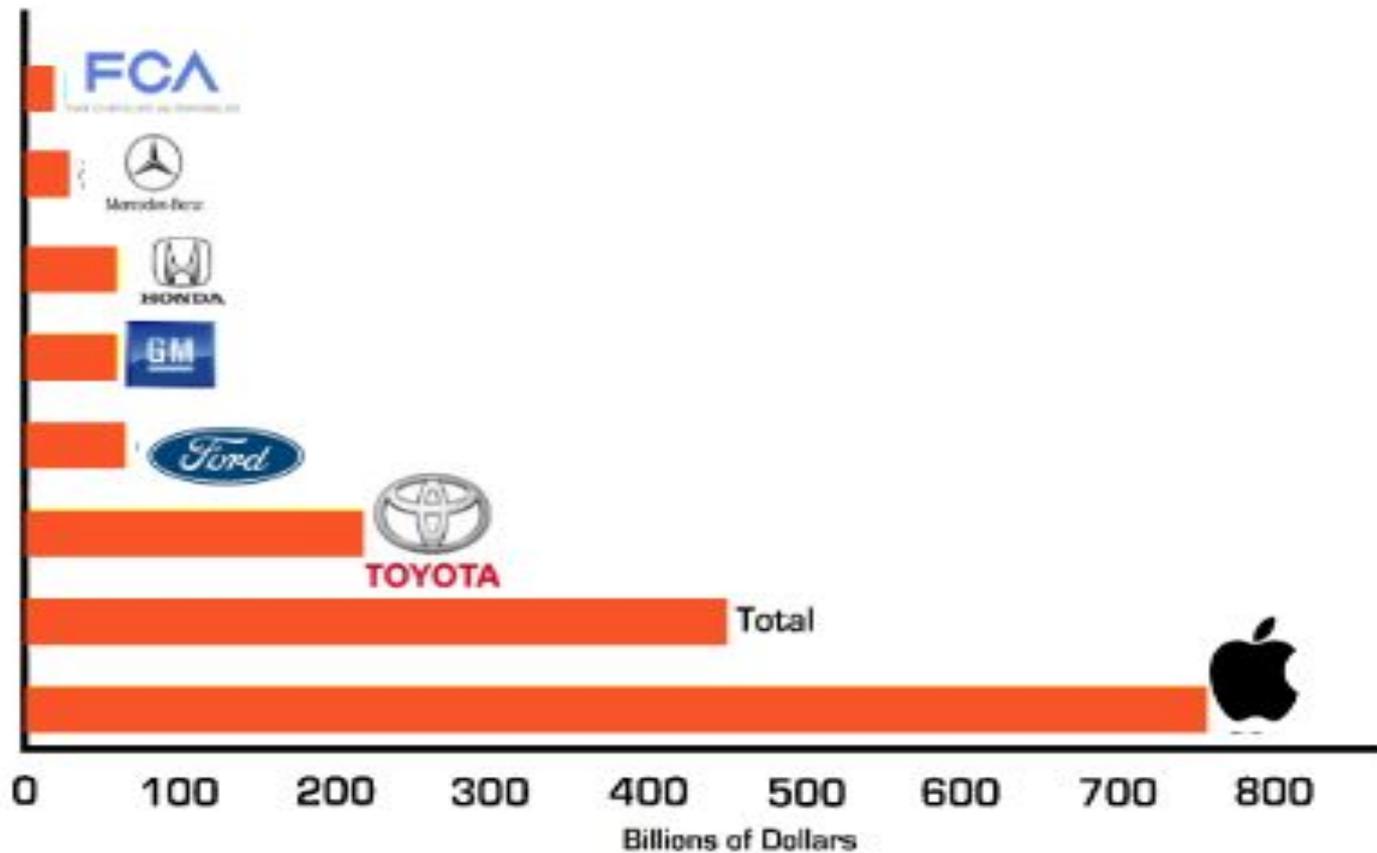
TEMPI VELOCI



NEW DIGITAL DIVIDE



RILEVANZA



AGAF 2.836 B\$ VS 412 B\$ FTSE MIB





AMAZON

Q4 2018

MKT CAP 734,47 B\$

REV 72,38 B\$

EBITDA 12,03 %





FACEBOOK

Q4 2018

MKT CAP 483,32 B\$

REV 16,91 B\$

EBITDA 53,16 %



WhatsApp

1998

Google!
BETA

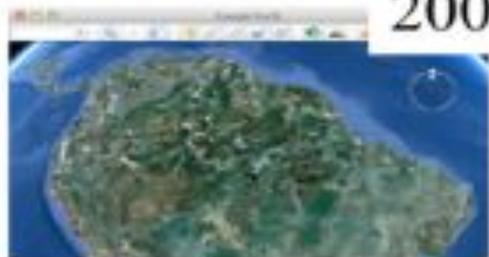
2000

Google
AdWords

2004

Gmail
by Google BETA

2005



2006



2007



2008

Google chrome

2011

Google+

?



Google
Alphabet

GOOGLE

Q4 2018

MKT CAP 803,42 B\$

REV 39,28 B\$

EBITDA 25,60 %



UBER



APPLE

Q4 2018

MKT CAP 817,39 B\$

REV 84,31 B\$

EBITDA 27,97 %



NEW TECHNOLOGIES

The image features three toy cars constructed from colorful plastic blocks and wheels, set against a solid orange background. The cars are arranged in a line from left to right. The car on the left is the simplest, with a single orange block on top. The middle car is more complex, with multiple layers of orange, yellow, and grey blocks. The car on the right is partially obscured by a white square frame containing the number '03'.

03

**Riusciremo a sviluppare
la tecnologia che serve?**

È solo questione di tempo.

