

# OMNISCANALITA' E MERCATO DEL LAVORO

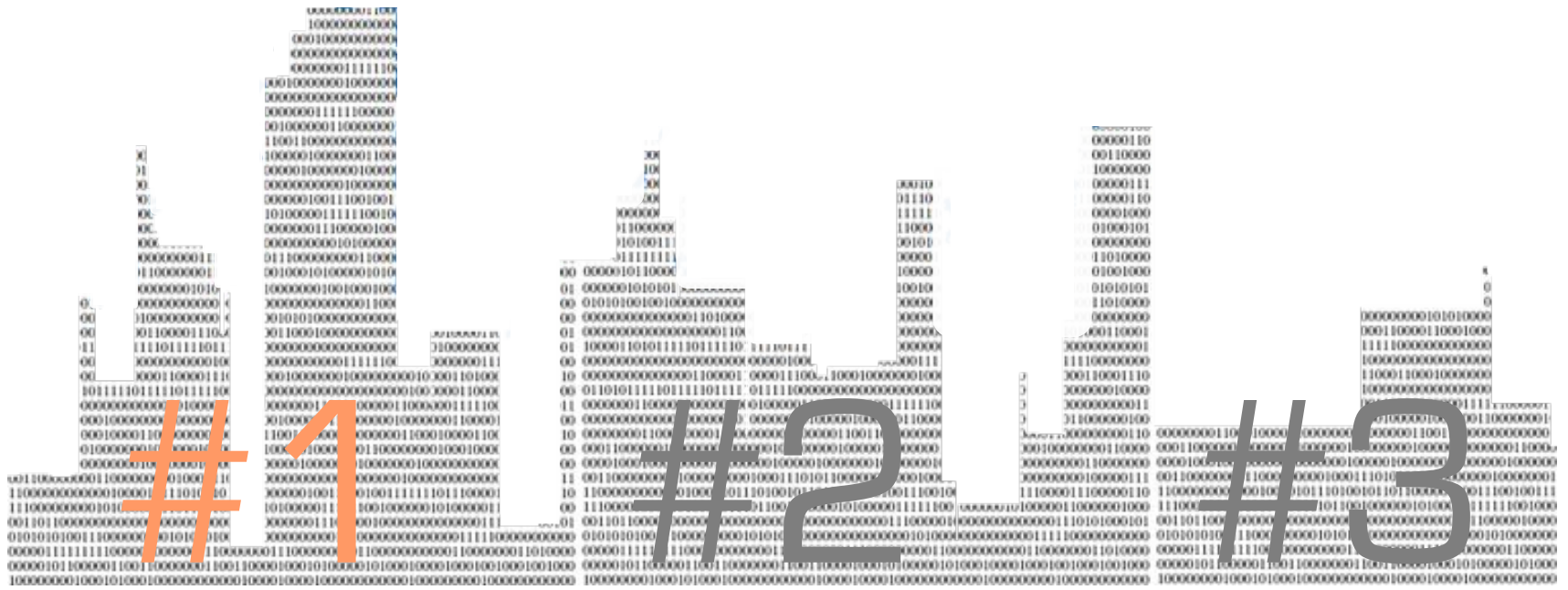


Borgo di Tragliata - 14 Maggio 2016

# DIGITAL disruption



#1. Digital disruption is more than a technology shift. It's about transforming business models and customer's engagement.





