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TRANSFORMAÇÃO DIGITAL NAS PEQUENAS E MÉDIAS EMPRESAS

Empreendedorismo e Gestão

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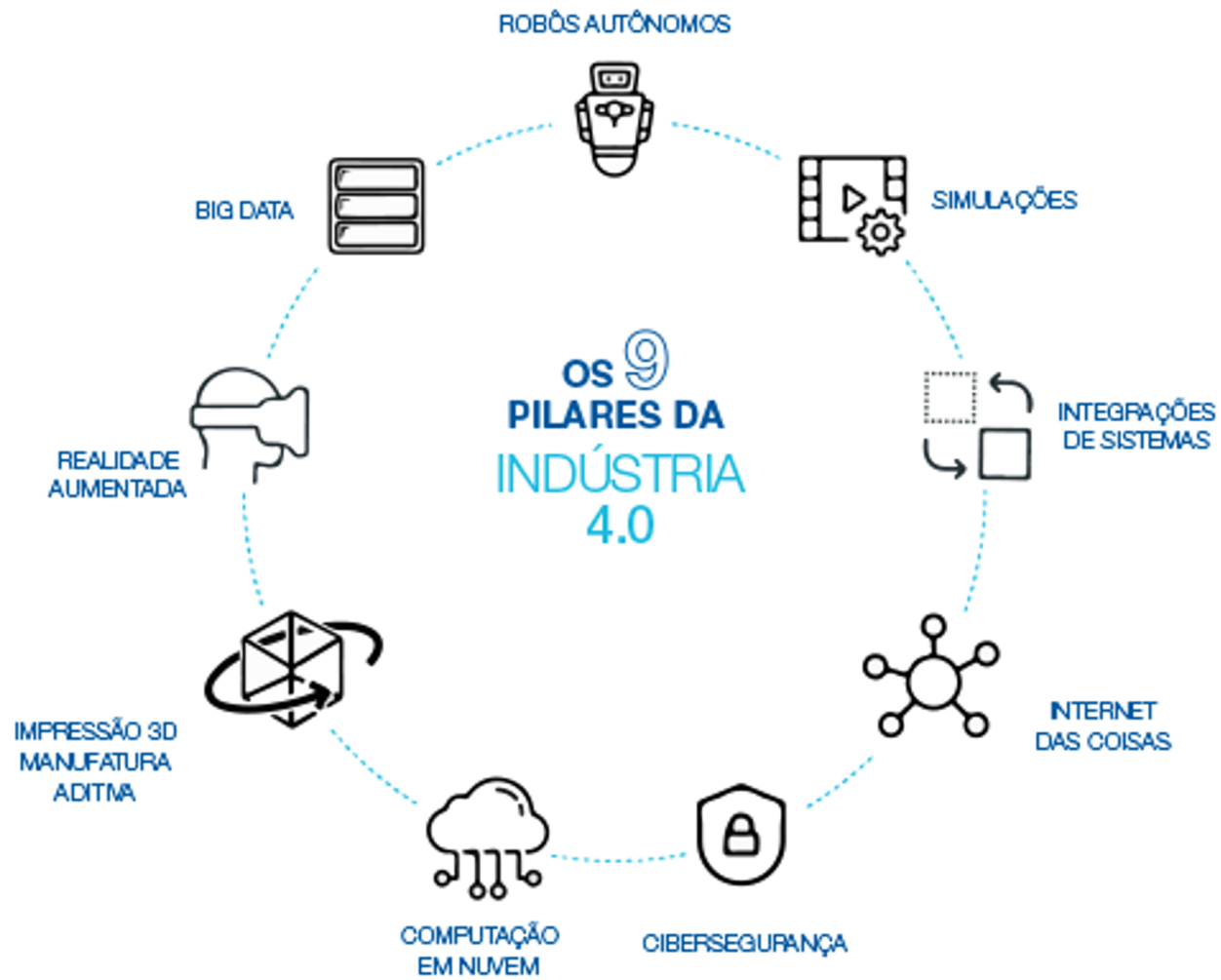
Doutorado pela USP e Graduação em Gestão da Tecnologia da Informação.

É professor de ensino superior em cursos de graduação, pós-graduação, especializações e MBA relacionados à Tecnologias da Informação e Gestão.

