



How future proof is your digital strategy?

Learn from the past

The most fatal misjudgments of digital history

Technology predictions are very thin ice. Even the brightest minds of our time have been phenomenally wrong when trying to forecast customer behavior or market developments.

2003

“*The subscription model of buying music is bankrupt.*”
-Steve Jobs, CEO of Apple

Reality: In 2019, Spotify's premium subscribers brought in revenue of over six billion euros.

2005

“*There's just not that many videos I want to watch.*”
- Steve Chen, CTO and co-founder of YouTube

Reality: In 2019, YouTube had 2 billion active users every month, 1 billion hours of videos were watched every day, and 500 hours of video were uploaded every minute.

2007

“*500 dollars? That's the most expensive phone in the world. And it doesn't appeal to business customers because it doesn't have a keyboard.*”
- Steve Ballmer, CEO of Microsoft (after the presentation of the iPhone 1)

Reality: Over 2.2 billion iPhones have been sold since production began. The iPhone XS Max was initially priced at 1,449 Dollar and in 2019 Apple made 142 billion Dollar revenue from iPhone sales alone.

Be prepared for the future

The strategy checklist for digital commerce businesses

In order to be successful in fast-moving and unpredictable markets, it is above all important to optimize the how (=operationalisation) and not the what (=a concrete solution). **Are you prepared to always find the best solutions quickly?**

In this checklist you can review 3 fundamental success criteria for your digital business strategy.

Speed	Smart followers are first losers in the digital world: Are you faster than your competition?	<input type="checkbox"/>
	Reduce time-to-market: Can you bring your products & services to market within days or weeks?	<input type="checkbox"/>
	Enable Scalability: Can you customize your tech landscape and quickly ramp up performance when needed?	<input type="checkbox"/>

Example: Etsy realizes 30 innovations every day

Since 2010, Etsy has been relying on many small changes instead of a few big ones, resulting in over 10,000 website adjustments every year. Data-driven monitoring, automated testing and short decision paths allow for this optimization at light speed.

Technology	Technology becomes value driver: Do you no longer see it as a cost center?	<input type="checkbox"/>
	Open up new touchpoints: Where can your customers of tomorrow be reached? Can you connect new digital touchpoints within a few weeks?	<input type="checkbox"/>
	Integrate omnichannel: Can you unite all touchpoints with customers into one seamless customer experience?	<input type="checkbox"/>

Example: Burberry creates omnichannel experience through multiple digital touchpoints

The luxury fashion brand makes digital touchpoints the centre of its brand identity. Screens in stores display content that matches the selected product. Fashion shows can be followed via livestream in Burberry stores. And in shoppable videos, customers can click and buy shown items directly from the video.

Agility	Markets are not predictable: Can you react flexibly and quickly to market changes?	<input type="checkbox"/>
	Think in MVPs: An MVP with 6 months project duration is not agile. Are you quickly adaptable? Is your focus on essential features and customer-centric optimization?	<input type="checkbox"/>
	Increase IT efficiency: Can you implement the integration of new features, touchpoints and systems without detours?	<input type="checkbox"/>

Example: Toyota launches a CVP (Corona Viable Product) as digital corona solution in 3 weeks

The "Toyota Helps Sellers Initiative" was Toyota's first measure to support its dealers during the Corona crisis. In just 3 weeks, a cloud-based platform was launched as a B2B2C solution that allows local dealers to effectively interact with potential customers.