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Intellectual Capital for
Communities
In the Knowledge Economy

Intellectual Capital for Communities in the Knowledge Economy Emerging Worlds, Growing Intangibles

Business Models & Digitality



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Digitality Game Changers



New Digital Business Models



New Forms & Sources of Value



What were we thinking?



1. Digitality Game Changers for Enterprise 2020

2. Thinking with Digital Business Model Frameworks

3. Creating Common Shared Value in a Digital World

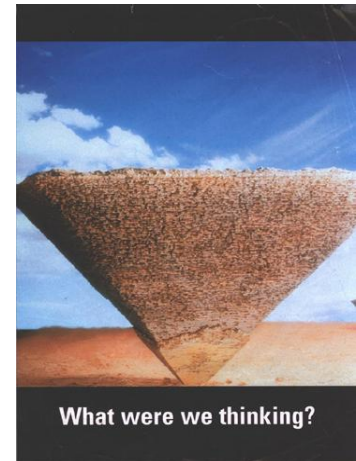
Digitality Game Changers?



Structural Changes that Digital Connectivity & Interactions Bring



- **Disruptions**
- **New Rules**
- **Broken Assumptions**
- **New Momentum**



Game Changer #1 Primacy of the Customer Digital Experience

Game Changer #2 Distributed Co-Creation of Value at the Edge

Game Changer #3 Continuous Sense-and- Respond Experimentation

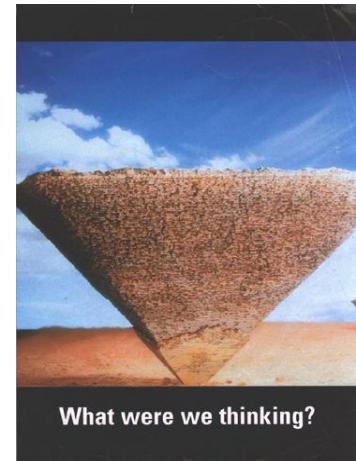
Game Changers for the Digital Enterprise



What were we thinking?

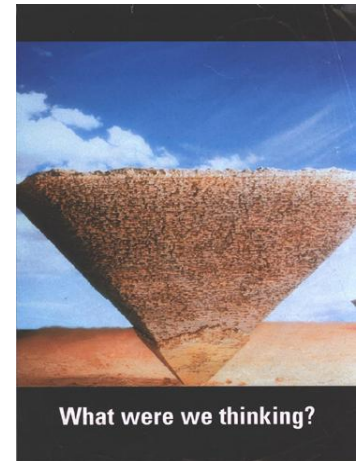
Primacy of the Digital Customer Experience

- **Direct Connection from the Edge**
- **Engagement is Part of the Product**
- **From Value-in-Exchange to Value-in-Experience**
- **Social Media Changes the Rules**
- **Augmented Reality links the Physical World**
- **Omni-Channel & Multi-Modal Devices**
- **Personalization & Rich Identity**
- **From Search to Discovery**



Distributed Co-Creation of Value at the Edge

- **Prosumer rather than Consumer**
- **Open Innovation & Crowd-Sourcing**
- **Learning among Customers & Citizens generates Priceless Value**
- **New Roles and forms of Customer Support**
- **Emergence of the Bottom of the Pyramid as a Growing Source of Value**



Continuous Sense-and-Respond Experimentation

- **The Growing Internet of Things, Data, & People**
- **Big Data: Not just Volume, but Velocity & Variety**
- **Continuous Data Streams generate Self-Awareness**
- **Running Digital Probes with Enterprise Environment**
- **Real-Time Learning Experiments**
- **Sense-and-Respond Mode of Management & New**

