



***‘The impact of digital  
technology on business  
activity’***

***‘How digital technology has transformed business activities  
e.g. operations, marketing, accounting, HR.’***

# How Technology Will Change The World

Driving Innovation and product growth. Its impact is evident at the core of all key business systems:

- Administration - cloud technology enables effective filing, storage and sharing of information.
- Communication- social media and mobile technology allows businesses to connect, communicate, collaborate and build relationships on a global scale.
- Storage and Distribution - 'The Internet of Things' is connecting and integrating systems throughout business structures.
- Production - Artificial intelligence and big data analytics are

Read More: <https://www.weforum.org/agenda/2015/08/how-technology-will-change-the-way-we-work/>



# What is Digital Transformation?

Read More: <http://realbusiness.co.uk/tech-and-innovation/2014/04/24/why-businesses-must-embrace-digital-transformation/>

Digital transformation is the process of adapting to the changes and challenges associated with digital technology, across all aspects of business. It's about embedding digital technologies at all levels and functions of your business and fostering a culture of change across your teams, with the ultimate goal of improving and exceeding the customer experience:

With digital transformation the consumer, rather than the technology, is in the driver's seat, and this matters. Digital transformation is forcing businesses to rethink what their customers value and how to meet those needs. Forbes



If you're considering digital transformation, there are a number of components you should be prepared to examine:

- **Customers, marketing, sales and content**
- **Technology, infrastructure, IT, data**
- **Analytics, monitoring, benchmarking**
- **Process, management, efficiencies**
- **Finance, legal, compliance; and**
- **People, HR, culture.**

Digital transformation is becoming an imperative for businesses of all sizes and industries. The only certainty at this point is that change is accelerating.

Customer behaviour is driving this change and if you want to find, keep and retain online customers as well as stay ahead of the competition, you must consider digital transformation.



