

# Digital Strategi i en E-handelskontekst

Dynamics User Group Norge - September 2017

# Meg



Brede Bjerke  
VP Sales & Marketing  
Dynamicweb Software A/S

## Bio

- Bachelor of Business Administration 1996
- Jobber på hovedkontoret til Dynamicweb i Danmark
- 15 års erfaring med digitale løsninger
- Norsk født – Dansk gift

# Dynamicweb – I tall



Profitabel siden

**1999**



Globale ansatte

**+100**



Sertifiserte partnere

**+200**



Kunder

**+ 4,000**



Nettsteder

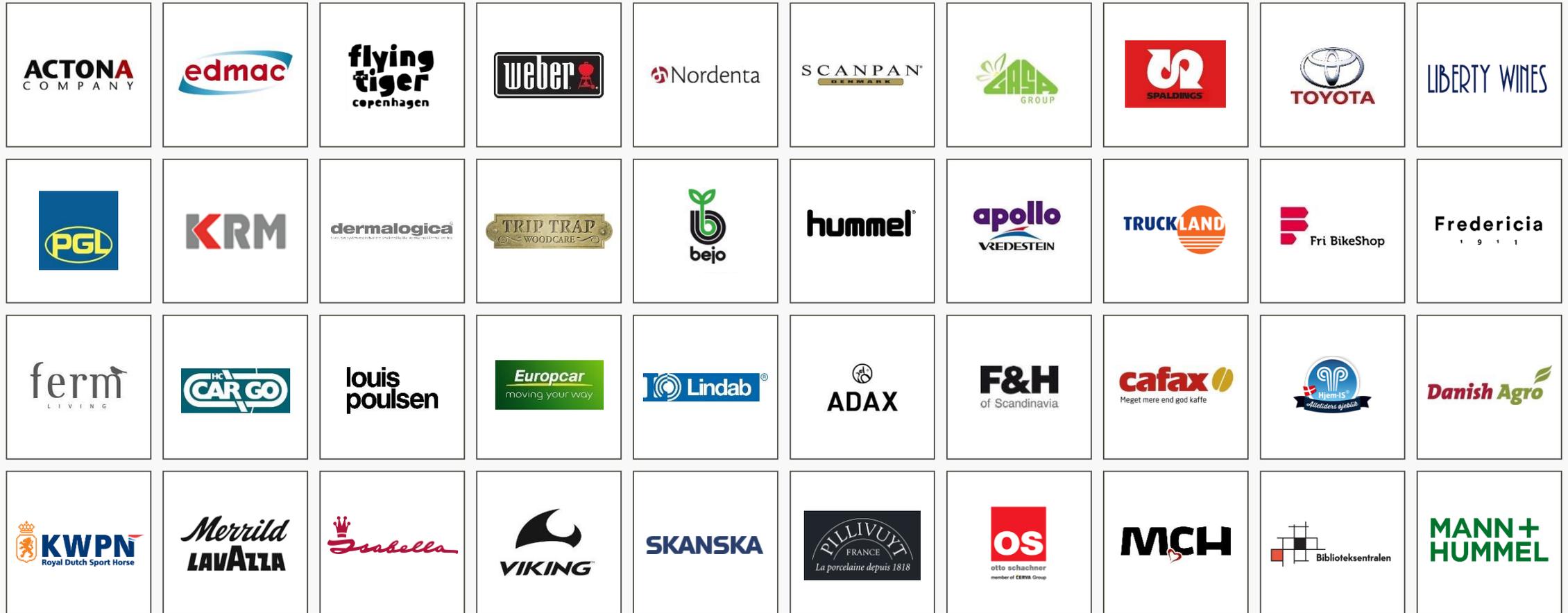
**+ 12,000**



Daglige besøkende

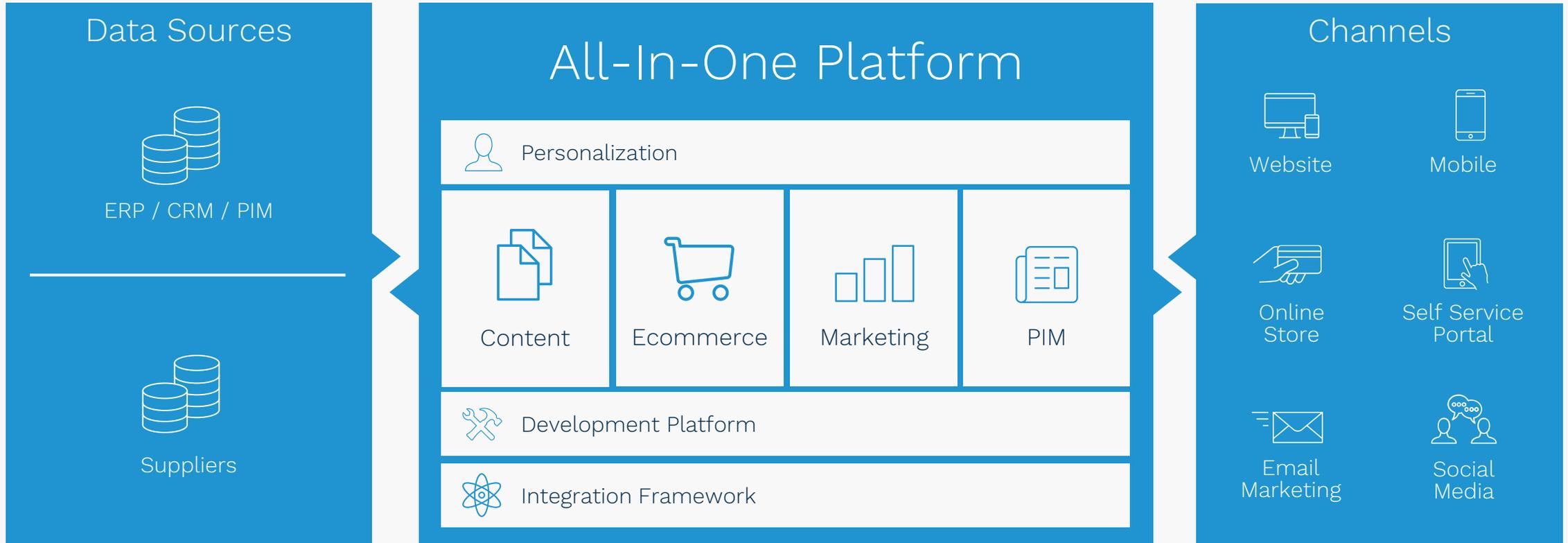
**+ 3,000,000**

# + 4,000 fantastiske kunder





# Plattformen vi leverer



# Digital Strategi i en Ecommerce kontekst

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# Agenda headlines

