



Webinar: Nuevas Tecnologías

Identificar y evaluar tecnologías emergentes para acelerar la transformación

Colabora:



@Club_Excelencia
#compartiendoymejorando

Julio 2019

Compartiendo y mejorando juntos

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Alberto de Torres

Director Académico ICEMD



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Experiencia Empresarial



Marketing / Ventas GRAN CONSUMO

DIGITAL

INNOVACIÓN / TECNOLOGIA DIGITAL

Emprendimiento



Docencia



Formación



Objetivos

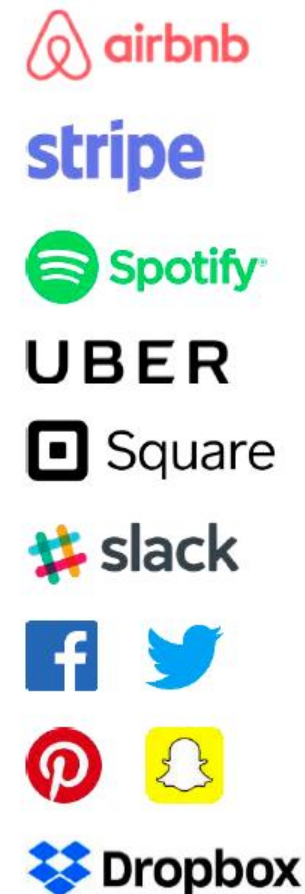
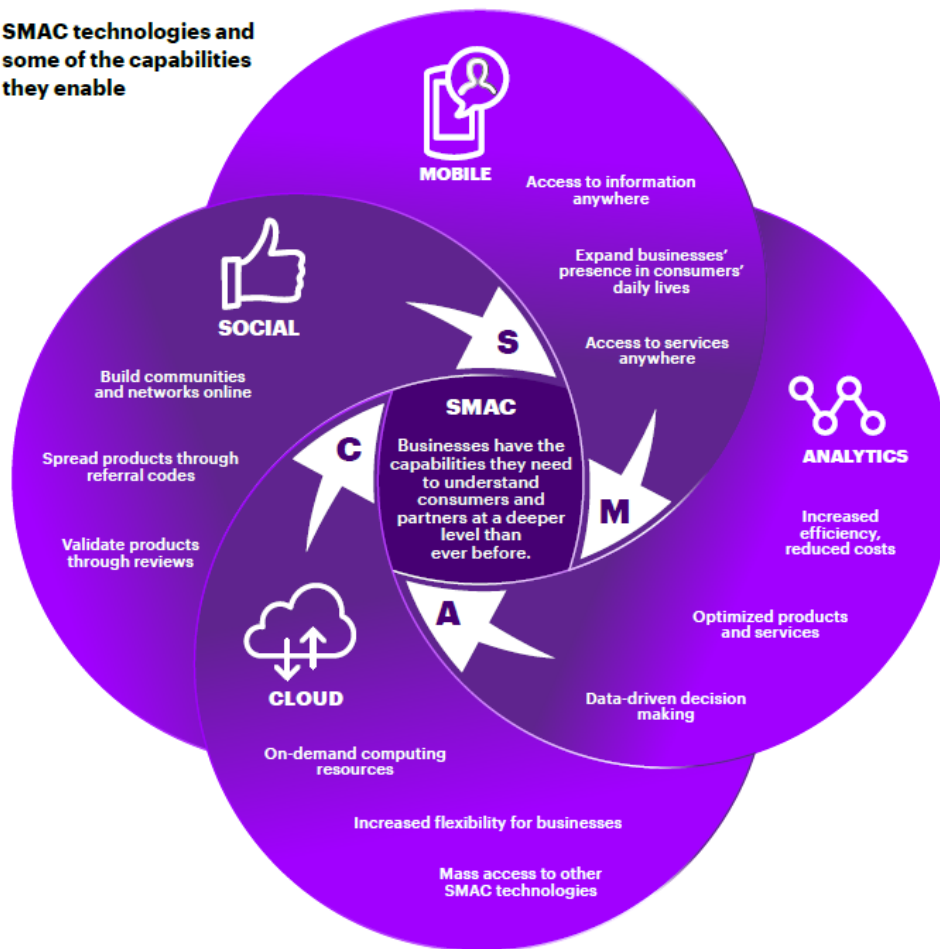
- Identificar y evaluar tecnologías emergentes para acelerar la transformación
- ¿Cómo gestionar una cartera tecnológica que dé soporte a la estrategia general de la organización?
- ¿Cómo implicar a los grupos de interés en la evaluación y desarrollo de esta cartera tecnológica?



¿Qué TECNOLOGIAS?

Definiendo Tecnologías de la última Década

SMAC technologies and some of the capabilities they enable



Visto en Retrospectiva

AWS = \$17.5B in revenues (2017)

