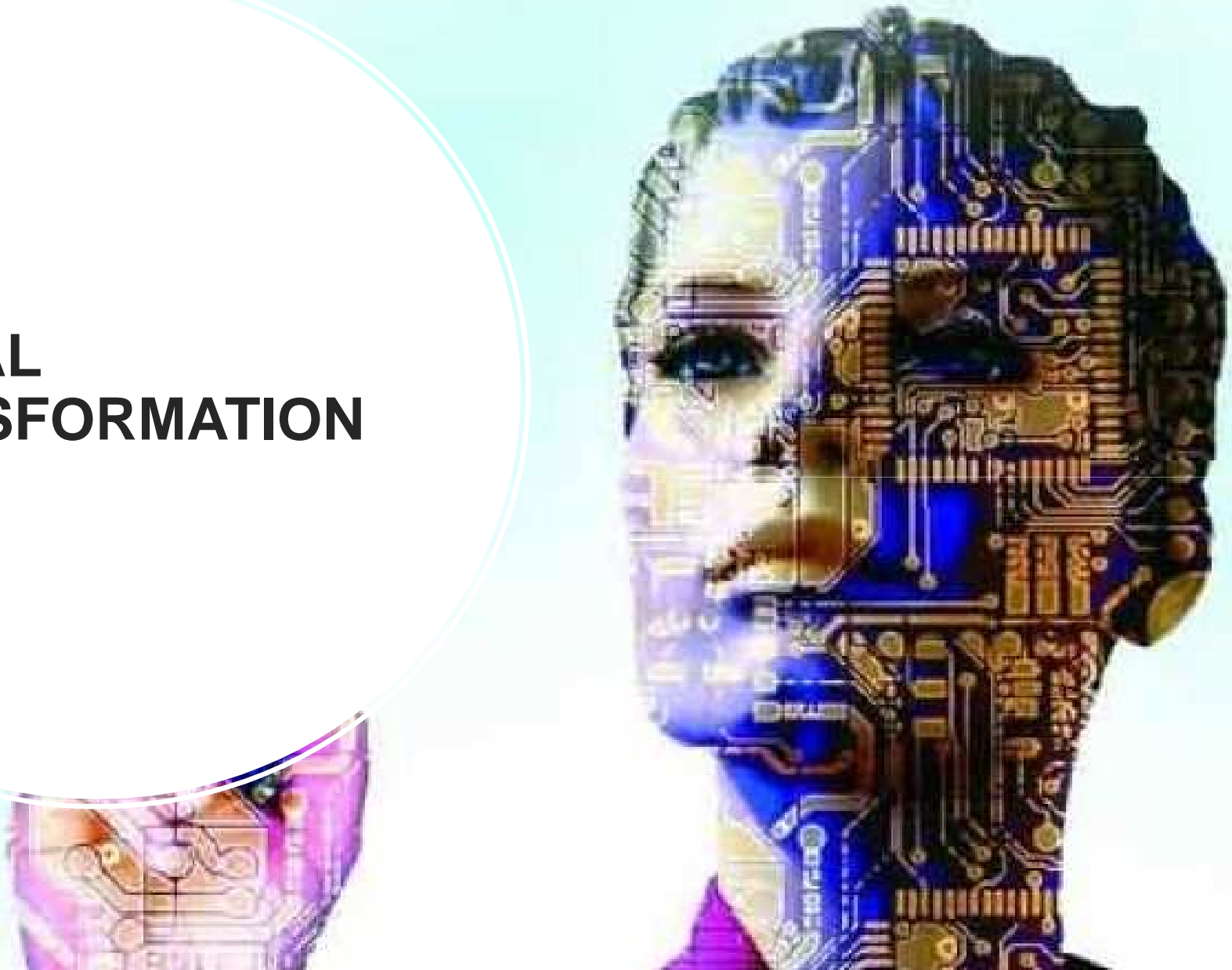


DIGITAL TRANSFORMATION



WHO AM I?

Tu
Nguyen_



Director at Entropy JVN
Member of management team: VietAI, VietBI
Founder of LightHouse Coach Institute
Schoolab Starter Incubation Program coach & Mentor



VietAI

Entropy JVN
See What Data Means



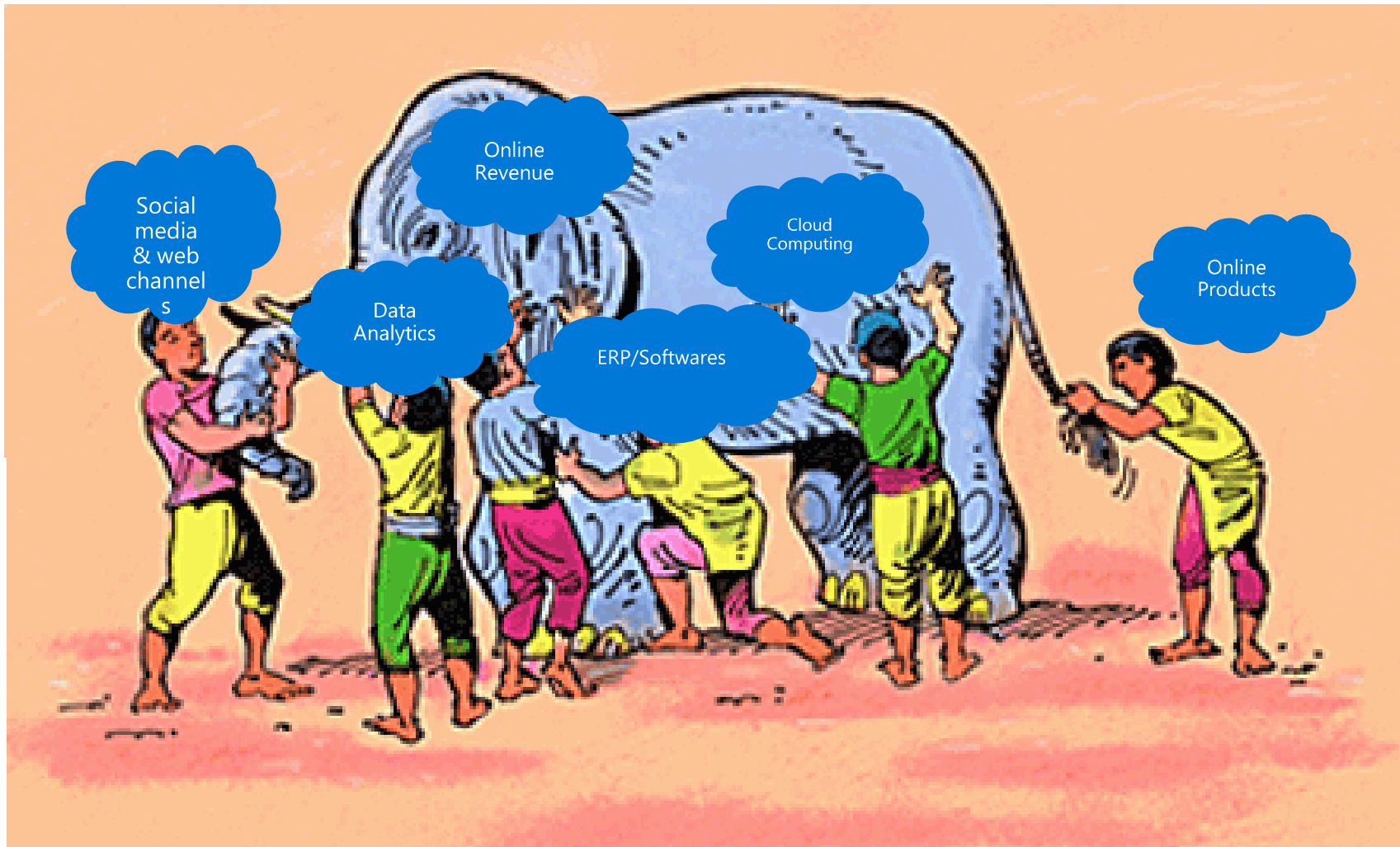
Tu is Director of Entropy JVN Company. A startup is specialized in Digital Transformation, Digital strategies for Business consultancy services and Technology investment.

Tu is an investor to logistics technology startup Smartlog (www.gosmartlog.com) and took position of Chief Innovation Officer. He has initiated multiple innovative projects for the company particularly in facilitating the application of Business Analytics, Customer Analytics and Robotics in Warehouse Management.

On academic side, Tu is a invited lecturer from Enterprise at Major tech universities such as Bach Khoa University or HoChiMinh City of Food Industry and Nguyen Tat Thanh University in Innovation and Entrepreneurship.

He joint and took Operations Director of VietAI (Viet Artificial Intelligence) – a Non-profit organization aiming to build a community of world-class AI Talents in Vietnam. (<https://www.vietai.org>)

WHAT IS DIGITAL STRATEGY?



Social media & web channels

Online Revenue

Cloud Computing

Data Analytics

ERP/Softwares

Online Products

WHY DIGITAL TRANSFORMATION MATTERS?

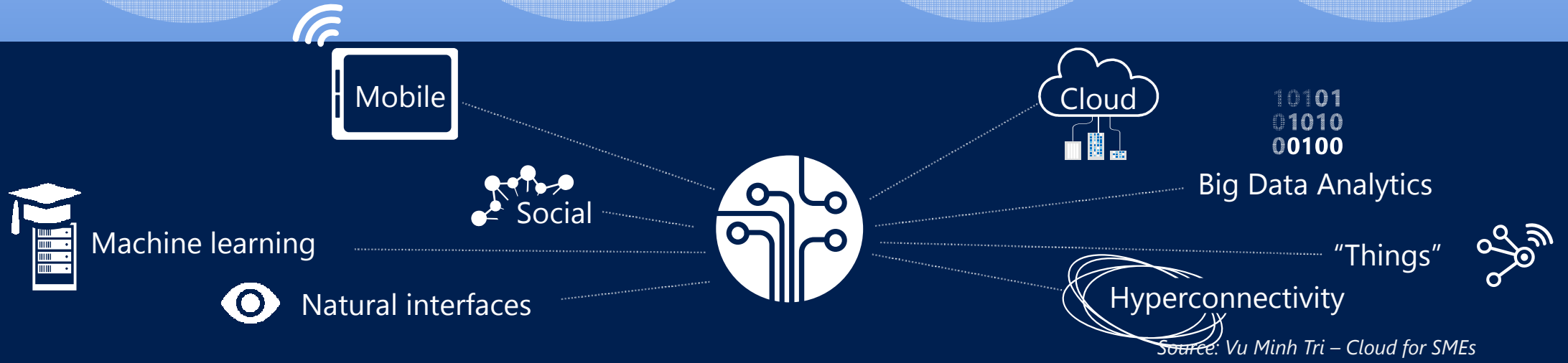
DIGITALIZATION TRIGGERS CHANGE & TRANSFORMS BUSINESS.

Driving **innovation**

Adapting the business through **intelligent operations**

Staying ahead by **anticipating what's next**

Evolve the **Business Model**



Source: Vu Minh Tri – Cloud for SMEs

EXPECTATION AREAS OF BUSINESS AUTOMATION & ACTIVITY OPTIMIZATION

ENHANCED VALUE TO BUSINESS

Best functionality | Best integration | Easiest to upgrade/enhance /expand modularly



REDUCED OPERATIONAL EXPENSE

Lowest cost | Easiest to use | Fastest to deploy

Digital Transformation



THE MECHANICS OF DISRUPTION OF DIGITAL TRANSFORMATION?