NEW TECHNOLOGIES

3D PRINTING

2007

40.000\$

2014

400\$

-100x in 7 anni



NEW TECHNOLOGIES

INDUSTRIAL ROBOTS

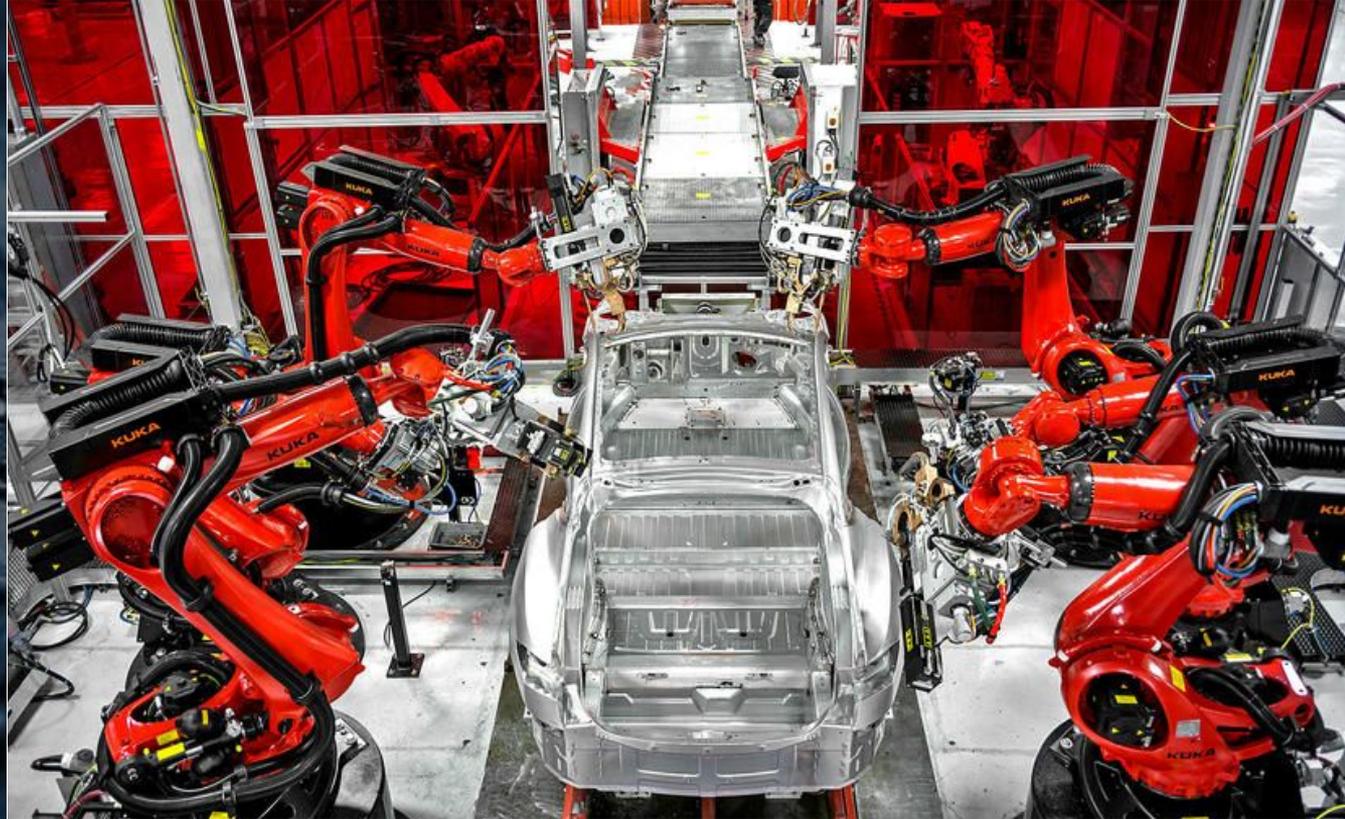
2008

500.000\$

2013

22.000\$

-23x in 5 anni



NEW TECHNOLOGIES

DRONES

2007

100.000\$

2013

700\$

-142x in 6 anni



NEW TECHNOLOGIES

NEUROTECH - BCI

2006

4000\$

2011

90\$

-44x in 5 anni



NEW TECHNOLOGIES

BIOTECH DNA SEQUENCING

2007

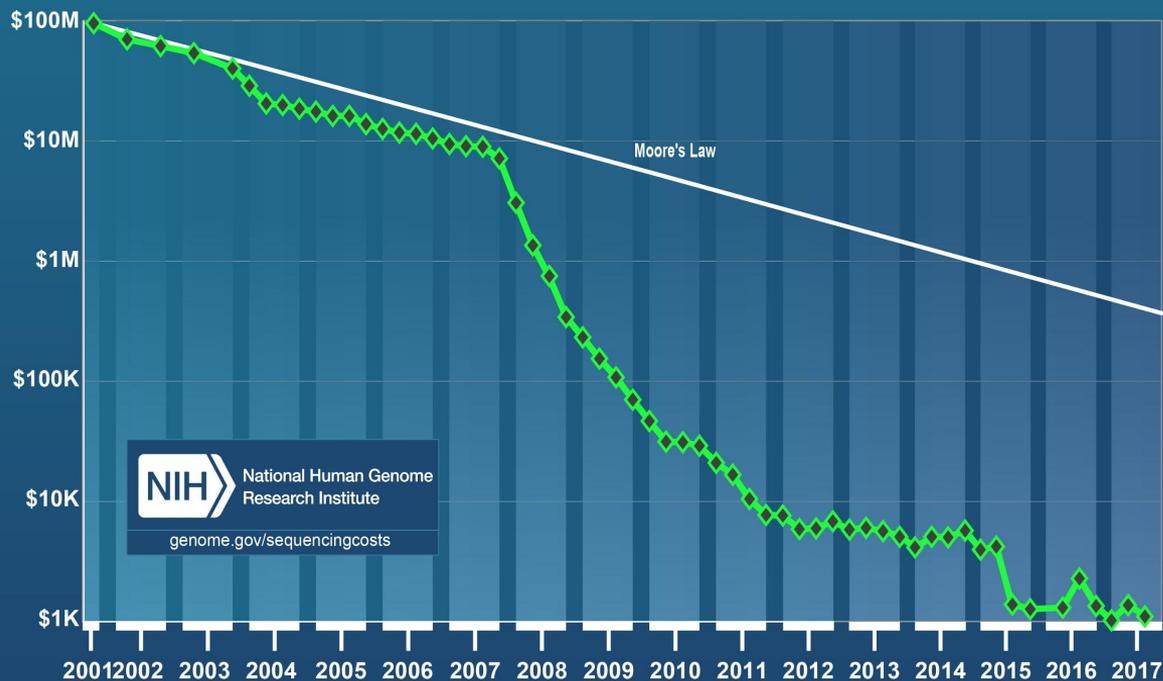
10M\$

2014

1000\$

-10.000x in 5 anni

Cost per Genome



NEW TECHNOLOGIES

CROWDFUNDING

2009

0,5 M\$

2014

34,4M\$

69x in 5 anni



A craftsman with a beard and glasses, wearing a dark cap and a jacket with a 'flexolif' logo, is meticulously carving