UBER

World's largest  
taxi company

Owens NO

~~Taxis~~



World's largest  
Accommodation provider

Owens NO

~~Real  
estate~~



World's largest  
Phone companies

Owens NO

~~Telco  
infra~~

**facebook.**

Most popular  
Media owner

Owens NO

~~Content~~



World's largest  
Software vendors

Owens NO

~~Apps~~

**NETFLIX**

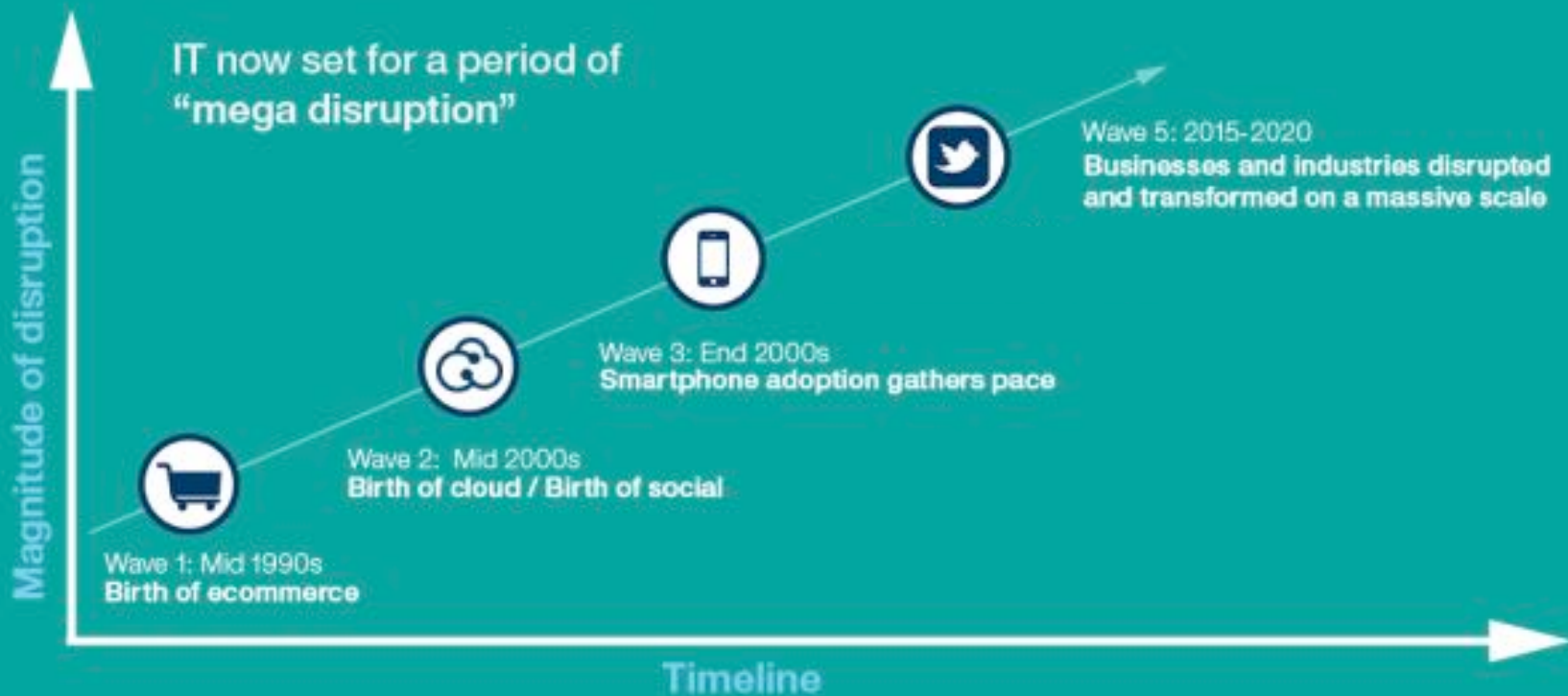
World's largest  
movie house

Owens NO

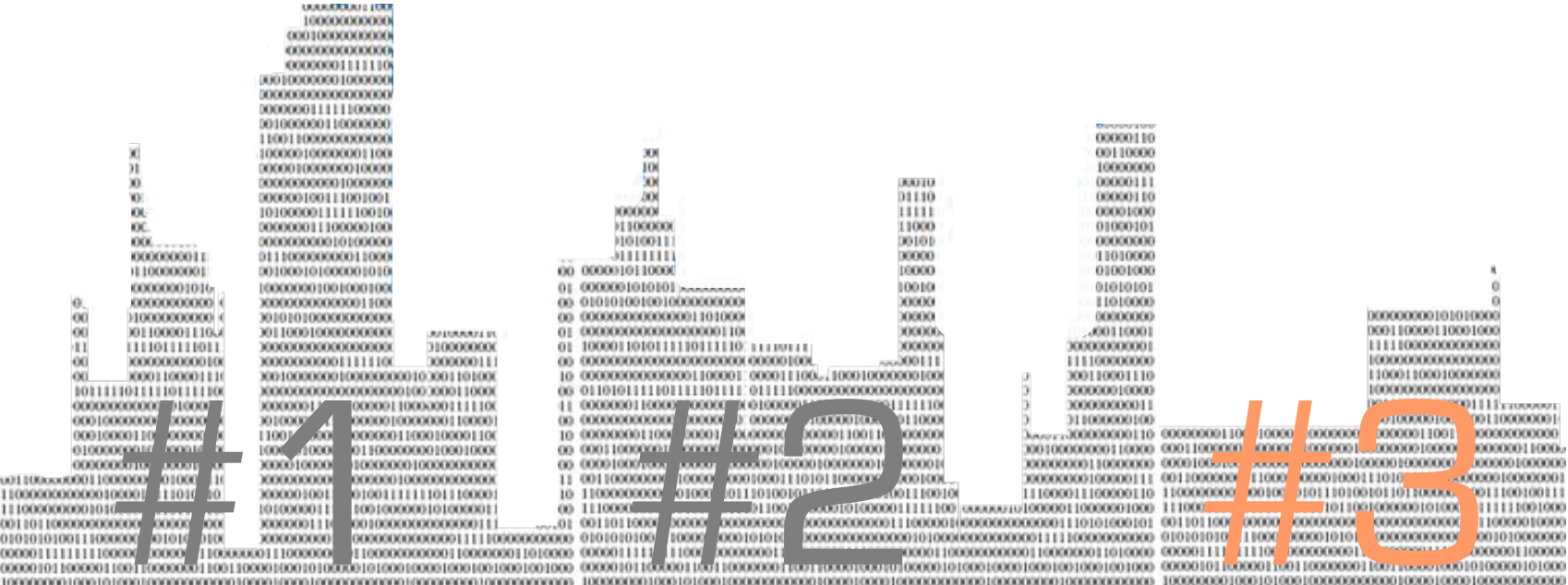
~~Cinemas~~

#2. Digital disruption moves with increasing strength and magnitude.