Experiência na área de Gestão de TI, Negócios digitais e CRM, onde executa projetos para o meio empresarial, visando Transformação Digital, com desenvolvimento e implementação de sistemas de pequena, média e alta complexidade.

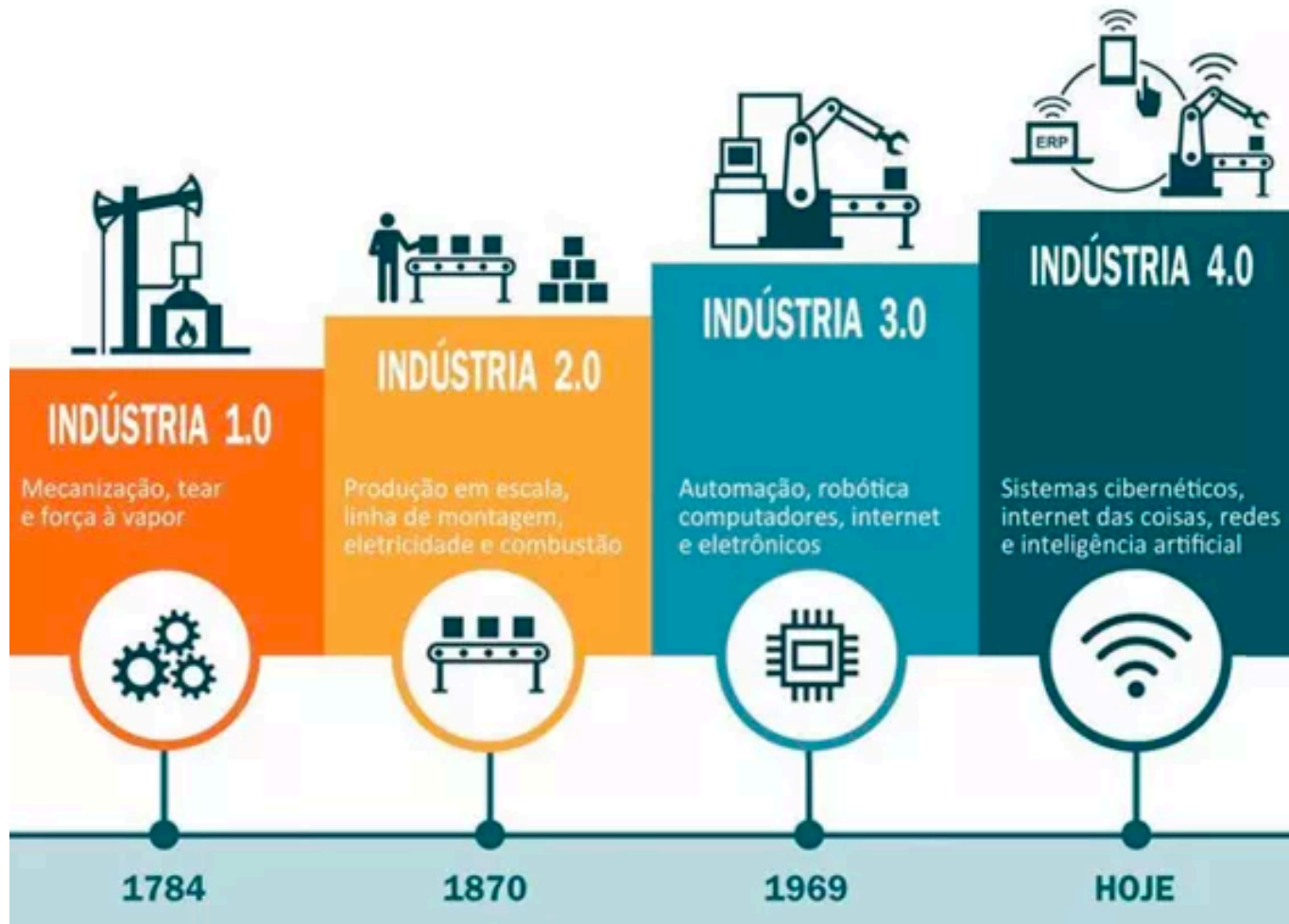
Como estamos diante das Tecnologias da Gestão 4.0?

Qual é a sua visão?