# Digital Skills Gap

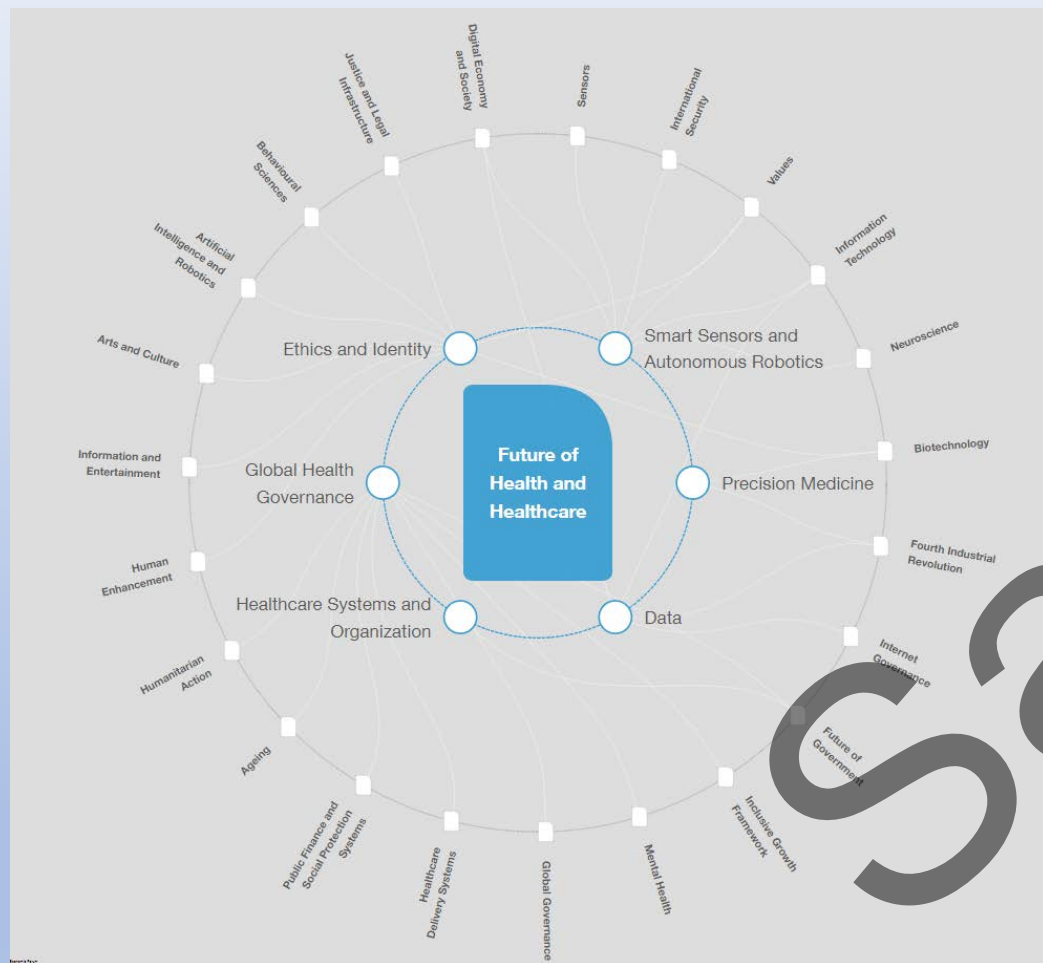


**While once confined to the IT department, digital technologies now permeate the width and breadth of an organisation. As a result, the demand for digital professionals with relevant and up-to-date skills is soaring, with no sign of slowing down.**

**With the hunt for skills creating a 'war for talent', organisations need to look internally to assess what digital expertise exists in their workforce. By identifying skills and knowledge along with the digital gaps, the Digital Marketing Institute can develop a learning program that addresses the specific needs of an organisation.**

Read More: <https://www.weforum.org/agenda/2015/08/how-automation-will-change-the-way-we-live-and-work1/>

# How automation will change the way we live and work



Here are four ways we foresee this playing out over the next five years:

- **Robots will join the manufacturing sector**
- **Big data and analytics will be used across supply chains**
- **Last-mile delivery will be Uberized**
- **The end of the high street?**

Read More:

<https://www.weforum.org/agenda/2015/08/how-automation-will-change-the-way-we-live-and-work1/>

Watch this short video: [https://www.youtube.com/watch?v=AqB7yH\\_EJ10](https://www.youtube.com/watch?v=AqB7yH_EJ10)



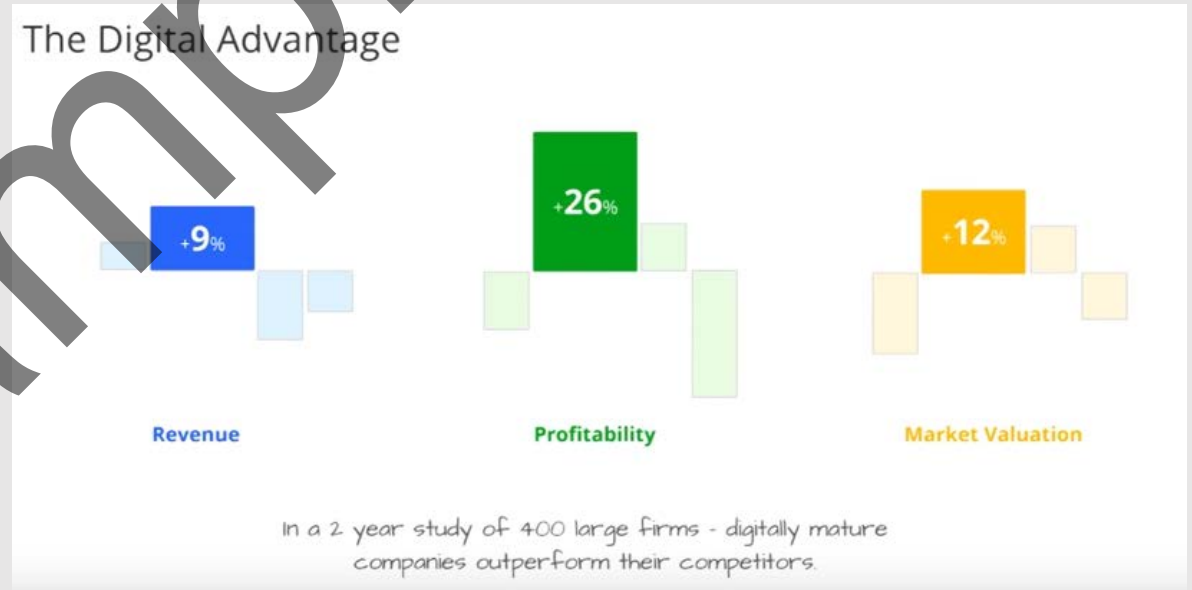
*How digital technology has transformed business activities e.g. operations, marketing, accounting, HR?*

Operations-planning techniques,  
Cloud, people, digital law,  
Bayesian Strategy

Marketing-CRM systems,  
advertising, social media,  
feedback

Accounting-data analysis

HR-intranets, online training,  
advanced KPIs.



U R C

The image displays three stylized letters: 'U', 'R', and 'C'. The 'U' and 'R' are rendered in a vibrant red color, while the 'C' is in a deep navy blue. The letters are set against a plain white background. A semi-transparent, grey watermark with the word 'Sample' is oriented diagonally across the center of the image, overlapping the letters.