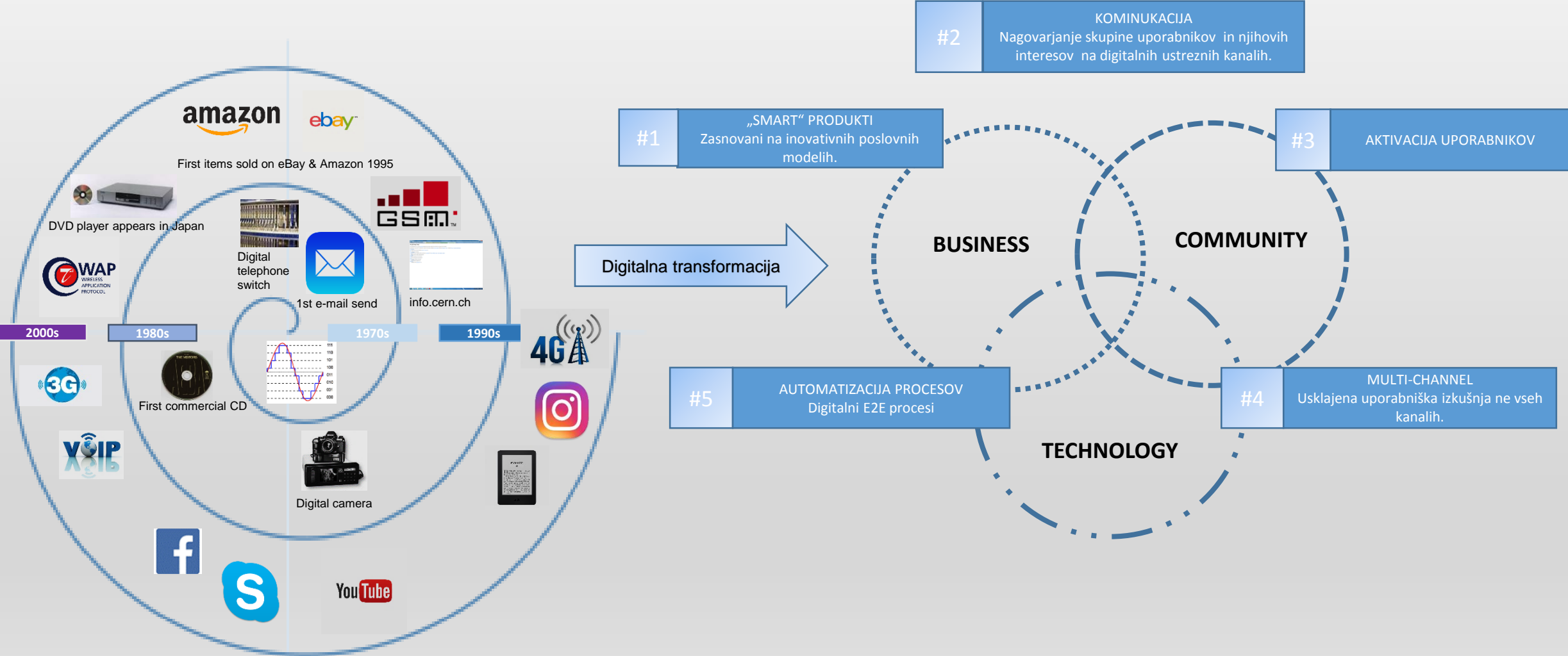


Digitalna transformacija – kdo je najbolj pripravljen?