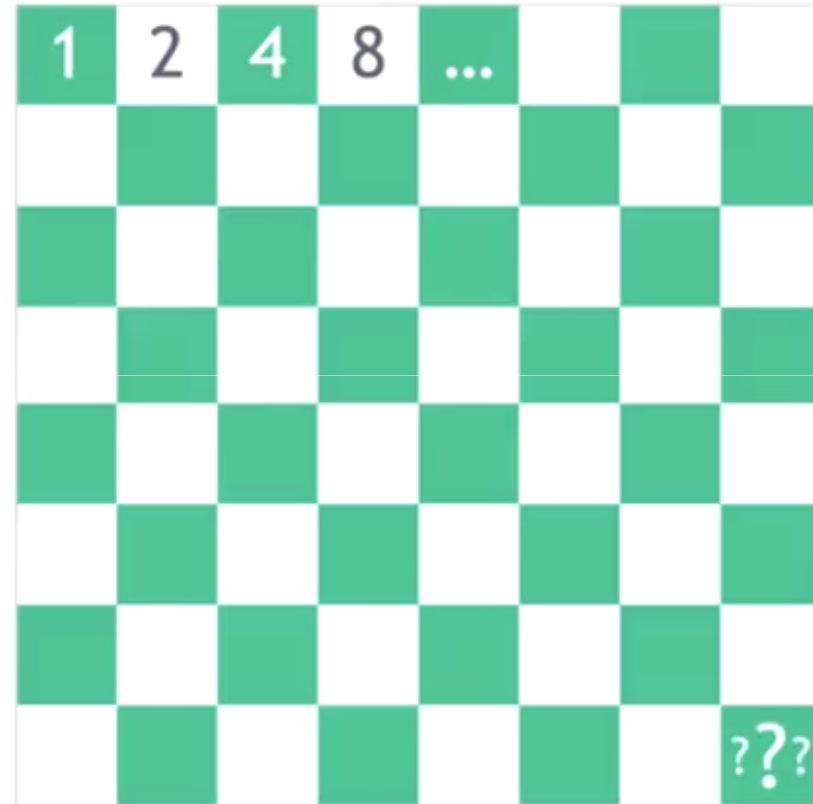
EXPONENTIAL EVOLUTION OF TECHNOLOGY

Chess game...

$$S=1+2+4+8+24+\dots+2^{62}+2^{63}$$

The Lord Krishna & The sage

grains of rice.



Chess game...

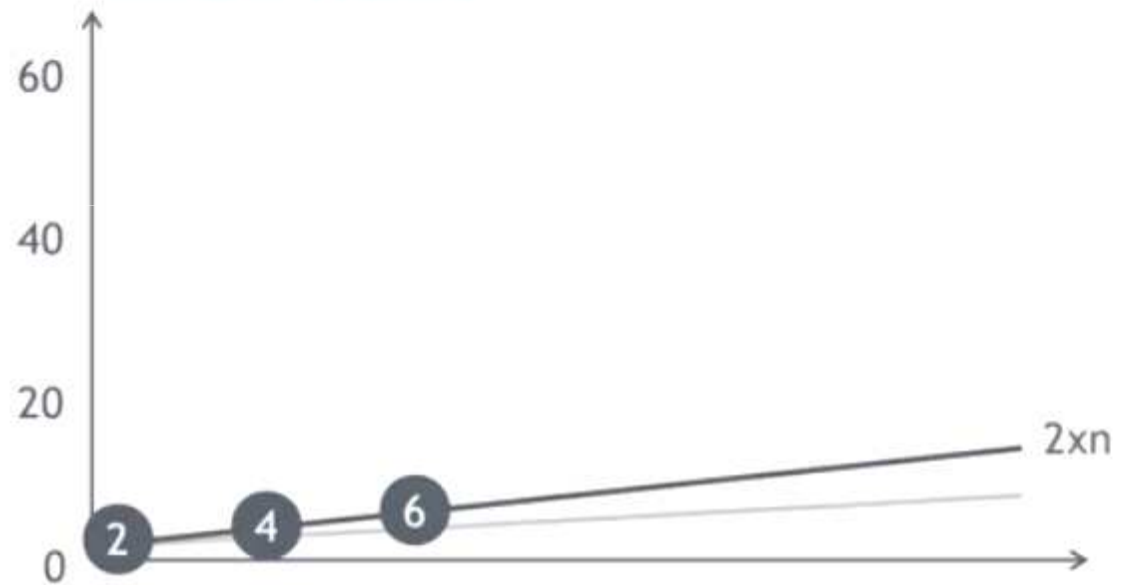
$$S=2^{64}-1 = 18,446,744,073,709,551,615$$

=



...our minds are more adapted to estimating linear change than exponential change.

Linear scale



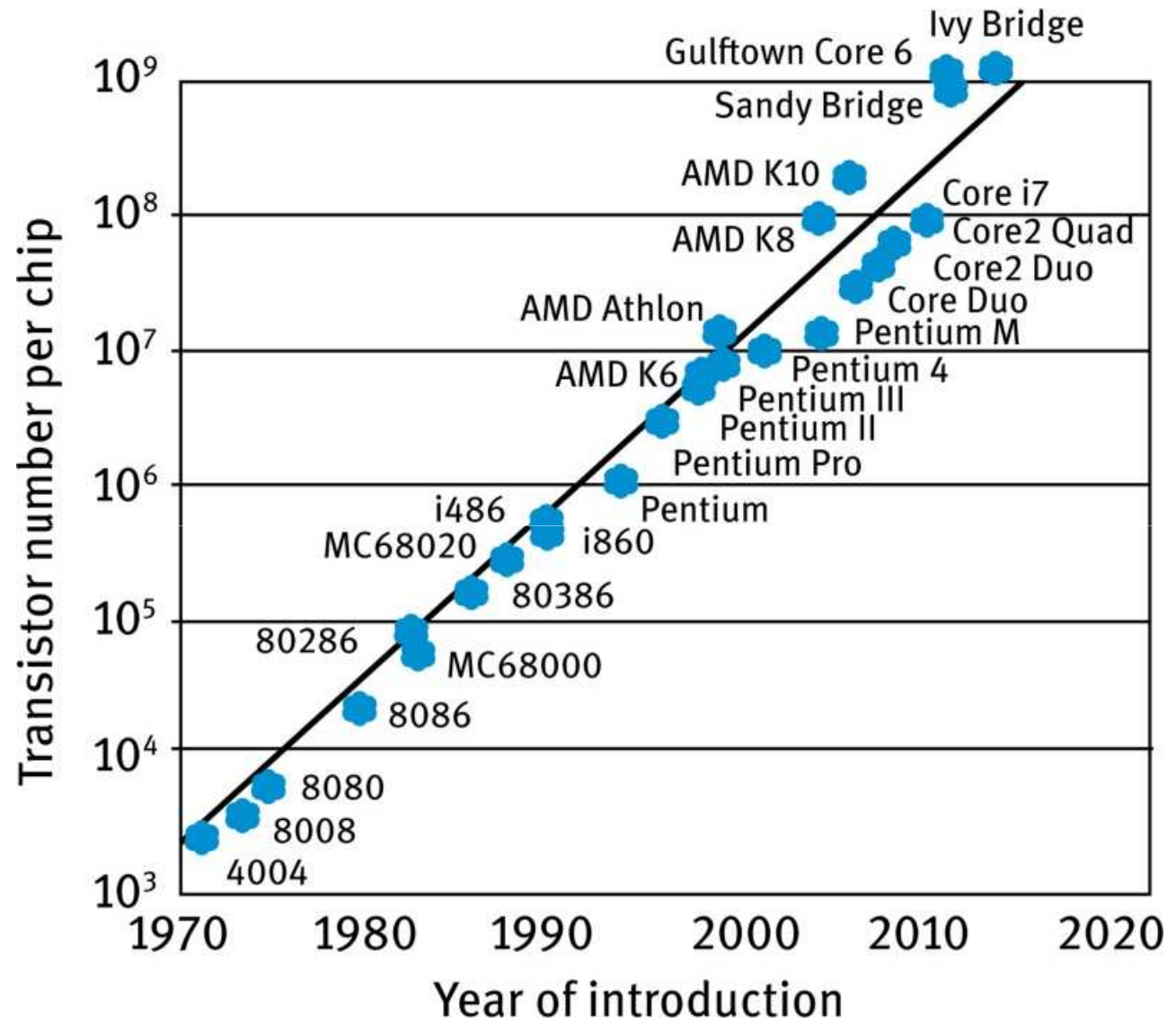
...our minds are more adapted to estimating linear change than exponential change.



03 FUNDAMENTAL LAWS OF TECHNOLOGY

“Every 18 months,
your computer will
have twice as much
power to process
information.”

More' Law



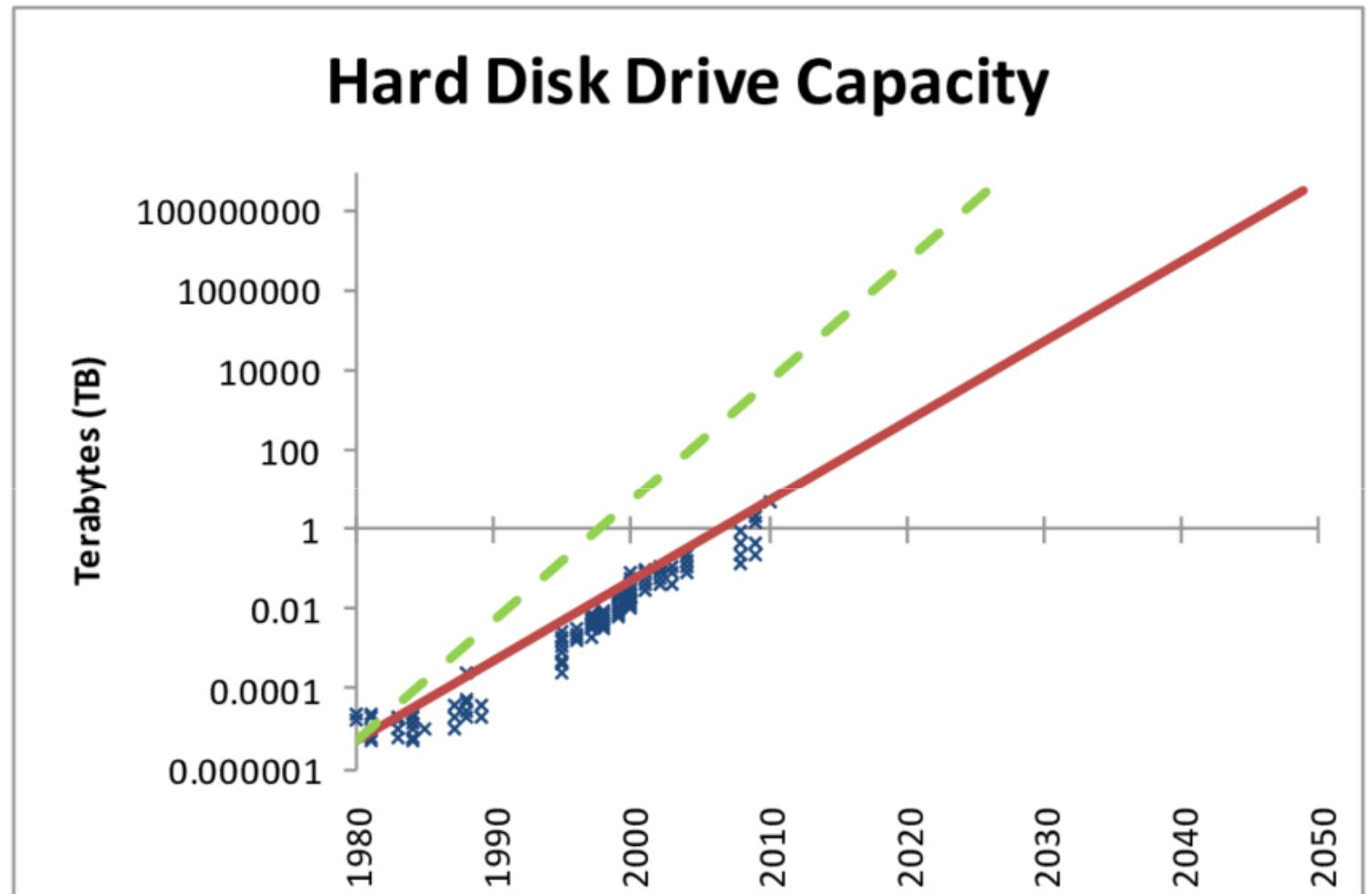
**“The amount of data
communicated through
a single optical fiber
doubles every 09
months.”**

Butters' Law



“The amount of data stored per centimeter square of a hard drive will double every 13 months.”

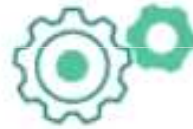
Kryder's law.



What we have in hand?



