

# Role of CIO in Digital Transformation

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# The Era we live in

....business **was** usual!

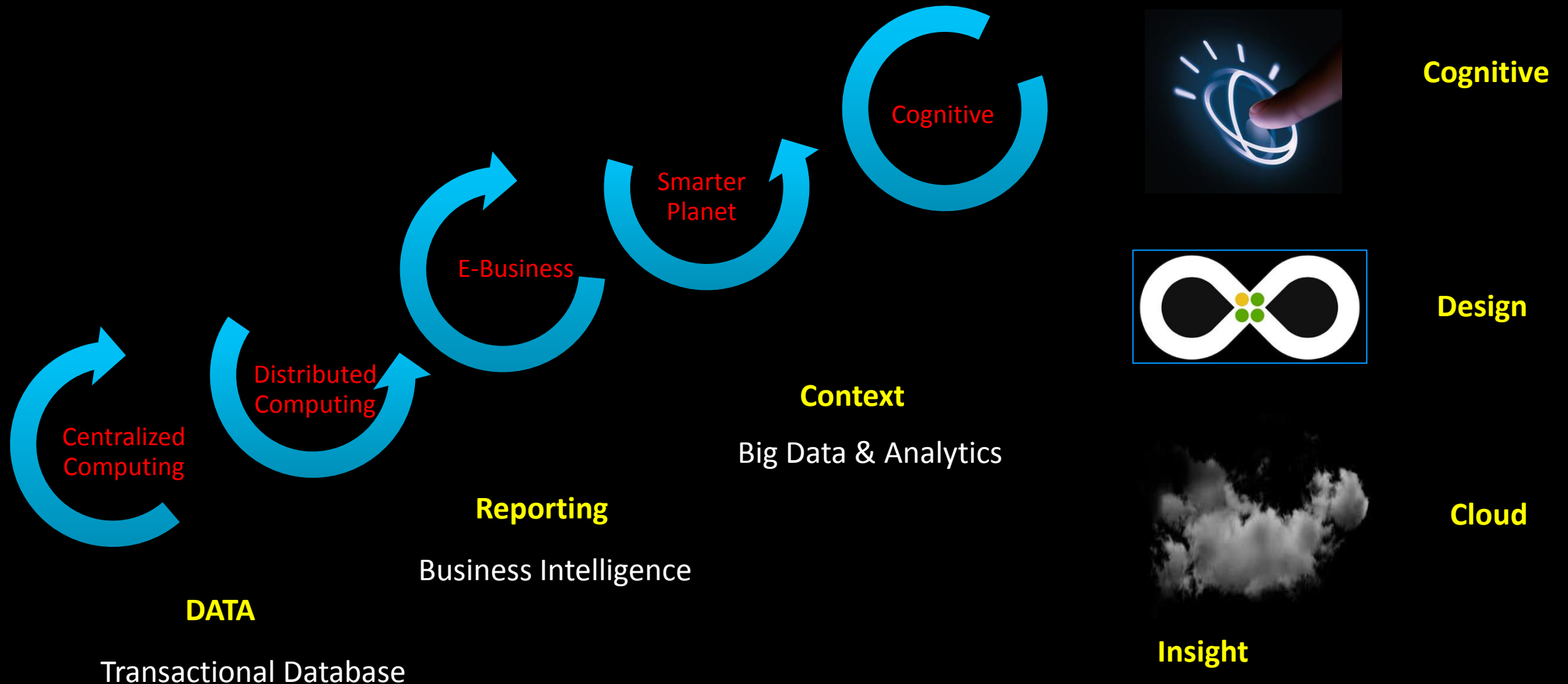
....Buy decisions are taken **before** Sellers contact customers!