Fonte: BCG

Indústria 4.0



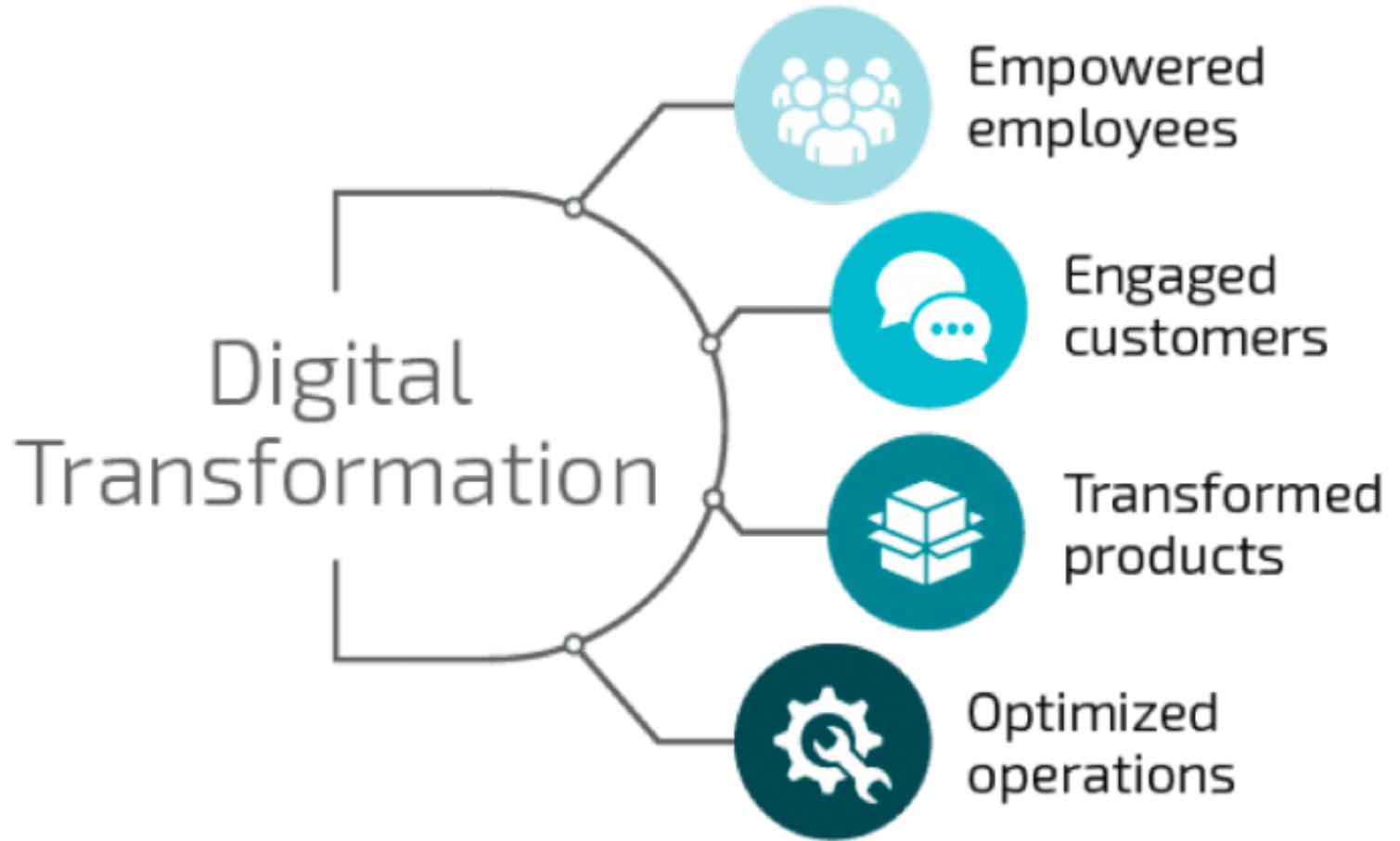
Impactos da Indústria 4.0

- Novos Modelos de Negócio
- Clientes mais exigentes
- Descentralização de processos
- Operação Full Time
- Processos mais otimizados

"A Indústria 4.0 vai afetar o meu negócio?" não é a pergunta correta a ser feita.