Increased
Storage



Increased
Processing Power



Faster
Communication



Increased
Storage



Increased
Processing Power

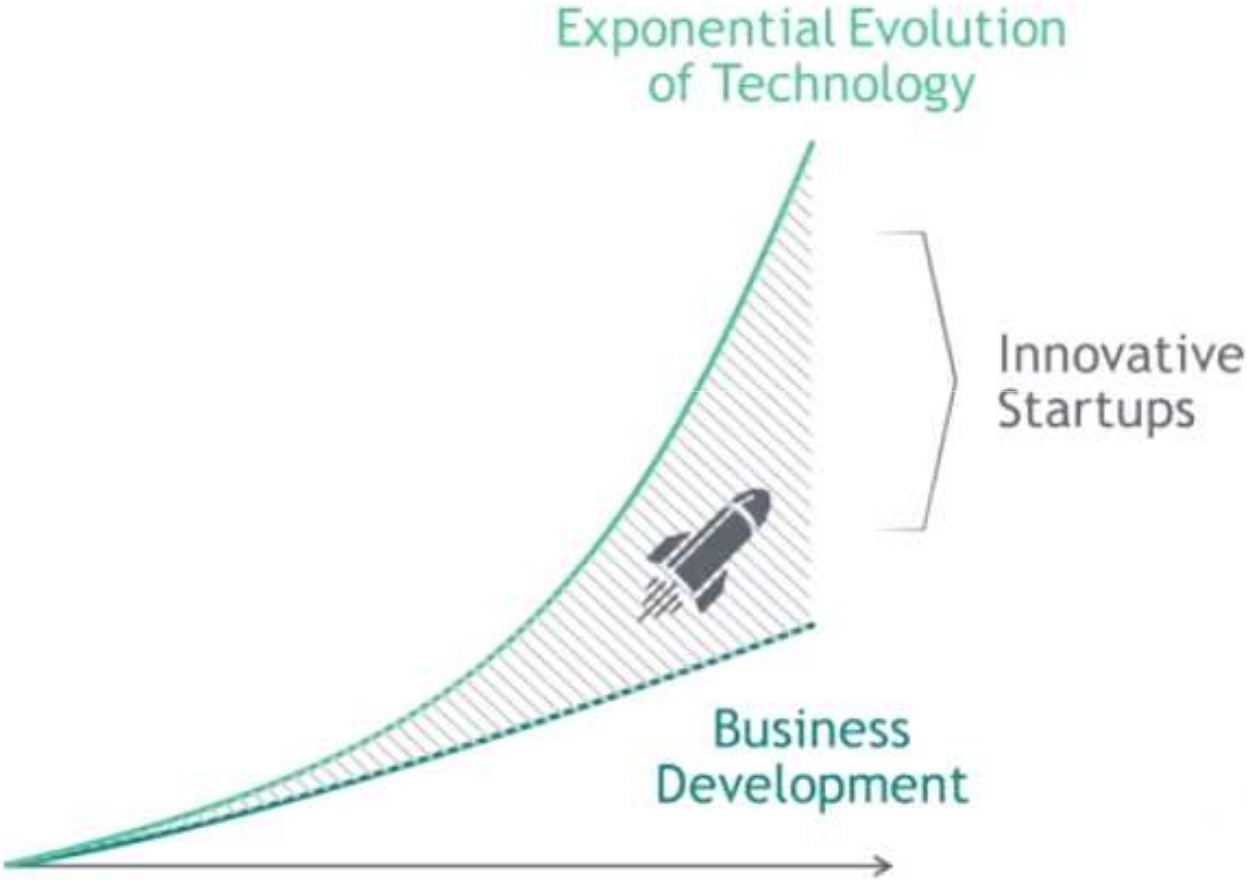


Faster
Communication

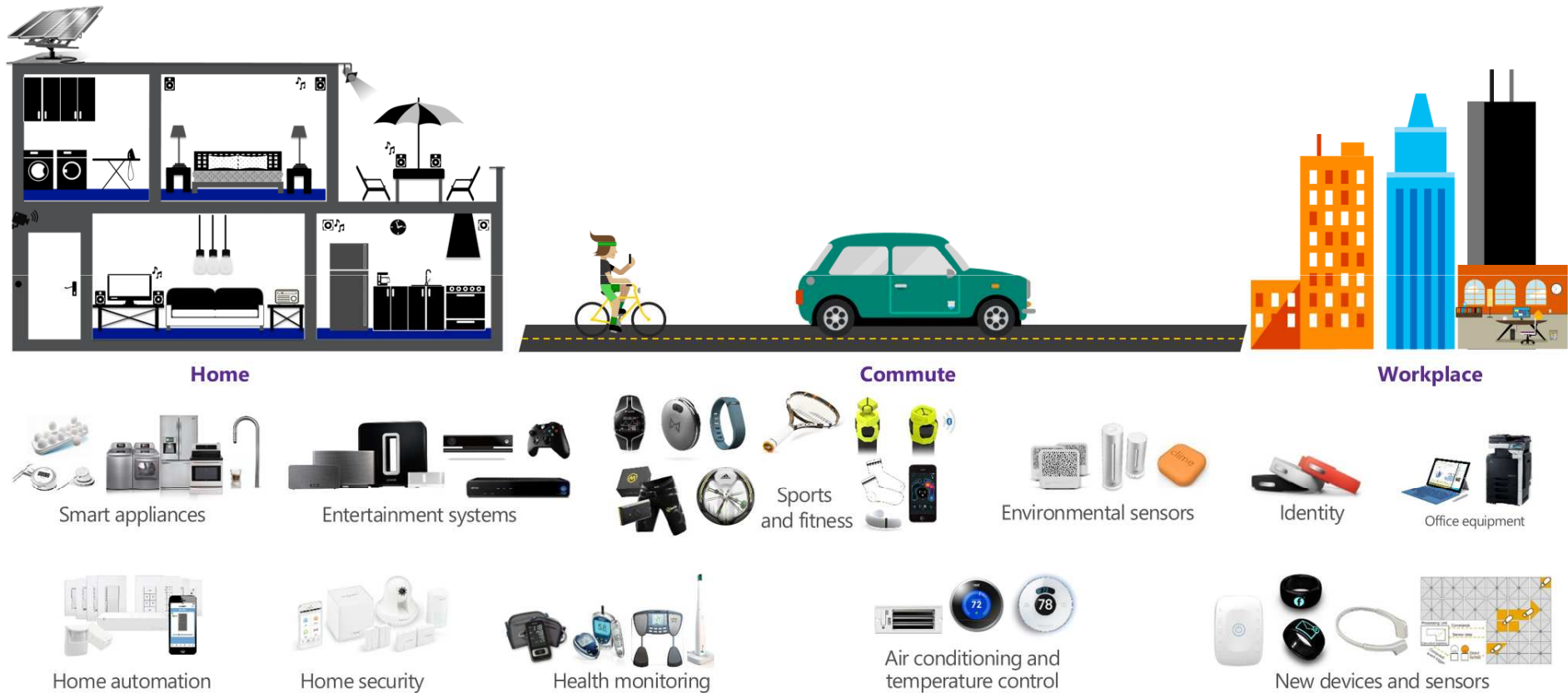
Performance improvement

Cost Economies

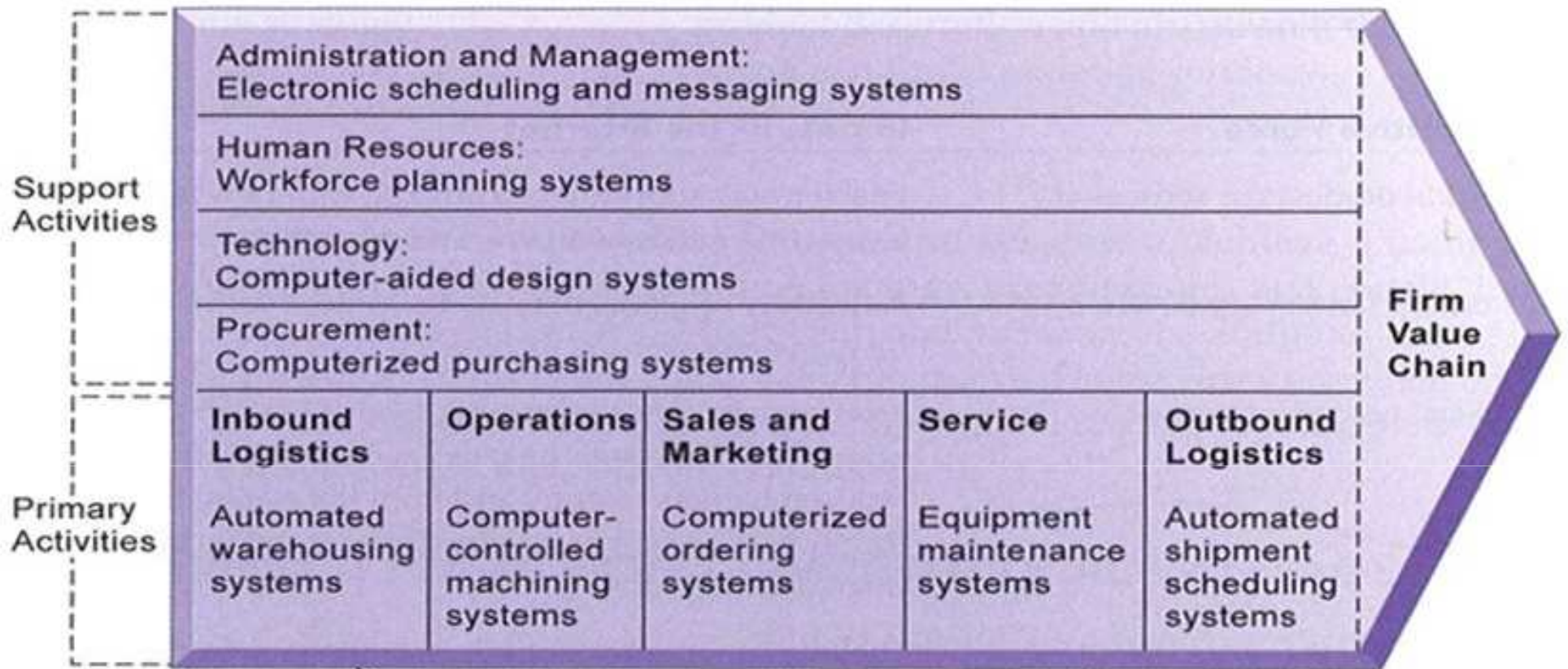
...filled by startups that
come to disrupt
incumbent players.



Technology is forcing Business to Go Digital...