....Customer's consumption model **supersedes** Product & Service Quality

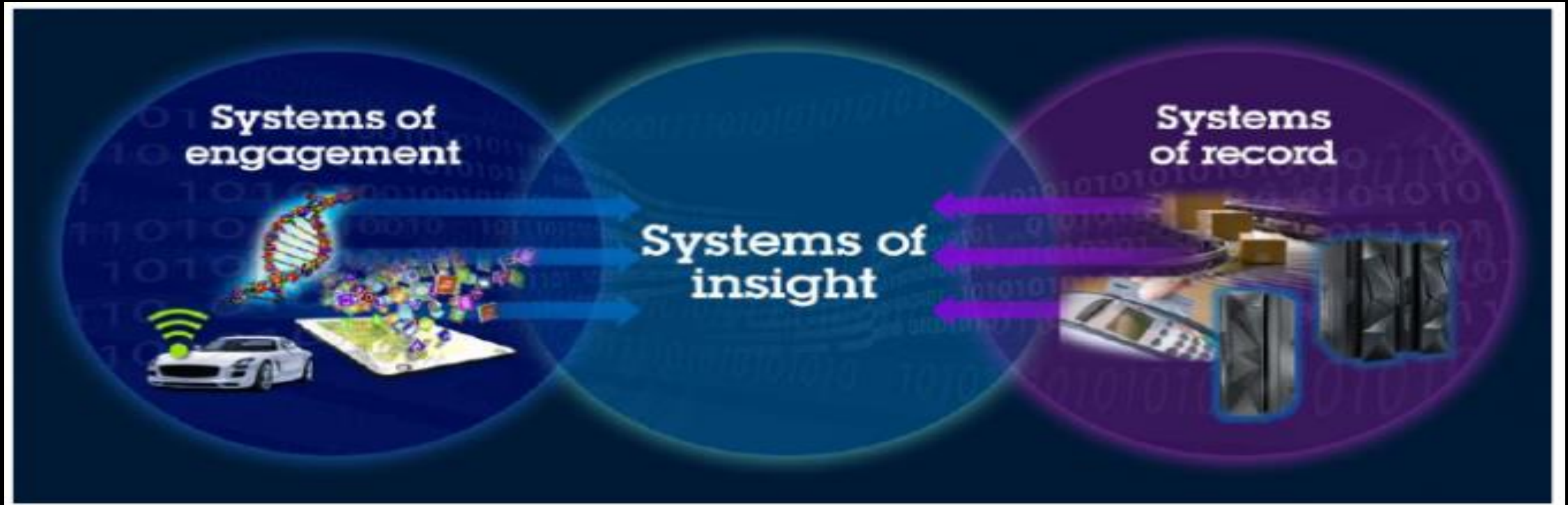
....Value Chain **was** predictable!

....expectations have **Changed** from knowing me to knowing my **context** in real time

# The Evolution we went through



# The New Landscape



**AI Lead, Design enabled  
Competitive Advantage**

**DATA Driven Business  
Impact**

**Core Transactional  
Systems built for  
operations**

**Built in alignment with Right Operating Model- Cloud**

# 3- Critical Architecture decision on the table



## Cloud

Shift Away from High Fixed Cost based Systems **look for**

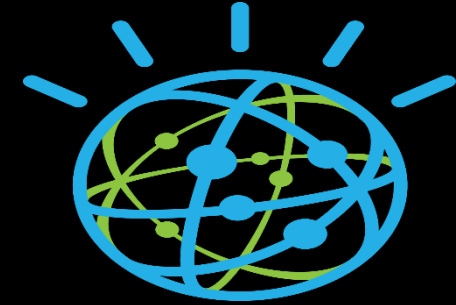
- Cloud that gets value out of your existing systems
- Cloud that fulfills regulatory requirements
- Cloud that provides security and keeps your data private



## DATA

Make Data your competitive advantage internally and externally **look for**

- Holistic Data approach for structured and unstructured data
- Invest in Data Quality
- Focus on Insight and Actions making impact in Customer, Employees and Partners journeys



## AI

Let AI lead the Engagement and Risk Mitigation **look for**

- True Cognitive Capability that can
  - Understand
  - Reason
  - Learn
  - Interact

# CIO in Digital World



**Builds right IT operating model to Outthink disruptors**



**Gains Insight to Outthink Industry peers**



**Leads Innovation and Design to take first place in Digital Adoption**

# Ask Daily!!!!

*“When everyone is digital, what’s differentiating?”*

– Ginni Rometty