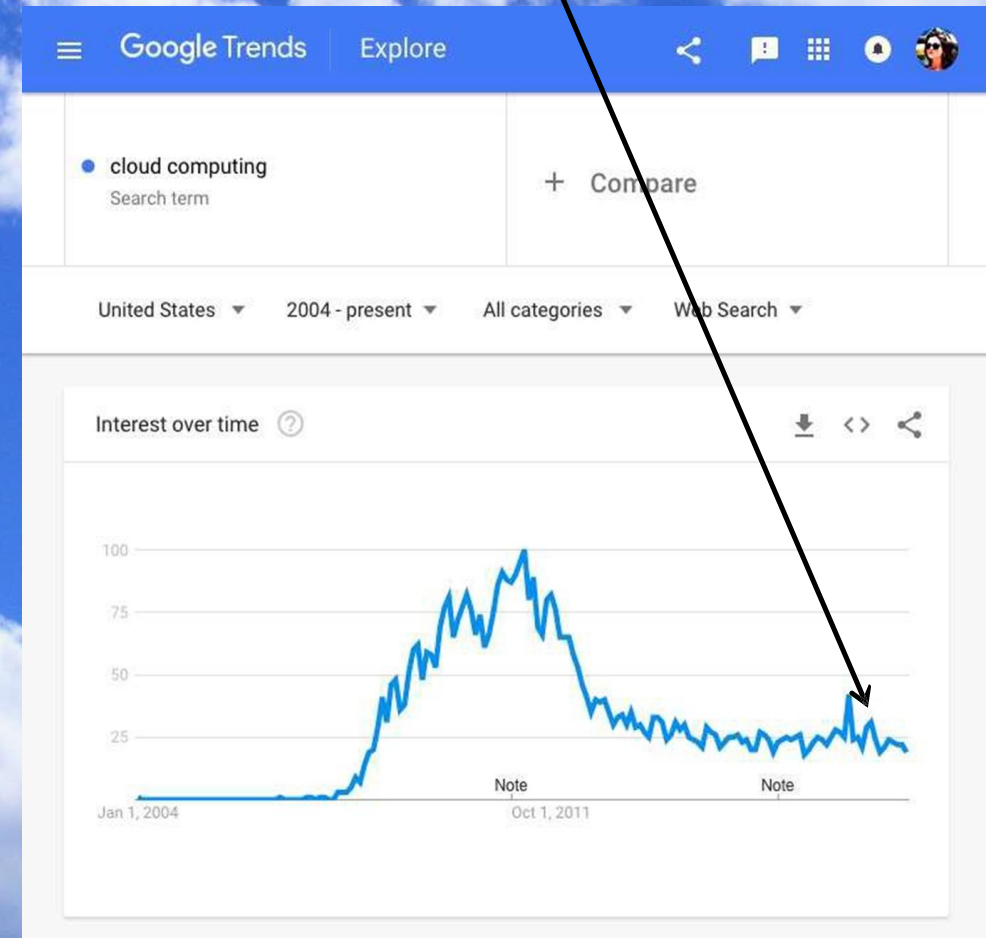
SEP 11, 2008 @ 12:08 PM 31

A Cloud-Filled Debate

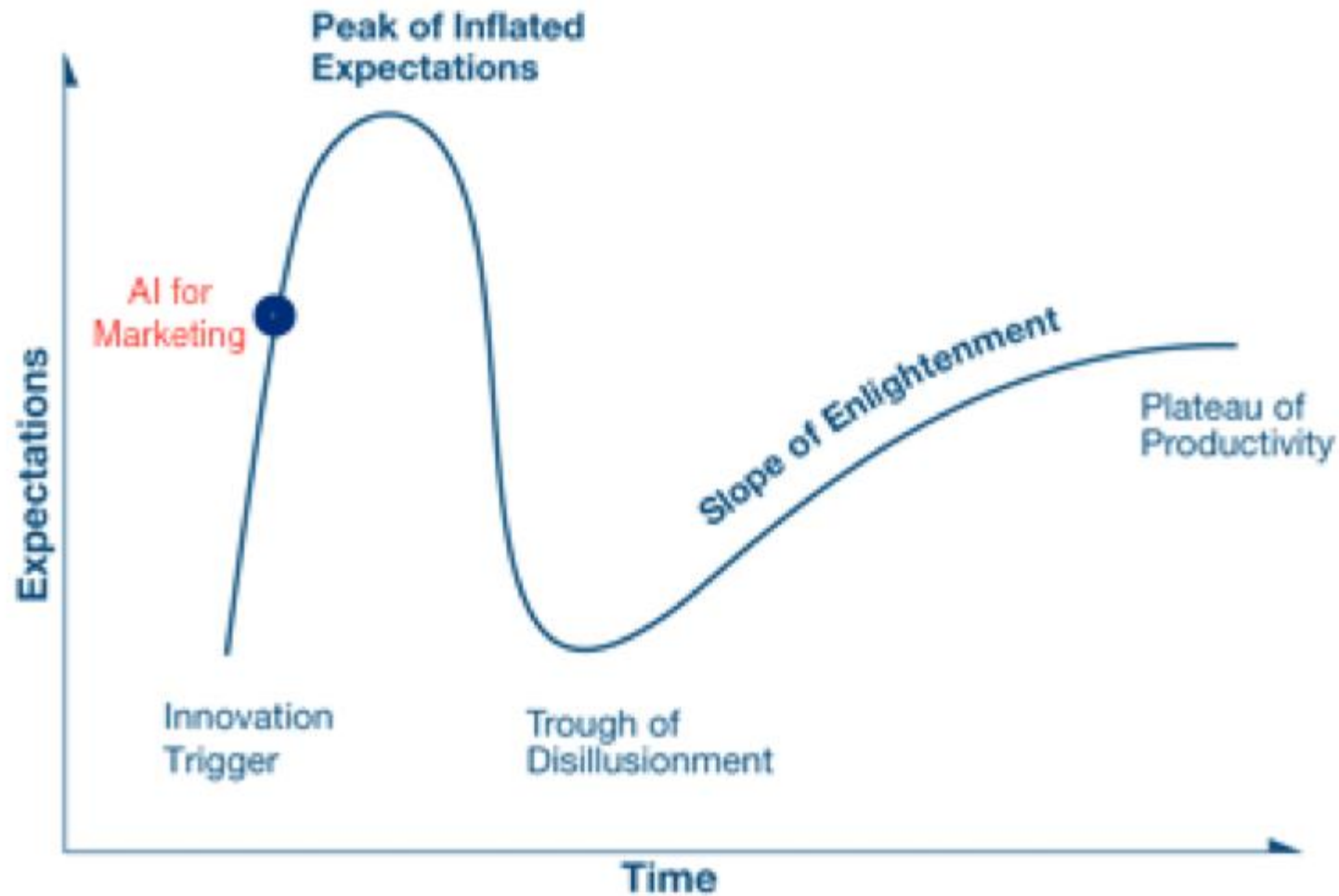
Andy Greenberg, FORBES STAFF
Covering the worlds of data security, privacy and hacker culture. FULL BIO

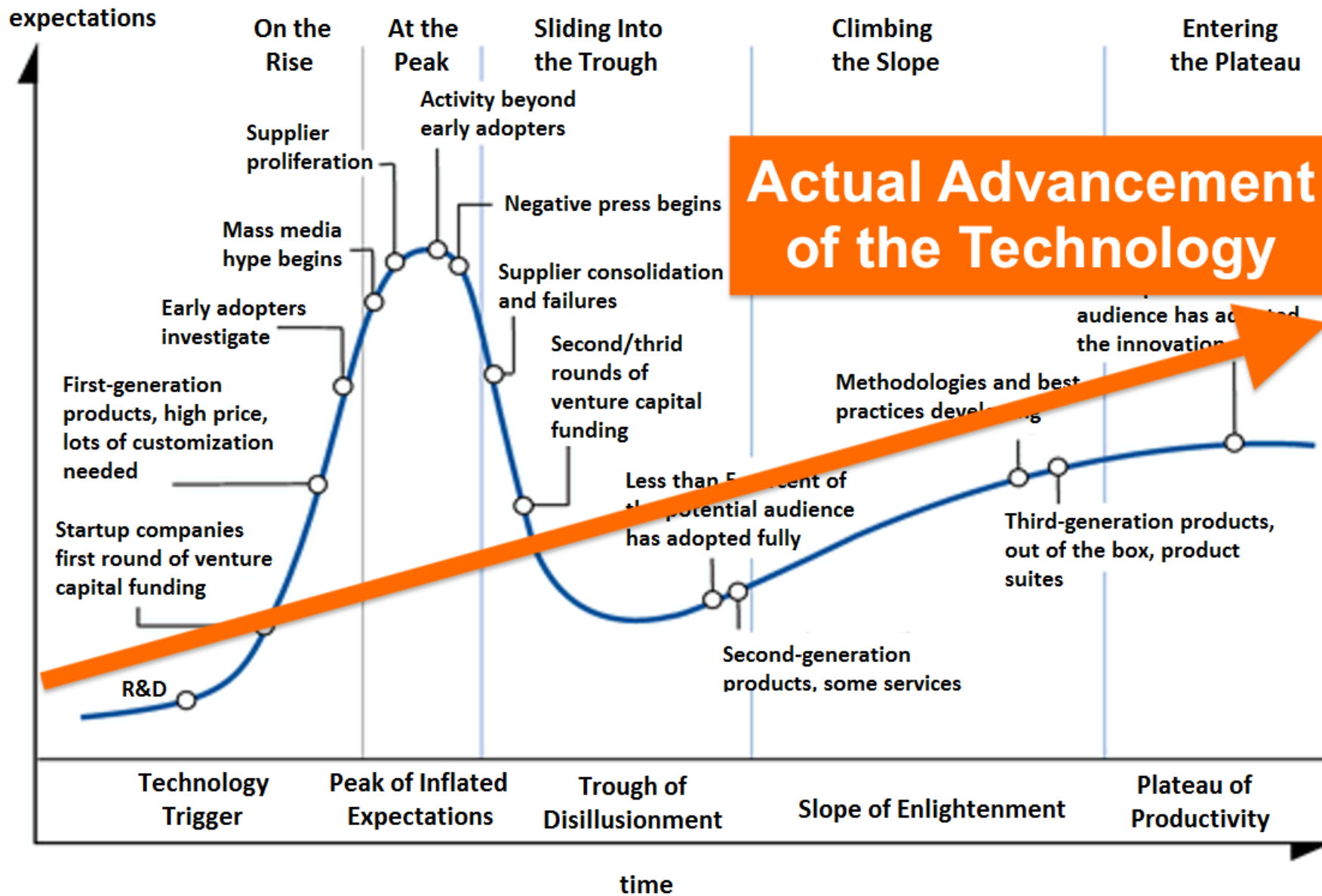
Cloud computing, the ubiquitous buzzword that's often promised as the future of information technology, is becoming more and more like its name: an amorphous outline that everyone seems to interpret as a different animal.

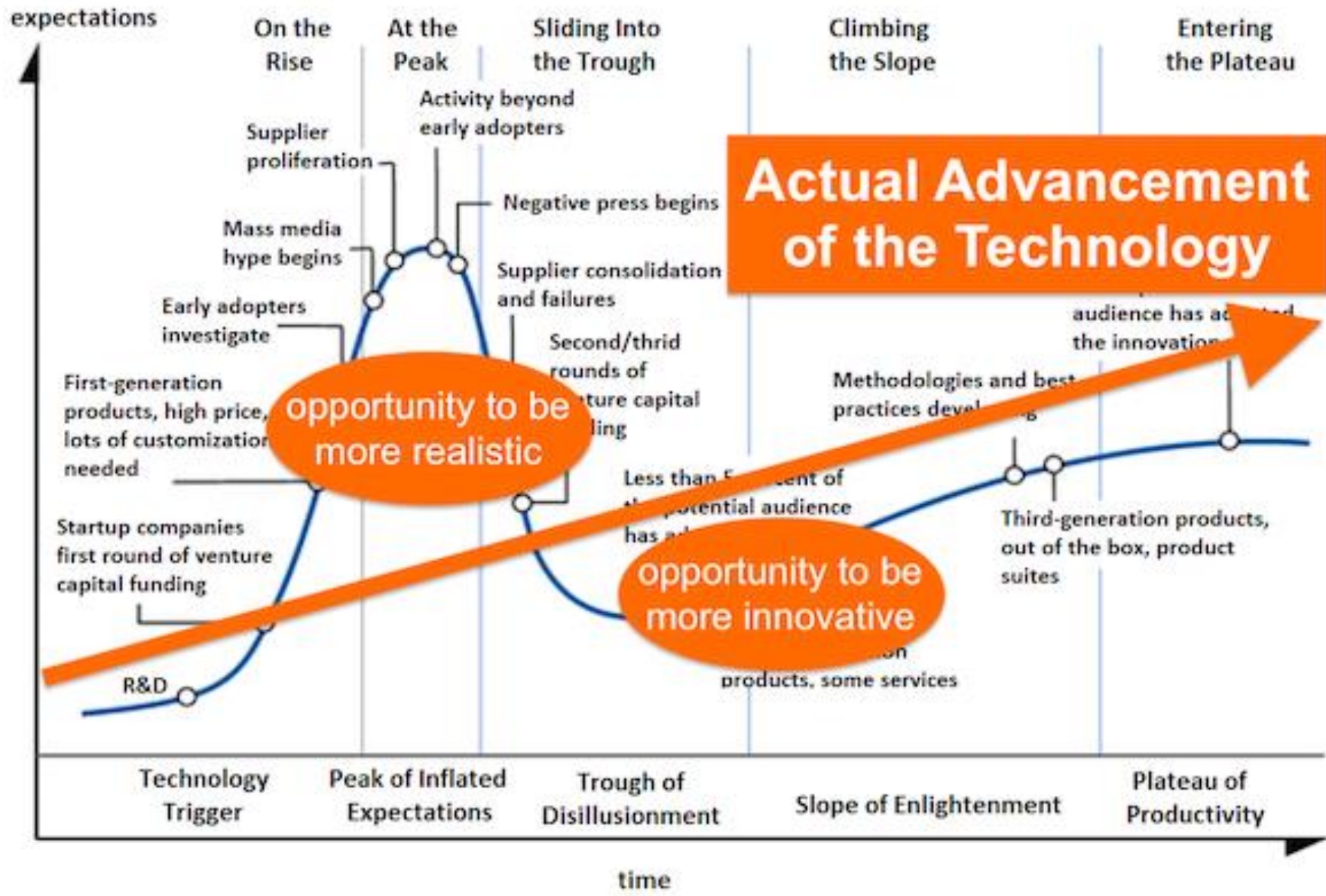
To some, the idea of moving data resources and applications out of companies' expensive server closets and into a centralized and networked location means a faster, more convenient way to access and store information--one that could save companies billions. To others, the same system sounds like a tangle of security, privacy and technical problems, painted over with a layer of marketing snake oil.