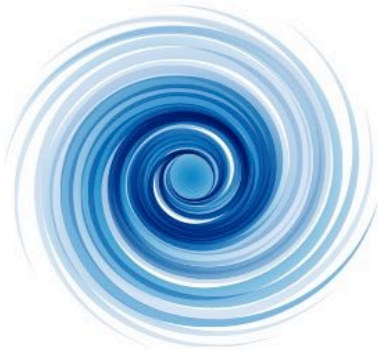


# #3. Digital disruption acts across all industries.



# Digital Vortex

How Digital Disruption Is Redefining Industries

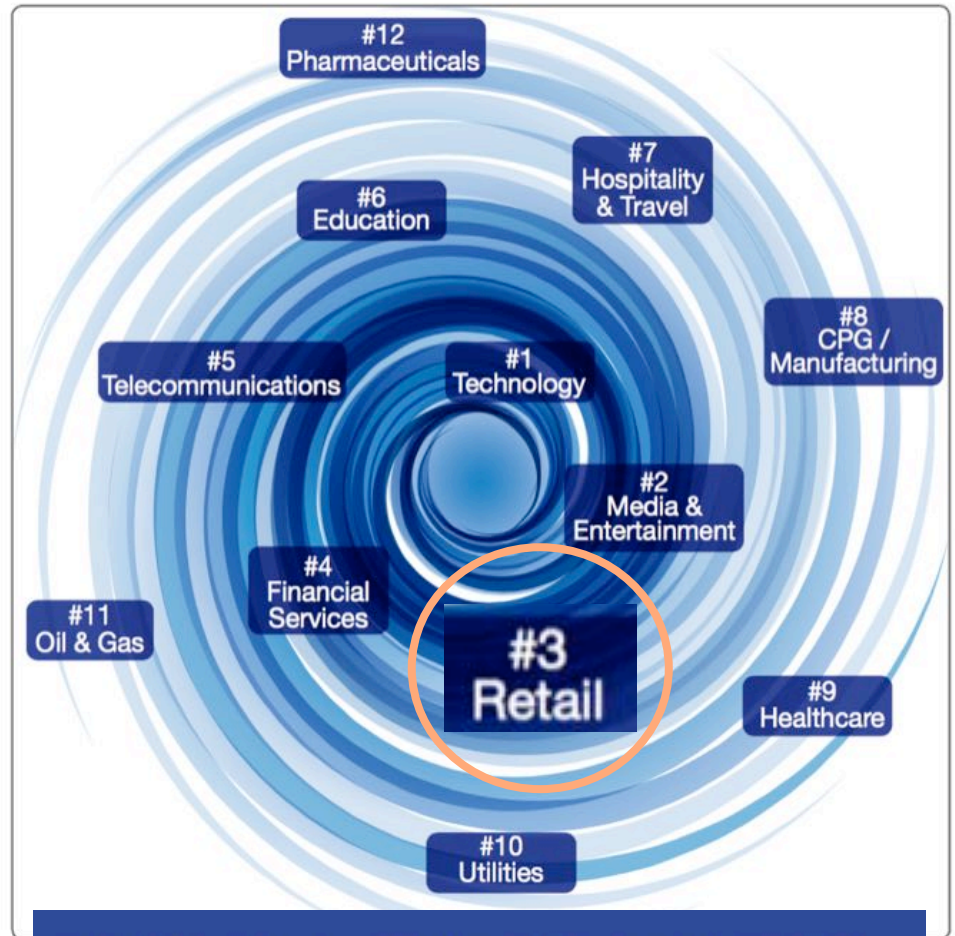


GLOBAL CENTER FOR DIGITAL  
BUSINESS TRANSFORMATION

An IMD and Cisco Initiative

June 2015

Joseph Bradley  
Jeff Loucks  
James Macaulay  
Andy Noronha  
Michael Wade



- Digital disruption will displace 40% of today's top 10 incumbents by industry over the next five years.



# RETAIL. THE OMNICHANNEL DISRUPTION





Single Channel



Multi-Channel



Omnichannel



Ship to Home



Pick Up in Store



Ship from Store



Return in Store

## Total Retail 2015

Analisi dei risultati per il mercato italiano e confronto con i principali Paesi

Il ruolo del negozio

14

Il ruolo dello smartphone

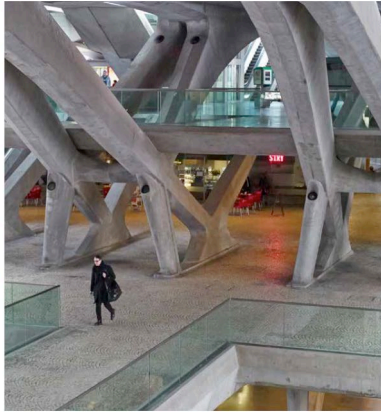
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Social media

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Cambiamenti demografici

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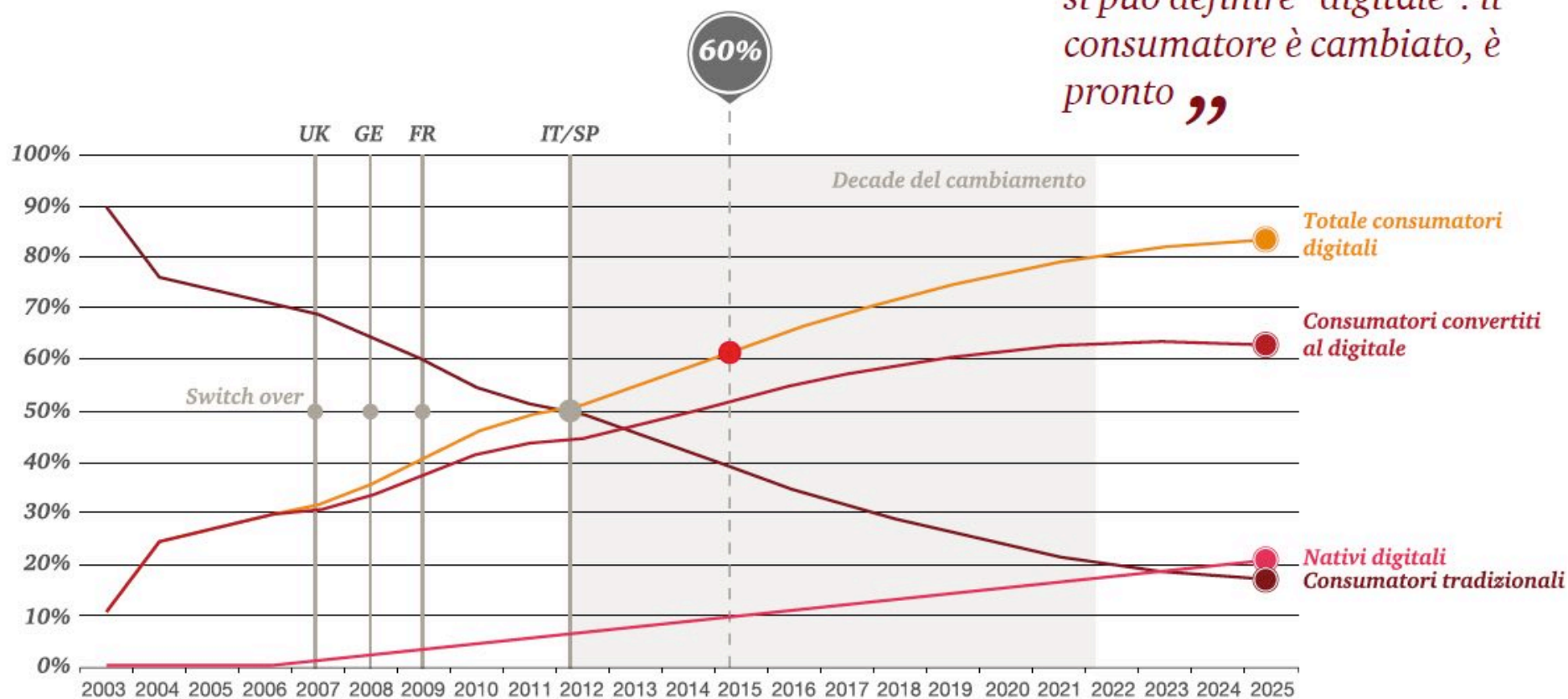


