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Trends In Digital Transformation A Digital Marketing Perspective

**Lloyd's - IT Matters
9th October 2017
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Introduction

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- Digital Agency
- Sports, Automotive, Finance
- We work with Marketing and IT departments to deliver complex user centred digital solutions

Technology and Innovation

Technology and Innovation

- Technology is moving at pace
- Does not always lead to product innovation
- We spend more time looking at new tech
- Than how to use tech to innovate our products

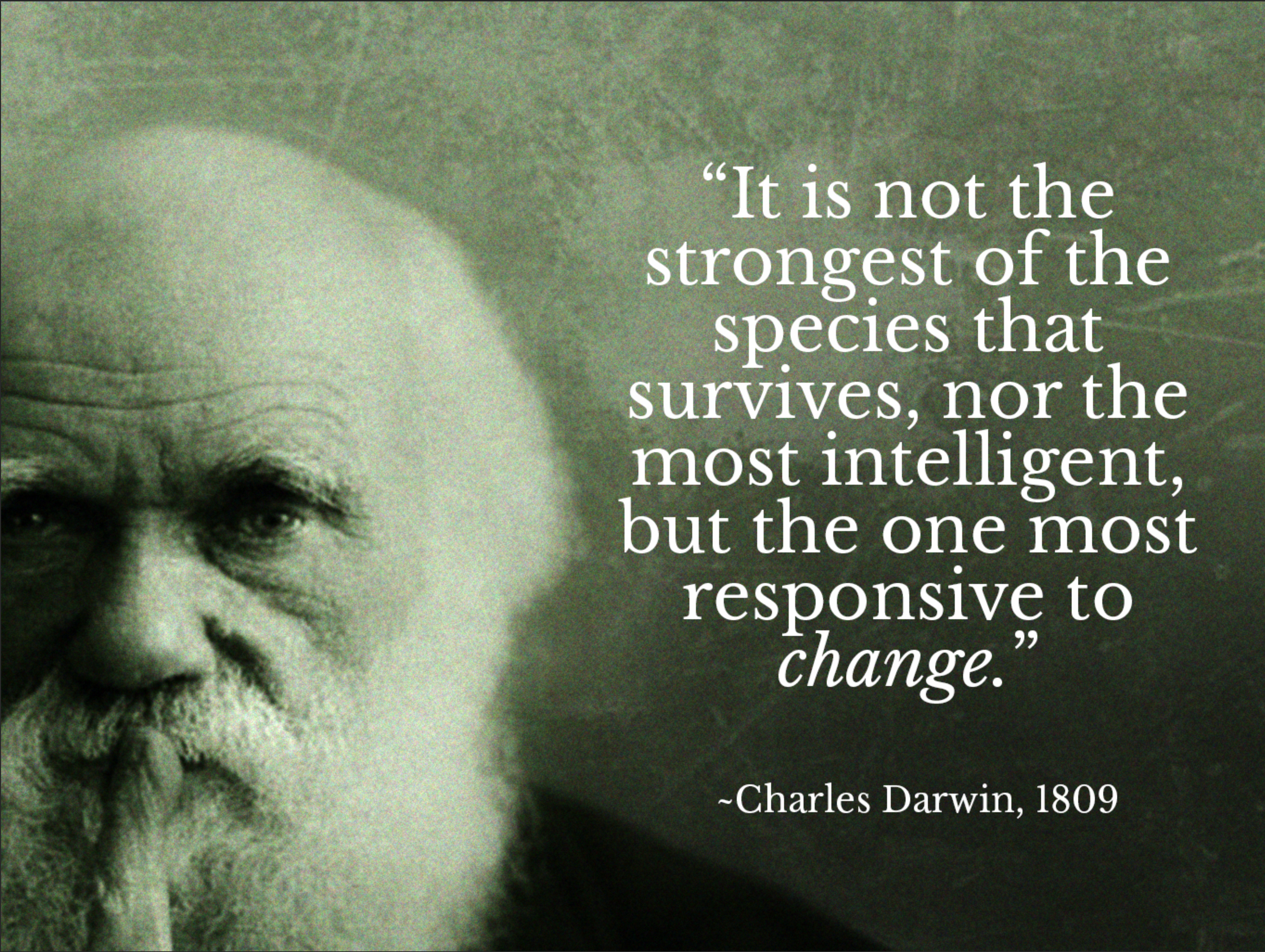**New technologies require new ways of working and thinking:**

- **Cloud hosting v.s. Physical servers**
- **Blockchain**

Innovation is Hard

- Silos
- IT often seen to 'slow down' other departments
- In finance IT has HUGE responsibilities for compliance
- Why change?

Fostering Innovation

- Innovation comes from experimentation
- Experimentation comes from combining knowledge of at least two verticals
- Which means people needs to work better together
- This requires some TRANSFORMATION

Trends in Digital Tranformation

Going Agile

- Cross functional teams across departments
- Requires deep re-organisation, very disruptive
- If successful it provides a huge competitive advantage
- Ex: Lloyds Bank, Barclays, Credit Suisse

IT Department as a Service

- Provide user centred IT services
- Continuously improve services based on feedback
- IT becomes a framework, a platform on which the organisation an create products
- Ex: FT.com

Co-Creation

- **Working together with IT, Marketing and third parties**
- **We learn from each other**
- **We can create better products, faster**
- **We start to innovate**

Co-Creation and Suzuki

- 4 agencies, one client
- Traditional IT department, risk averse
- One budget, 3 websites

Co-Creation and Suzuki

- One room for everyone
- Work iteratively, at pace
- Delivered 3 websites in 8 months
- Client is changing all internal IT processes

Co-Creation and Lloyd's

- We all meet weekly to understand constraints from all sides
- We adapt solutions to suit IT compliance
- IT and Marketing get exposed to new ideas and products
- Marketing gets more involved in IT decisions

Co-Creation and Lloyd's

- Deployments used to take up to two weeks, every 2 months
- It now takes 30 minutes, twice a week
- Proof of concept on internal system
- Now being used on .com and will be adopted on other applications

Summary

Summary

- Tech innovation requires transformation
- Transformation does not have to be disruptive
- Use a proof of concept to demonstrate value
- Learn from each other
- Technology is vital but not the solution in itself

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Thank you.

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