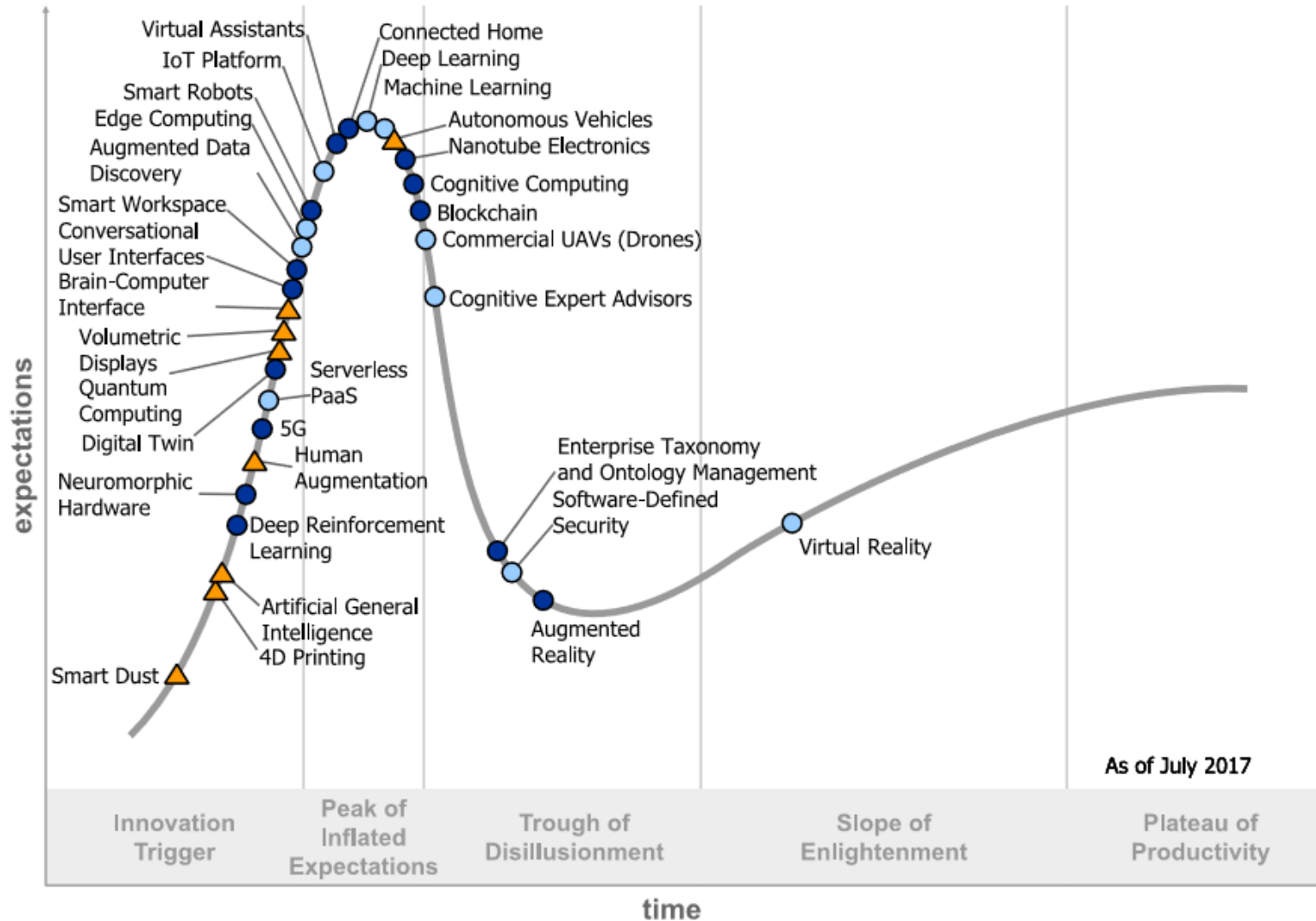
Definiendo Tecnologías de la Próxima Década







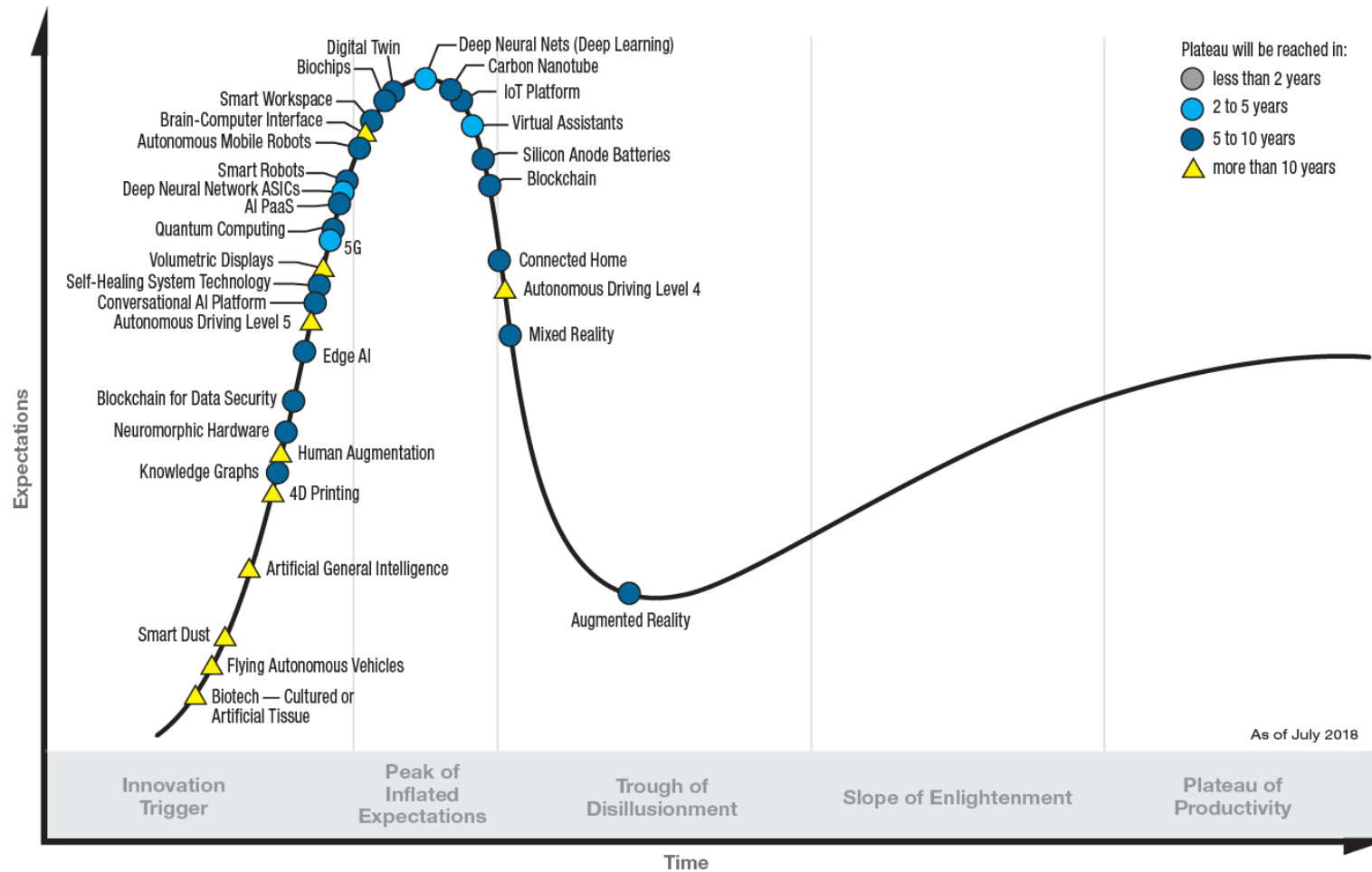
Gartner Hype Cycle for Emerging Technologies, 2017



Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Hype Cycle for Emerging Technologies, 2018



Priority Matrix for Digital Marketing and Advertising, 2018

benefit	years to mainstream adoption			
	less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
transformational			Artificial Intelligence for Marketing Blockchain for Advertising Data-Driven Marketing Real-Time Marketing	
high	Content Marketing Data Management Platforms (Advertising) Social Marketing Management Platforms	Account-Based Marketing Customer Data Platforms Event-Triggered Marketing Header Bidding Identity Resolution Mobile Marketing Analytics Multidimensional Campaign Segmentation Multitouch Attribution Predictive Analytics	Augmented and Virtual Reality Marketing Multichannel Marketing Hubs Personalization Engines Personification Programmatic TV Advertising Shoppable Media Voice of the Customer	Customer Journey Analytics
moderate	Influencer and Advocacy Marketing Native Advertising Social Analytics	Ad Blocking Bluetooth Beacons Conversational Marketing Location Intelligence for Marketing Mobile Wallet Marketing Visual Search for Marketing	Ad Verification Consent Management Wearables	
low				



As of July 2018

Hype... y mas hype

BLOCKCHAIN

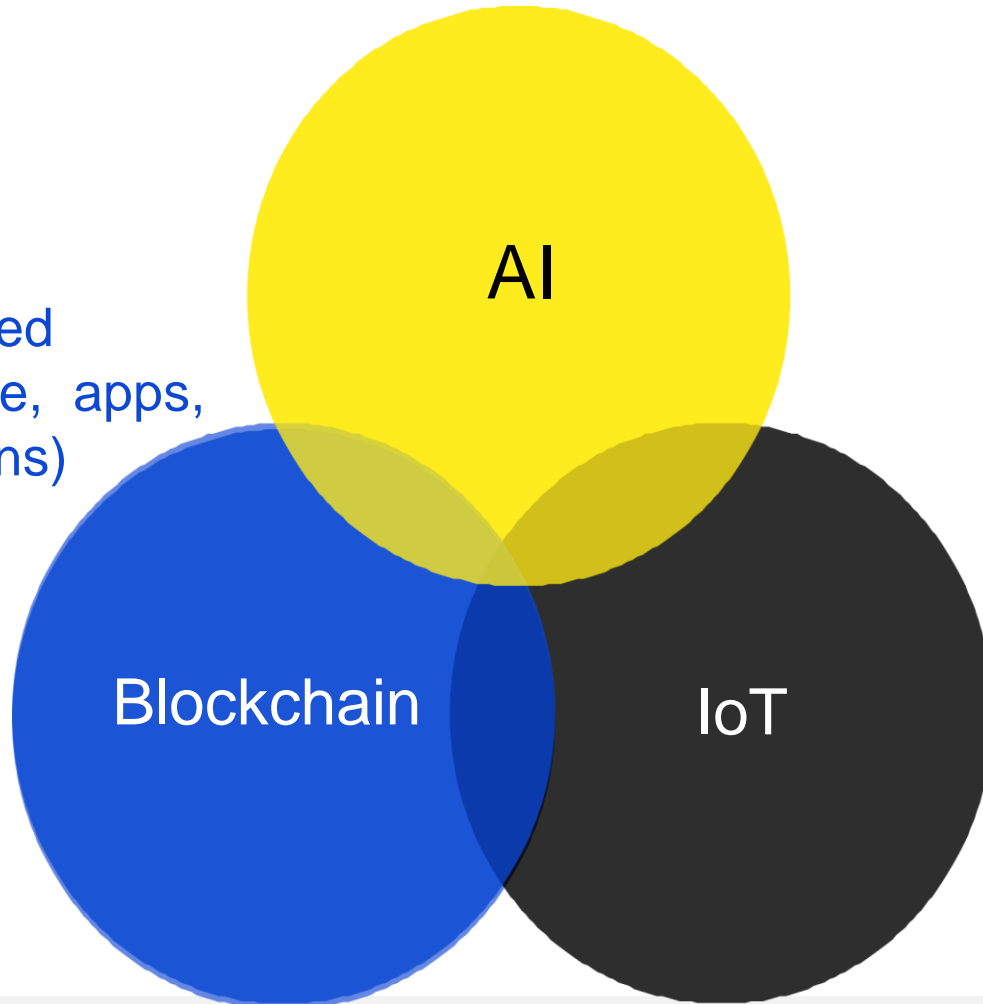
**SILICON
VALLEY**

**MACHINE
LEARNING**

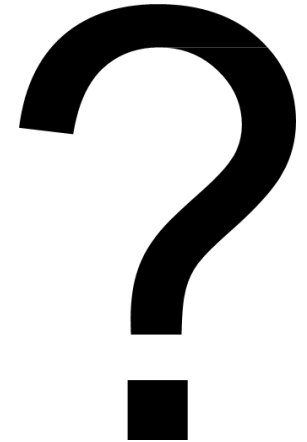
Definiendo Tecnologías de la Próxima Década

AI(ML, data science, big data)

Blockchain
(decentralized
infrastructure, apps,
crypto tokens)

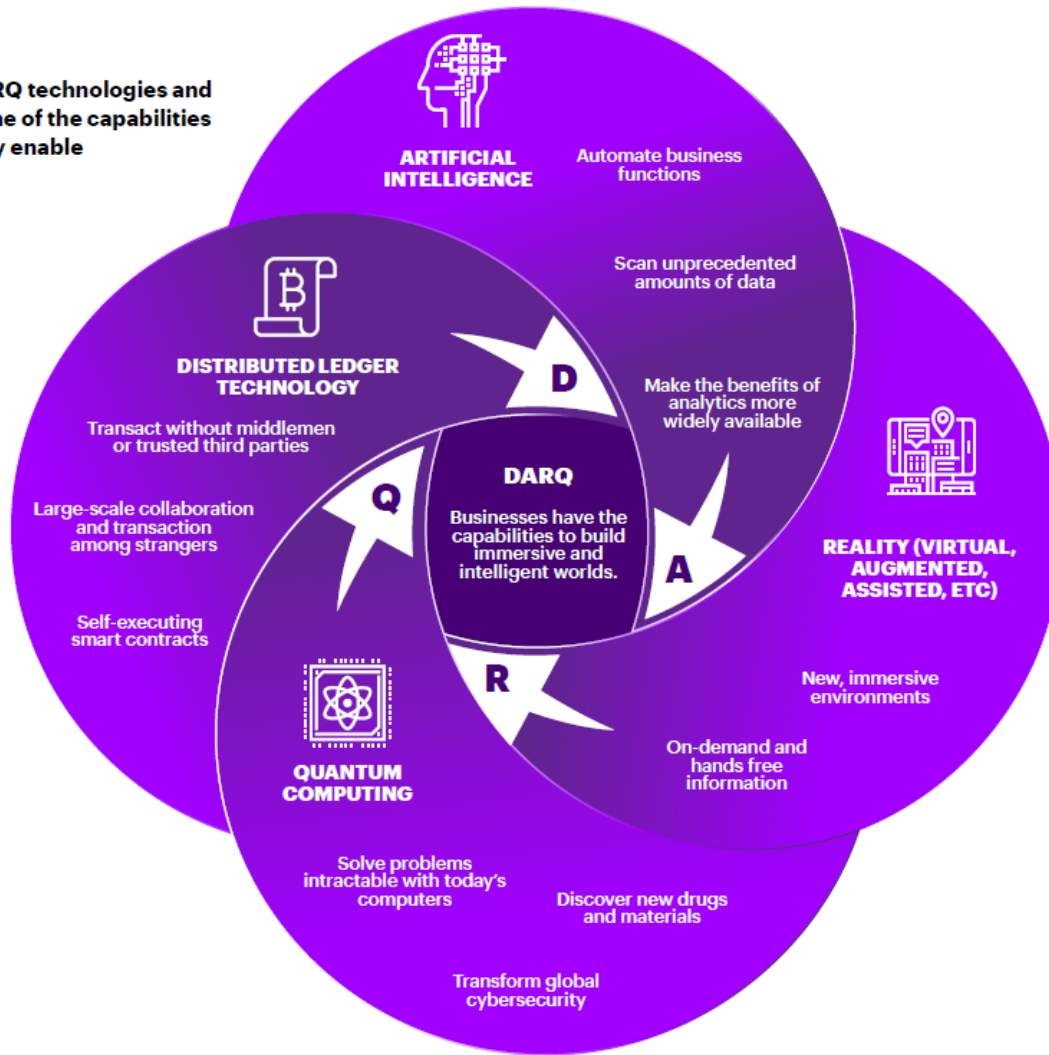



IoT
(intelligent
infrastructure,
autonomous
transportation, IIoT,
robotics)