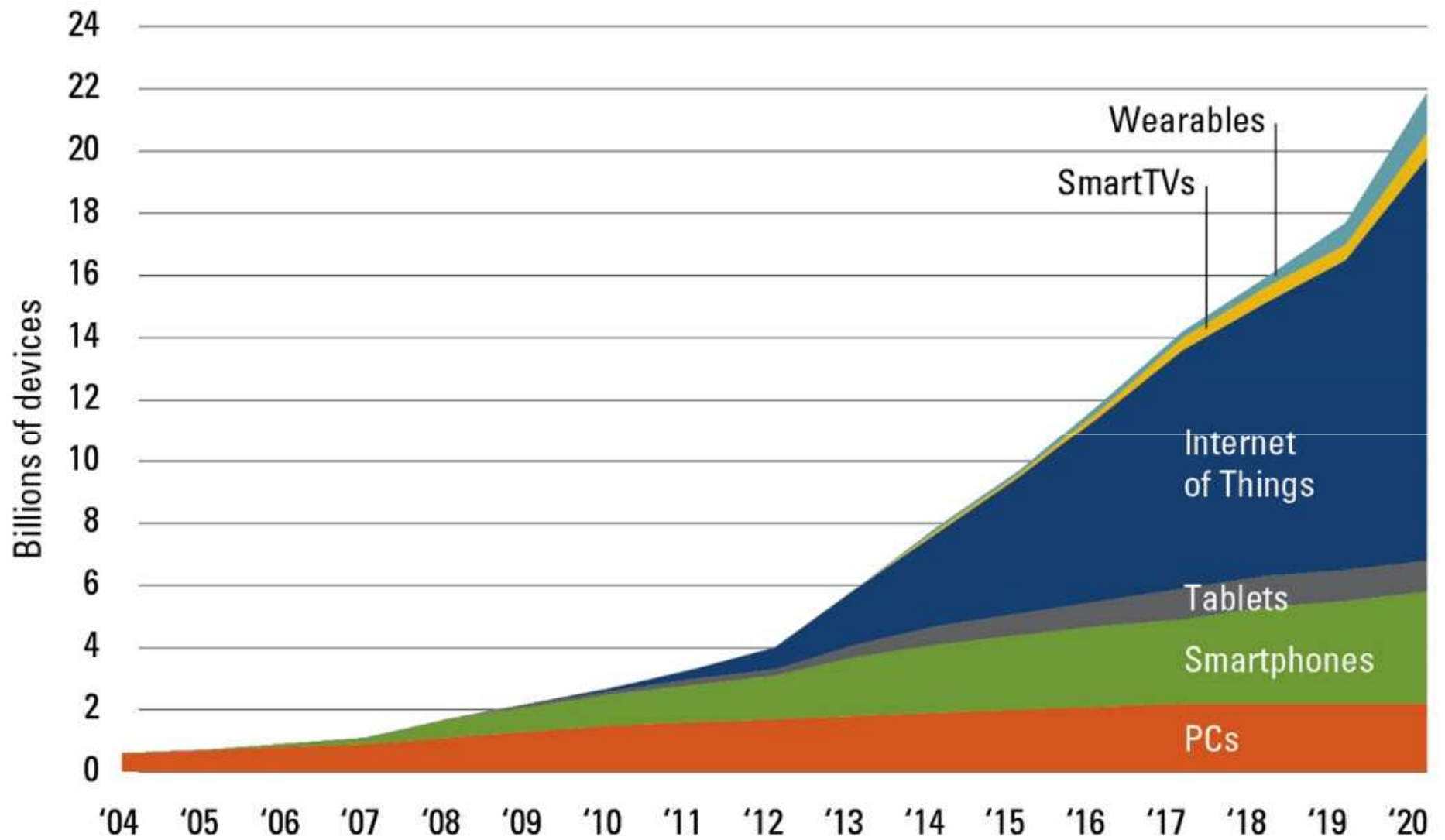
Source: Vu Minh Tri – Cloud for SMEs



Sourcing and Procurement Systems

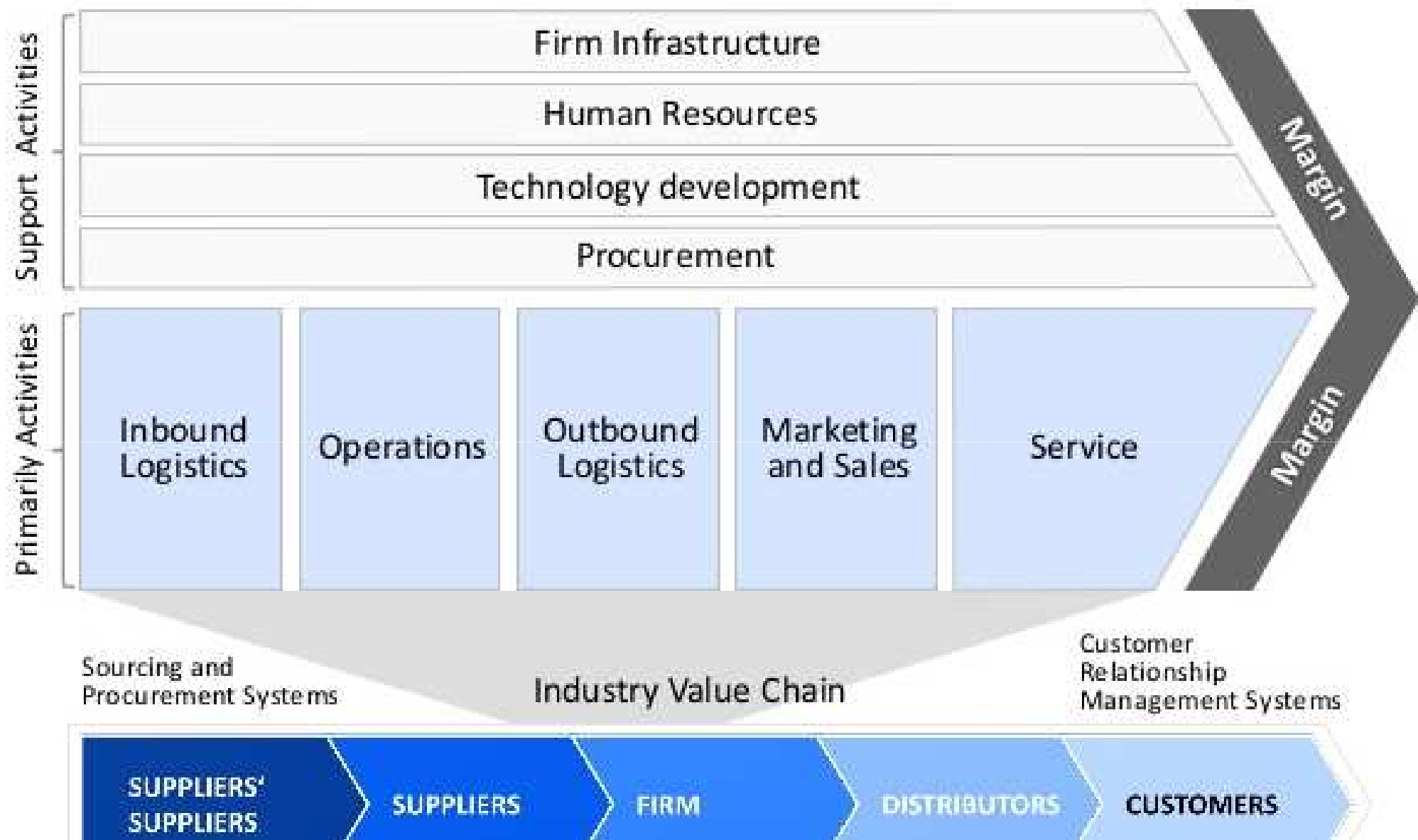
Customer Relationship Management Systems





Sources: Gartner, IDC, Strategy Analytics, Machina research, company filings, BII estimates

HOW WE DO DIGITAL TRANSFORMATION?



Source: Philips Kotler, Business Value Chain

WHICH DOMAIN WE SHOULD FOCUS?



CUSTOMERS

VALUE



DIGITAL
TRANSFORMATION OF 05
DOMAINS OF BUSINESS
= DIGITAL
TRANSFORMATION



COMPETITION

INNOVATION



DATA

Source: David Rogers, Digital Strategies Playbook



CUSTOMERS

STRATEGIC THEMES

- Harness customer networks

KEY CONCEPTS

- **Reinvent marketing funnel**
- **Path to purchase**
- **Core behaviors of customer networks**



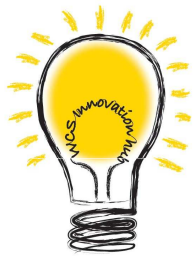
COMPETITION

- Building platform, not just products

- **Platform business models**
- (In)direct networks effects
- (Dis)intermediation
- **Competitive value trains**



DATA



INNOVATION



VALUE

STRATEGIC THEMES

- Turn data into assets
- Innovate by rapid experimentation
- Adapt your value proposition

KEY CONCEPTS

- Templates of data value
- Driver of big data
- **Data driven decision making**
- Divergent experimentation
- **Convergent experimentation**
- **Minimum Viable Prototype**
- Paths to scaling up
- **Concepts of market value**
- Paths out of declining market
- Steps to value pro evolution

YOUR DIGITAL JOURNEY

DENIAL



"It won't happen to me."

"We're doing OK, so why worry?"

"It's all HYPE. Just ignore it!"

AWARENESS



"Our competitors are racing ahead! We need to catch up."

"What about these new technologies?"

"We need a program of change."

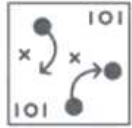
ACHIEVEMENT



"We're pushing ahead with our new business strategy."

"Investment is skills and technology is starting to pay dividends."

"Customers are *delighted* by our new range of products"



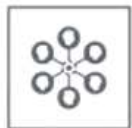
Business Strategy Driven by Digital



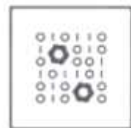
Digitize the Core



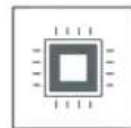
New Digital Growth



People &
Organization



Data &
Analytics

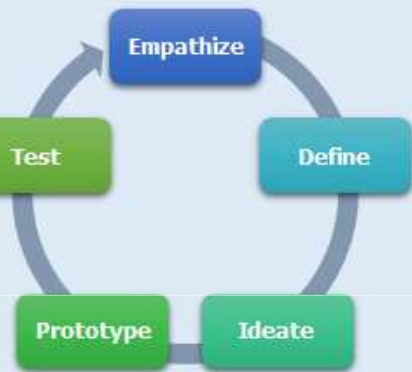


Technology



Ecosystems

DESIGN THINKING



ORGANIZATIONAL DIGITAL CULTURE



LEVERAGE TECHNOLOGY



Use Social Technology



Mobile Application



Leverage Cloud



SMAC Platform

MANAGE DATA



Build Analytics



Big Data



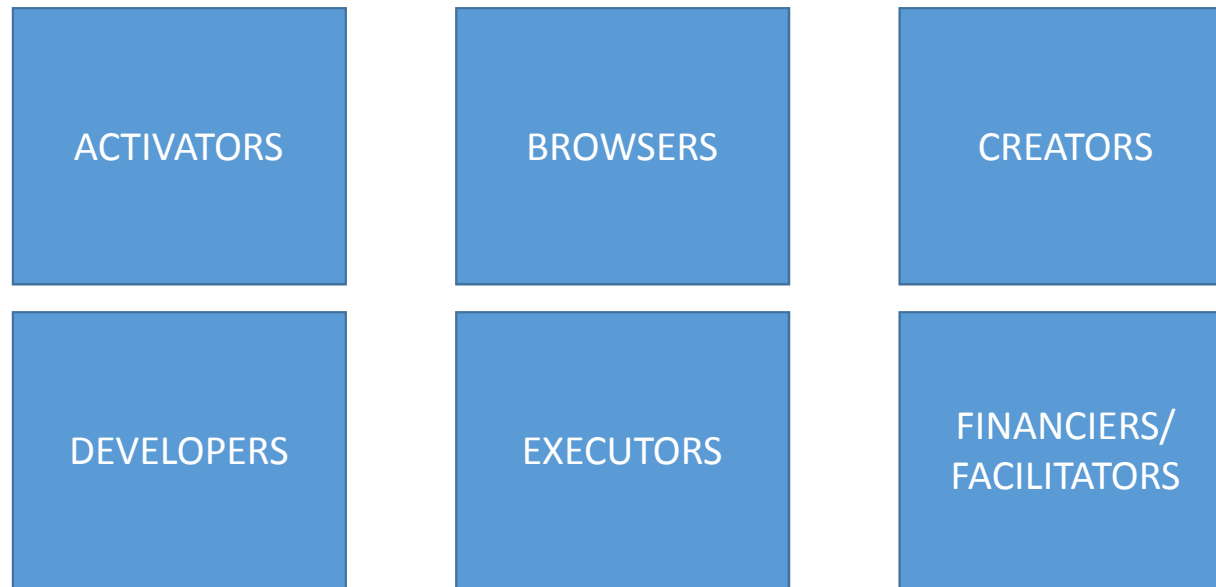
Real-time Dashboard

REAP BENEFITS

- 1 Enhanced Customer Engagement
- 2 Improved Customer Satisfaction
- 3 Increased Lead Generation/Sales
- 4 Better Communication and Impression
- 5 Team Transformation & Bottom up Innovation

PEOPLE AND ORGANIZATION

YOUR DIGITAL TRANSFORMATION TEAM



A to F MODEL

Source: Philips Kotler – Winning at Innovation

EXAMPLE ?



Welcome to Google's Supplier Site

[Home](#)

[Help](#)

[Terms & Conditions](#)

[Contact Us](#)

It takes A LOT to keep Google going, and so we thank you, our suppliers, for continuing to offer us fantastic goods and services, and great value.