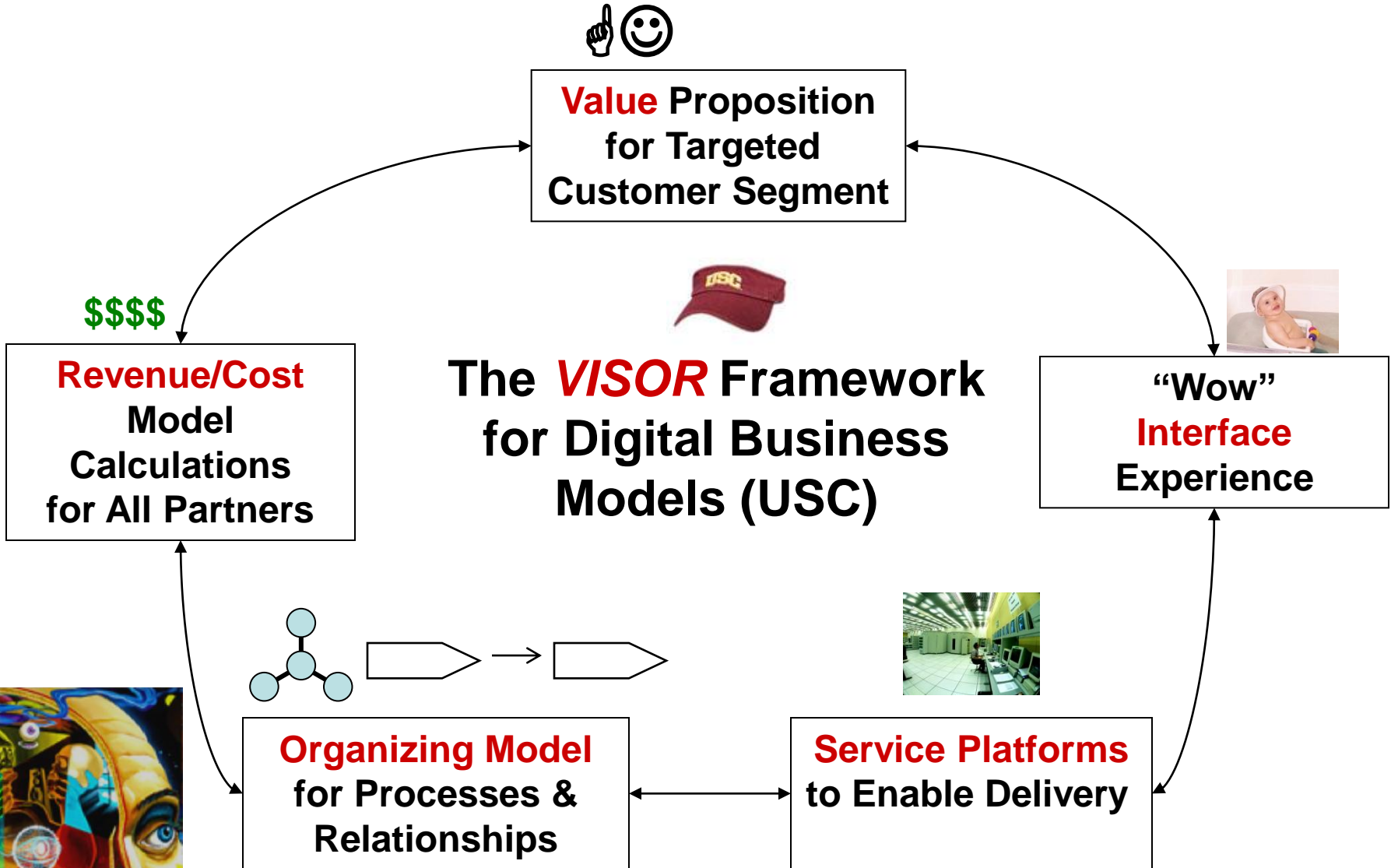
Product Development



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Example: Smart parking meter services



Value Proposition
for Targeted
Customer Segment



“Wow”
Interface
Experience



Revenue/Cost
Model
Calculations
for All Partners

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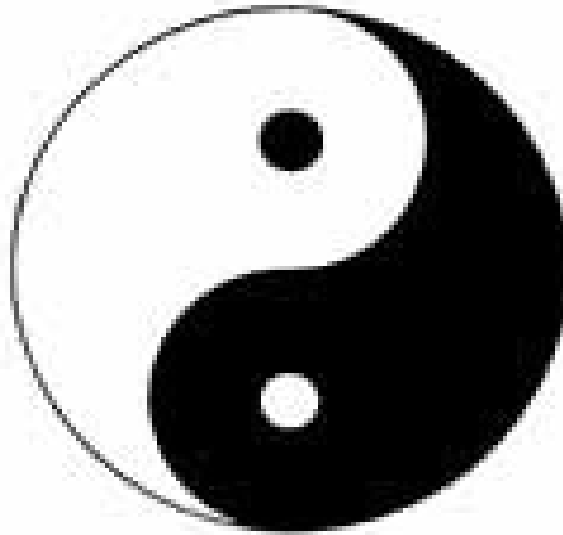
Organizing Model
for Processes &
Relationships

Service Platforms
to Enable Delivery



The Yin & Yang of Digital Ecosystem Strategy & Digital Business Models

**Designing Digital
Business Models &
New Forms of
Value Co-Creation**



**Digital Ecosystem
Dynamics & Disruptive
Niche Creation**



Digitality Game Changers



New Digital Business Models



New Forms & Sources of Value



What were we thinking?