Globale mega trends alle «digitale» bør kjenne til

Digital transformasjon eksemplifisert via Weber som show case

Et rammeverk til utvikling av en digital strategi fra “core business”

Globale mega trends  
alle «digitale» bør kjenne til



Marginene presses voldsomt

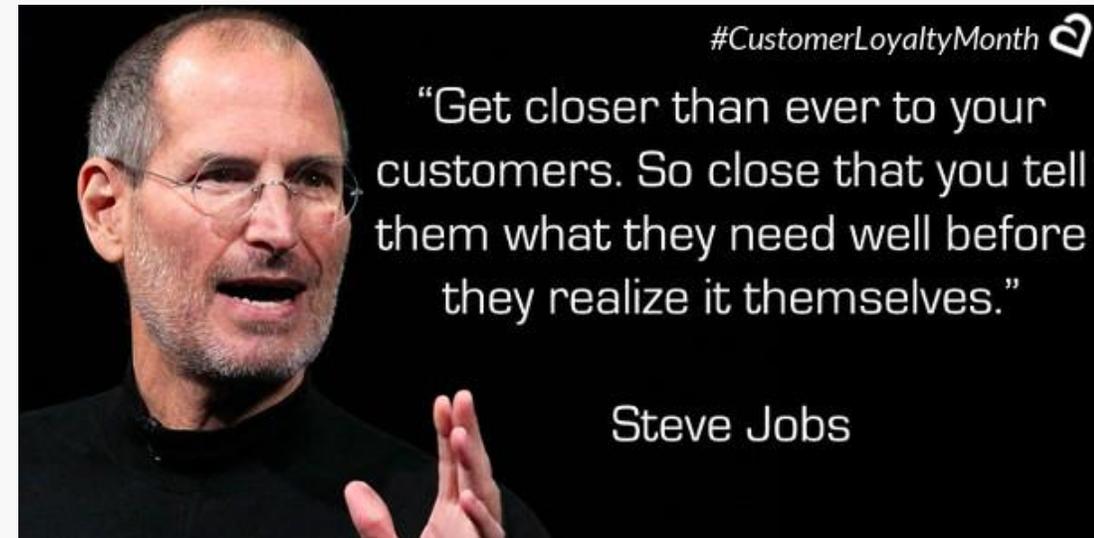




Marginene presses voldsomt



Verdikjeden redefineres





Marginene presses voldsomt



Verdikjeden redefineres



Kundeopplevelsen er betydende

FORRESTER®

“Every customer that B2B companies serve is not only a businessperson but also a consumer, one who has his or her expectations set by daily interactions with Amazon, Apple, Starbucks, and Zappos.

And those B2B customers no longer lower their expectations when they go to work...”