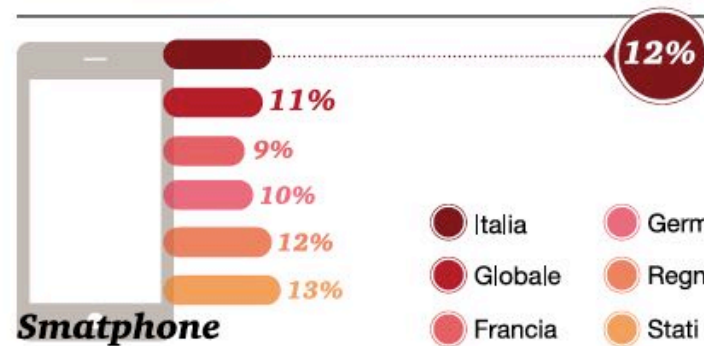
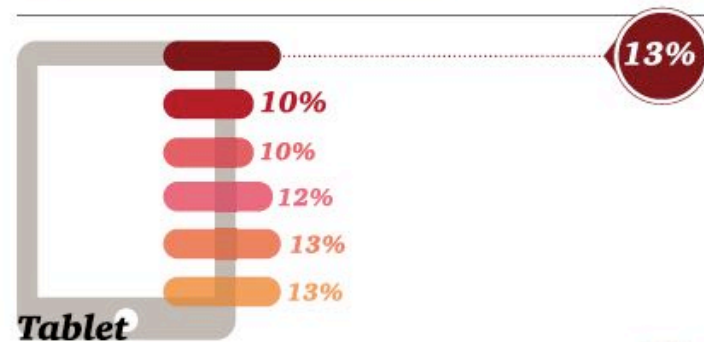
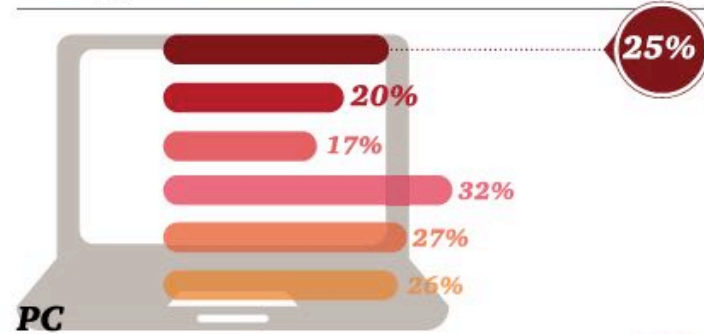
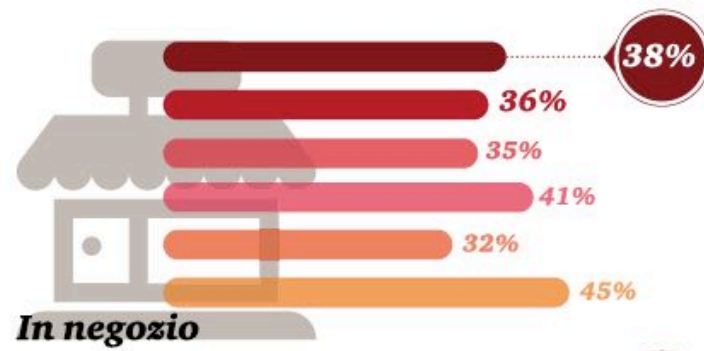
[www.pwc.com/it](http://www.pwc.com/it)





“Il **60%** degli italiani si può definire “digitale”: il consumatore è cambiato, è pronto”