Mas sim **"Quando ela vai chegar e quais impactos ela vai gerar no meu negócio?"**

Transformação Digital





DIGITAL EXPERIENCE

INTERFACES, TARGETING, SEGMENTOS

**A REAL
TRANSFORMAÇÃO
VAI ALÉM DAS
EXPERIÊNCIAS**

DIGITAL OPERATIONS

MODELO DE NEGÓCIOS, PROCESSOS,
SISTEMAS INTEGRADOS, SERVIÇOS
REUTILIZÁVEIS, VISÃO 360°



10

SOFT SKILLS

NEEDED TO DRIVE DIGITAL TRANSFORMATION



Critical Thinking



Problem Solving



Change Management



Creativity



Inquisitiveness



Complex Communication



Leadership and Development



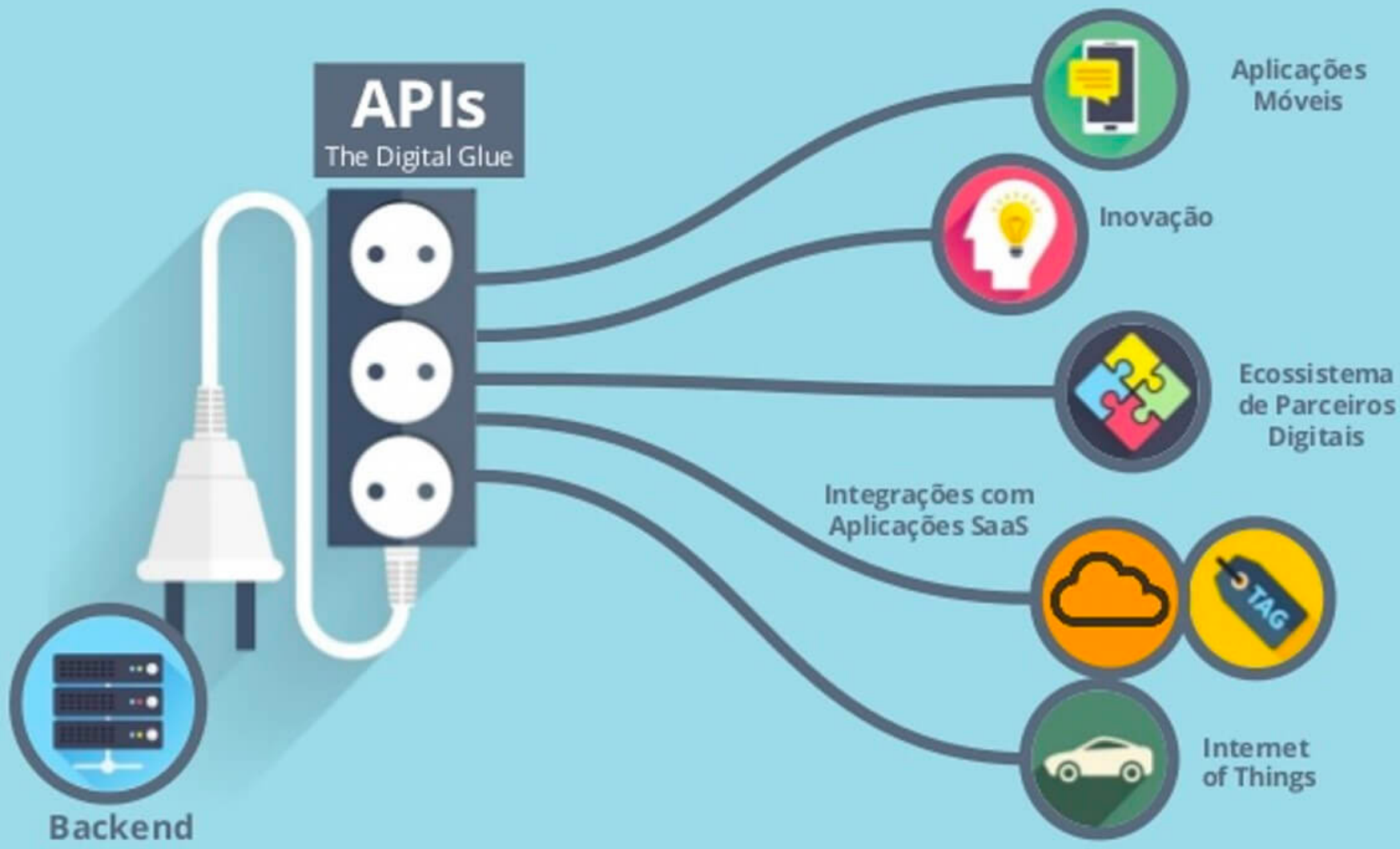
Adaptability



Collaboration



Accountability



20 WAYS TO ACHIEVE DIGITAL TRANSFORMATION



MINDSET ▶



<p>01</p> <p>START WITH THE CORE MISSION</p> <p>Don't start with the technology, think about the social value you're trying to deliver and then how technology might help you solve key challenges you face</p>	<p>02</p> <p>FULLY COMMIT & ACCEPT THE PAIN</p> <p>This is a change management process that will affect every area of your operation. Accept that some people will have to retrain or leave</p>	<p>03</p> <p>SHOW DON'T TELL</p> <p>Discussing transformation ideas is useful... but getting stuck in, and showing evidence quickly is the best way to find out what works and get buy-in</p>	<p>04</p> <p>BE TRANSPARENT</p> <p>Collective wisdom is essential. Be open about your successes and the failures. Share your code, share your plans, share your data, share everything</p>	<p>05</p> <p>THINK BROADER & THAN WEB & SOCIAL</p> <p>An enabling technology could be anything from a wearable device to your internal finance system. Make sure you're considering all forms of digital technology</p>
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<p>06</p> <p>FIND SOMEONE TO GUIDE YOU</p> <p>Look inside and outside your organisation for someone who can guide you. Consider appointing a fixed term Director of digital transformation</p>	<p>07</p> <p>SACK THE 'NO' PERSON</p> <p>A new breed of technologists and architects are showing that it is possible to have IT infrastructure that works. Don't trust anyone who says it's too difficult</p>	<p>08</p> <p>REPLACE TRUSTEES</p> <p>Make sure there's someone on your trustee board who really gets this, and educate those who don't. Seriously consider appointing someone under 30</p>	<p>09</p> <p>BREAK DOWN SILOS</p> <p>Share digital knowledge across your organisation by building cross discipline project teams, and seconding digital staff into other teams departments</p>	<p>10</p> <p>GET SOME GOOD DATA PEOPLE</p> <p>Every organisation can and should do more with the data they have. Bring in or train someone who can help you unless and use it effectively</p>
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◀ PEOPLE