Definiendo Tecnologías de la Próxima Década

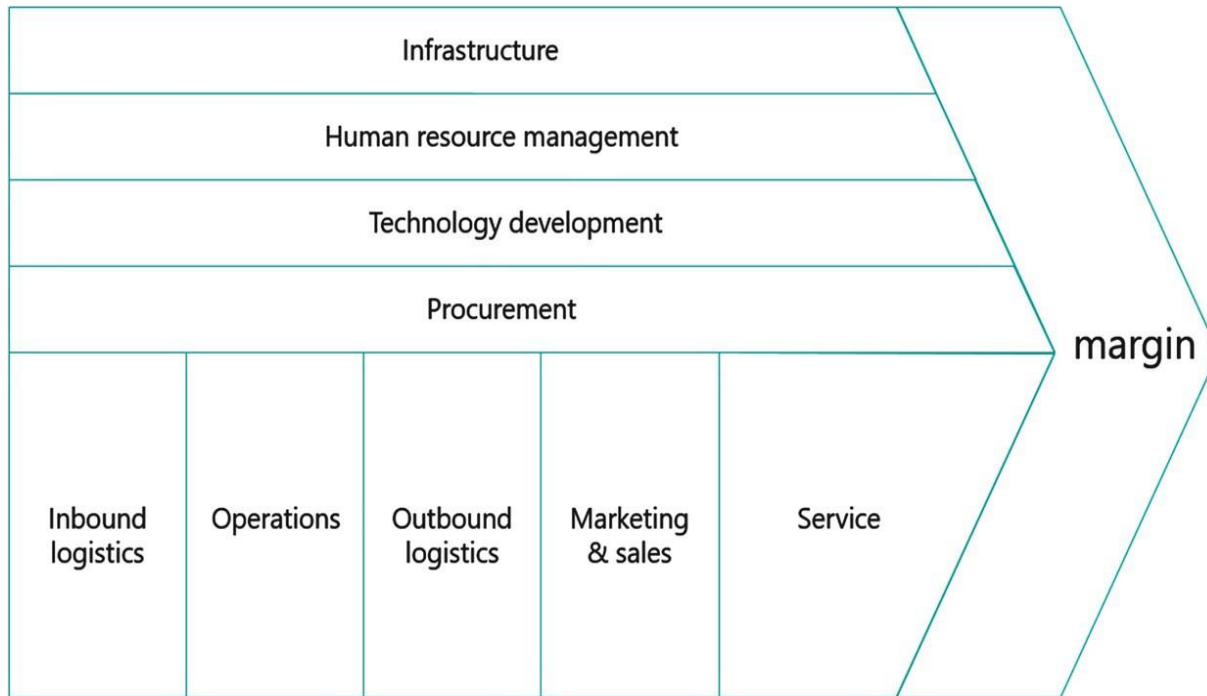
DARQ technologies and some of the capabilities they enable





¿Cómo gestionar una cartera tecnológica que dé soporte a la estrategia general de la organización?

Creación de Valor según “Porter”



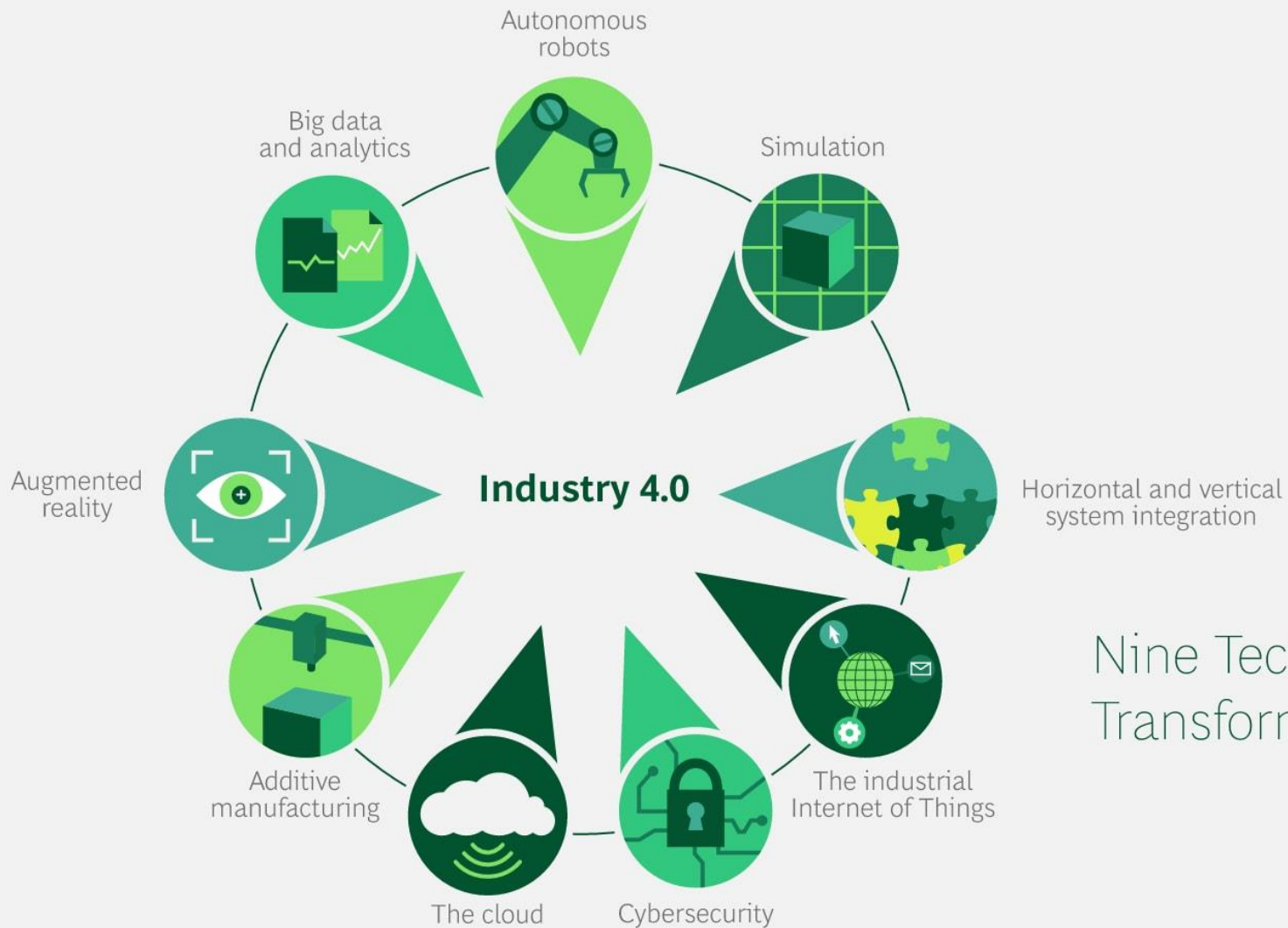
1. **El valor para el cliente se determina reducción de costes o aumento eficiencia uso del producto.**
2. **Reducción del coste para el cliente.**
3. **El producto transferencia de valores de la empresa al cliente.**
4. **La estimulación de la demanda de productos.**
5. **El servicio posventa garantiza el correcto uso de los productos por parte de un cliente.**
6. **La cadena de valor modela las actividades de las tecnologías.**

Top 10 Strategic Technology Trends for 2019



gartner.com/SmarterWithGartner

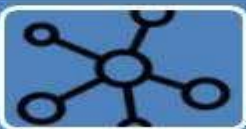
Source: Gartner
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Nine Technologies Are Transforming Industrial Production

Source: BCG analysis.

