



# Digital Reinvention for the Cognitive Era

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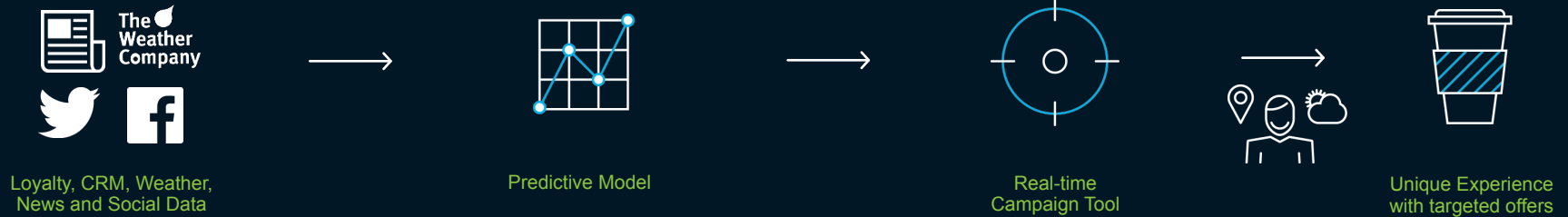
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# Businesses are rebuilding around experiences



# Experiences are being transformed by Cognitive

A coffee house chain delivers design-thinking developed experiences empowered by cognitive analytics that leverage internal and external data



## 1. Understanding

Cognitive analytics reads local news, pulls weather and social data and combines it with loyalty data to put activities in context

## 2. Reasoning & Learning

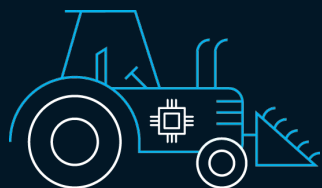
The predictive model knows Josie likes a Doubleshot Iced Coffee after a ball game on a hot day

## 3. Real-time Relevant Offerings

At 3PM on a Sunday, Josie gets an offer for a Doubleshot Iced Coffee and a free coffee for her friend

# Internet of Things is altering business models

Analytics, IoT and Cloud transformed a farm equipment manufacturer into an information publisher that enables farmers and suppliers around the world to improve crop yields



## Sensor data

- Downtime
- Soil conditions
- Crop features

## Better Operations

- Reduced equipment down time
- Improved fuel economy
- Higher crop yields



## External Data and analytics

- Local weather
- Market prices
- Retailer needs

## Better Business

- Optimal harvest timing
- Tuned packaging
- Better price realization



## Information sold to

- Farmers
- Agribusiness
- Retailers

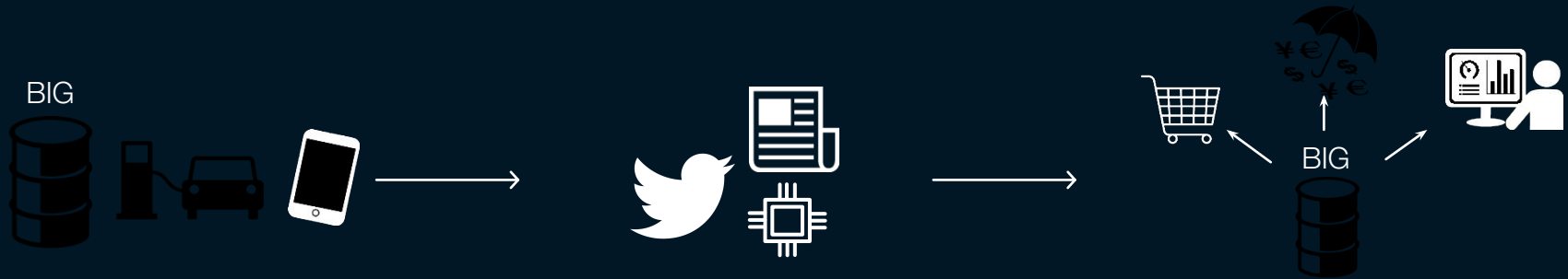
## Better Strategy

- New Business Model
- New Ecosystem
- New Revenue Stream



# Internet of Things is altering business models

Analytics mobile, and IoT have transformed the retail and marketing organization at an oil major into a provider of app which allows consumers to pay for fuel using a smartphone - the oil major receives a subscription fee for the app from all participating c-stores, in addition to selling more fuel.