Outline

1. Digitality Game Changers for Enterprise 2020

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**The Digital Enterprise of 2020
is both Connected to the Community
Ecosystem and is Porous ...**

Customers

Crowds

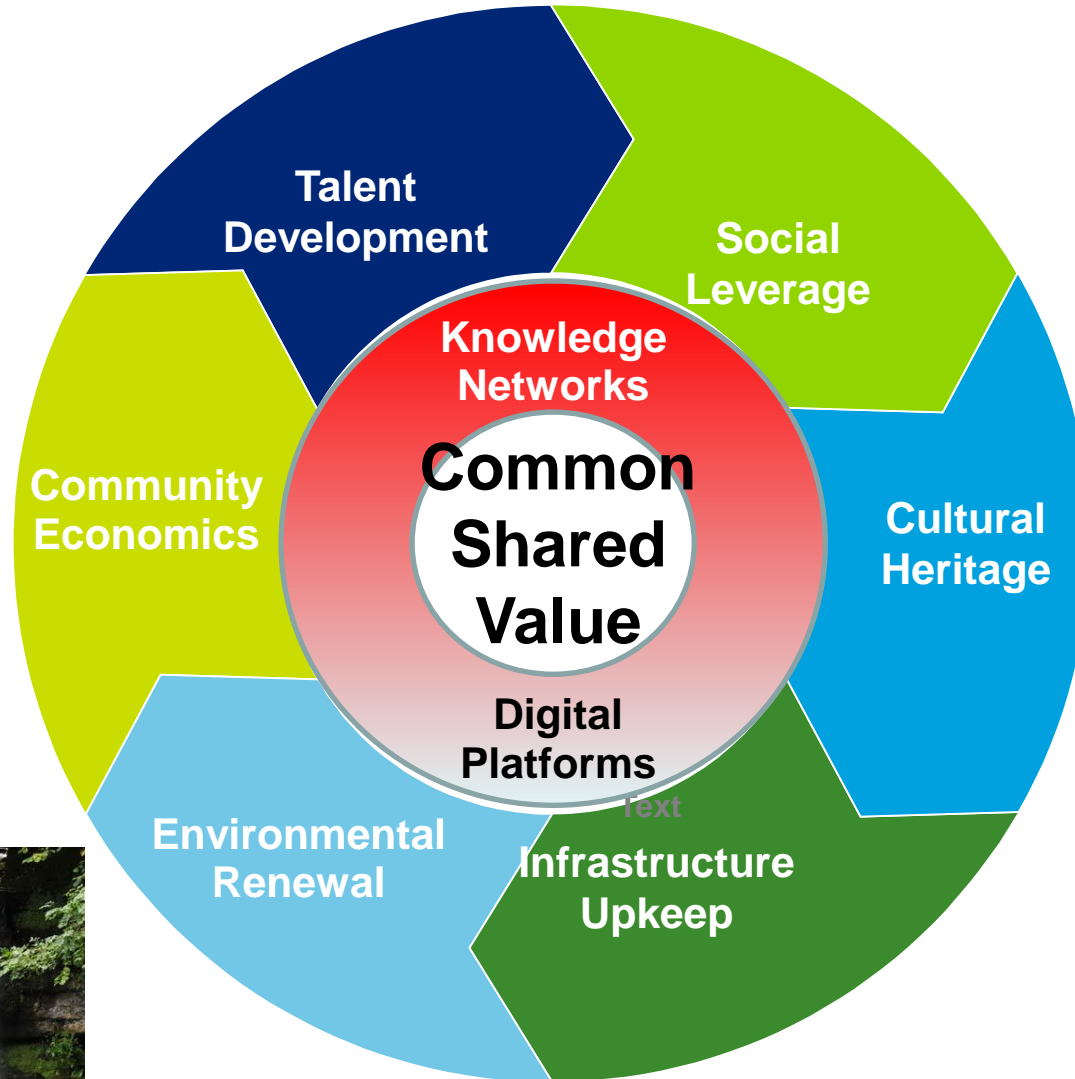
Competitors

Citizens

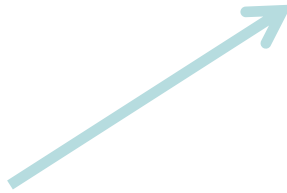
Collaborators/Complementers



Creating Common Shared Value for the Community in an Emerging Digital World