How IoT, Blockchain, AI, and Cybersecurity (IBAC) will revolutionize business



IoT feels



Blockchain remembers



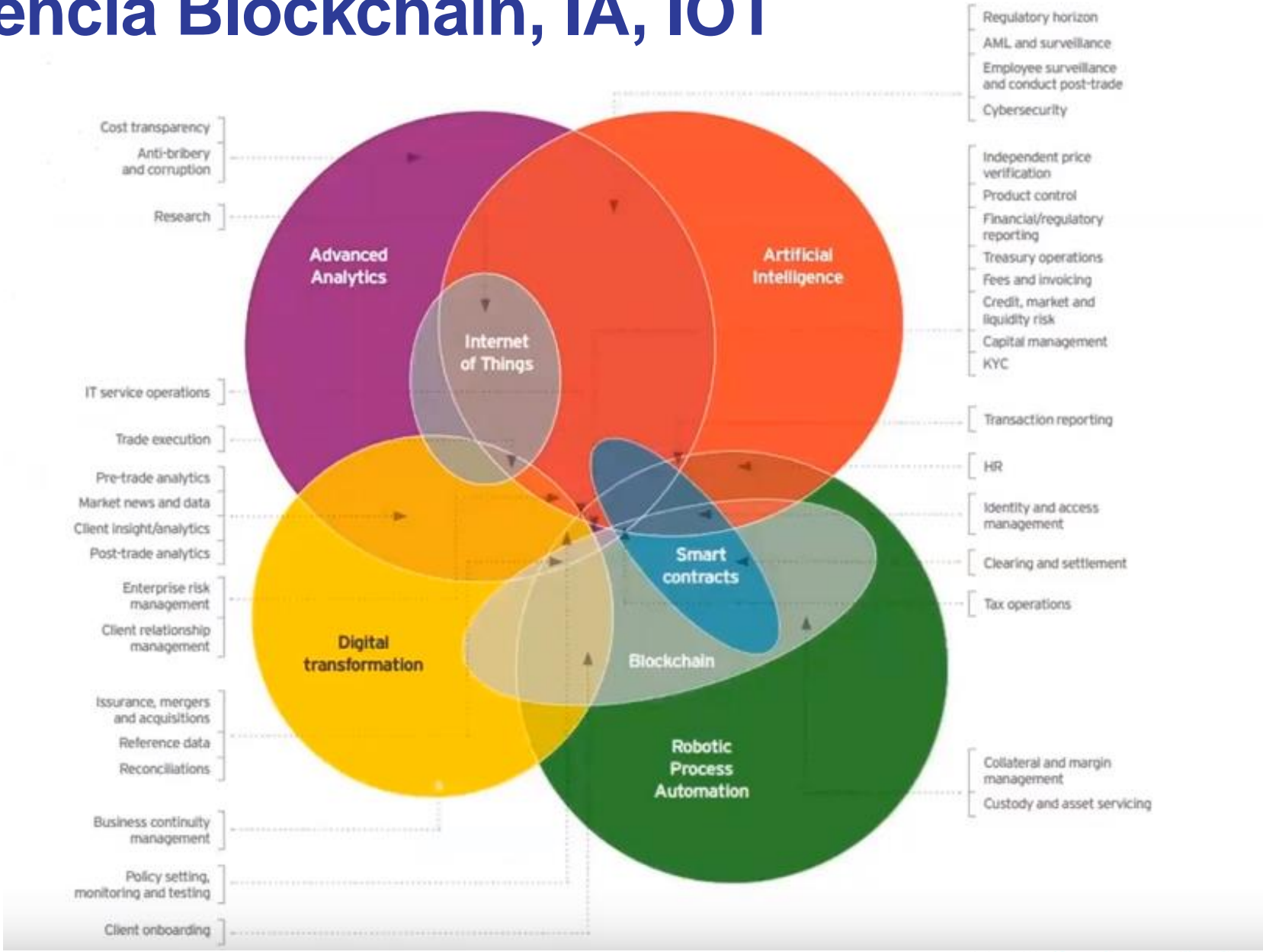
AI thinks



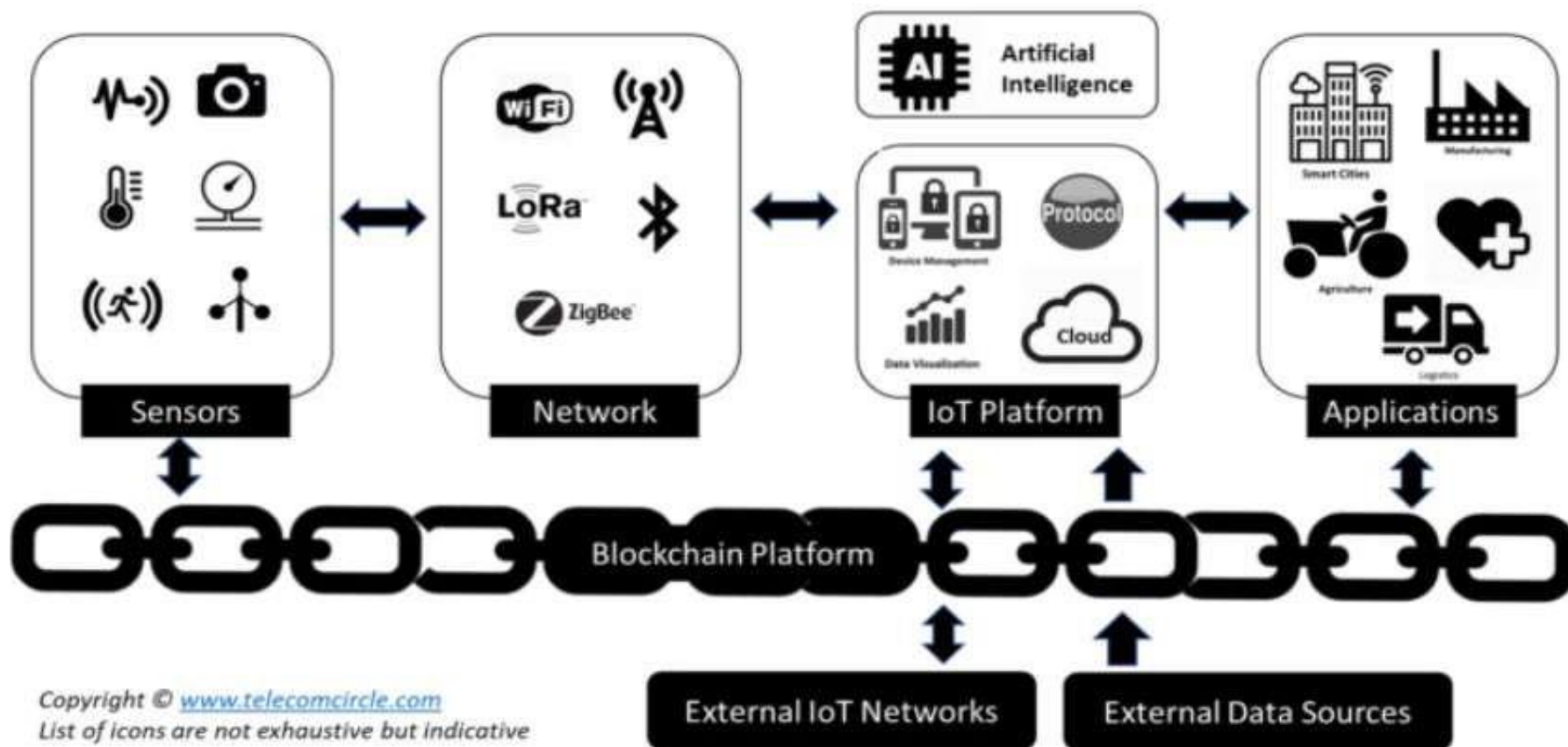
Cybersecurity protects

<http://www.oracle.com>
Design : Ahmed Banafa

Convergencia Blockchain, IA, IOT



IoT, Blockchain and Artificial Intelligence in Action



IoT, Blockchain and Artificial Intelligence in Action. Source: Wikipedia. "Internet of things."⁸⁴.