intricate geometric patterns into a wooden board. The workshop is filled with various tools and materials, creating a warm, orange-toned atmosphere. The text is overlaid on a semi-transparent orange rectangle.

**Come facciamo tutti noi
che non ci chiamiamo
Google, Apple, Facebook?**

The image features a collage of various food packaging items, including rectangular boxes, round bowls, and bags, all with a consistent design. Each item has a white label with a barcode at the top, the word 'takeaway' in a bold, lowercase, sans-serif font, and some smaller text below. The items are arranged in a grid-like pattern. A semi-transparent orange overlay covers the entire scene. In the bottom right corner, there is a white square containing the number '04' in a large, bold, white font.

TAKE AWAY

04

Come minimo dobbiamo cambiare mentalità e imparare a sfruttare l'innovazione che ci circonda.



CAPIRE DOVE ANDRA' IL NOSTRO BUSINESS



CORPORATE CULTURAL BARRIERS TO DIGITAL TRANSFORMATION

Competing Priorities - "we don't have time for this right now"

53%

Lack of familiarity with Digital - "we don't know how to do that"

52%

Resistance to new approaches - "this is the way we've always done it"

40%

Digital transformation threatens current power structures - "I will lose influence in my organization"

23%

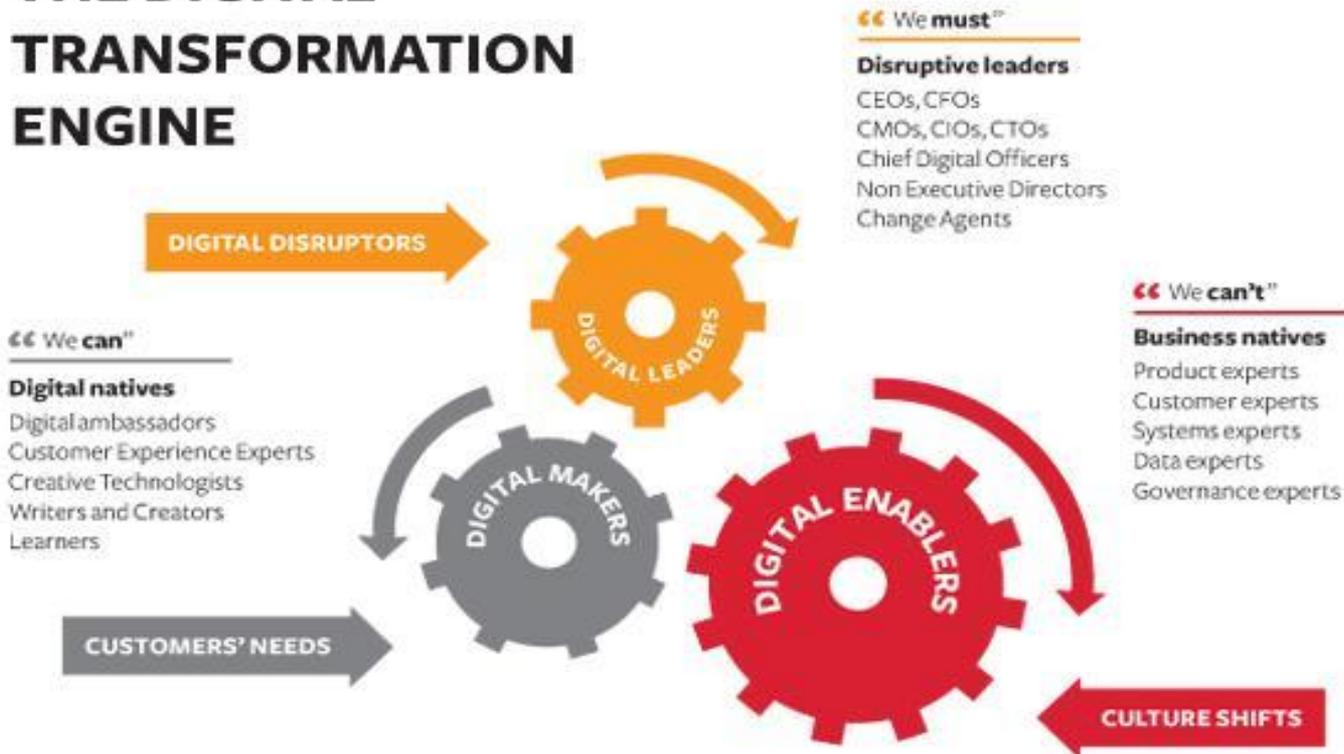
Internal politics - "it doesn't have the right political support"

