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Mobile Business 2 Digitization stands for Change

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www.pwc.com/digital

What is digitization?

Election of the Pope in 2005

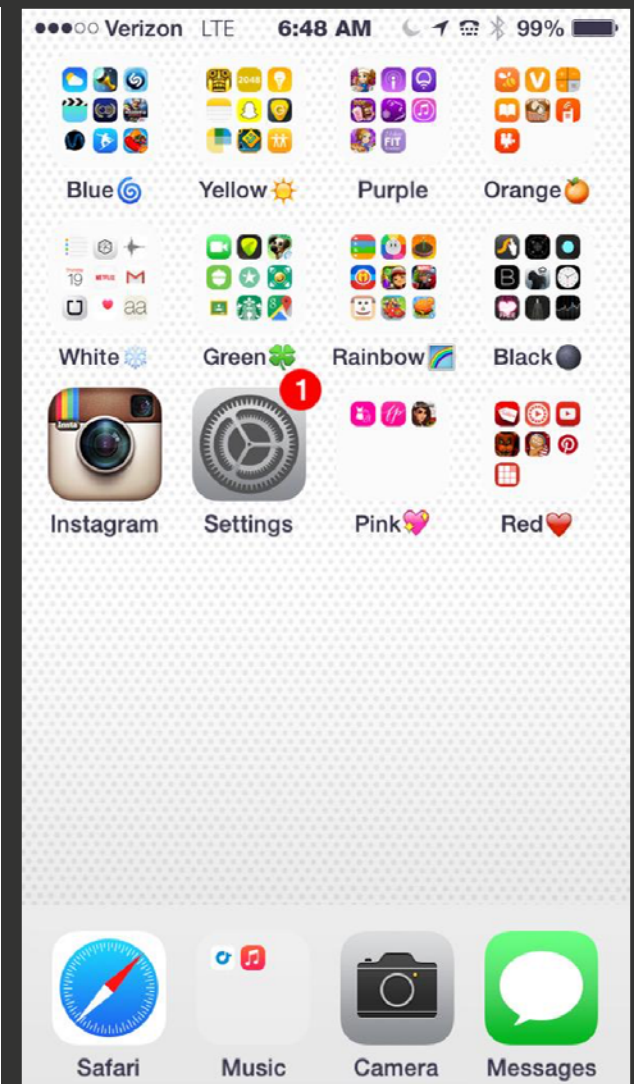
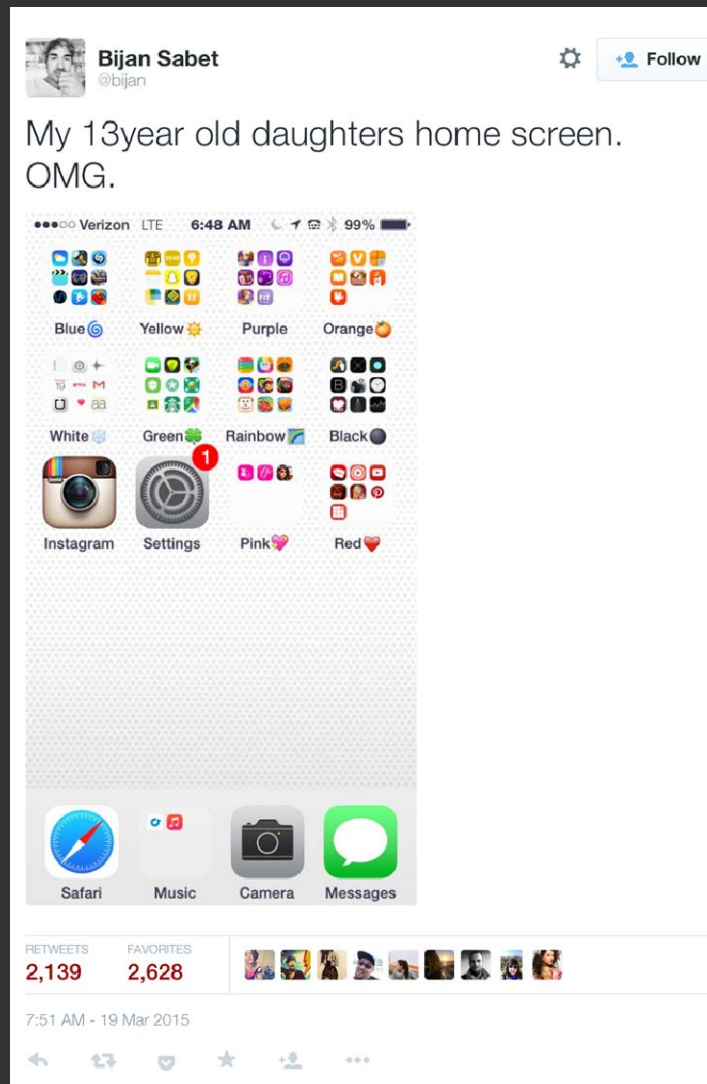