— Harley Manning ,  
Customer Experience Professional, Forrester



Marginene presses voldsomt



Verdikjeden redefineres



Kundeopplevelsen er betydnende



Digitalisering er en akselerator

# Kom deg på toget





Marginene presses voldsomt



Verdikjeden redefineres



Kundeopplevelsen er betydende



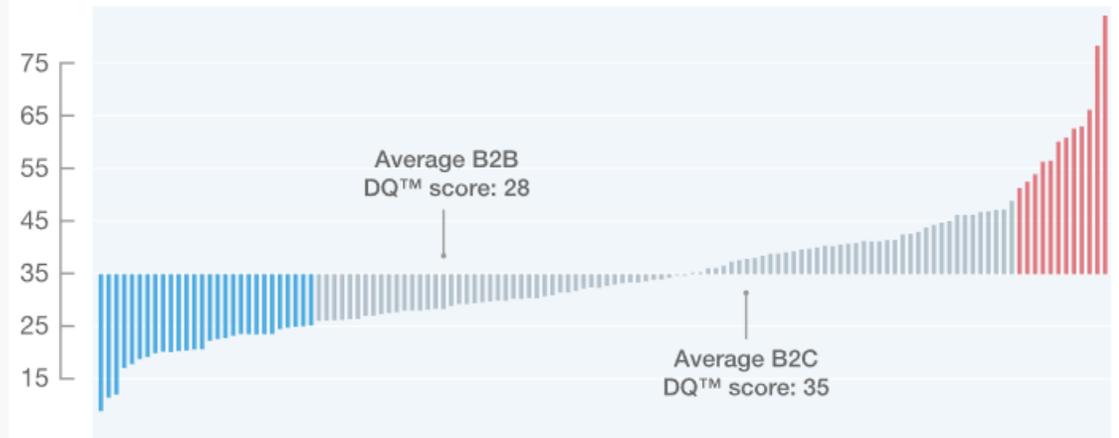
Digitalisering er en akselerator



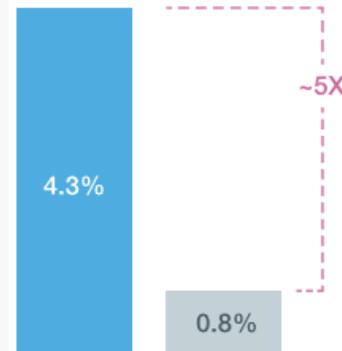
Digitalisering = Profitabilitet

# McKinsey 2017

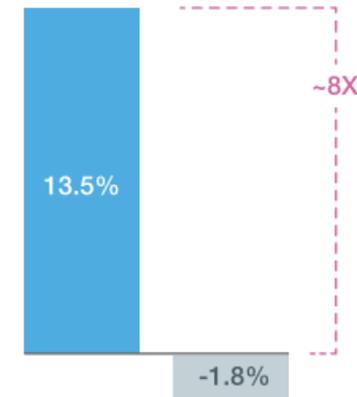
■ Digital laggards<sup>1</sup> ■ Others ■ Digital leaders<sup>2</sup>



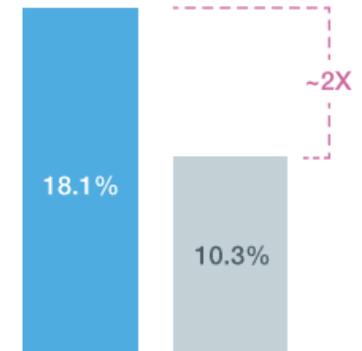
Revenue growth, CAGR, 2010–15



Operating profit (EBIT) growth, CAGR, 2010–15



Return to shareholder (TRS) growth, CAGR, 2010–15



Hvad er  
Digitalisering?

Gartner®

FORRESTER®

# Gartner's "Digital Business Development Path"

	Before the Web	Before the Nexus of Forces			After the Nexus of Forces	
	Analog	Web	E-Business	Digital Marketing	Digital Business	Autonomous
Focus	Build relationships that drive business or lower cost	Extend relationships into new markets or geographies	Transform sales channel into a global medium to drive efficiencies	Exploit the nexus to drive greater efficiency	Extend potential customers from people to things	Smart, semiautonomous things become the primary "customer"
Outcomes	Optimize relationships	Extend relationships	Optimize channels	Optimize interactions	Build new business models	Maximize retention of and relationships with things
Entities	 People	 People  Business	 People  Business	 People  Business	 People  Business  Things	 People  Business  Things
Disruptions	Emerging technologies	Internet and digital technologies	Automation of business operations	Deeper customer relationships, analytics	Creation of new value and new nonhuman customers	Smart machines and things as customers
Technologies	ERP, CRM	CRM, Web	EDI, BI, portals	Mobile, big data, social	Sensors, 3D printing, smart machines	Robotics, smarter machines, automation

 Change of kind    
  Change of degree

# Gartner 2020 Forutsigelse

...75% of business will be digital businesses or preparing to become one. However, a survey showed that only 22% of respondents defined themselves as already being a digital business.

Most organizations, or 41%, see themselves as a digital marketing business, and 22% of companies remain Web businesses.

# Forrester's "Digital Experience Platform" Architektur



# Case





## Historien



- George Stephen - 1952
- Underholdning – Chickens
- Nordisk tilstedeværelse – 1990
- Passion, fellesskap og ”Hygge”



Historien



Utviklingen



- 1990 – 200 griller
- 15 år senere - 250.000 griller
- Kokebøker- +500.000
- 78.000 Medlemmer
- PR, design og digital utvikling