Quick Links for Suppliers

New to Google

- [Begin Enrollment](#)
- [Small Business Supplier Diversity Program](#)

Existing Suppliers

- [Submit Invoice for Payment](#)
- [Check Invoice Status](#)
- [Provide Missing PO Number](#)
- [Update Company/Banking Information](#)

Not yet working with Google and think we'd be interested in your products or services? [Let us know.](#)



Supplier Enrollment Form

[Home](#)

[Help](#)

[Terms & Conditions](#)

[Contact Us](#)

Supplier Country	Supplier Profile	Supplier Address	Google Contact	Bank Info	Intermediate Bank Info	Payment Authorization	Additional Info	Additional Info(U.S.)	Preview
------------------	-------------------------	------------------	----------------	-----------	------------------------	-----------------------	-----------------	-----------------------	---------

Supplier Profile

* Denotes Required Field

I have previously enrolled as a Google supplier and am updating that information

* Supplier Name (as listed on official tax records)

Business Name

* Tax ID Number

* Supplier Type

Other

Exempt Payee

Previous

Next



Shiseido Acquires a U.S.-Based Start-Up, MATCHCo, Through Its Regional Headquarters, Shiseido Americas

- *Award-Winning Beauty App Empowers Consumers Through Customization*
- *Creates Opportunity to Leverage MATCHCo's Platform Technology and Digital Insight Tools Across Shiseido's Portfolio*

SHISEIDO GROUP

SHISEIDO COMPANY, LIMITED

Release Versions

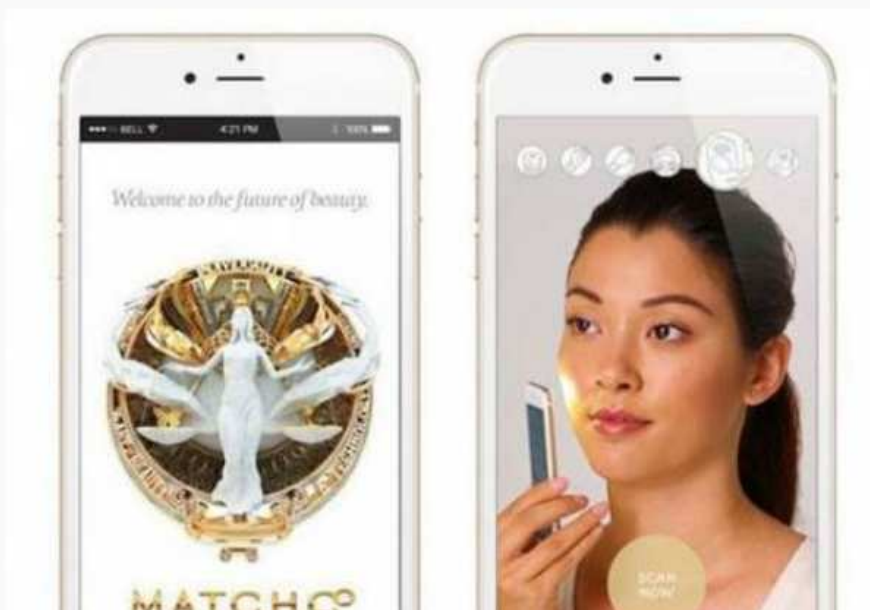
- English
- Portuguese
- Spanish
- German
- French
- Polish
- Italian
- Dutch
- Czech
- Hungarian
- Chinese Simplified
- Chinese Traditional
- Japanese

[More News](#)

Contacts

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SVP, Corporate Communications

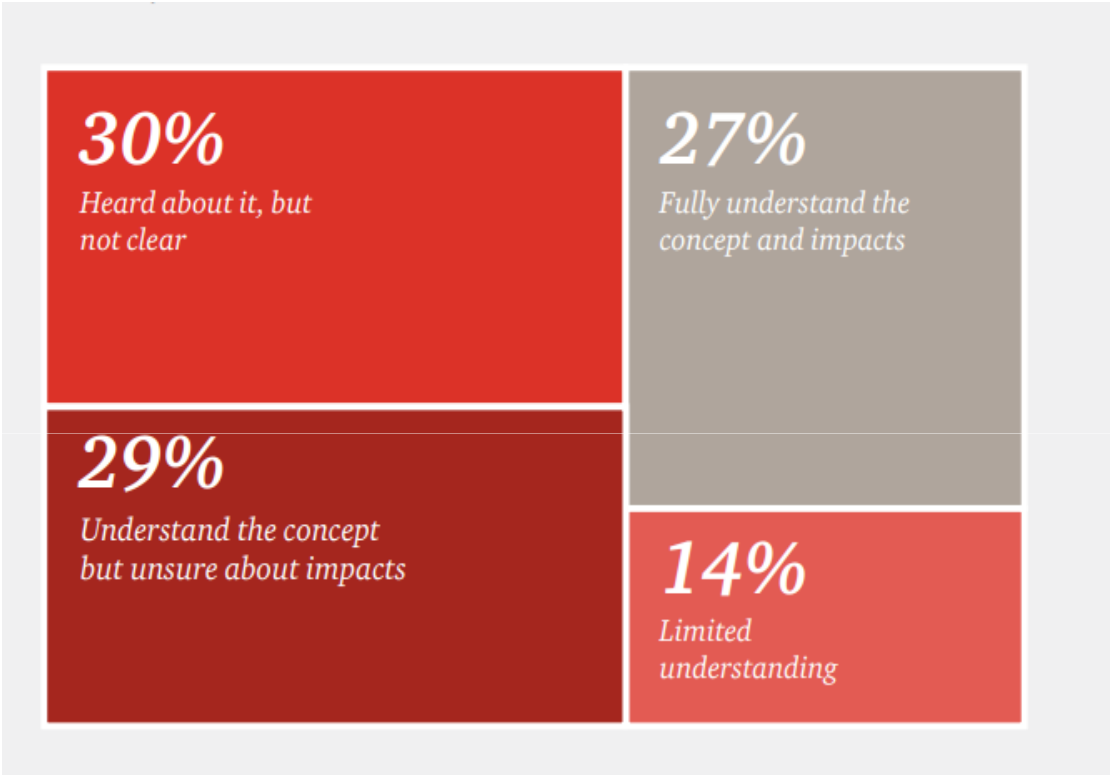




THANK YOU

Lack of knowledge on Industry 4.0 and what it means

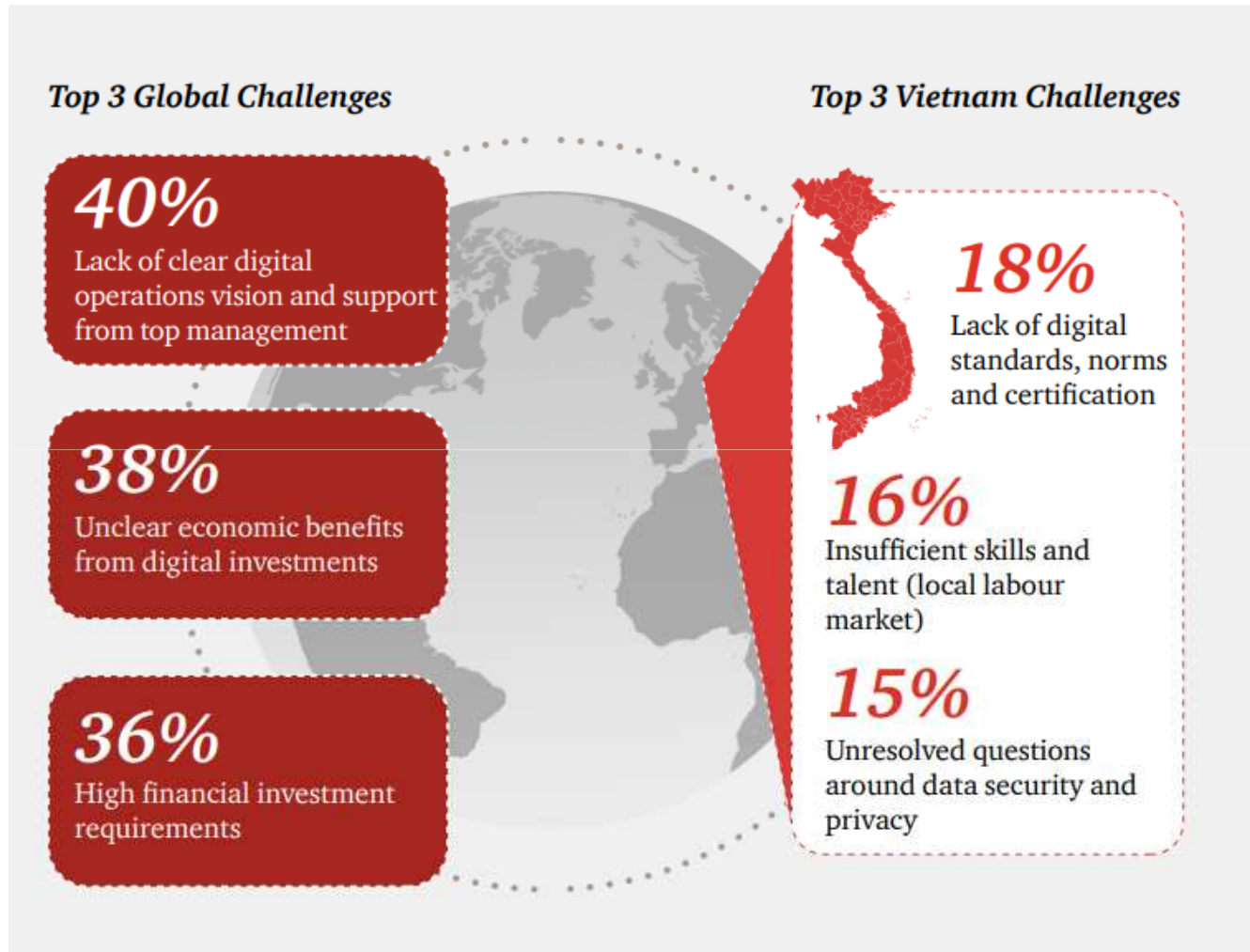
HOW MUCH DO YOU UNDERSTAND
OF
INDUSTRY 4.0?



Source: PWC, Industry 4.0 Vietnam Survey 2018

Different challenges for Vietnam due to environment maturity

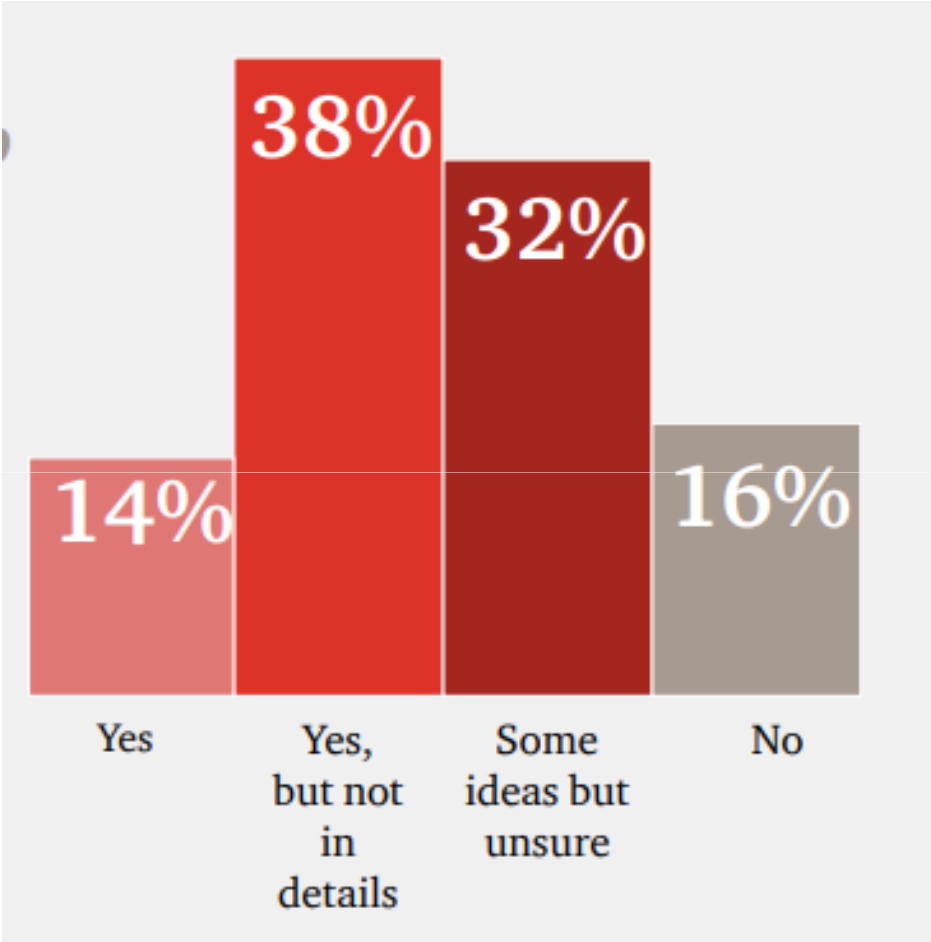
WHAT ARE YOUR TOP 03
CHALLENGES IN INDUSTRY 4.0?