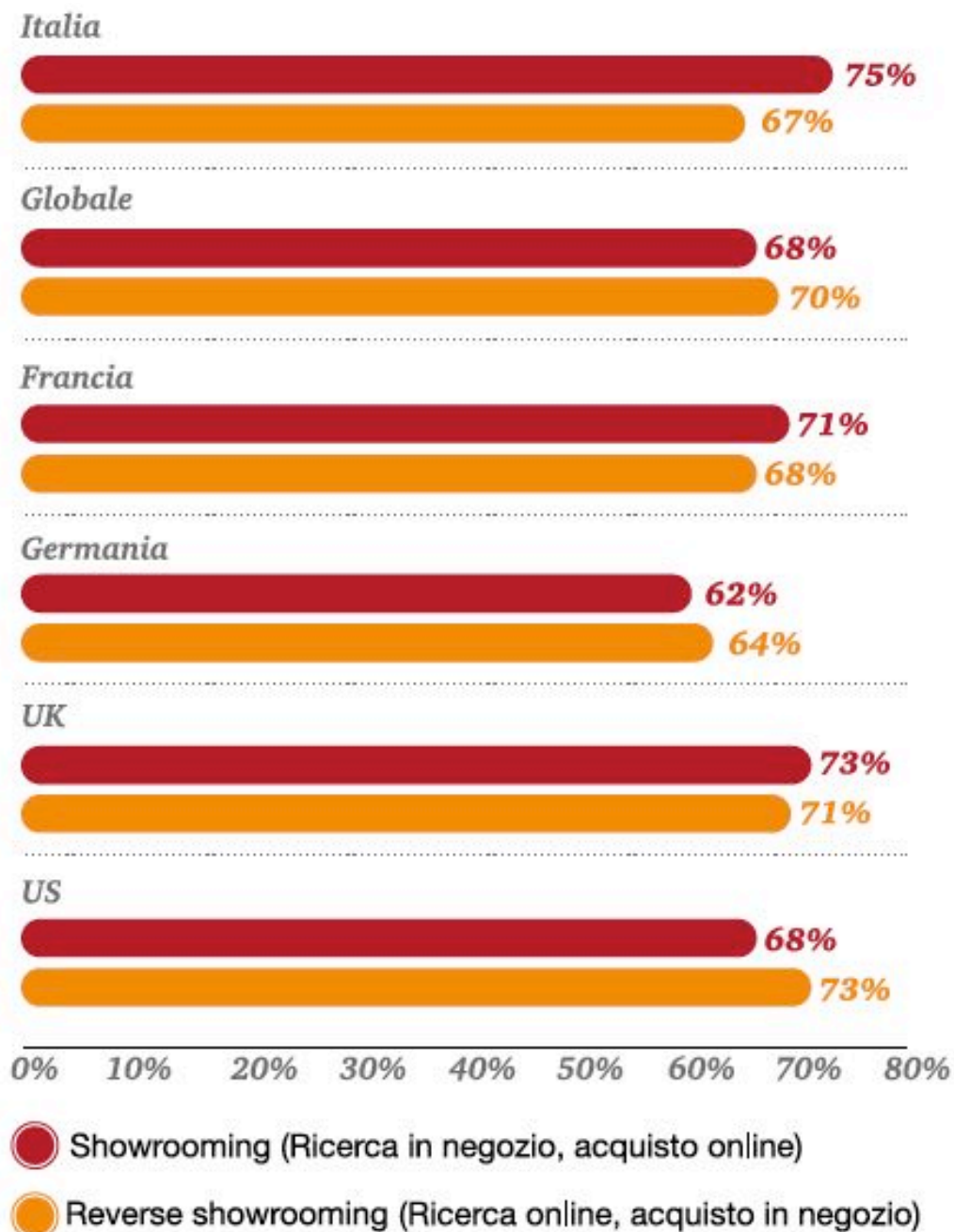




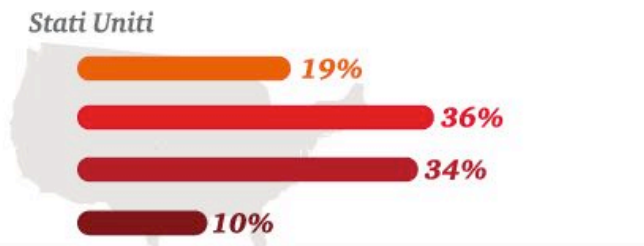
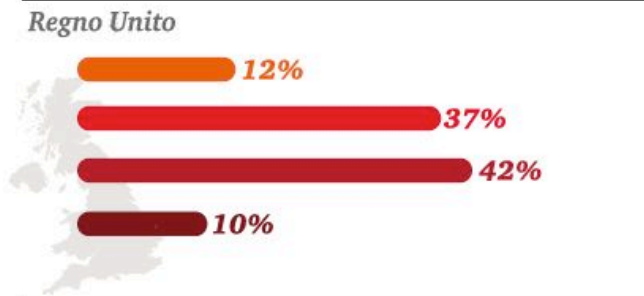
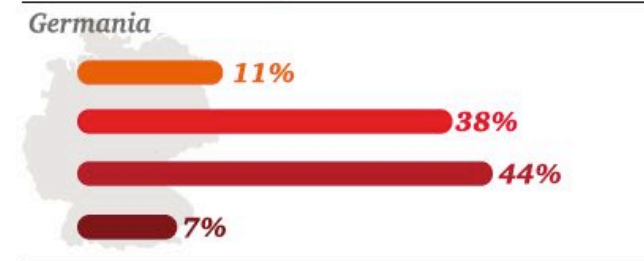
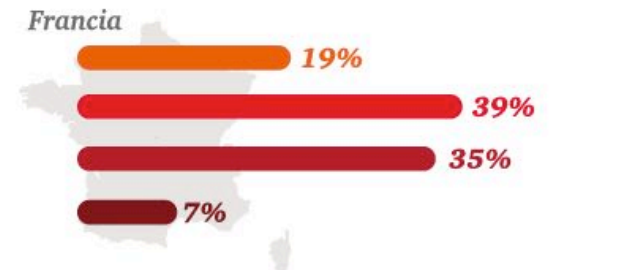
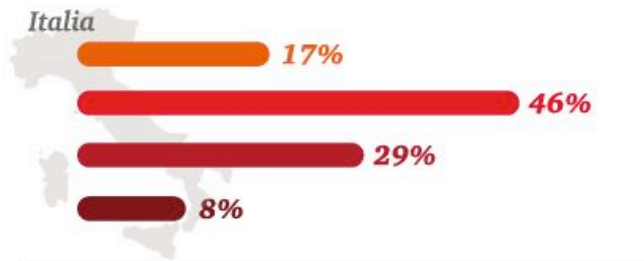
- Italia
- Globale
- Francia
- Germania
- Regno Unito
- Stati Uniti

*Le preferenze di acquisto per canale*

*L'interazione fra canali fisici e canali digitali  
showrooming e reverse showrooming*