Historien



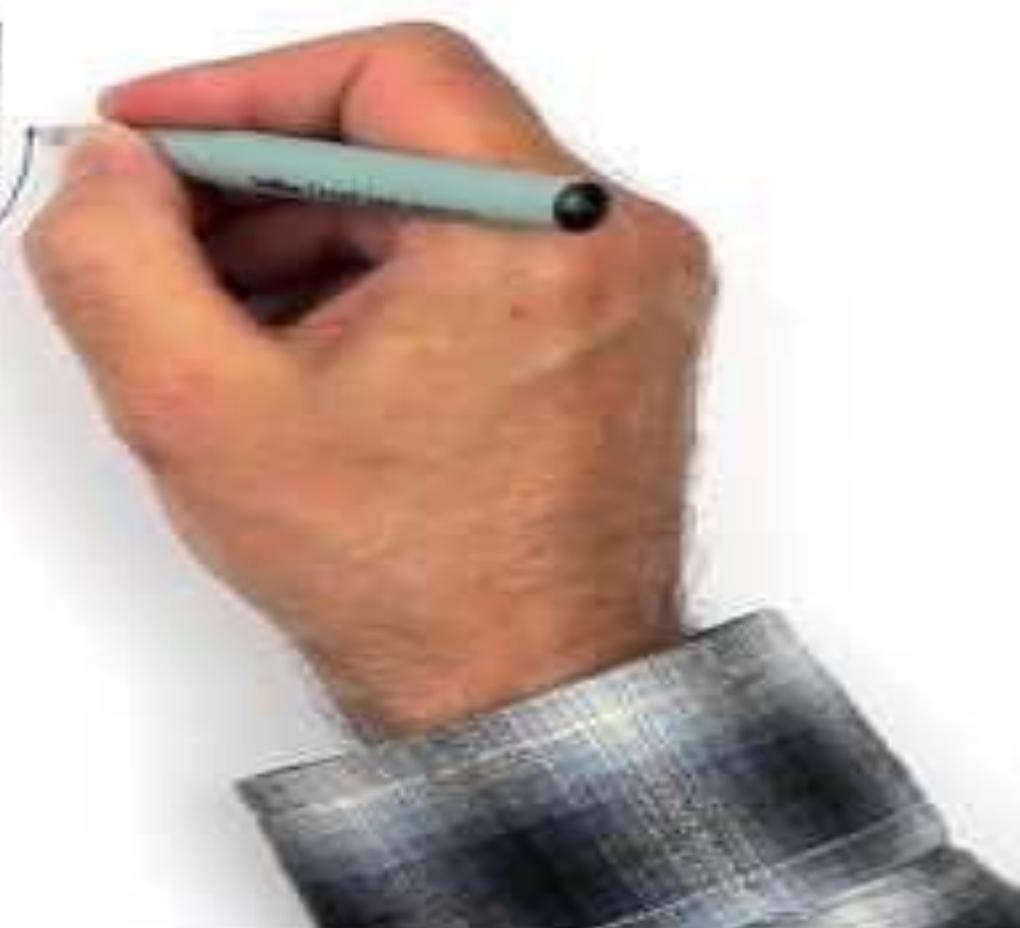
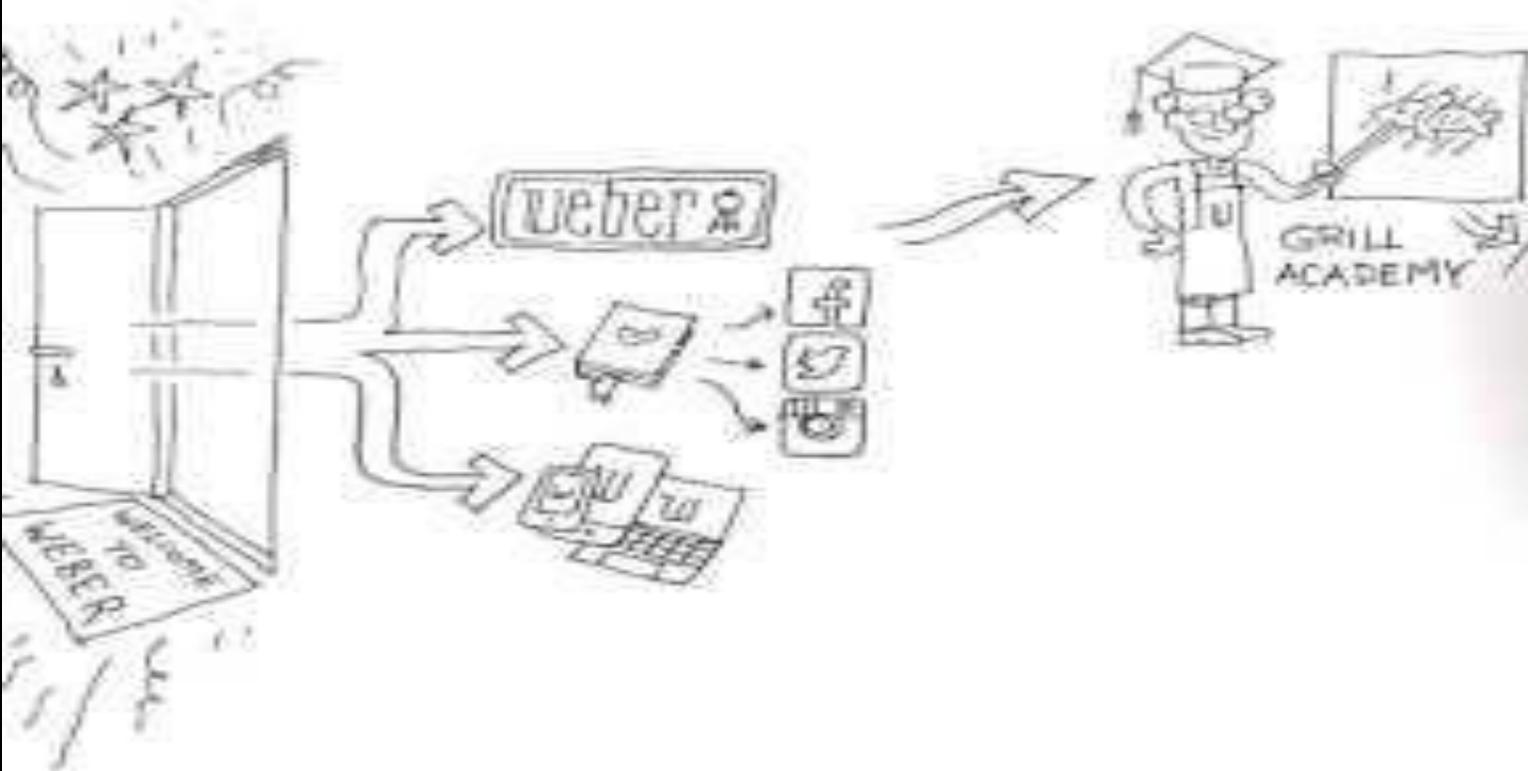
Utviklingen