Source: PWC, Industry 4.0 Vietnam Survey 2018

Lack of clarity on needed skills to accompany technology advancement

DO YOU HAVE A CLEAR VIEW ON THE SKILLS REQUIRED OF YOUR PEOPLE OR YOURSELF TO SUCCEED WITH THE ADVENT OF INDUSTRY 4.0?



Source: PWC, Industry 4.0 Vietnam Survey 2018

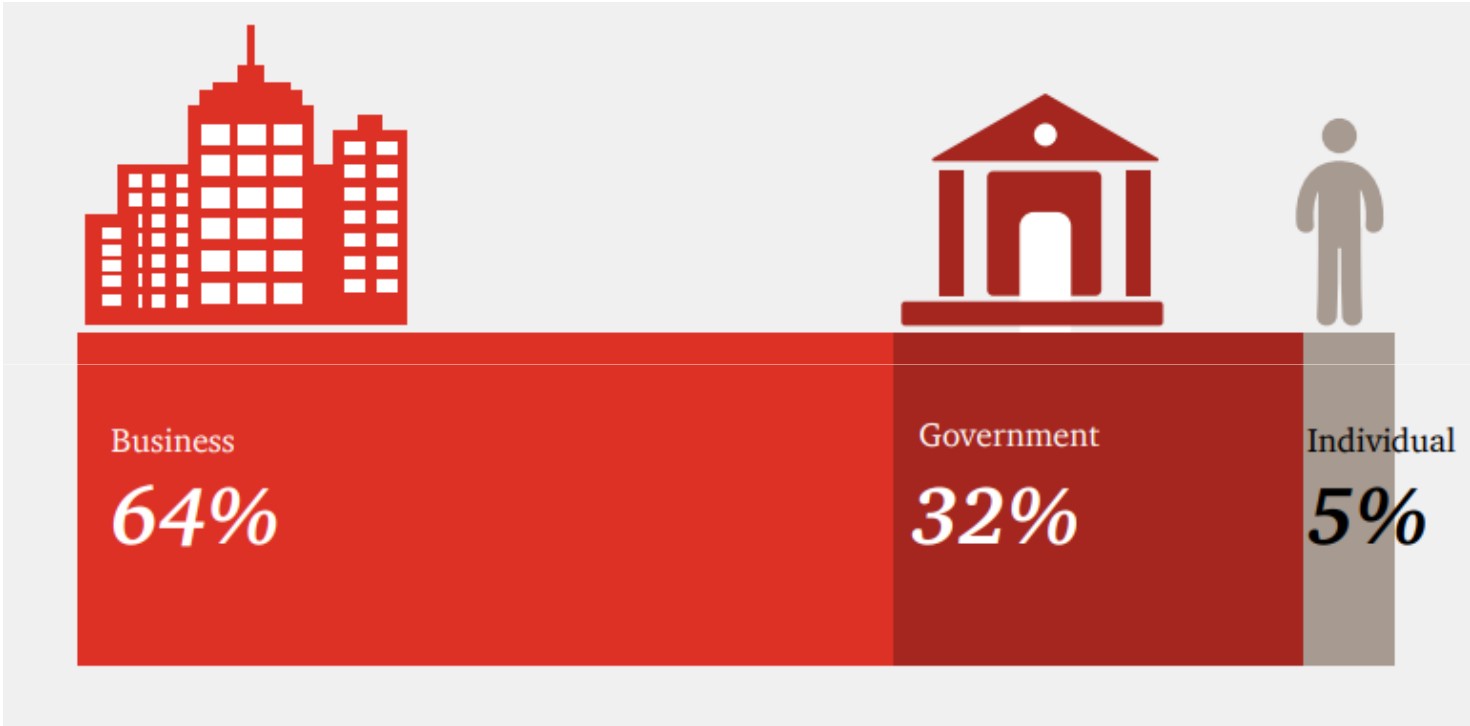
**IS THERE A NEED FOR AN INDUSTRY-
WIDE SKILLS FRAMEWORK TO
FACILITATE THE
DEVELOPMENT OF CRITICAL
CAPABILITIES TO PREPARE FOR
INDUSTRY 4.0?**



Source: PWC, Industry 4.0 Vietnam Survey 2018

Business to take the lead with government support

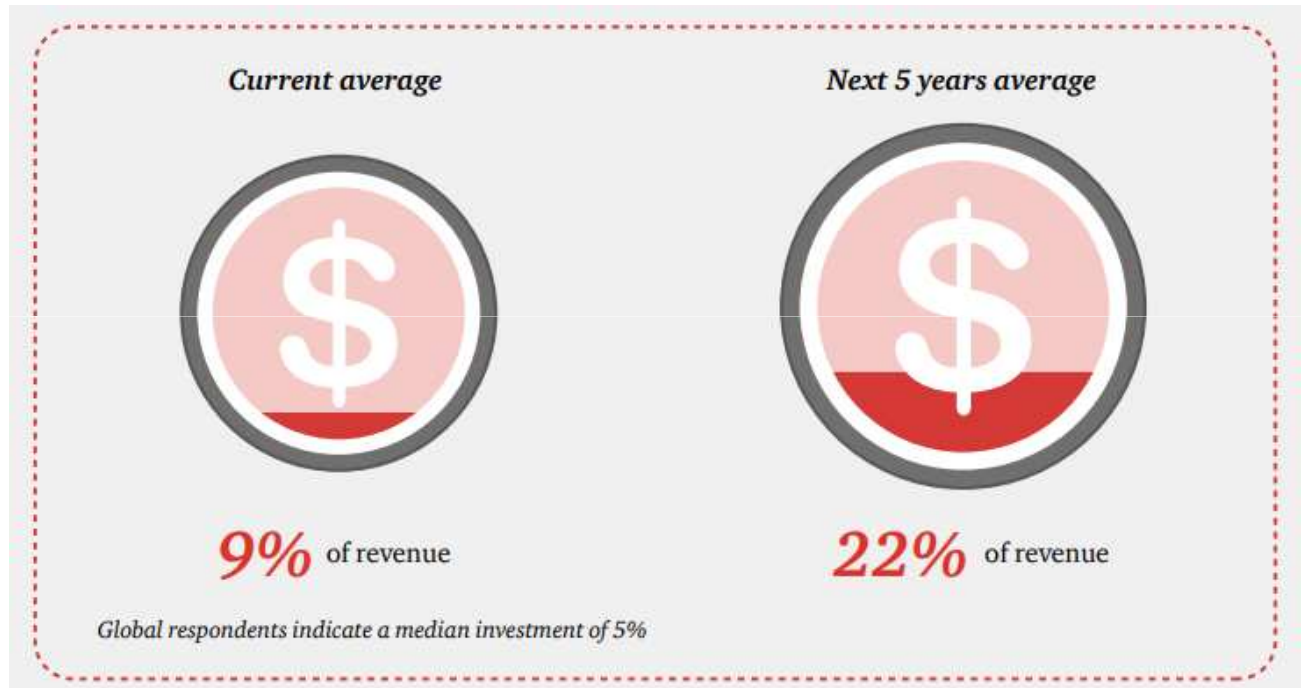
WHO NEEDS TO TAKE THE LEAD IN ENSURING VIETNAM'S READINESS FOR INDUSTRY 4.0?



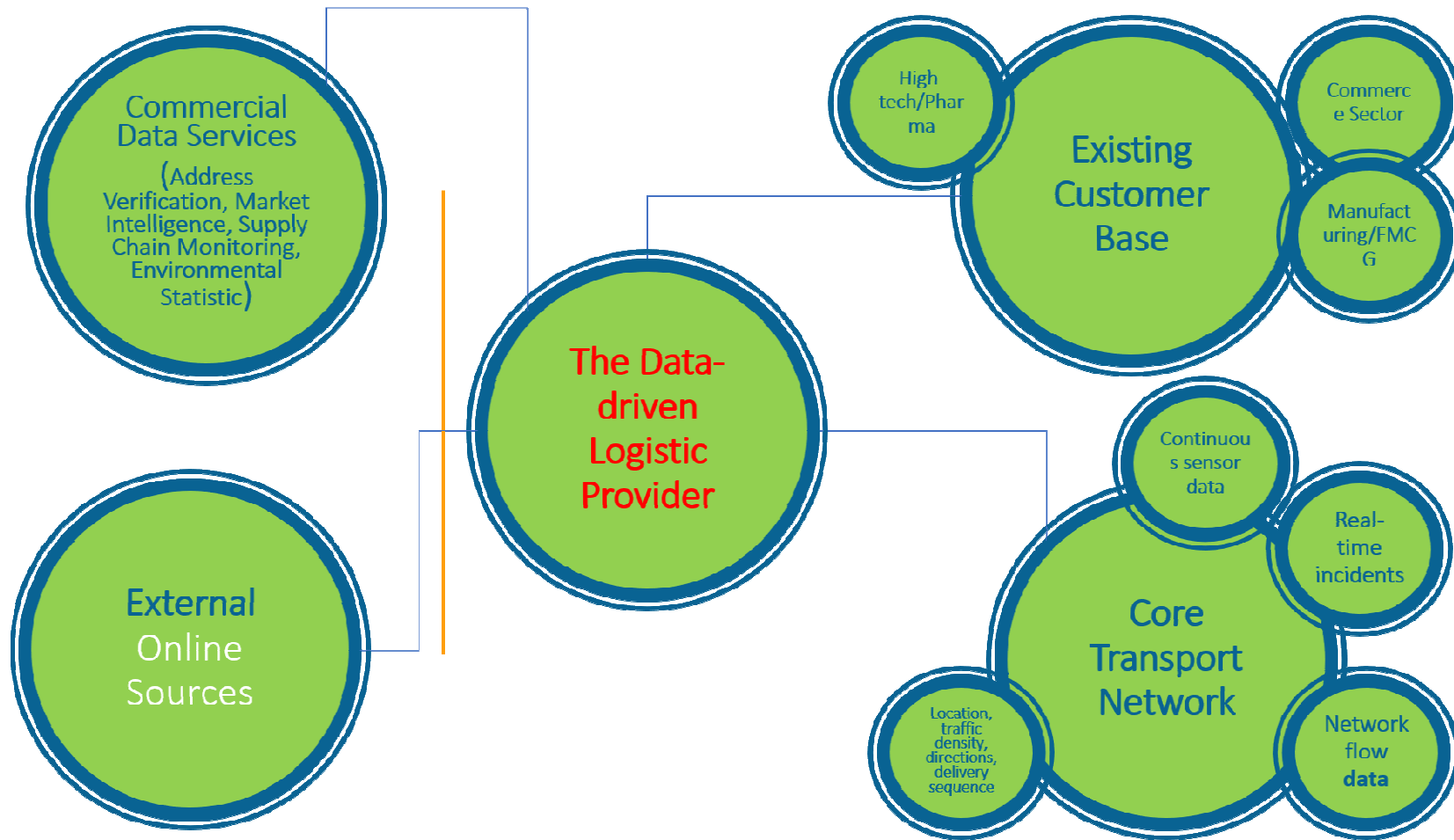
Source: PWC, Industry 4.0 Vietnam Survey 2018