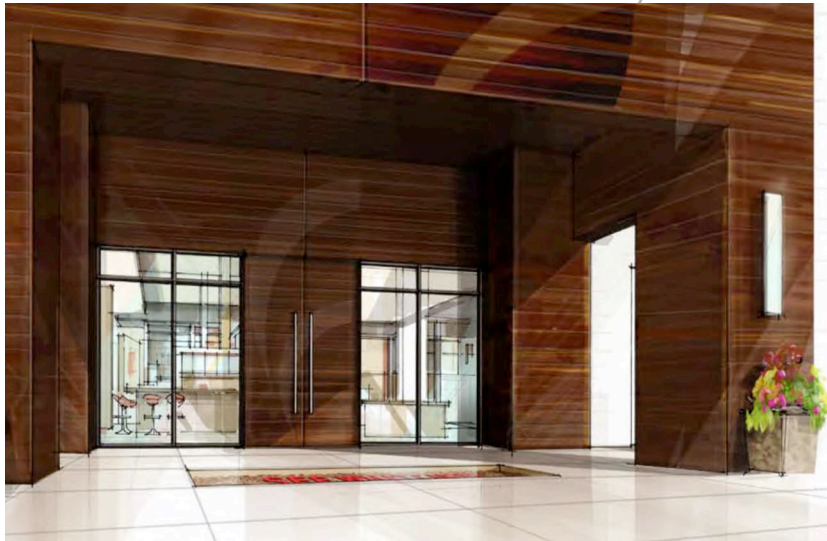
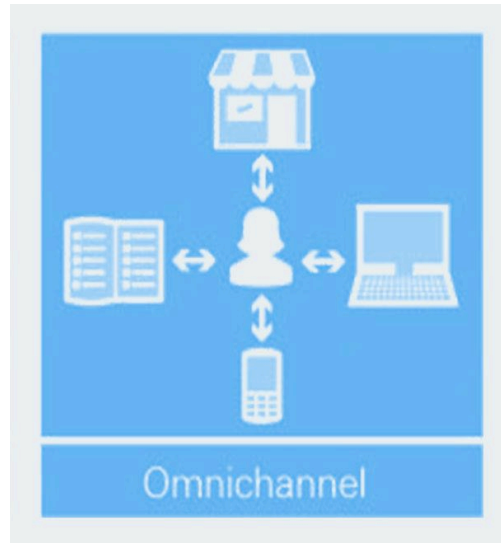


## L'influenza dei social media nelle decisioni



- Si, nella maggior parte dei casi
- Si, in alcuni casi
- Non proprio
- Per niente





