

# Digital Transformation Examples

How is ICT changing industries? Eleven International Examples.

## Starbucks approach

app to find closest store, learn about coffee, build drink orders, incorporate loyalty card, pay with smartphone. Created a social media competition for ideas with voting. E.g. Runner get 5th coffee free. Shop free WiFi includes premium digital content like New York Times.

## Caesars Casino approach

Loyalty card collects customer transactions and game play information. Smartphone based accommodation check-in, just pick up the key. Personalized offers given on arrival.

## Cleveland museum approach

Large touch screen shows all items, select your favorites and information can be transferred to iPad.

## Codelco copper mining approach

Multiple mines real time view with schedule sharing.  
Self drive truck and machinery. Staff work from city office.  
No humans underground allow for cheaper mine setup.  
Mines still operate 24/7.

## UPS transport approach

Route optimized for deliveries.  
Includes when to turn off engine instead of idling.  
HR tasks are self service.

## Air France approach

Instead of heavy paperwork for each plane they used iPads.  
iPad hold schedules, weather, airport information, plane manuals and e-learning.  
Most updates reach pilots within 24 hours.  
iPad now issued to cabin crew.

## Jaunes French Yellow Pages

Went from print book main revenue to 75% digital revenue in 5 years.  
Partnered with Google for digital ads.  
Customer relationships is their competitive advantage, not yellow books.

## Pernod Ricard (alcohol) approach

Added internal global social network system. Helped speed up problem solving. Global answers.  
"Share a new idea every day" goal allowed sharing global best practices.  
Senior executive trained and participate with social network  
New KPI for users logged in and engagement/contributions.  
New internal e-learning platform created to improve staff digital IQ.  
Product launches can now occur faster.

## EMC approach

Competition created for new ideas. Staff vote on ideas. Awards provided for most popular ideas.  
Business units can sponsor ideas.  
CTO created a new team to develop winning ideas.

## **Procter and Gamble approach**

Created a shared digital services and solutions unit. 6 hubs around globe provide the services.

Standardize systems and information.

Automate non value add interactions.

Accelerate decision making with real-time information.

Halved the time for new products to market.

## **Lloyds Banking approach**

Created a new foundation that was scalable enough to handle mergers.

Created combined business and IT units.

Traditional IT and Digital Speed IT for business roles defined.

New digital engagement with customers.

New agile products can be created quickly.

Prepared for you by Matthew Bulat [matthew.bulat@gmail.com](mailto:matthew.bulat@gmail.com) [www.linkedin.com/in/matthewbulat](http://www.linkedin.com/in/matthewbulat)

From *Leading Digital - Turning Technology into Business Transformation*