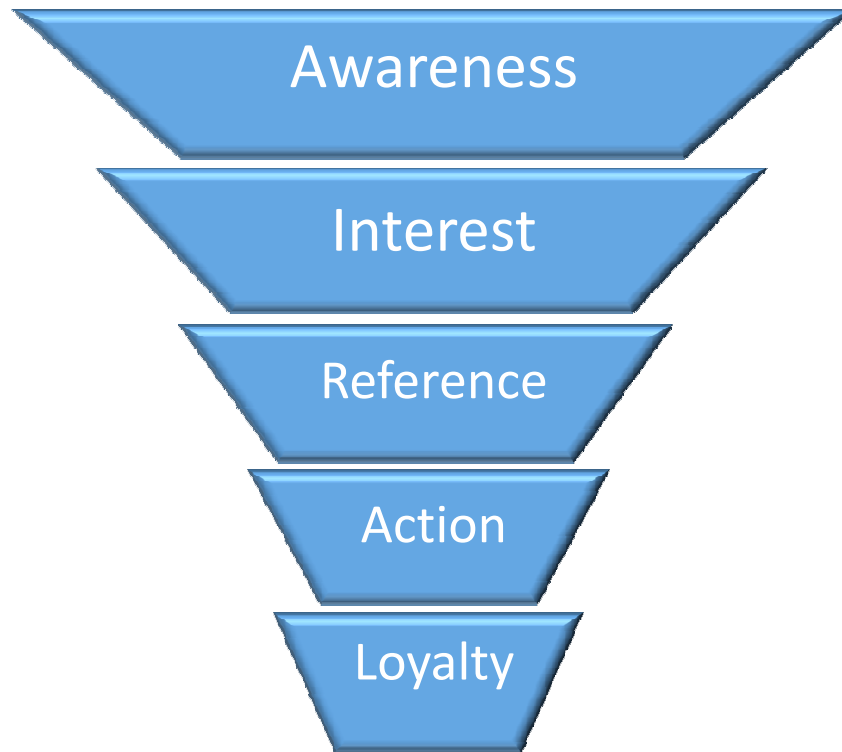
“Companies that do not strategically invest will lose competitive advantage in the long-term”

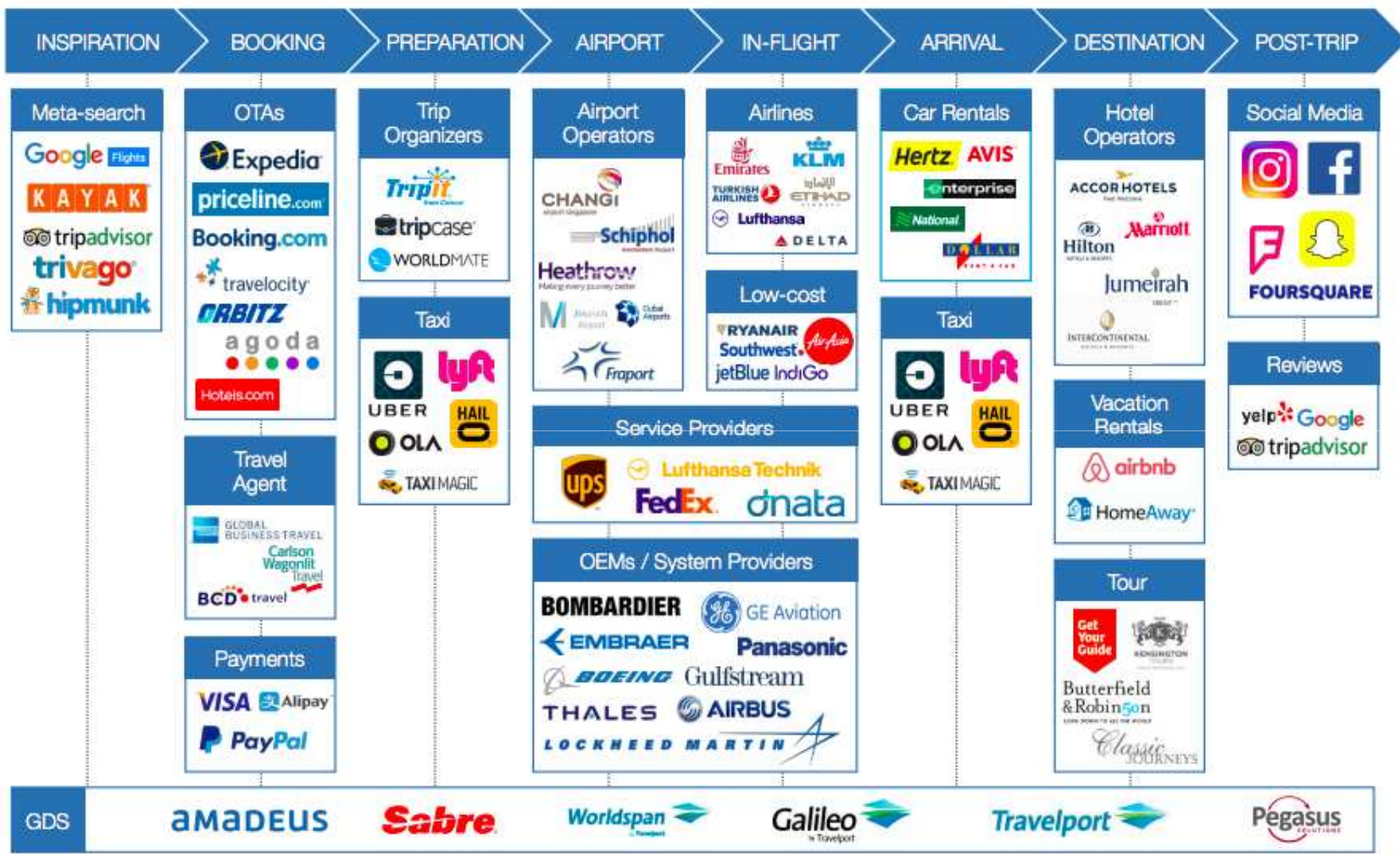
**AVERAGE PERCENTAGE OF ANNUAL
REVENUE INVESTED FOR
DIGITISATION:
CURRENT VS NEXT FIVE YEARS?**

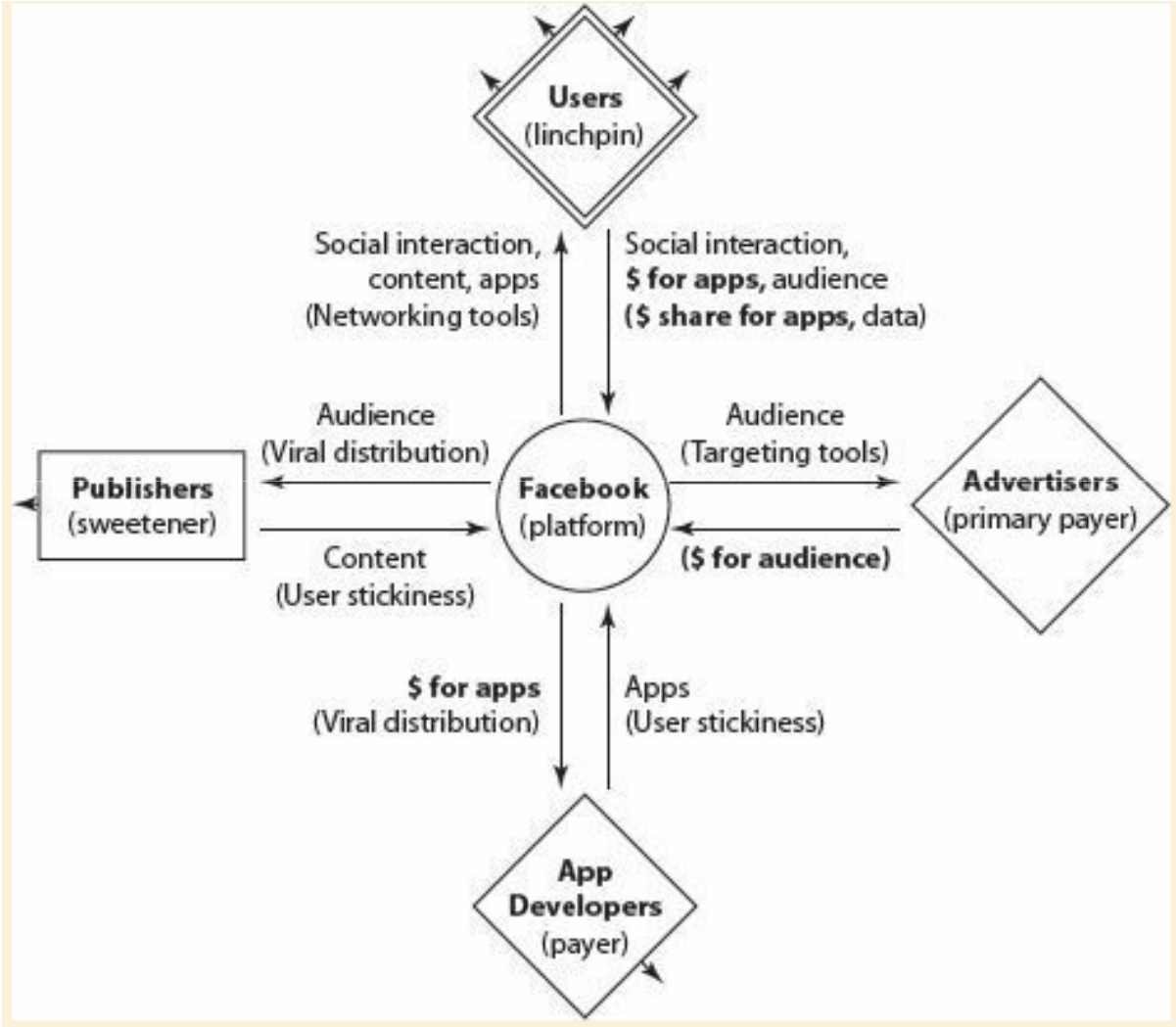


Source: PWC, Industry 4.0 Vietnam Survey 2018





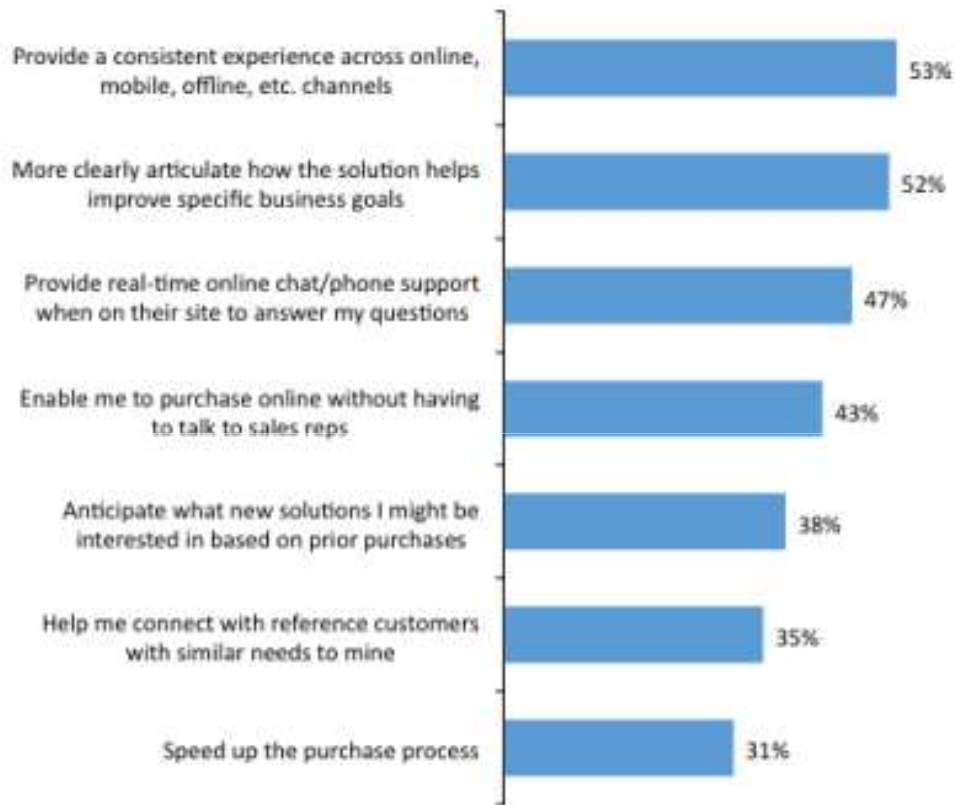




- Customer journey/digital touchpoint mapping 57%
- Building and managing web properties as part of an integrated approach 46%
- Process improvements to enable more agility with website /mobile /social platforms 45%
- Using mobile to support operational improvement efforts, customer engagement initiatives /new business opportunities 42%
- Overhauling customer-facing technology systems 41%
- Building applications that support the customer engagement model or other digital initiatives 40%
- Establishing digital metrics and measurements 40%

	EARLY	DEVELOPING	MATURING
Barriers	<p><i>Lack of strategy</i></p> <p>More than half cite “lack of strategy” as a top-three barrier</p>	<p><i>Managing distractions</i></p> <p>Nearly half indicate “too many competing priorities” is a top-three barrier, “lack of strategy” still a challenge for one-third</p>	<p><i>Security focus</i></p> <p>Nearly 30% cite security as a top-three barrier; managing too many competing priorities remains a top concern for 38%</p>
Strategy	<p><i>Customer and productivity driven</i></p> <p>Approximately 80% cite focus on customer experience (CX) and efficiency growth</p>	<p><i>Growing vision</i></p> <p>CX and efficiency growth; over 70% cite focus on transformation, innovation and decision making</p>	<p><i>Transformative vision</i></p> <p>Over 87% cite focus on transformation, innovation and decision making</p>
Culture	<p><i>Siloed</i></p> <p>34% collaborative; 26% innovative compared to competitors</p>	<p><i>Integrating</i></p> <p>57% collaborative; 54% innovative compared to competitors</p>	<p><i>Integrated and innovative</i></p> <p>81% collaborative; 83% innovative compared to competitors</p>
Talent Development	<p><i>Tepid interest</i></p> <p>19% say their company provides resources to obtain digital skills</p>	<p><i>Investing</i></p> <p>43% say their company provides resources to obtain digital skills</p>	<p><i>Committed</i></p> <p>76% say their company provides resources to obtain digital skills</p>
Leadership	<p><i>Lacking skills</i></p> <p>15% say leadership has sufficient digital skills</p>	<p><i>Learning</i></p> <p>39% say leadership has sufficient digital skills</p>	<p><i>Sophisticated</i></p> <p>76% say leadership has sufficient digital skills</p>

Small Business



Medium Business



Q) What are the top 3 ways vendors can improve the purchasing experience?