Ønsket

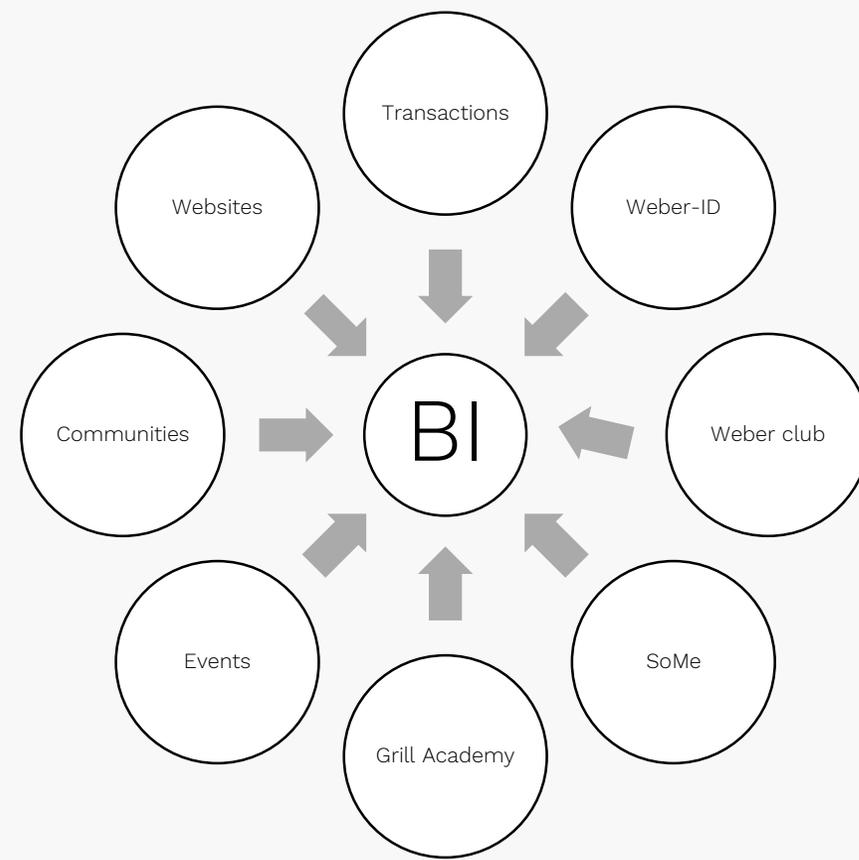


- HELE verdikjeden skal profitere
- Enkel å bruke
- Enkel arkitektur
- Data på en plass
- Bruke og dele data
- ”Community”, nettsted og ehandel i et system