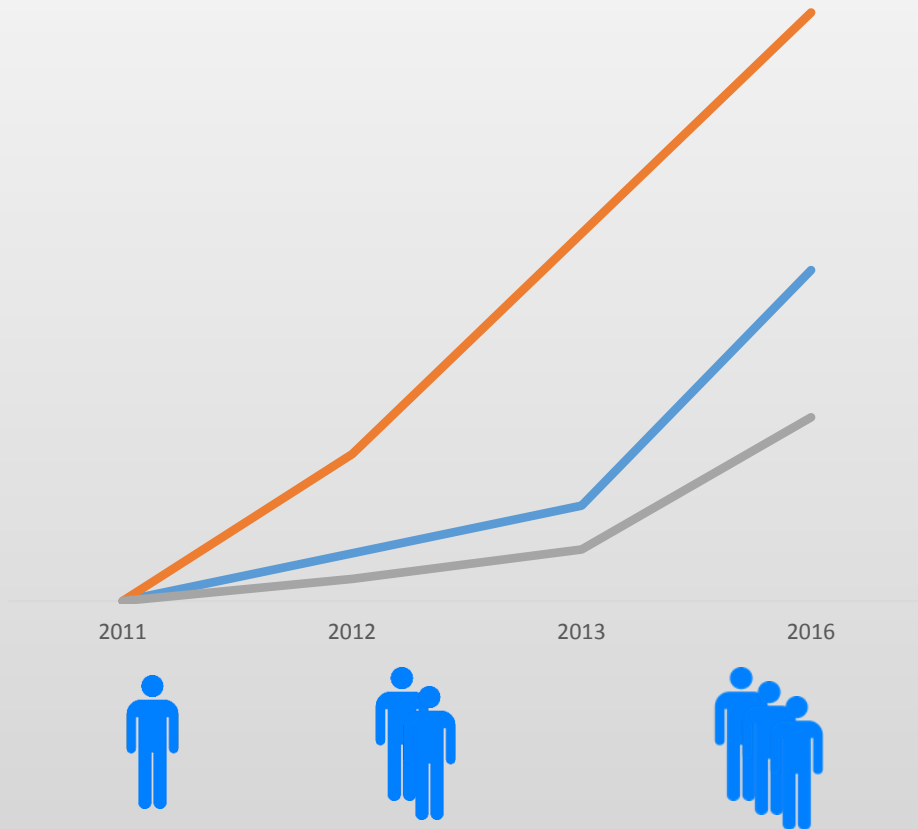
Ksenija Škrlj

Vodja oddelka za napredne poslovne rešitve, Si.mobil

Digitalna transformacija – rezultat dolgoletne digitalizacije in razvoja ICT tehnologij



Kdo je hitrejši – tradicionalni ponudniki ali uporabniki?



Značilnosti digitalnih uporabnikov:

- Vsepovsod povezani
- Kaj je dobro danes, jutri verjetno ne bo
- Aktivno soustvarjajo vsebine

Si.mobil FB



Moj Si.mobil



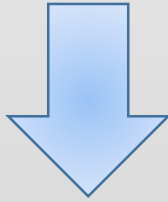
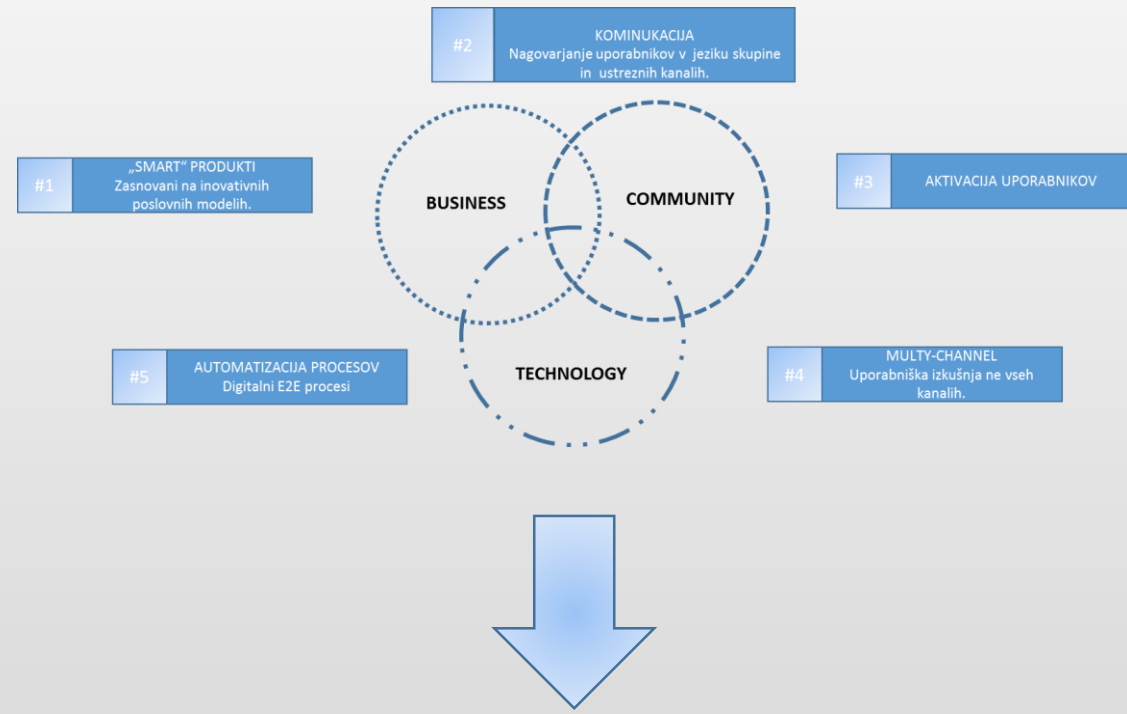
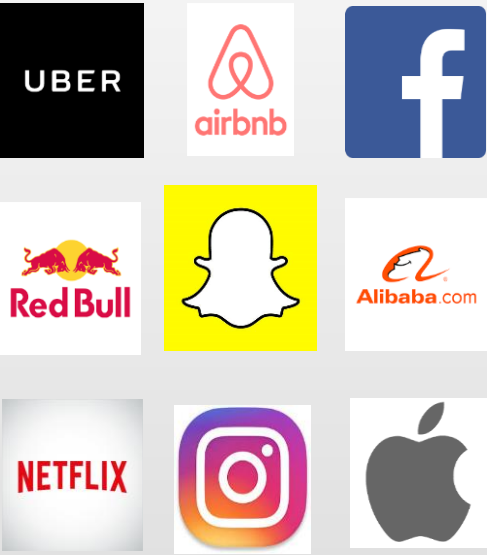
Bizstore