What is digitization?

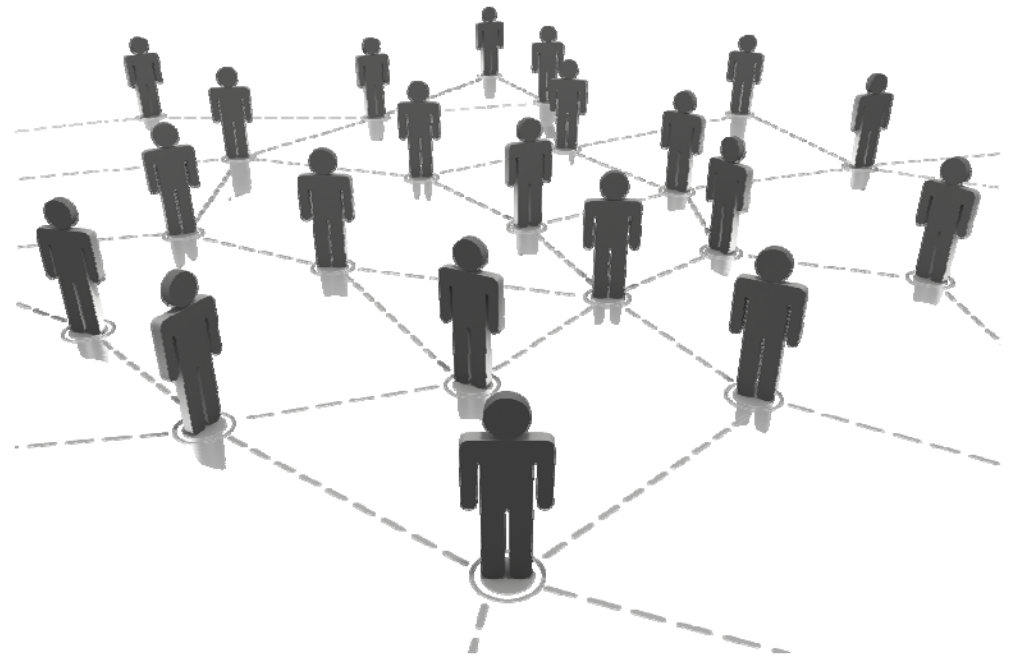
Election of the Pope in 2013



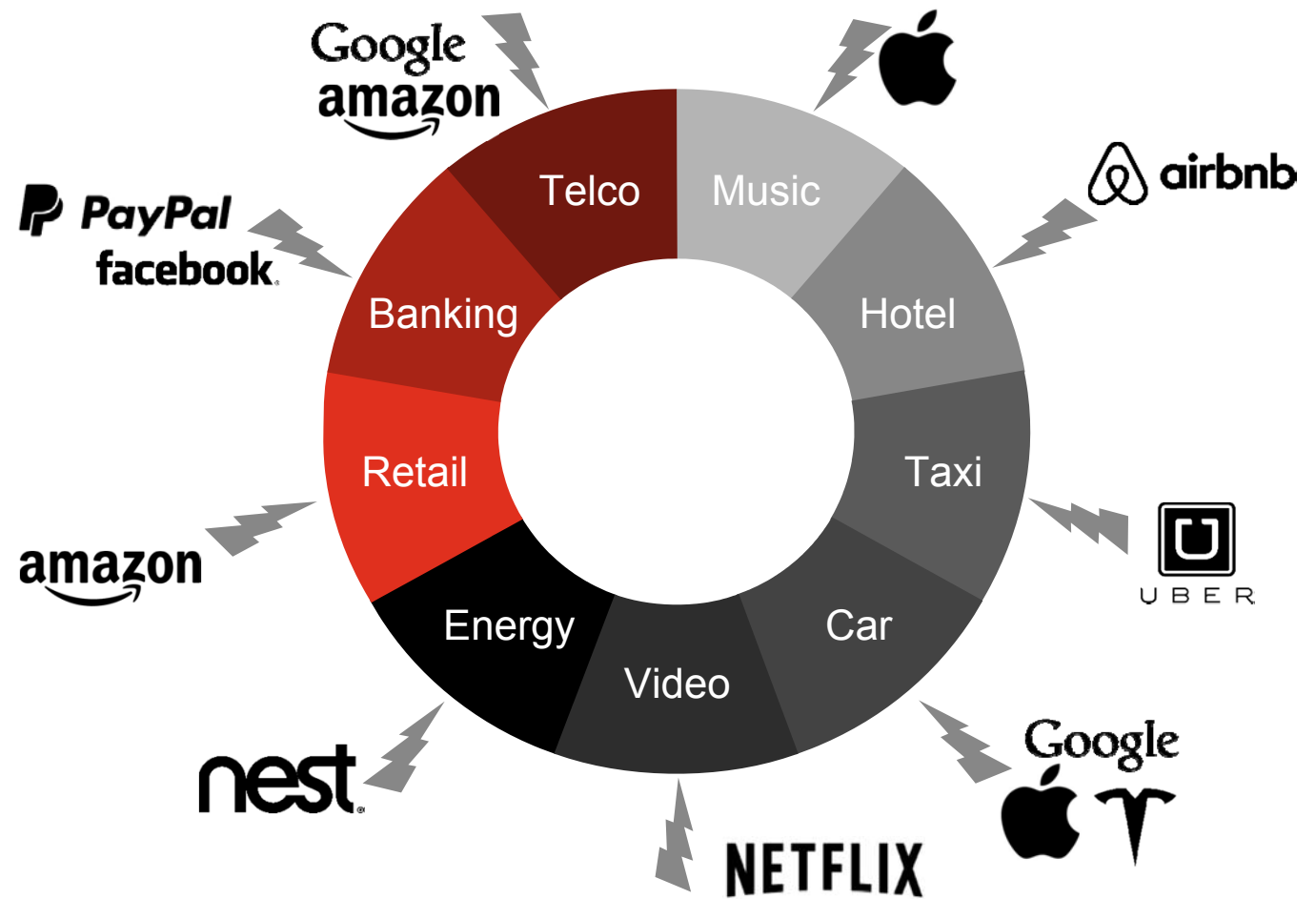
What is digitization?



From „Brockhaus“ Mindset to Network Thinking



New market players
enter existing markets
and affect common
value chains



Technology-enabled

Installation of a web shop

A cable and engine parts producer (B2B) decides to apply a multi-channel solution with differentiated service offerings to obtain direct contact to the customer (B2C).

Information about the customer will be collected directly through the web shop and not through an intermediary such as Alibaba.



Transaction-oriented

Transformation of the service model

A global B2B2C manufacturer produces kitchen and household appliances in addition to work tools. He transforms his service model into a usage- and IoT-based one, in which physical products are very cheap or even for free. The user only pays for what he really uses/ consumes.



Customer Experience

Improved customer experience and reduced processing time

An insurance company digitizes the damage registration process. The clerk can be connected directly to the customer's smartphone to interact with him via video chat, help him to take pictures and assess the situation.

By using "augmented reality", the accident can be recorded and processed quickly.



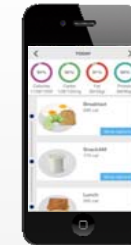
Solution-oriented

Focus on the achievement of goals

A jogger is being supported in achieving his goals such as losing weight, preventing diseases, eating healthy, or running a marathon by a complete solution service.

Wearables record “life function data” as heart rate and the training course. The data is then transmitted to a coach and a team of doctors who monitor and optimize the training plan.