## Datainnsamling

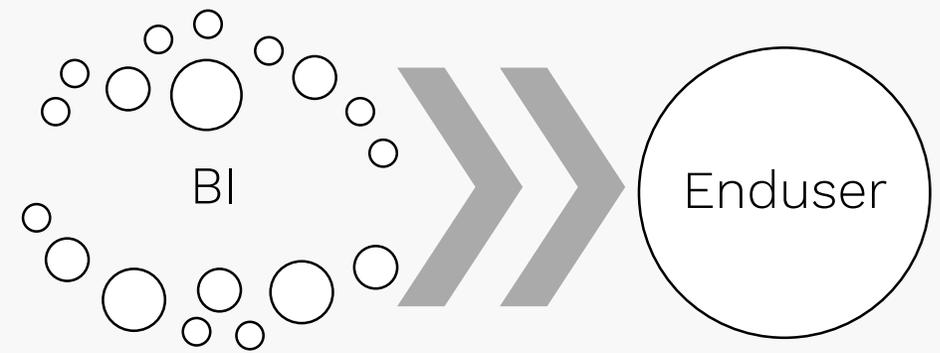




Datainnsamling



Business intelligence



Channels



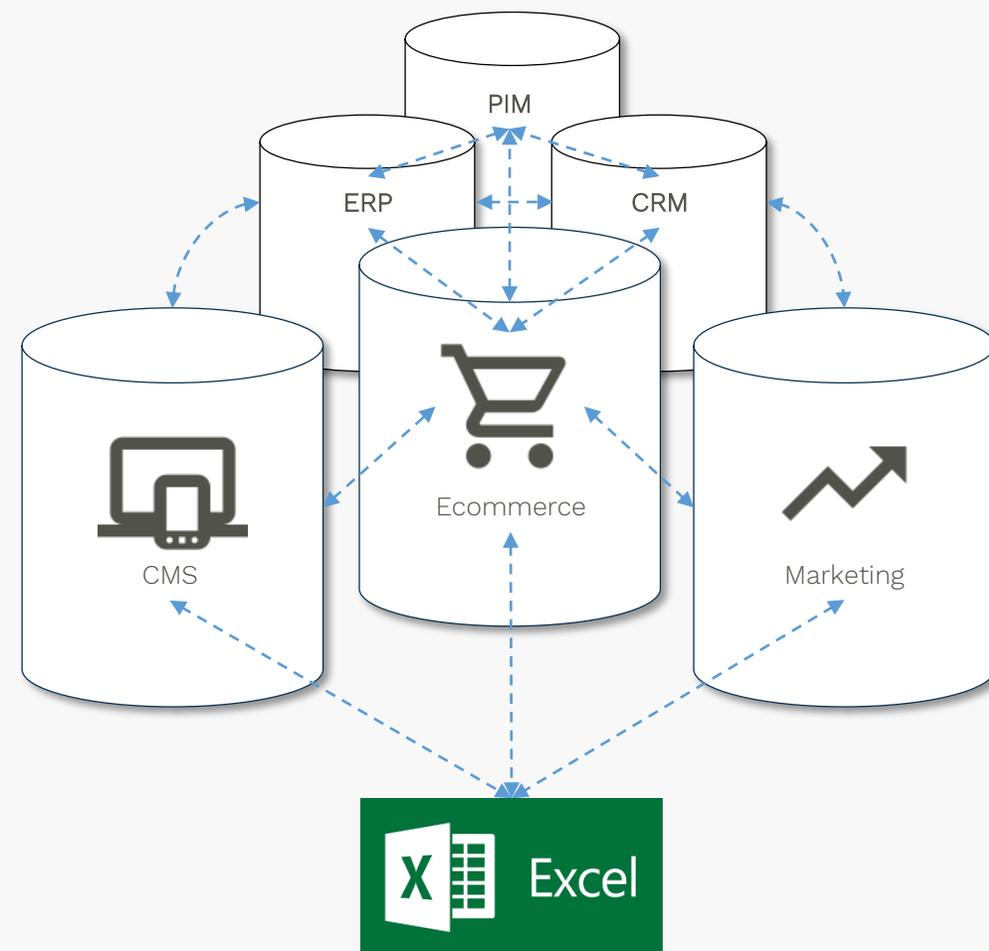
Datainnsamling



Business intelligence



Original arkitektur





Datainnsamling



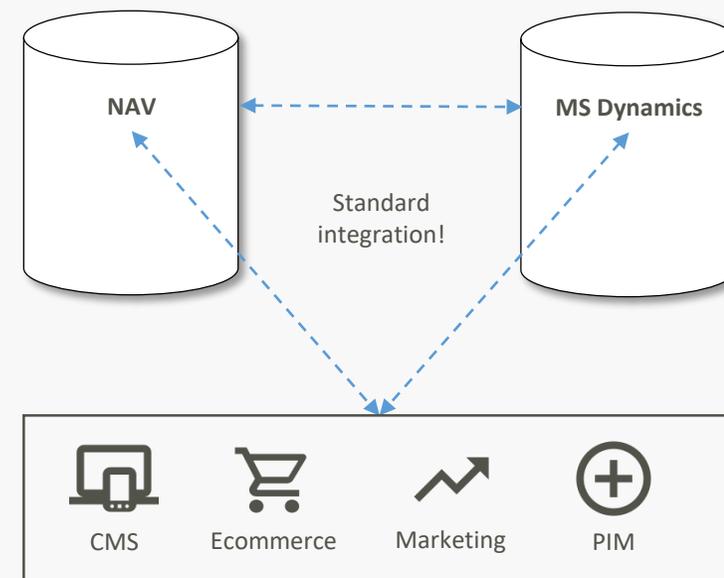
Business intelligence



Original arkitektur



Nåværende arkitektur



Et rammeverk til utvikling  
av en digital strategi fra  
”core business”

# Mit input til utvikling av en digital strategi

Identifiser de digitale mulighetene som kan støtte bedriftens overordnede strategi

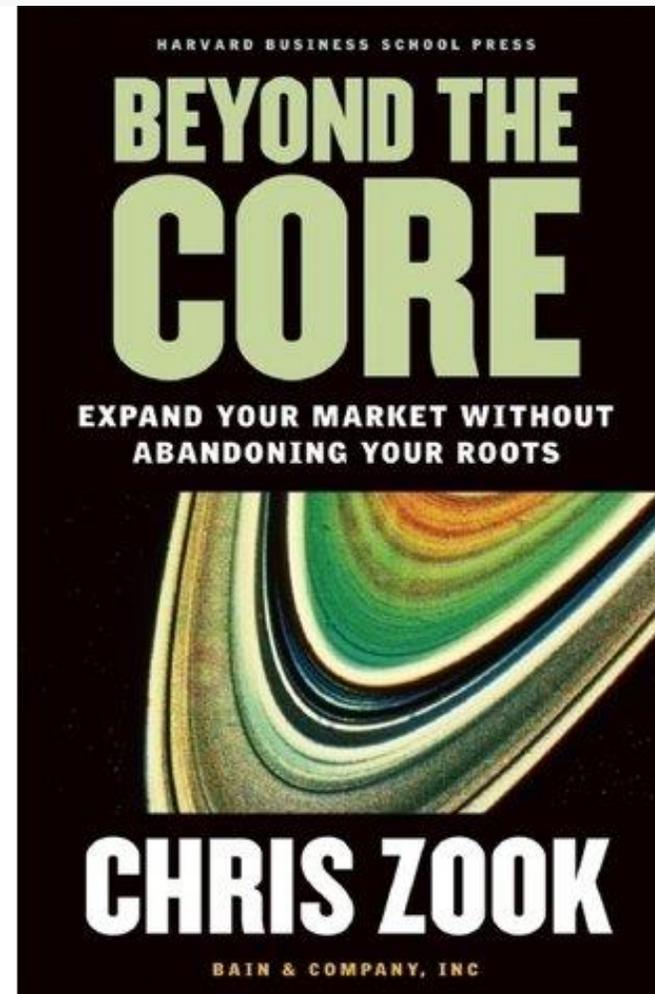
Prioritéér og definér et av C-level eid roadmap