Izzivi tradicionalnih telekomunikacijskih ponudnikov v procesu digitalne transformacije:


- Fokus na osnovno dejavnost
- Regulatorna (ZVOP, nevtralnost omrežja, itd.)
- Ustaljeni poslovni modeli
- Investicije v tehnološki razvoj

Kdo je nosilec digitalne transformacije: „Disruptive“ blagovne znamke ali tehnologija?







#1 **Mobile Internet**
Increasingly inexpensive and capable mobile computing devices and Internet connectivity




#5 **Advanced robotics**
Increasingly capable robots with enhanced sensors, dexterity, and intelligence; used to automate many tasks




#3 **Internet of Things**
Networks of low-cost sensors and actuators for data collection, monitoring, decision making, and process optimization



#6 **Autonomous or near-autonomous vehicles**
Vehicles that can navigate and operate autonomously or semiautonomously in many situations

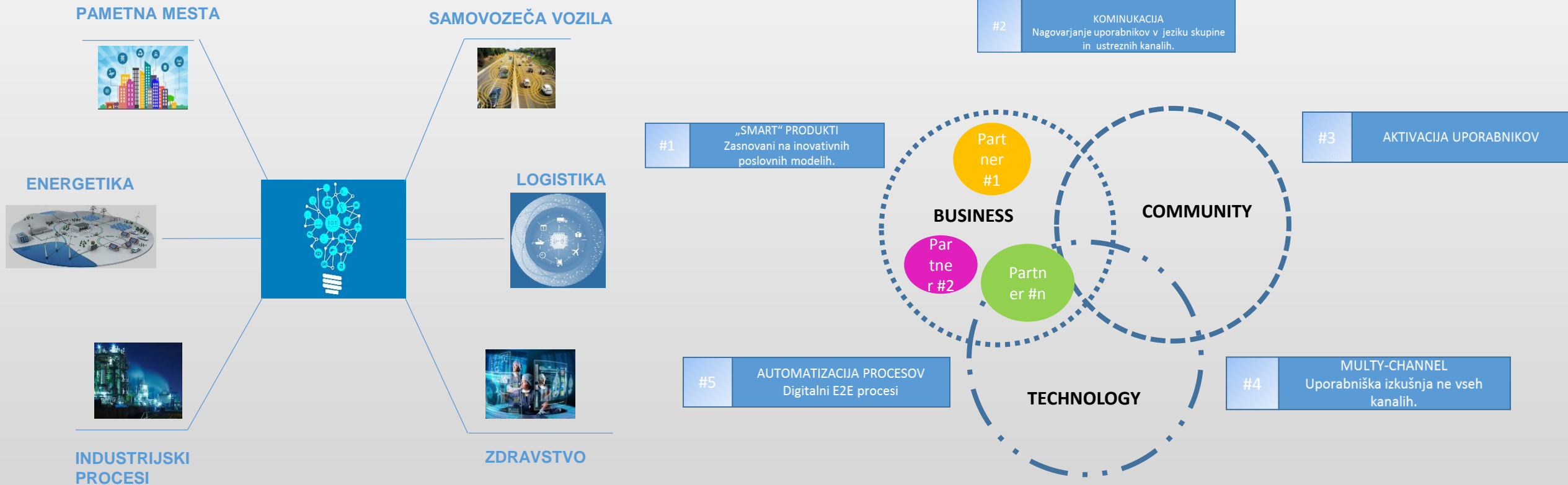


#4 **Cloud**
Use of computer hardware and software resources to deliver services over the Internet or a network



#9 **3-D printing**
Additive-manufacturing techniques that create objects by printing successive layers of material using digital models

NB - IoT nova priložnost za telekomunikacijske operaterje



Medpanožna partnerstva

Novi poslovni modeli

Spremenimo izzive v priložnost!

Včeraj distrupterji, danes regulirane mednarodne korporacije

Tehnologija je osnova digitalne transformacije