© SMB Group

Source: 2015 SMB Routes-to-Market, July 2015

Being on the internet should be a priority for small businesses

Although we live in a digital world, most companies do not consider digitalisation as something urgent. This is a mistake, because only those that are at the forefront of the trends will be able to compete with the same weapons as the new digital native companies.

Because before getting down to work on this transformation, they must devote most of their resources to more urgent issues such as taxation or the profitability of their businesses. In short, they are very much guided by the short term and do not understand that sometimes what is urgent is not always important.

It automates the processes, products and services generated by the company. A strong reason to wager on this transformation, since it makes the company's work and organisation much easier.

It increases the speed of the response to problems. Being automated, it is easier to find the source of the error and find the best solution. That is to say, to offer a satisfactory and rapid response to the problem.

It improves interaction with customers. It is increasingly common for the public to use networks such as Twitter to send queries to a company, to criticise some of its processes or simply to ask for or give advice.

Digital assets have become the way most used by customers, and having a website and networks where users can comment and ask is essential for any business that wants to survive the 2.0 era.

It opens new market possibilities. In the digital world distances do not exist, and businesses that are in the digital world can reach more customers, enhance digital communication and reach potential market niches.

Improves brand positioning. It is no secret that the brands we know the most are not necessarily the ones that advertise the most, but rather those we find the most on the Internet. Now, when we want to look for something we go to Google and only the digitalised companies with a clear online marketing strategy reach the first page of the well-known search engine.

WHO ARE OUR TARGETED CUSTOMERS?

SMEs

Viet Nam has more than 600,000 SMEs.

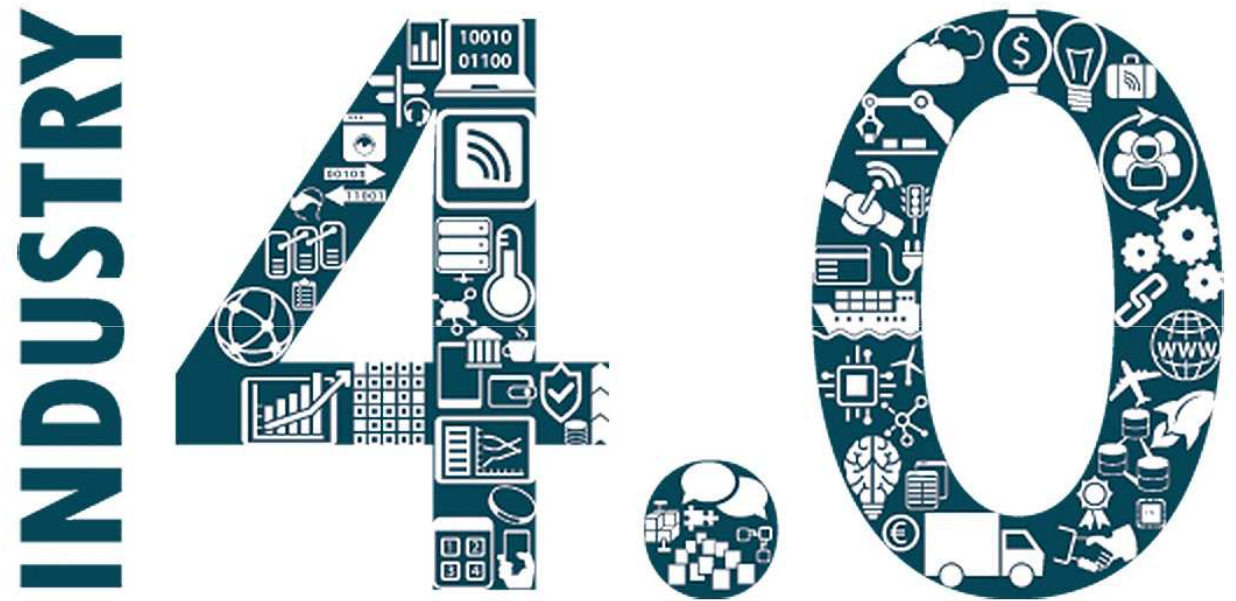
Accounting for 97.5 per cent of the country's companies.

Contributing more than 40 per cent of the GDP.

Using 51 per cent of the labour force.

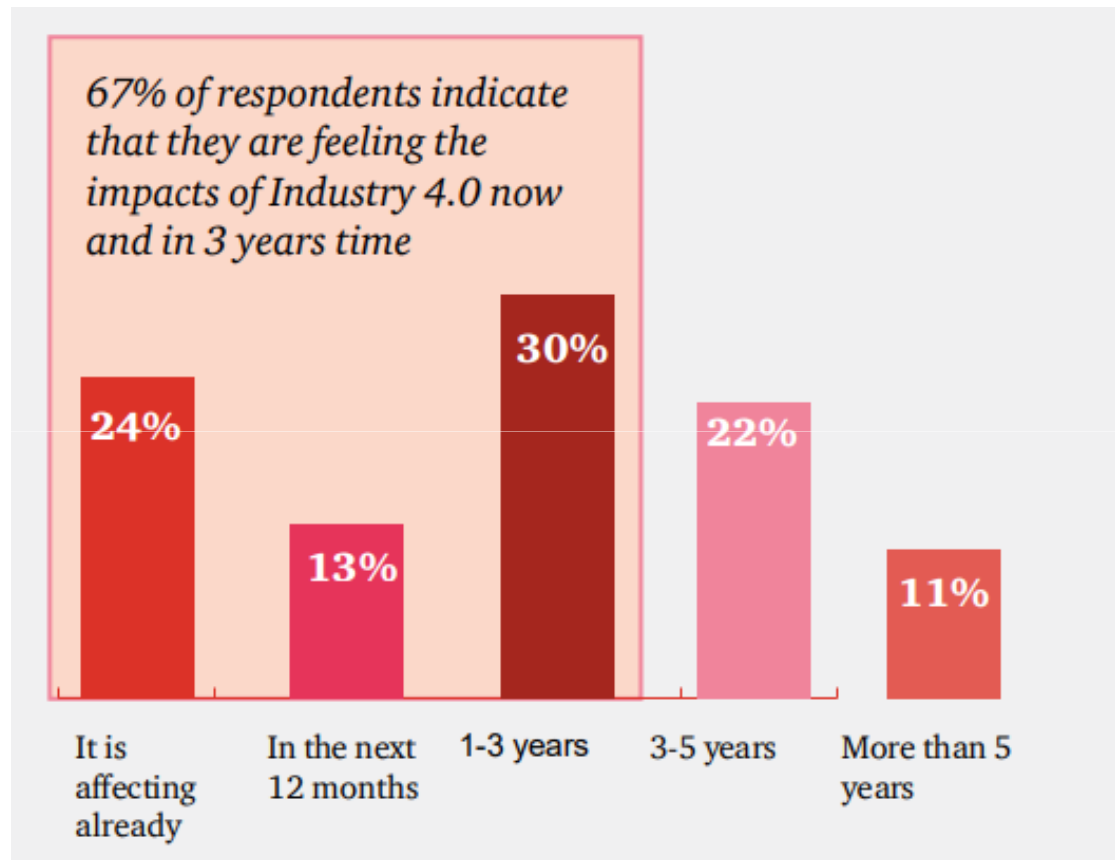
Registered capital investment USD121Bil.

OUR CUSTOMER PERSONA in



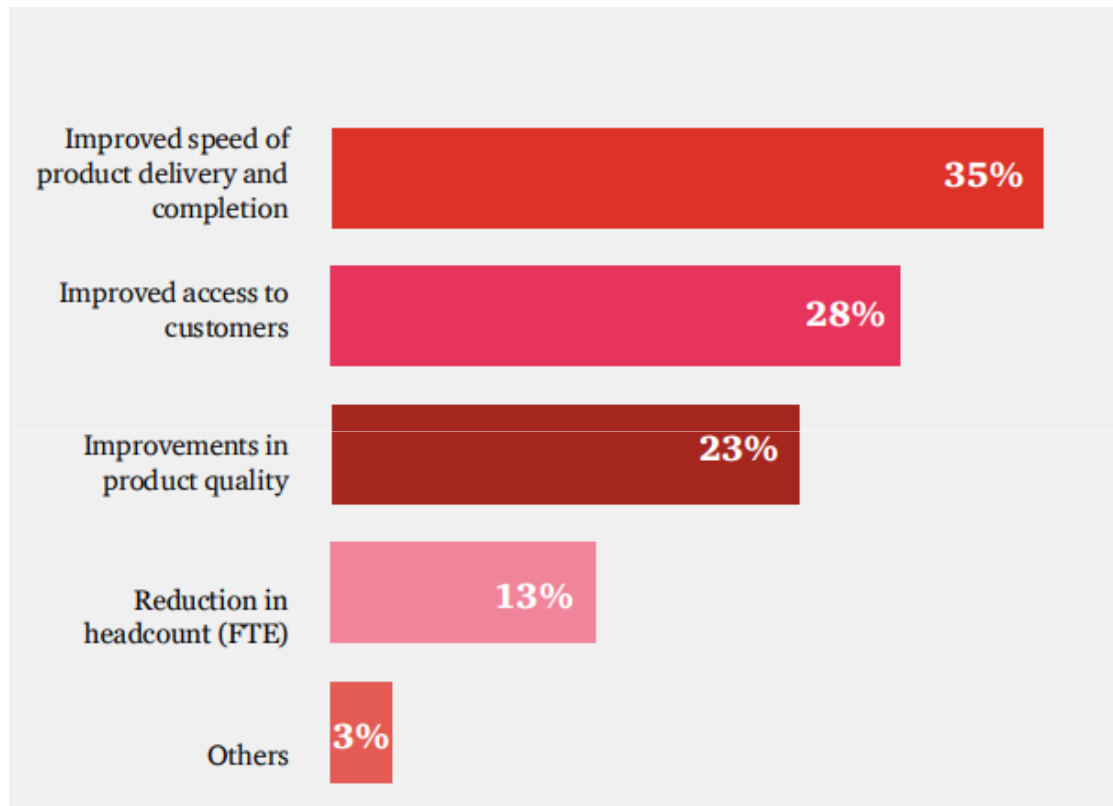
Source: PWC, Industry 4.0 Vietnam Survey 2018

WHEN DO YOU FORESEE INDUSTRY 4.0 HAVING A SIGNIFICANT IMPACT ON YOUR VIETNAM OPERATIONS?



Source: PWC, Industry 4.0 Vietnam Survey 2018

WHERE DO YOU EXPECT TO SEE THE LARGEST BENEFITS FROM DIGITISATION AND AUTOMATION?



Source: PWC, Industry 4.0 Vietnam Survey 2018