Test, test og test. Ikke vær redd for å mislykkes og sørg for momentum



Rammeverk til strategisk utvikling

## Beyond the core





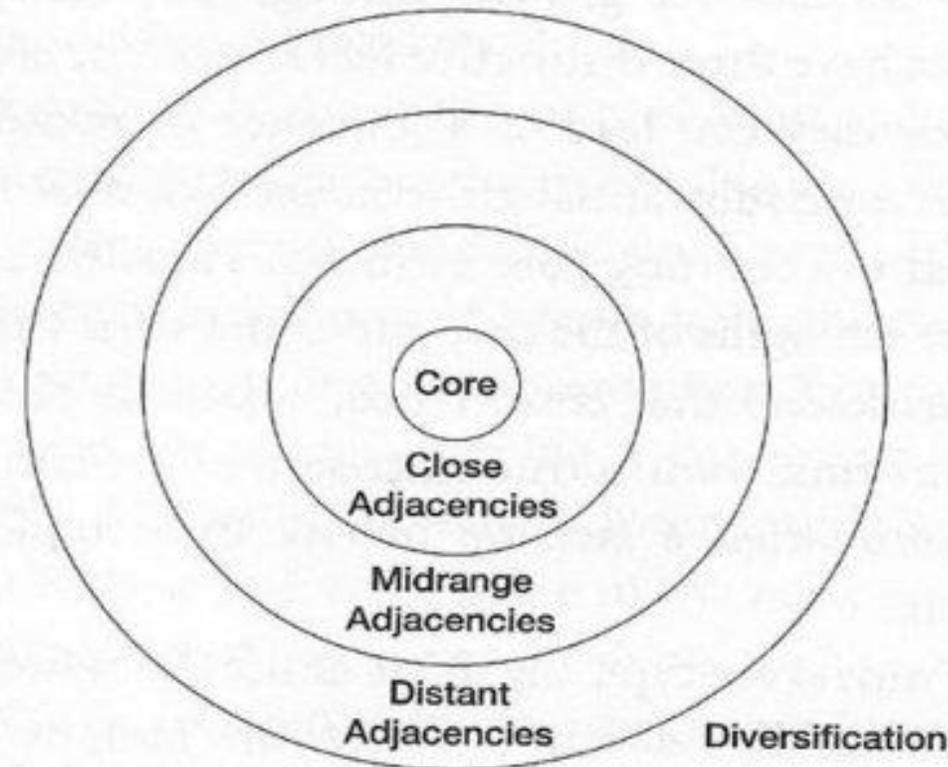
Rammeverk til strategisk utvikling



Nærhets konseptet

Egenskapen å være så nær **at du nesten rører**

**Growth opportunities should be examined relative to a core business**





Rammeverk til strategisk utvikling

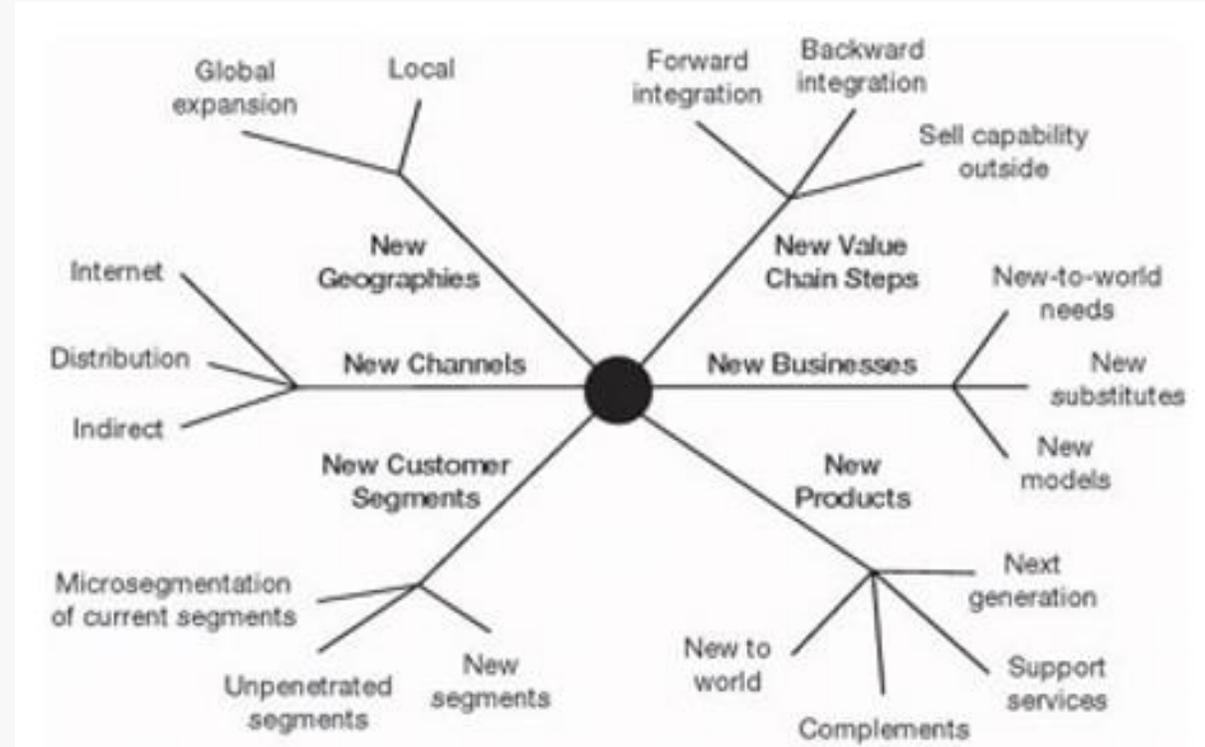


Nærhets konseptet



Utviklingsretninger

# Kartlegg mulighetene





Rammeverk til strategisk utvikling



Nærhets konseptet

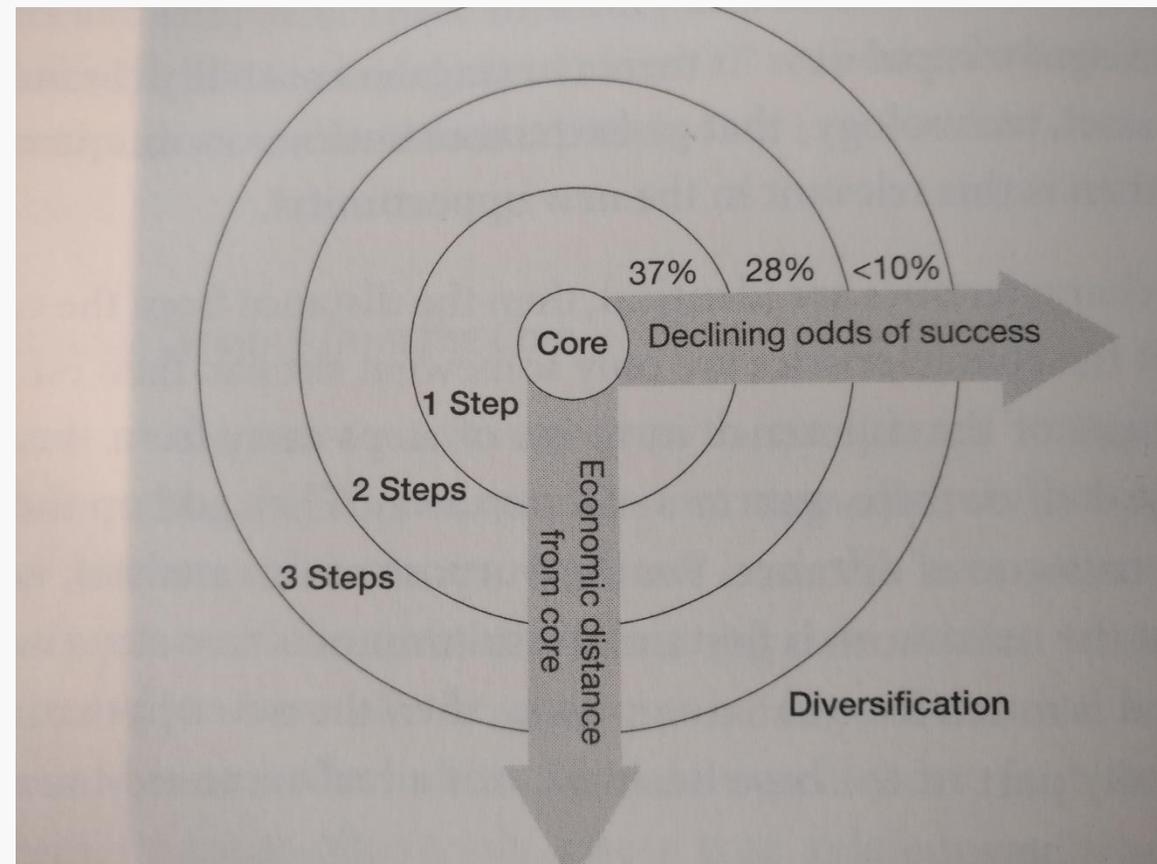


Utviklingsretninger



Risiko

## Hva er risikoen



# Digital Transformasjon

## Enkel plattform

- Separate systemer (Ingen integrasjoner)
- Manuelle prosesser