## Sensor data

- Car fuel up frequency
- Dispenser status
- Consumer app usage analytics

## Better Operations

- Better traffic flow (increased thruptut)
- More efficient customer service
- Improved customer satisfaction

## External Data and Analytics

- Device OS in use
- Oil price
- Social media and discussion boards

## Better Business

- More fuel sold
- Greater footfall (pay instore with phone)
- Connecting with target demographic

## Information sold to

- C-Store retailers
- Insurance company partner
- (FUTURE: Advertisers)

## Better Strategy

- Targeted product mix and coupons
- New ecosystem
- New revenue streams



# Internet of Things is altering business models

Analytics, IoT and Cloud will transform a major oilfield services company into an data provider that enables clients to locate assets in the field and internal operations to improve asset utilization.



## Sensor data

- GPS location pings, globally
- Movement of asset
- Footsteps of asset

## Better Operations

- Easily located asset
- Duration in location
- Asset tag reporting e.g. low batt)

## External data and analytics

- Weather information
- IBM Global Service Center 'acks'
- Usage stats from cell and sat providers

## Better Business

- Faster asset turns
- Improved utilization
- (FUTURE: better designs on assets)

## Information sold to

- Clients
- Contractors
- Providers

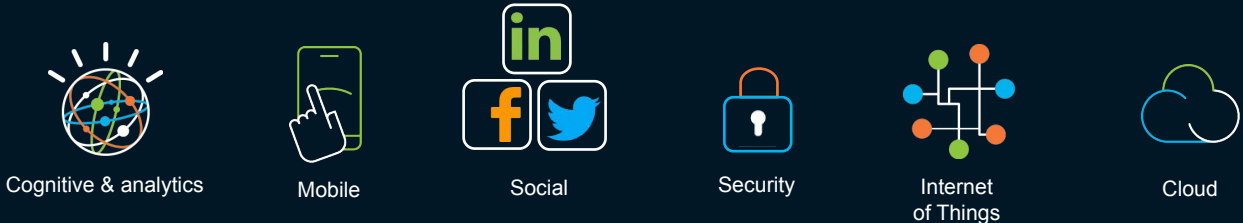
## Better Strategy

- New revenue streams
- Targeted sales opportunities
- Better service ecosystem



# Transformation is driving the evolution and creation of new business models

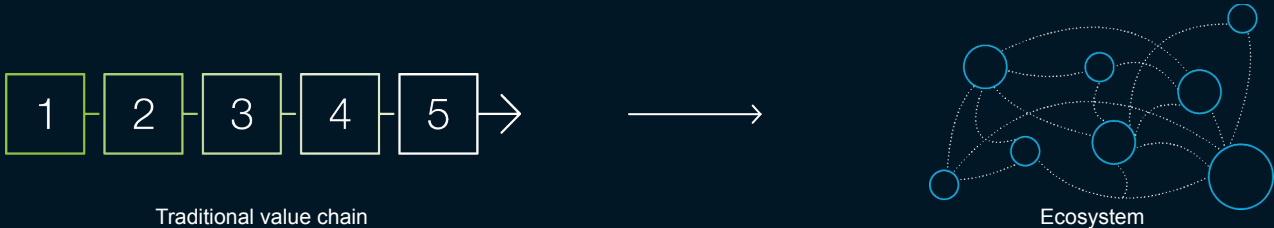
## Technology forces...



## ...are creating new experiences...



## ...and disrupting business and operational models



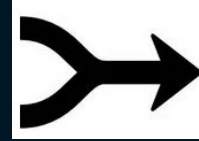
# The C&P industry continues to undergo significant change



Securing Critical Infrastructure



Ageing Workforce



M&A Activity



Infinite Drive for Efficiency



Emergent artificial intelligence



Large Complex Engineering



Digital Twins



Growth in Alternatives



# New business models disrupt legacy players

World's largest transportation company...

owns no vehicles



U B E R

World's biggest media company...

creates no content



World's most valuable retailer...

has no inventory



World's largest accommodation provider...

owns no real estate



World's fastest growing smartphone maker...

owns no retail stores



XIAOMI

Source: The Battle Is For The Customer Interface, Tom Goodwin, Havas Media

# Methods supporting the Envision Workstream



## Digital Reinvention Workshop

Digital Innovation Discovery leverages our extensive experience with high level top-to-top executive workshops aimed at creating and prioritizing innovative business solutions. [Link](#)



## Design Thinking

Customer experience has become central to business strategy. Design Thinking provides tools for understanding customers, brainstorming ideas and visualizing scenarios. [Link](#)



Invent new ways to provide best-in-class customer experiences across all channels, leveraging latest technologies and tools from IBM and its partners. [Link](#)





Спасибо

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