AMBIENT



PEOPLE

## OMNICHANNEL IMPACT ON AMBIENT



3X1 Made Here - New York

# OMNICHANNEL IMPACT ON AMBIENT



3X1 Made Here - New York

# OMNICHANNEL IMPACT ON AMBIENT



# OMNICHANNEL IMPACT ON AMBIENT



# OMNICHANNEL IMPACT ON AMBIENT



# OMNICHANNEL IMPACT ON AMBIENT



Burberry - London

# OMNICHANNEL IMPACT ON AMBIENT



Burberry - London



# OMNICHANNEL IMPACT ON AMBIENT



Burberry - London

# OMNICHANNEL IMPACT ON AMBIENT



The Klepierre Interactive Wall

# OMNICHANNEL IMPACT ON PEOPLE

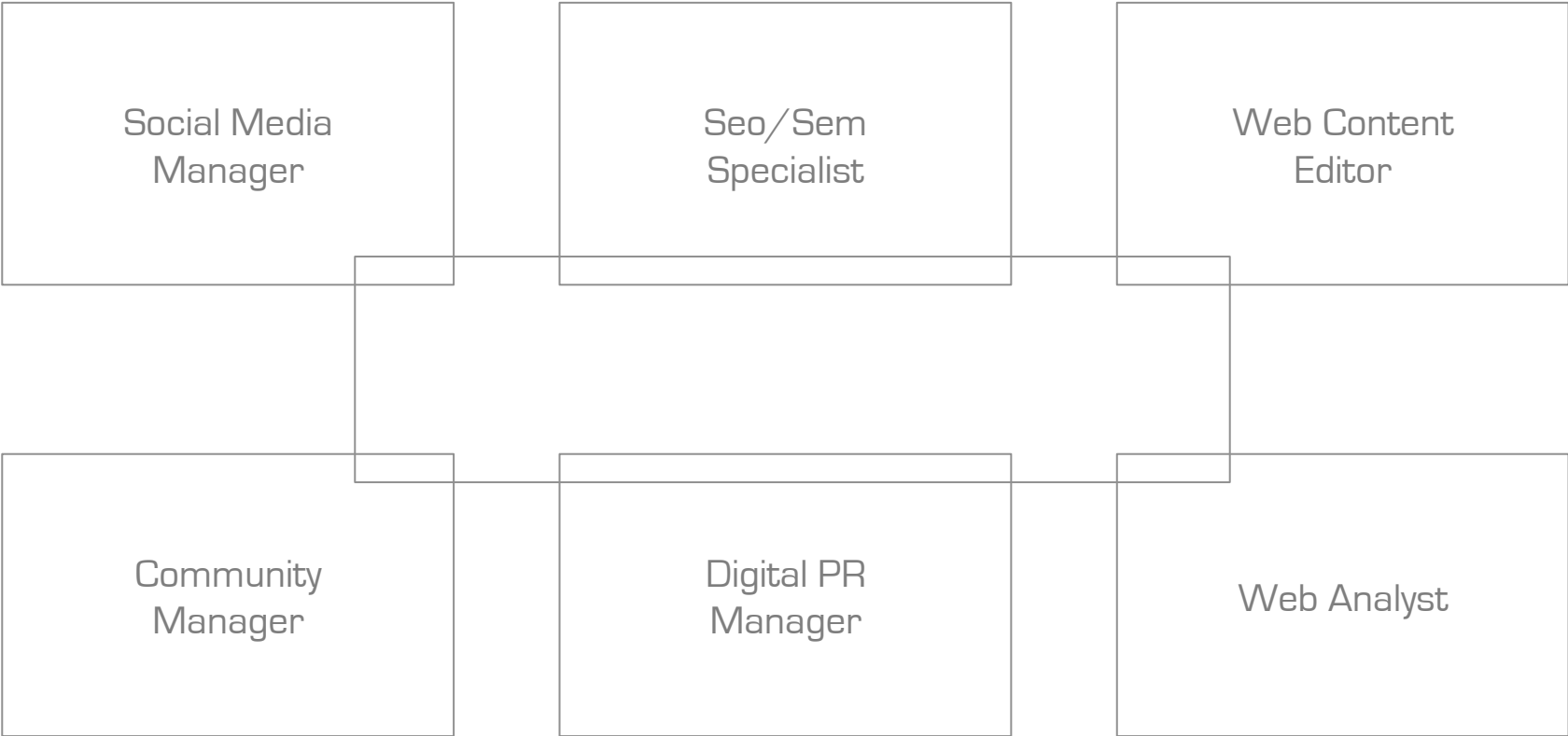


3 LEVELS

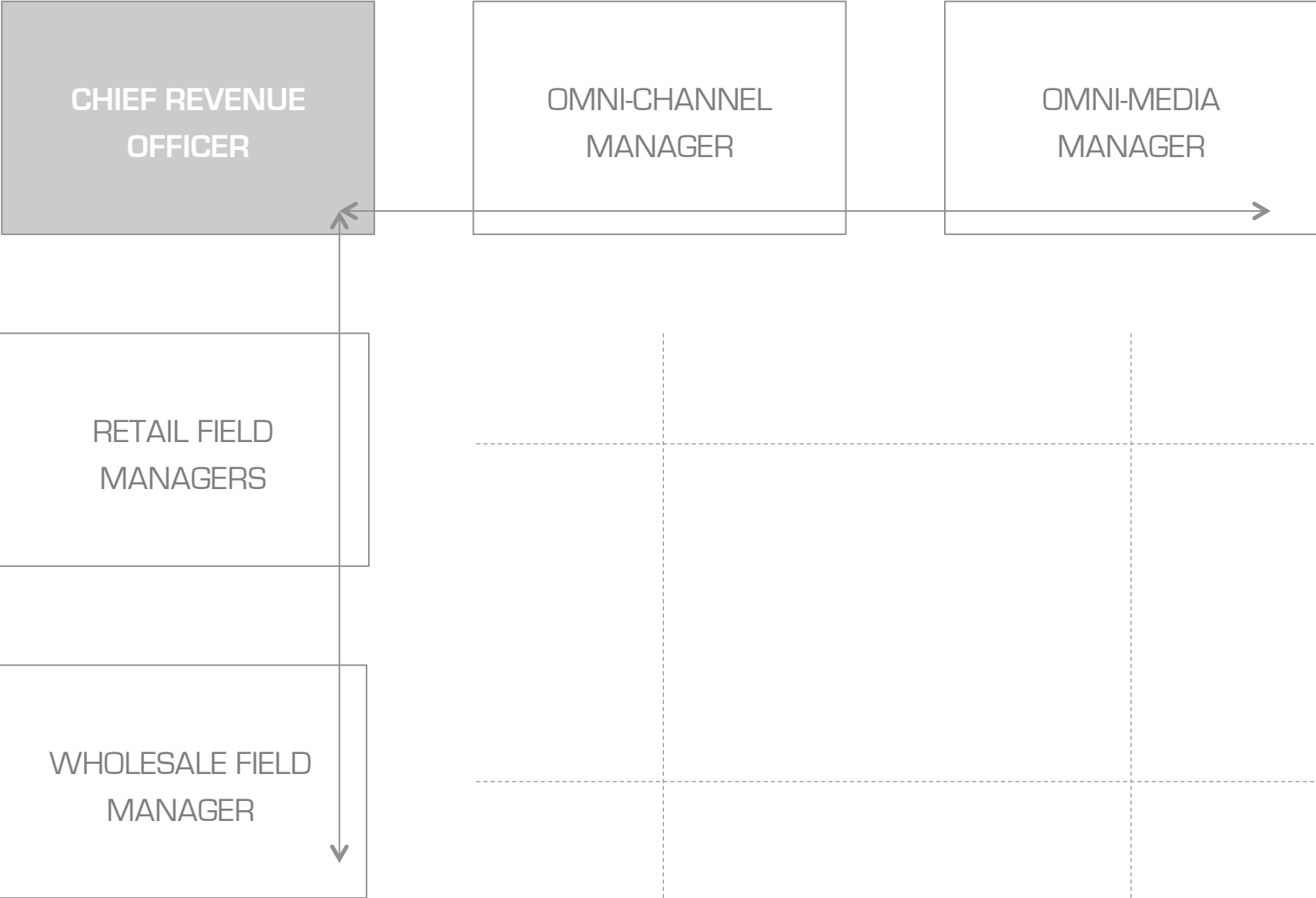
# OMNICHANNEL IMPACT ON PEOPLE. LEVEL 1. IN STORE