- Begrensede muligheter

## Integrert plattform

- Fokusert strategi
- Støtte primære forretningsmål
- Optimere prosesser via standard integrasjoner

## Kundeorientert plattform

- Prosesser definert i henhold til kundens behov
- Personalisering basert på primære kundesegmenter
- Optimalisering av support og kundeopplevelse

## Datadrevet plattform

- Kundeopplevelser bestemt av data og kundeadferd
- Sporing av kunder over alle digitale kanaler - både online og offline
- 1:1 sanntid personlig tilpasset innhold
- IoT



Rammeverk til strategisk utvikling



Nærhets konseptet



Utviklingsretninger

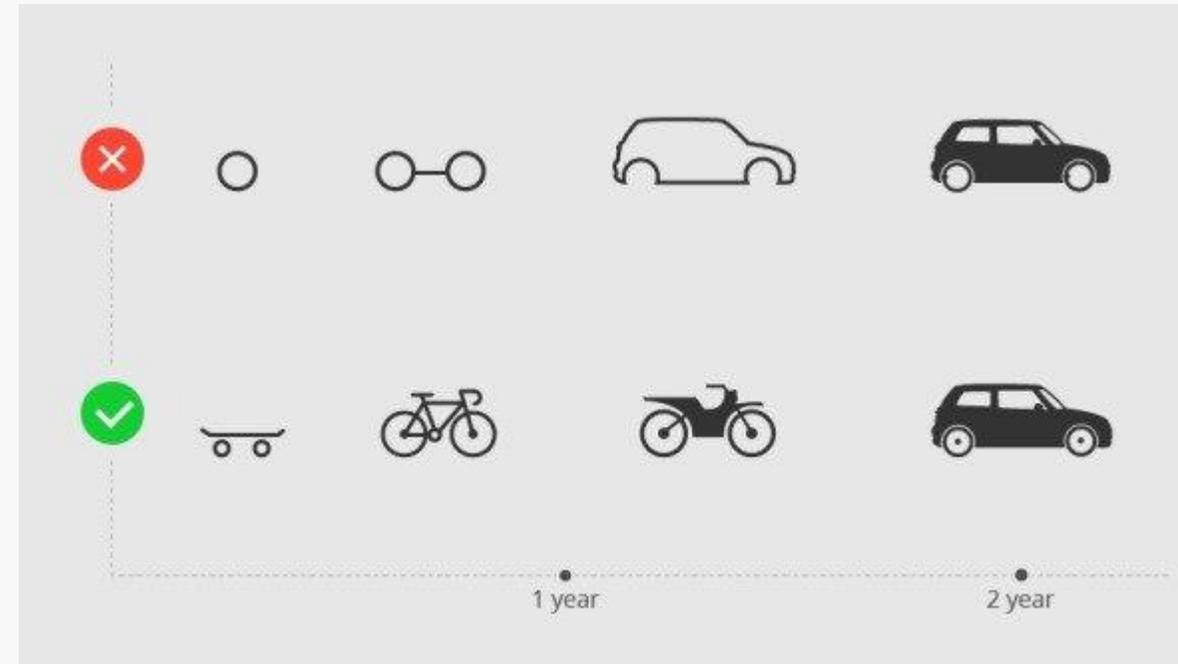


Risiko



Test og sørg for momentum

# Minimal viable product (MVP)



# Takk for meg!

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