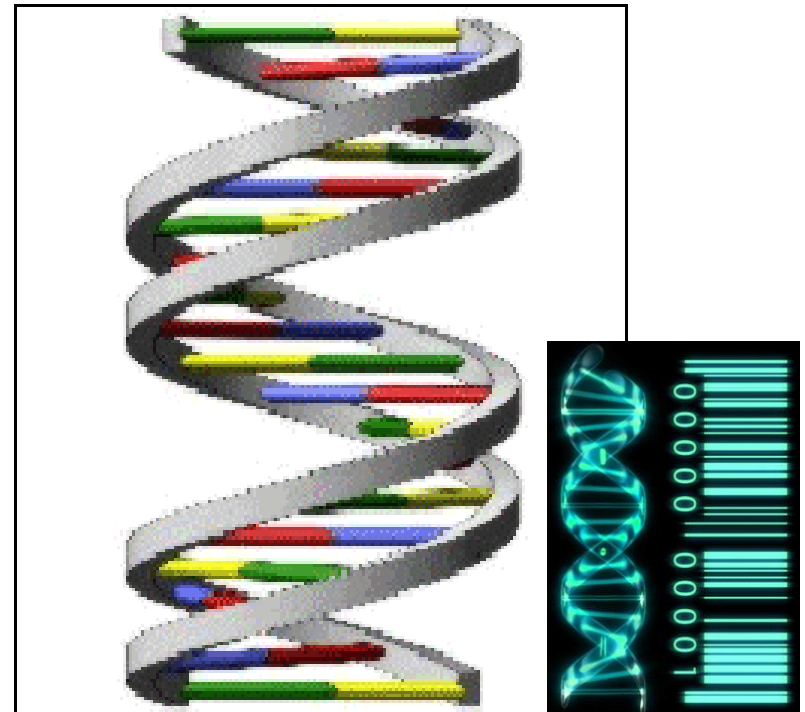
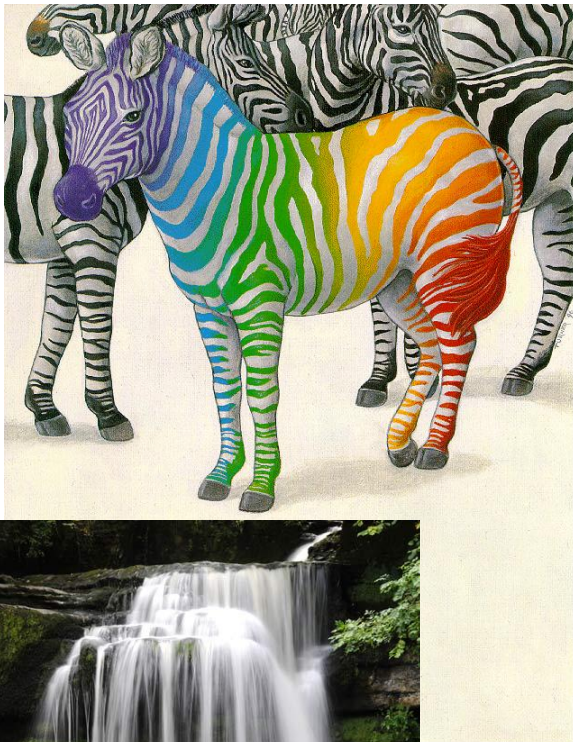


From Military Analogies of Competitive Strategy to Ecological Analogies of Collaborative Strategy !



How Deeply Must Enterprises Change When they Adopt New Digital Business Models to Create New Forms of Value ?

Change your stripes ? or Rewire your DNA ?



QUESTIONS ?

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