

Making sense of digital change



*Welcome to the new world.
Businesses globally have
been rocked to their core
by the explosion of the
digital economy.*

While the benefits of online and market maturity were perhaps exaggerated in the late 90s, we're now seeing the social and economic benefit from digital connectivity. What does this mean for Australian organisations? The digital economy can't be ignored.

The digital economy will be worth an estimated \$20.4 trillion by 2013 – equivalent to almost 1/3 of world GDP.



Factors behind the rapid growth:

Power shift – Digital channels have opened up a new world of choice where consumers have unprecedented influence and control. If you can't or won't give them what they want, they will simply take their business elsewhere.

An even playing field – Traditional barriers no longer apply. A reduction in lead times and required start-up capital means new competitors who are hungrier and more agile are influencing your market.

No boundaries – The digital economy has provided access to global markets, thereby redefining consumer choice and value while providing unprecedented transparency.

Ruthless efficiency – Digital is providing new opportunities to be more efficient and effective for both public and private sectors. Like the industrial revolution fundamentally changed the world, this digital revolution will be remembered as one that transformed the fabric of conventional business models and society at large.



PwC's integrated approach to digital change

DRIVERS OF DISRUPTION

STRATEGY THROUGH EXECUTION

	Collaboration & Social Media	Channel Integration	Analytics & Insight	Mobility & Anywhere Access
Business Model	<i>What opportunities does the digital landscape create for your business?</i>			
Customer Engagement	<i>How do you engage with customers across all channels?</i>			
Employee & Network Engagement	<i>How do you facilitate knowledge sharing and collaboration across your extended organisation?</i>			
Technology Infrastructure & Security	<i>What technology model will underpin enhanced business agility, performance, security and efficiency?</i>			



In Australia, one million mobile phones are purchased every month, over half of them are smart phones.

PwC can help you make sense of the new digital consumer and enable you to create a dialog with your customers.

Understanding how consumers are empowered to drive change

Consumers demand mobile access everywhere, anytime and on any device.

Smart devices give consumers a whole new level of convenience by allowing them to transact and obtain real time price and peer comparisons.

The expectation of communities and individuals for companies to 'go digital' is continually increasing. As the physical and digital channels converge, consumers assume savvy organisations will leverage transactional, demographic and location based information to facilitate a personalised experience.

The advent of social media is being felt by all organisations - no exception. *Do you know what they're saying about your organisation?*



Roughly nine in ten Australian internet users are looking to their peers and intermediaries for opinions and information about products, services and brands.



Digital change is a journey not a destination. PWC can help you realise the possibilities of the digital economy.

Changing the way you think and respond – the impact on your business

To identify the opportunities and create value from digital, we take an integrated approach and help clients understand:

What are the digital possibilities for your business and how does this impact your business model?

Knowing the possibilities and how this impacts your business means assessing your market, consumers and competitors to create a differentiated and profitable market offering. Companies will need to align their business model and integrate both digital and conventional products, services and channels – acknowledging the disruption that has taken place.

What's the customer experience you want to be known for?

Digital channels create many opportunities to engage with customers. Listening, responding and acting upon customer needs is essential in order to create a distinctive customer experience.

How do you engage employees and your extended network?

The changing nature of the workplace and the changing needs of the modern knowledge worker (including increasing expectations from staff to support a mobile and virtual workforce), means companies have to carefully rethink how they engage their employee and network i.e., supply chain model.

Can your technology support (and deliver) your future needs?

Digital change is a journey, not a destination. It requires agility and flexibility to underpin a continually evolving business environment. Organisations need to define a technology model that can adapt and scale, while managing security and privacy concerns.

PwC's digital offering is comprehensive, coupled with a pragmatic and strategic approach. We assist from strategy development, through to execution, to make sense of digital change.

For a deeper conversation about digital change, contact John Riccio or Selim Ahmed.



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