# OMNICHANNEL IMPACT ON PEOPLE. LEVEL 2. MARKETING SERVICES



# OMNICHANNEL IMPACT ON PEOPLE. LEVEL 3. CENTRAL COORDINATION



# CONCLUSIONS



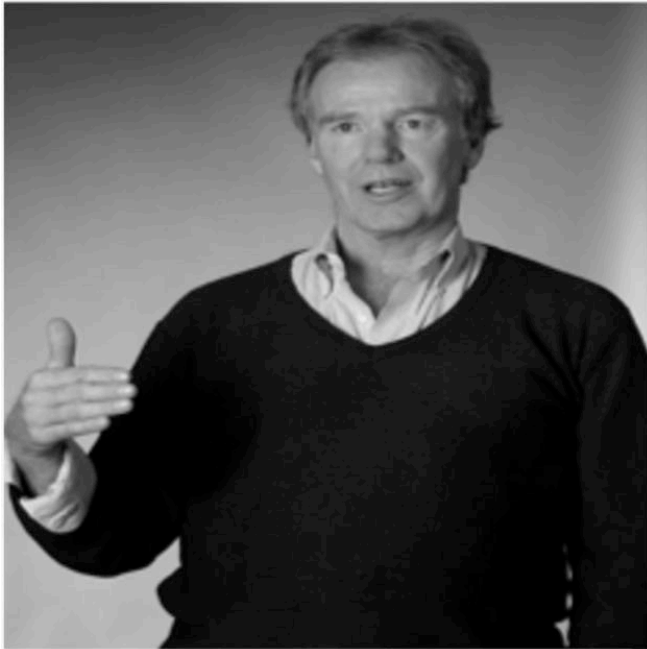


The proliferation of digital channels, platforms and devices has produced a generation who are born 'plugged-in'<sup>4</sup>. This 'Generation Y' already plays a major role in accelerating the emergence of a new, digital world, and their impact is impossible to ignore.



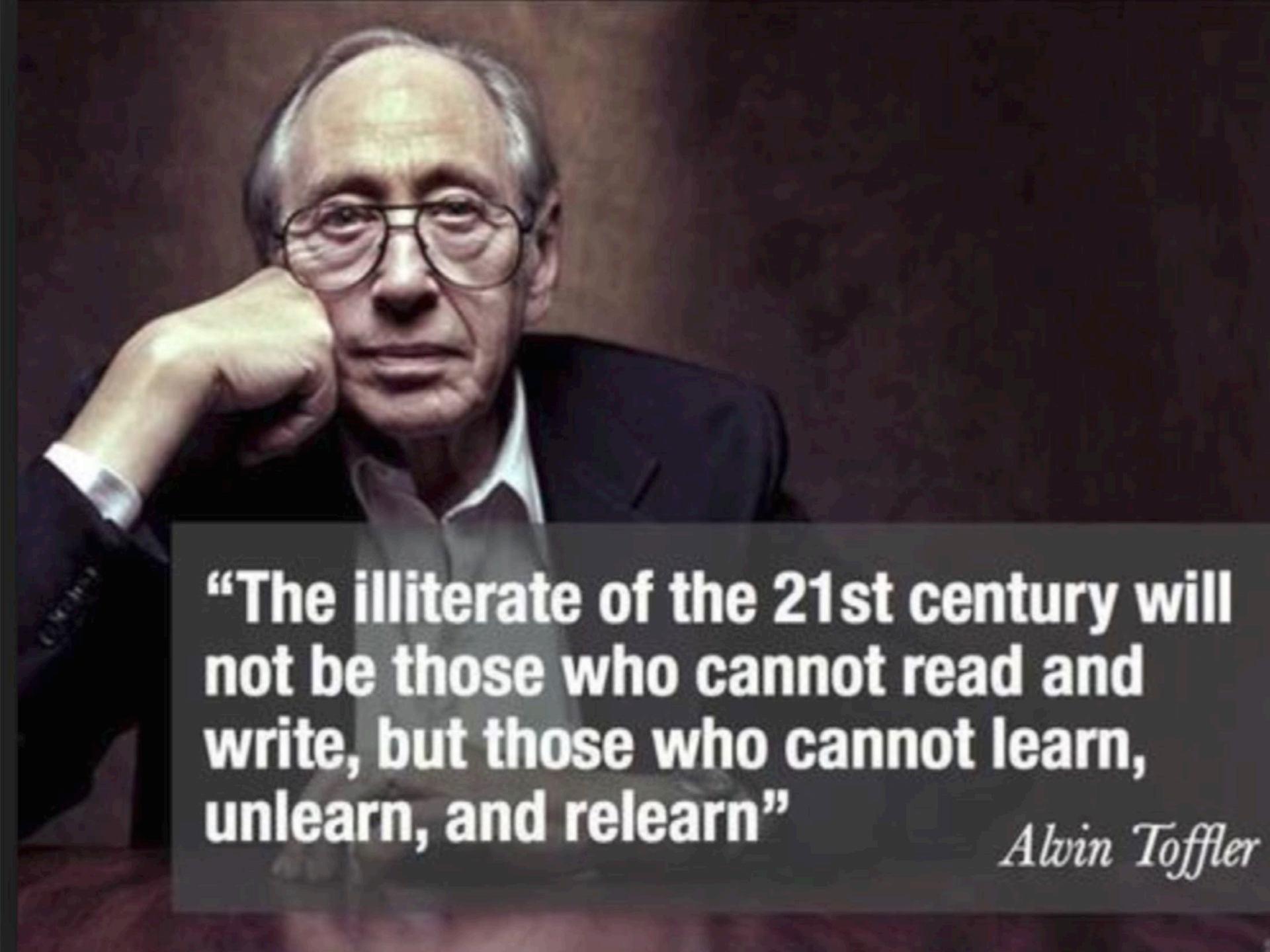
By the end of 2017,  
two-thirds of the CEOs of Global 2000 enterprises  
will have **digital transformation**  
at the center of their **corporate strategy.**

IDC FutureScape: Worldwide IT Industry 2016  
Predictions - Leading Digital Transformation to Scale  
Frank Gens, IDC  
November 2015



Peter Senge

In the current world of business complexities and dynamics, the only sustainable competitive advantage is the **“Ability to learn faster than your competitor”**

A portrait of Alvin Toffler, an elderly man with glasses, resting his chin on his hand. The background is dark and textured.

**“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”**

*Alvin Toffler*

GRAZIE!



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