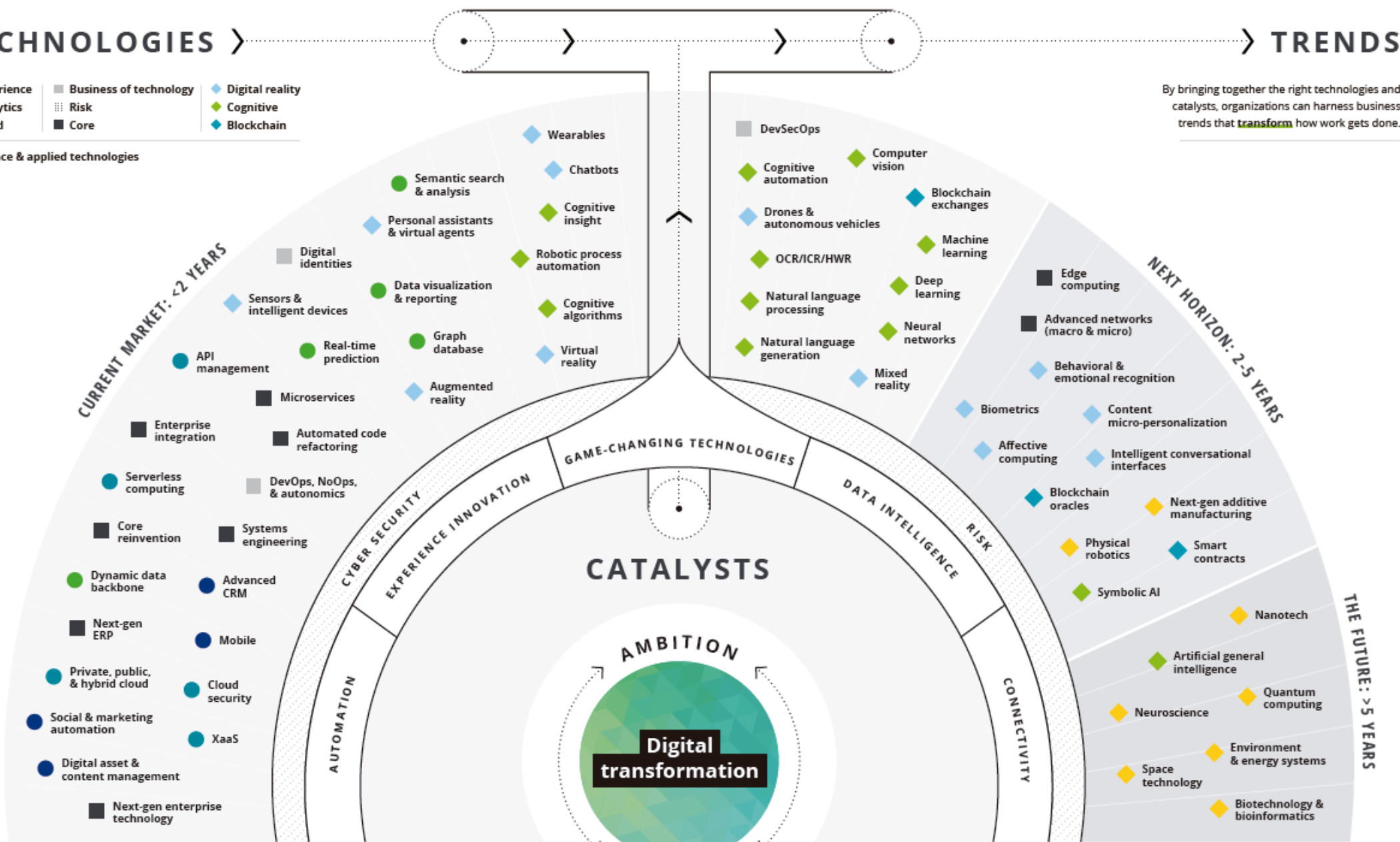
Digital transformation network

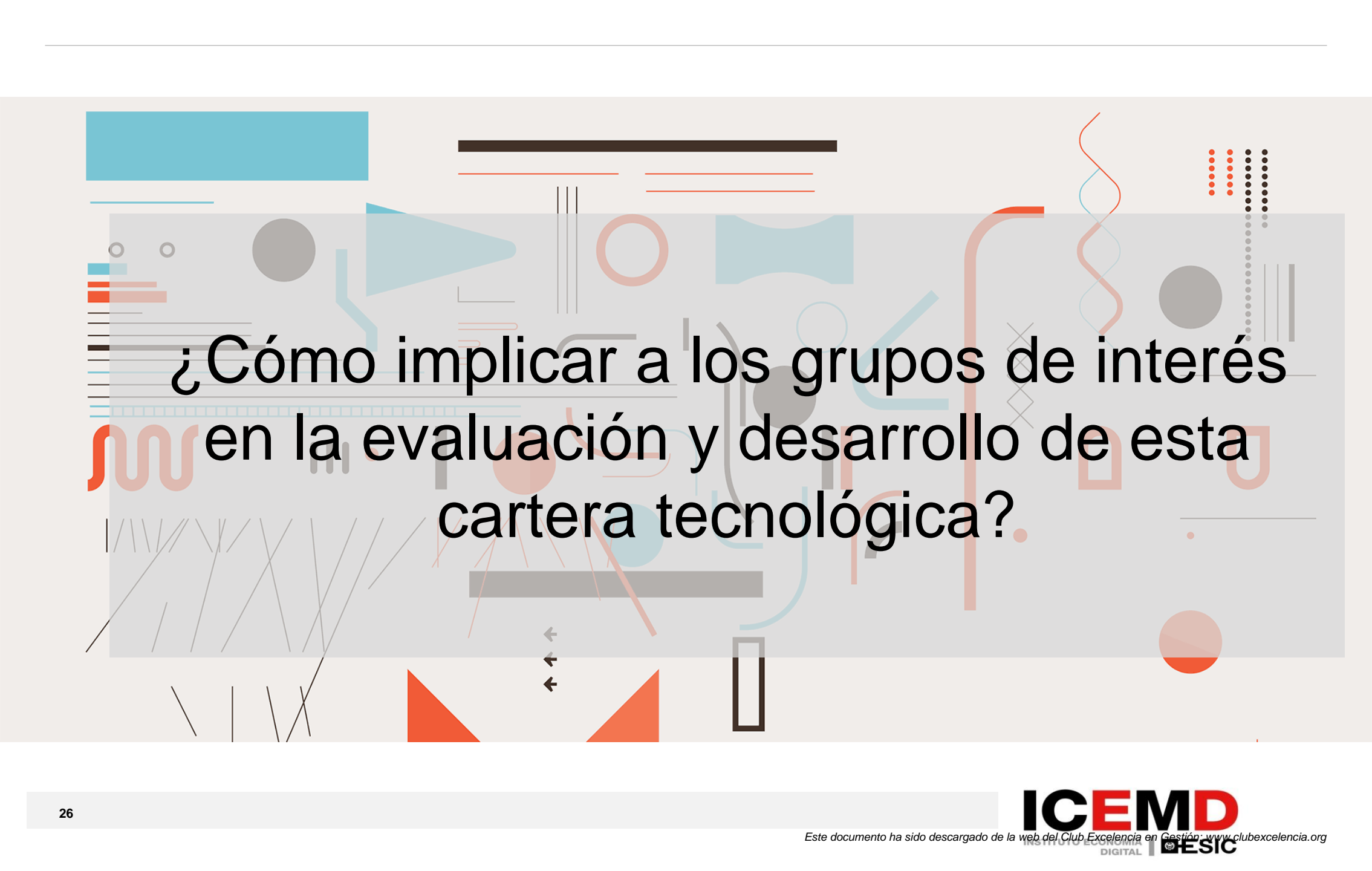
TECHNOLOGIES

TRENDS

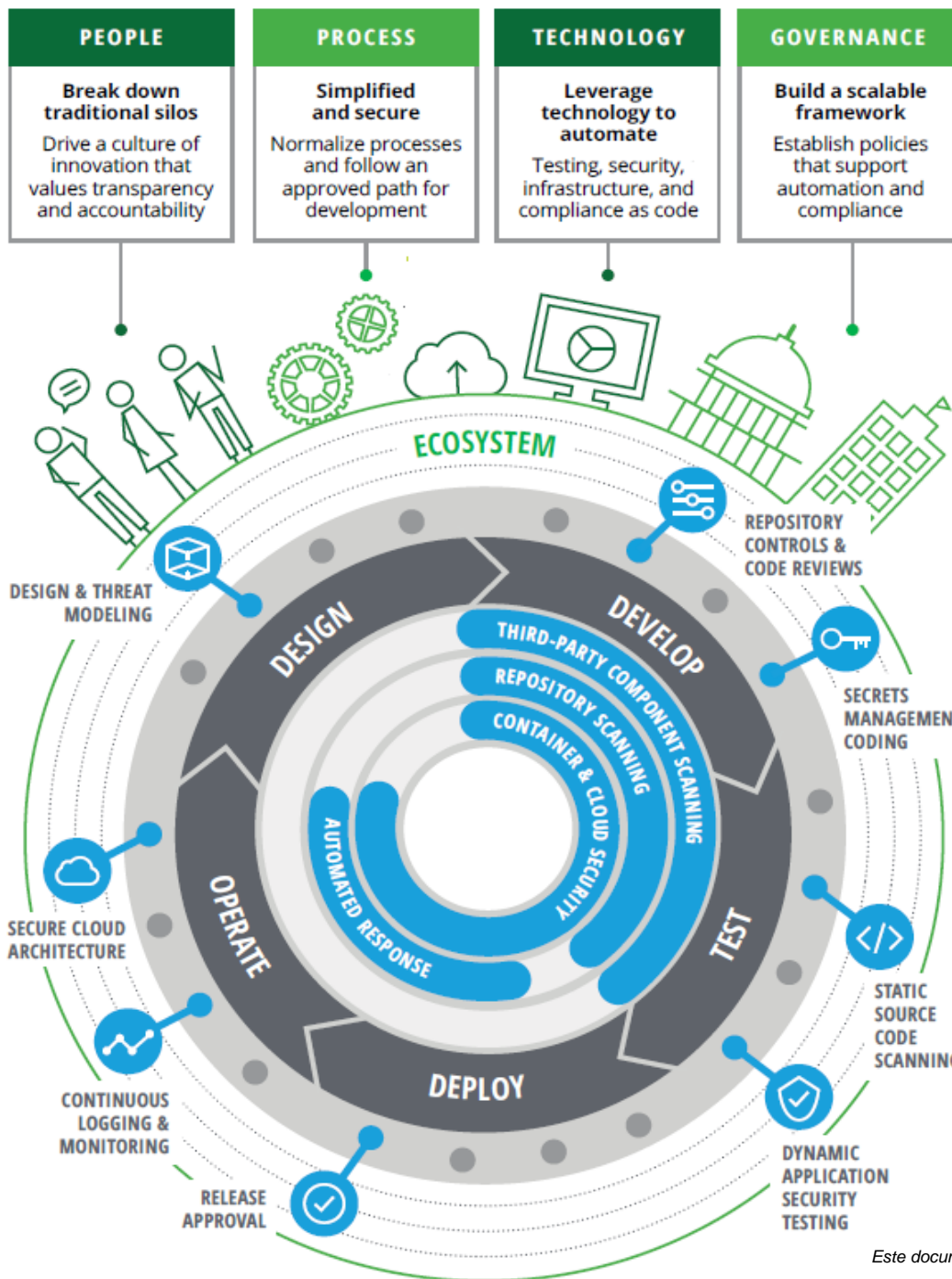
- Experience
- Analytics
- Cloud
- Business of technology
- Risk
- Core
- ◆ Digital reality
- ◆ Cognitive
- ◆ Blockchain
- ◆ Science & applied technologies