PROCESS ▶



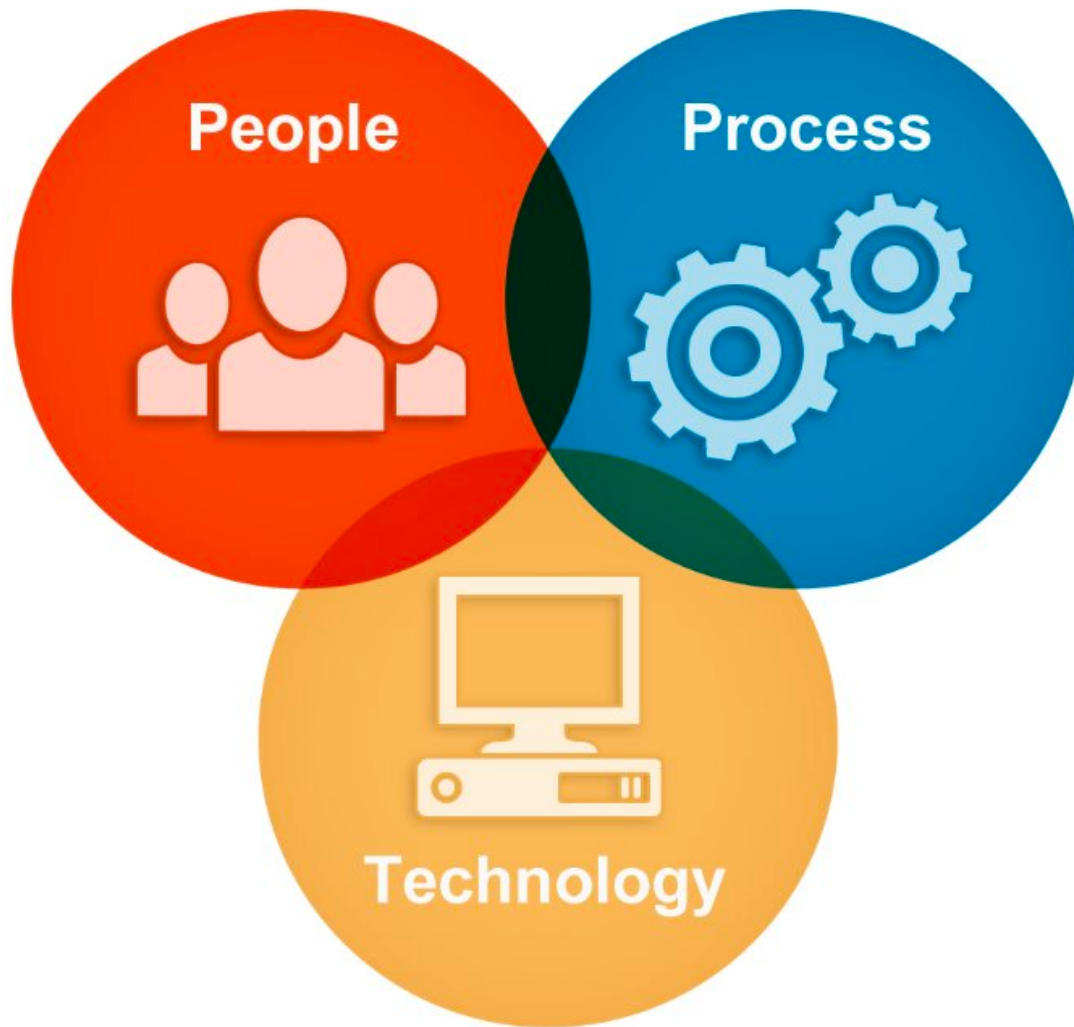
<p>11</p> <p>KEEP YOUR HORIZONS SHORT</p> <p>Focus on one thing at a time and work in small, iterative steps. Pick a problem and put enough effort into fixing that before moving on</p>	<p>12</p> <p>FIND WAYS TO INNOVATE</p> <p>If you're not trying to disrupt what you do then someone else is. Set up an in-house R&D lab, or find a partner that can help you develop future ideas</p>	<p>13</p> <p>CO-DESIGN WITH YOUR AUDIENCE</p> <p>It has never been more crucial to be audience-centric. Involve your beneficiaries and supporters in all new projects as closely as possible</p>	<p>14</p> <p>COLLABORATE AND PARTNER</p> <p>Don't recreate systems, products or ideas. Work with the people and companies who are already doing it well</p>	<p>15</p> <p>IF IT ISN'T WORKING STOP DOING IT</p> <p>Stop doing anything that isn't core to your mission and isn't working well. If it is core but isn't working then make it a priority</p>
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<p>16</p> <p>ASSUME IT ALREADY EXISTS</p> <p>There is a low-cost tool for almost any need or problem you have. From inventive uses for social media feeds to handy ways to enhance productivity</p>	<p>17</p> <p>GO CLOUD-BASED</p> <p>Improve efficiency, scalability, and collaboration whilst making it possible for your teams to work anywhere, not just the office</p>	<p>18</p> <p>MODULAR NOT ONE SIZE FITS ALL</p> <p>Don't try to find a one-size fits all solution. Take best in class, independent tools that talk to each other and plug them together</p>	<p>19</p> <p>TRACK LIVE PERFORMANCE</p> <p>Help everyone to understand and monitor impact by putting a live dashboard of current performance up somewhere noticeable in the office</p>	<p>20</p> <p>MAKE SURE IT'S SUSTAINABLE</p> <p>Make sure you can afford to support and maintain the kit you use. Not just to implement it in the first place</p>
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◀ TOOLS



Gestão de Operações



Digital Services

Ensuring the performance and availability of digital services



Technology

Efficiently run and manage business-dependent technology

Business Needs

Align cost and risk decisions with business needs











Improvements

Respond to problems fast and recommend improvement

Tecnologias Habilitadoras



THE TOP 10 TECHNOLOGIES TO LEARN IN 2020

- 1** Artificial Intelligence (AI)

- 2** 5G data networks

- 3** IoT (Internet of things)

- 4** Automation

- 5** NLP (Natural Language Processing)

- 6** Block Chain Technology

- 7** Edge Computing

- 8** Facial Recognition

- 9** XR (Extended Reality)
XR

- 10** Predictive & Prescriptive Analytics


E como aplicar isto nas pequenas e médias empresas?

É possível?

Obrigado!

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