From product orientation to solution orientation

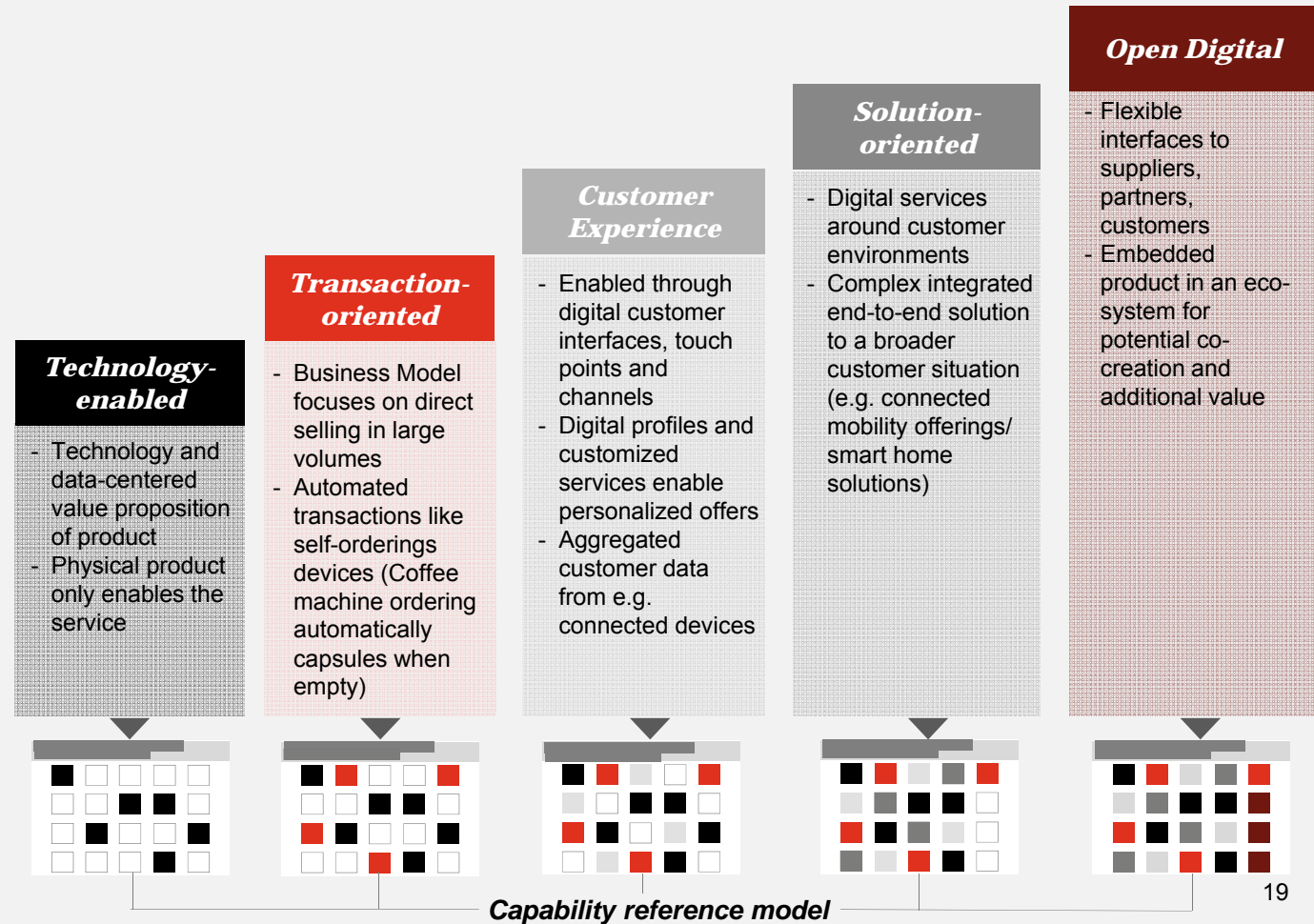


Supporting workout goals

A close-up photograph of a doctor's hands holding a white tablet computer. The doctor is wearing a white lab coat and a stethoscope is visible around their neck. The background is a solid teal color.