By bringing together the right technologies and catalysts, organizations can harness business trends that **transform** how work gets done.





¿Cómo implicar a los grupos de interés en la evaluación y desarrollo de esta cartera tecnológica?




¡Gracias!

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nektiu

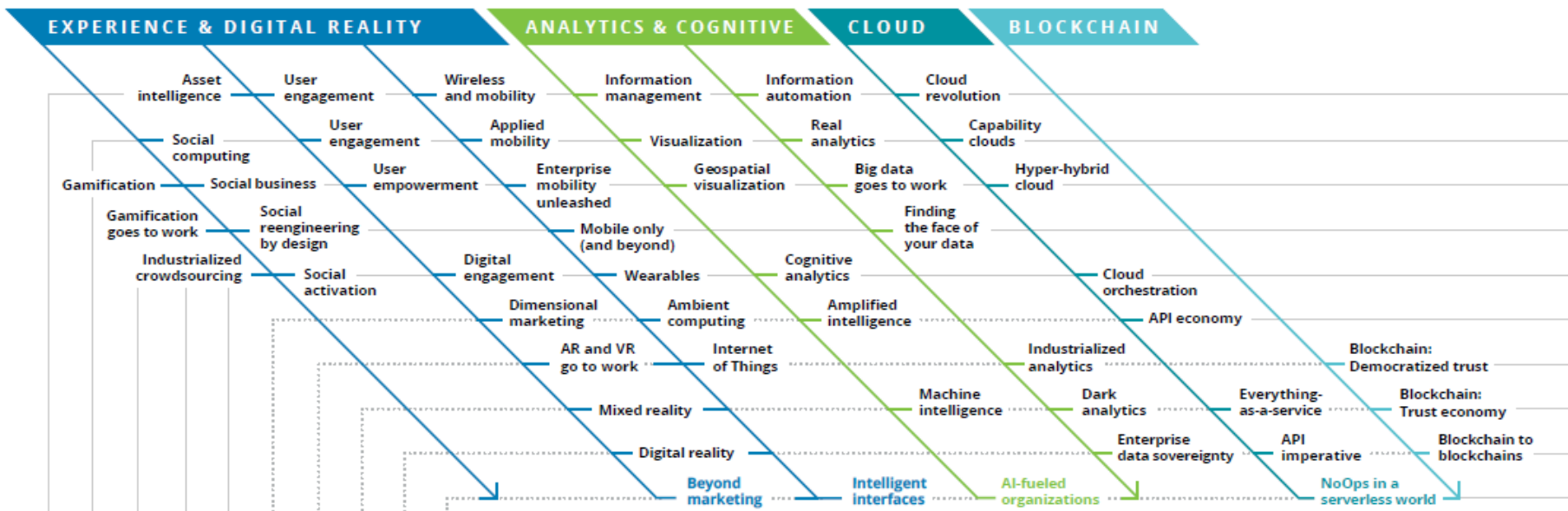
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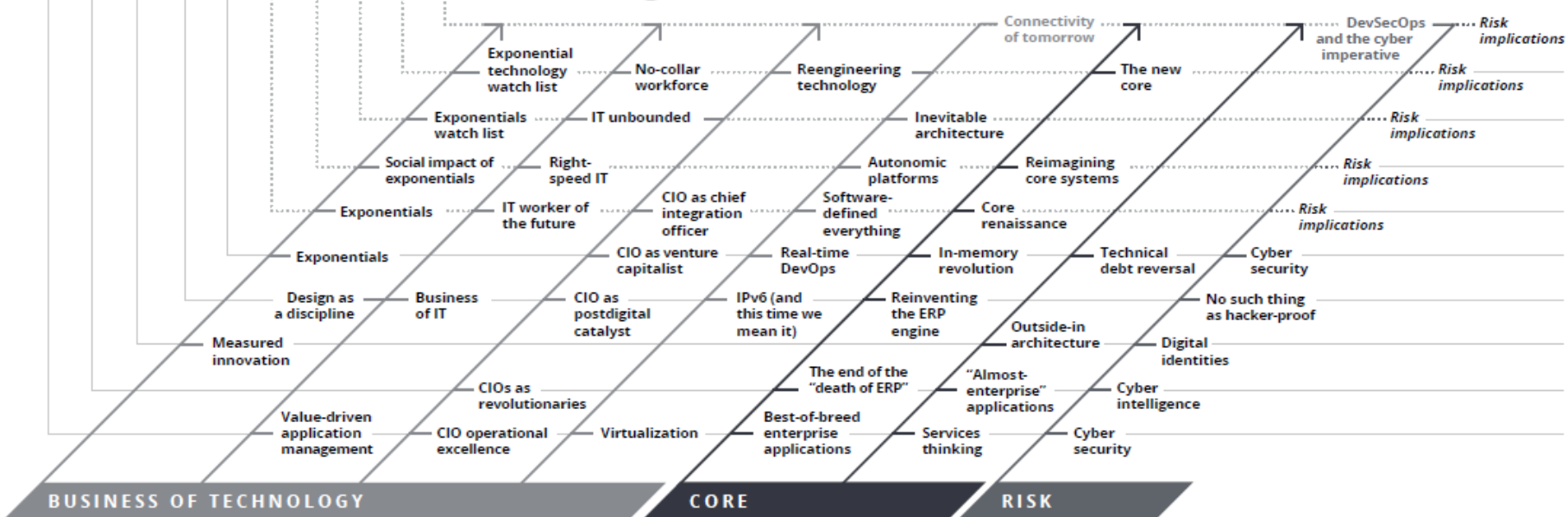
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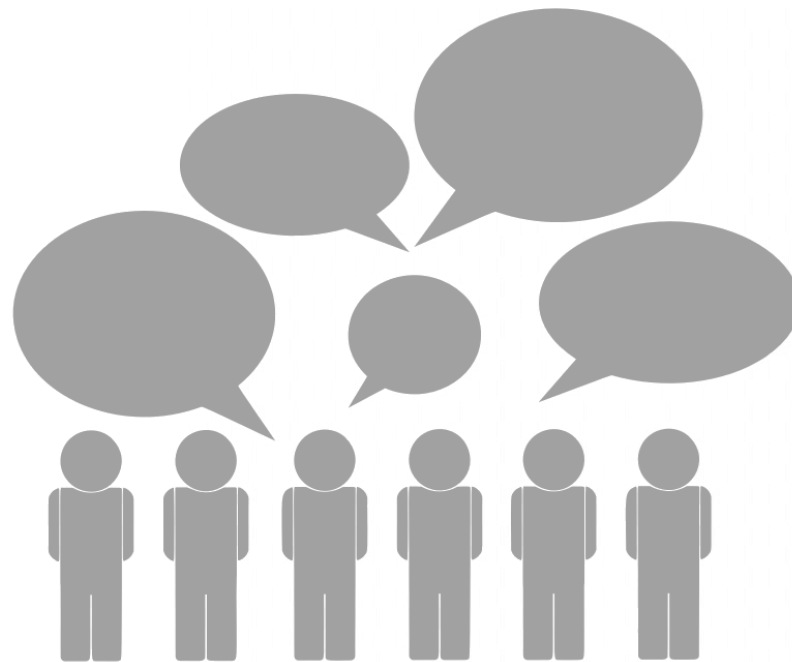
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Trending the trends: A decade of research



COLOQUIO



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Añadir Valor para los Clientes



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Próximo Webinar...



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12 de julio

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