21%

Risk aversion - "it's not worth the risk"

18%

THE DIGITAL TRANSFORMATION ENGINE



IMPARANDO DA CHI SA ESSERE PIÙ VELOCE



DA AZIENDE A GRANDI STARTUP

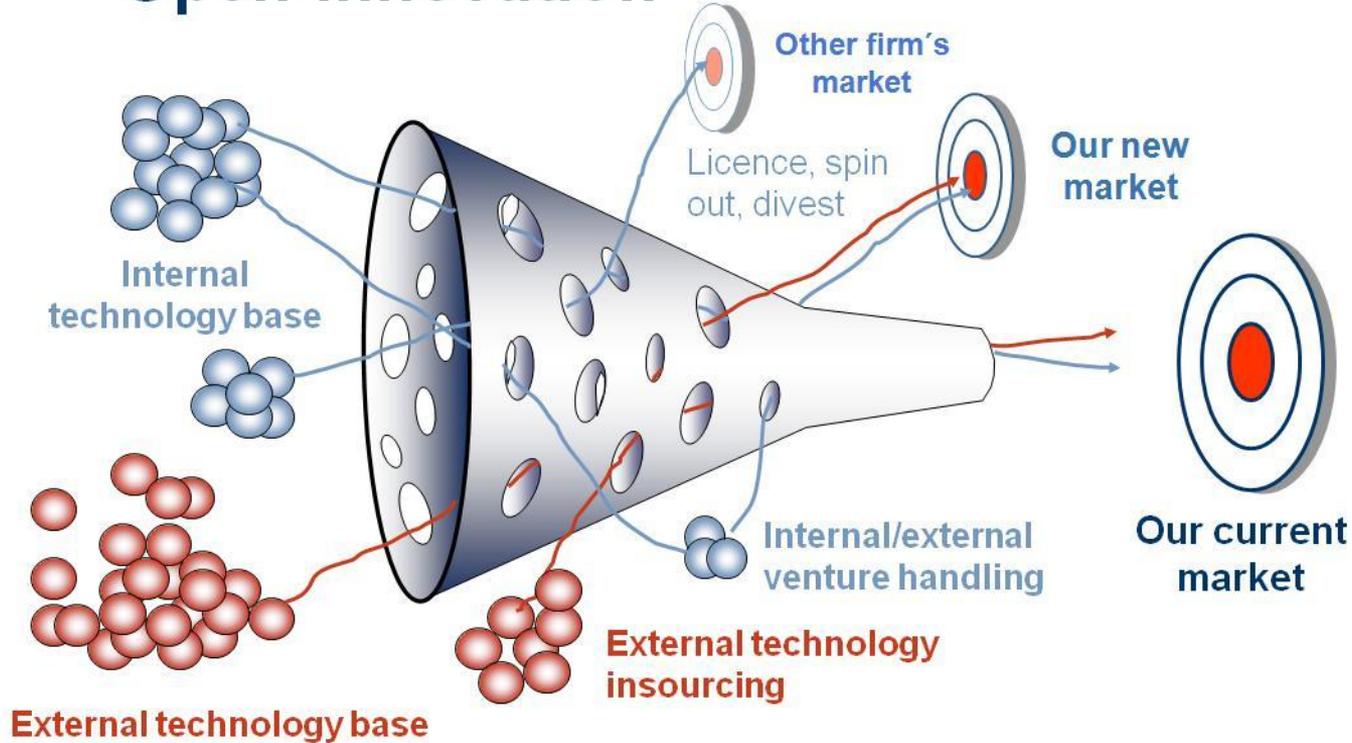


ESSERE COSCIENTI CHE CI SONO DECISIONI NON DELEGABILI



**KEEP CALM
AND
BECOME A
DIGITAL
LEADER**

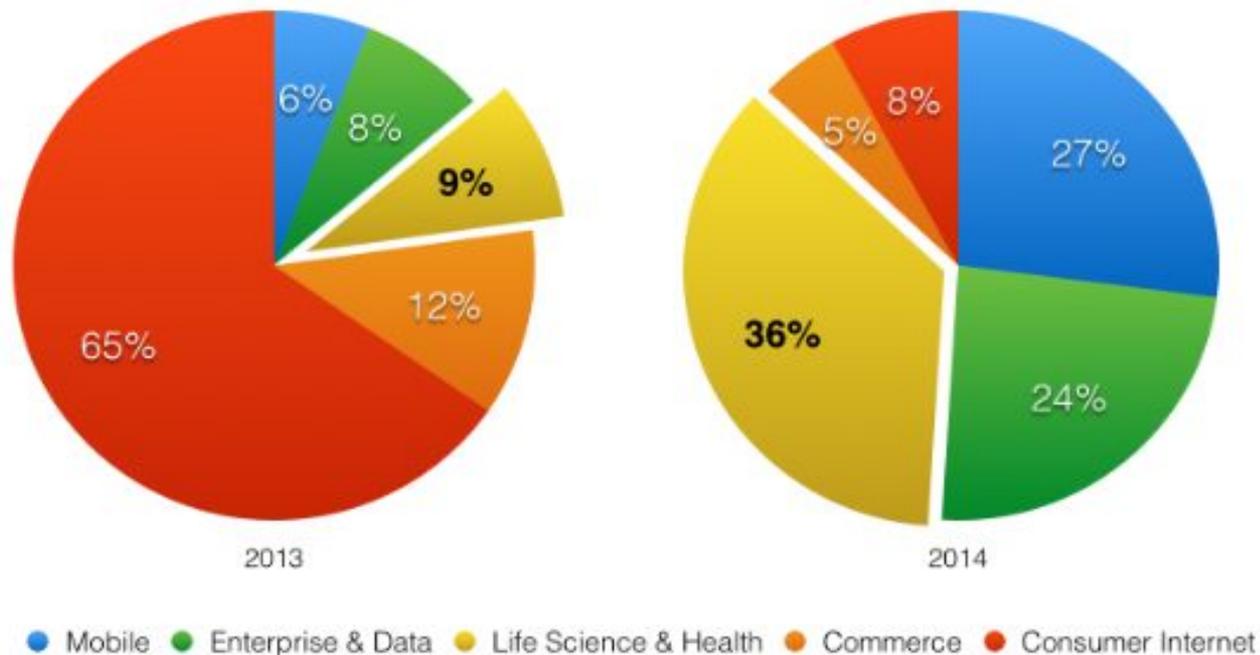
Open innovation



DECIDERE DOVE ALLOCARE BUDGET VELOCEMENTE



Google Venture Investment 2013 vs. 2014



PERCHÈ IL “GROSSO” DEL DIGITAL DEVE ARRIVARE...



The image features a quote by Abraham Lincoln centered on a wooden-textured background. The quote is enclosed in a white rectangular border. The background is a warm, orange-brown color with a visible wood grain pattern. There are several large, semi-transparent, light-colored circles and lines overlaid on the background, resembling a stylized musical staff or a diagram. The quote is written in a bold, white, sans-serif font.

**“The best way to predict
the future is to create it”**

Abraham Lincoln

CONTATTI

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Scarica questa presentazione:

info.digitalbuildingblocks.it/bolzano_2019

THANK YOU

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