

OMG, they killed Digital Transformation

Anna Kopp CIO/CDO Germany and Netherlands

Microsoft Digital

RO Lead Munich HQ

Chairwoman EMEA Women@MS

AIM Framework



New Business Models and Disruption

Of the FORTUNE 500 from 1955 ...
89% no longer exist. 49 companies have been on it for the full 70
years. What they have in common: adaptability!

New Business Models and Disruption

Uber came from nowhere. Polaroid didn't get the full picture.

Nintendo played the game right. Toys r Us didn't.

Thomas Cook stopped cooking. Nokia didn't hear the bell.

Giesecke and Devrient had the license to print money, and now they are secure. So...Netflix yourself before you get block-bustered!

New Business Models and Disruption

Of the 451 that did not make it: What they have in common?
Banking on status quo and over-reliance on one aspect of the business.

Ketan Kapoor, the Co-founder of Mercer-Mettl: *"Either way, organizations around the world have to continually innovate themselves and keep up with the people's wants. The failure to do so or being indifferent to your customer's need will make your competitors win. And then suddenly, customers become indifferent to you—a high-risk gamble to play at."*

Don't be a Vasa



The age of AI

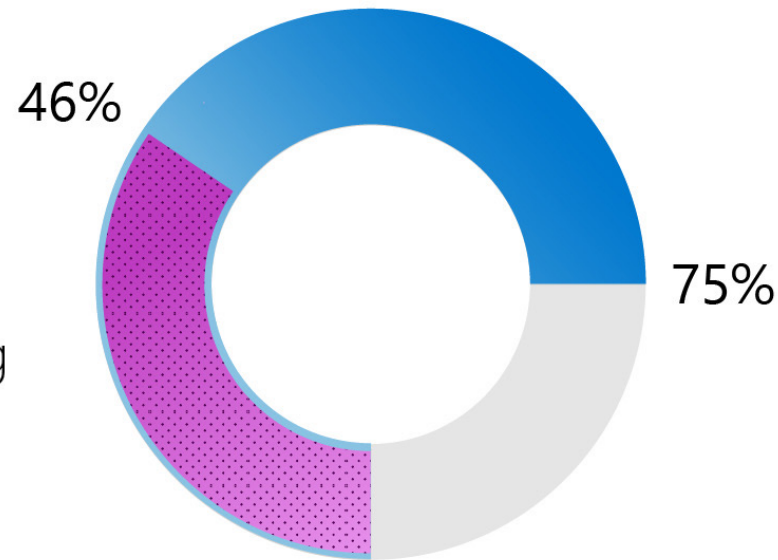


Three Out of Four People Use AI at Work

Usage nearly doubled in the last six months.

75% of people are
already using AI at work

46% of them started using
it less than 6 months ago



Challenge your AIM

- Ask questions, don't just know it all.
- Invest, quickly. Start.
- Make a decision and establish ownership.

Get off Team Careful and join Team Curious.