Assigning business models to the corresponding archetypes speeds up and facilitates the derivation of required skills („Capabilities“)

PwC Digital Business Model Archetypes



Find new smart product
and service ideas for
your customer

Your task



- Establish teams of 4 - 5 people
- Brainstorm as much IoT-enabled product and service ideas as possible
- Name the most promising idea

Time



- 10 min. ideation

Elaborate your business idea

Your task



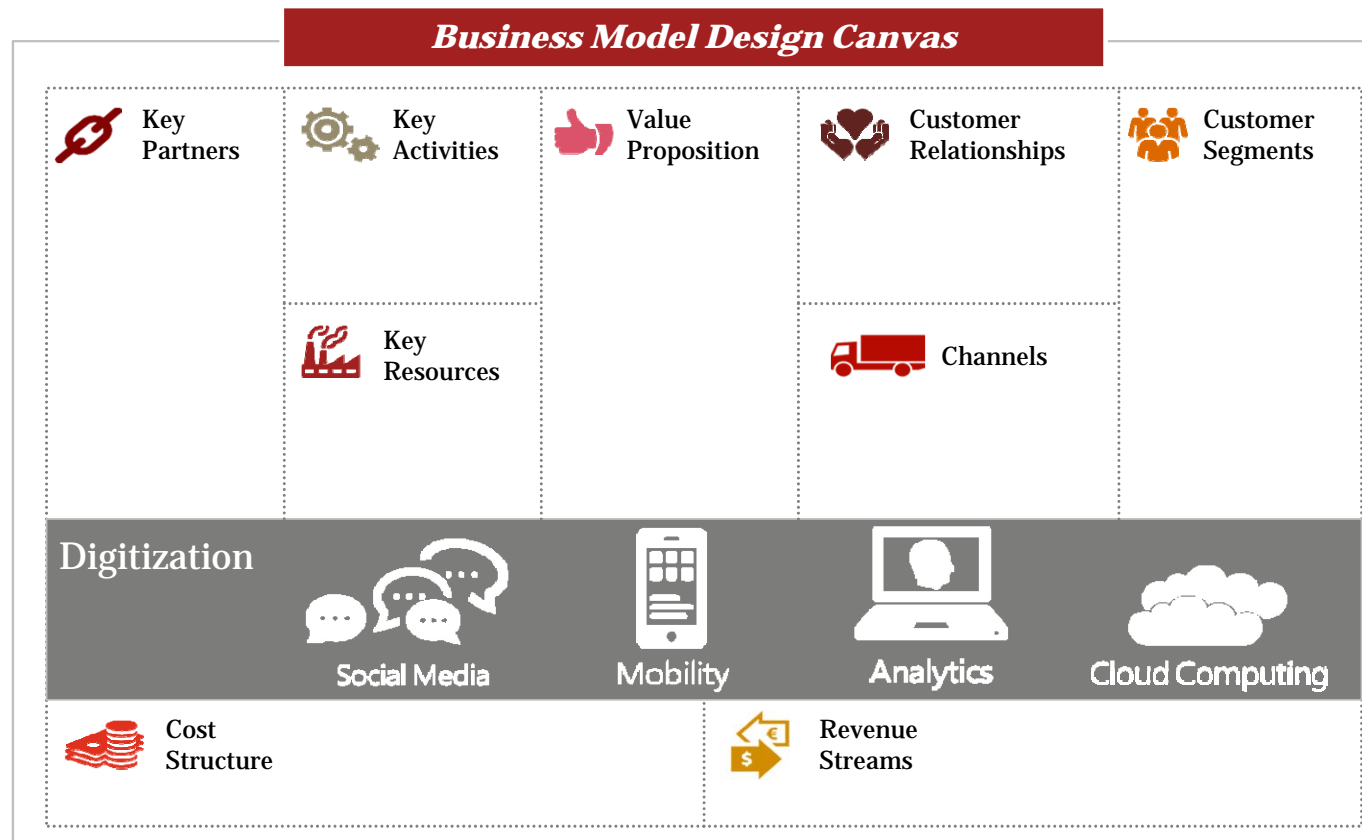
- Use the Business Model Canvas to design the most promising business idea of your first task
- Present your idea in an elevator pitch

Time



- 20 min. to design the business model
- 3 min. presentation per group

The business model canvas is a template for developing new or documenting existing business models



Comments:

- Enables an opportunity to design business models creating value for business, customers, and society
- An easy to use method to illustrate ideas and dependencies of business models

Source: PwC; Business Model Generation, A. Osterwalder, Yves Pigneur, Alan Smith, et. al, self published, 2010

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