DIGITAL TRANSFORMATIO N ENABLERS

dr.ir. Maka De Lameillieure

The Impact of Technology on Cash Usage

By
Charles Goodhart and Malte Krueger
London school of economics
April 2001

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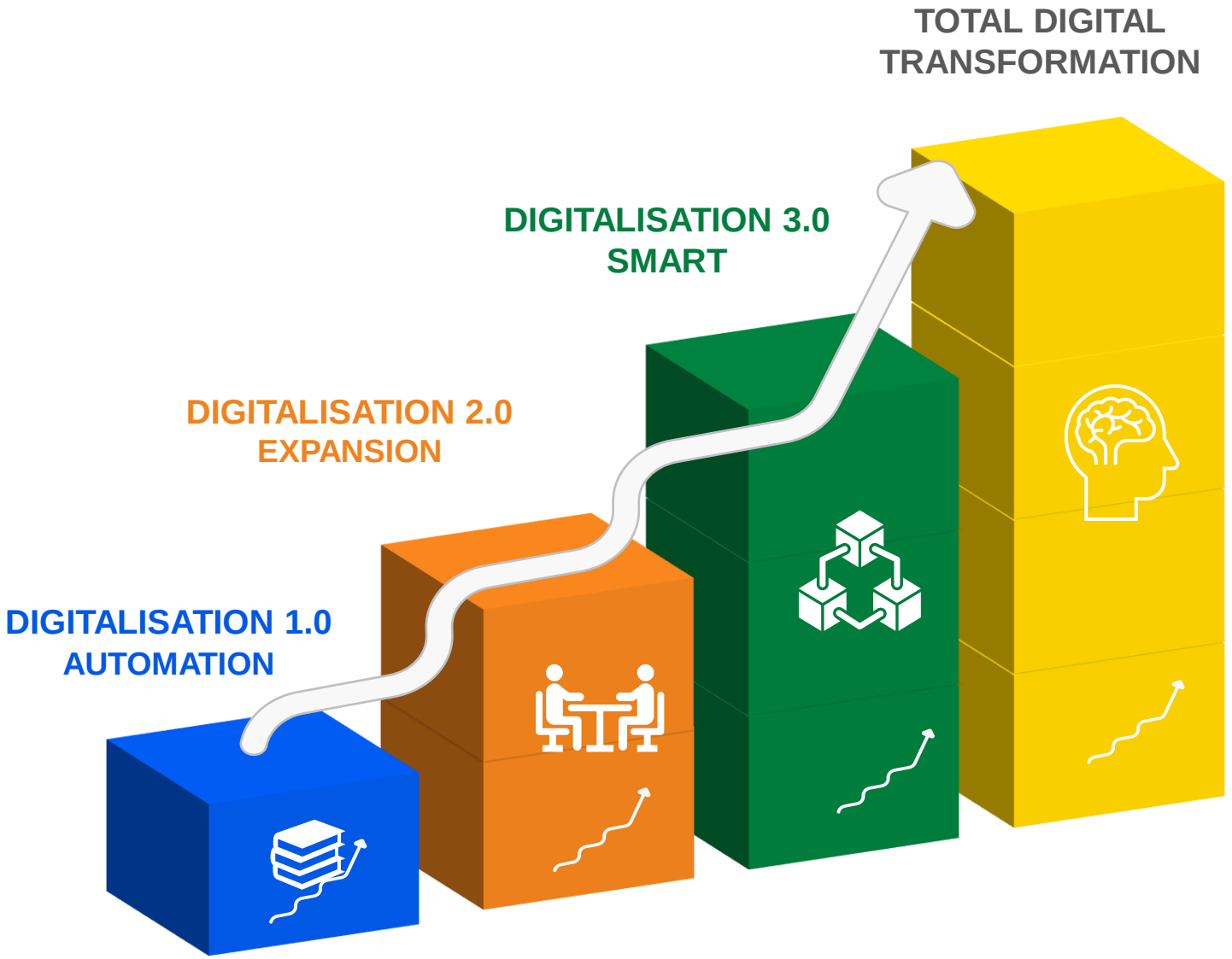
Stages of Digital Transformation



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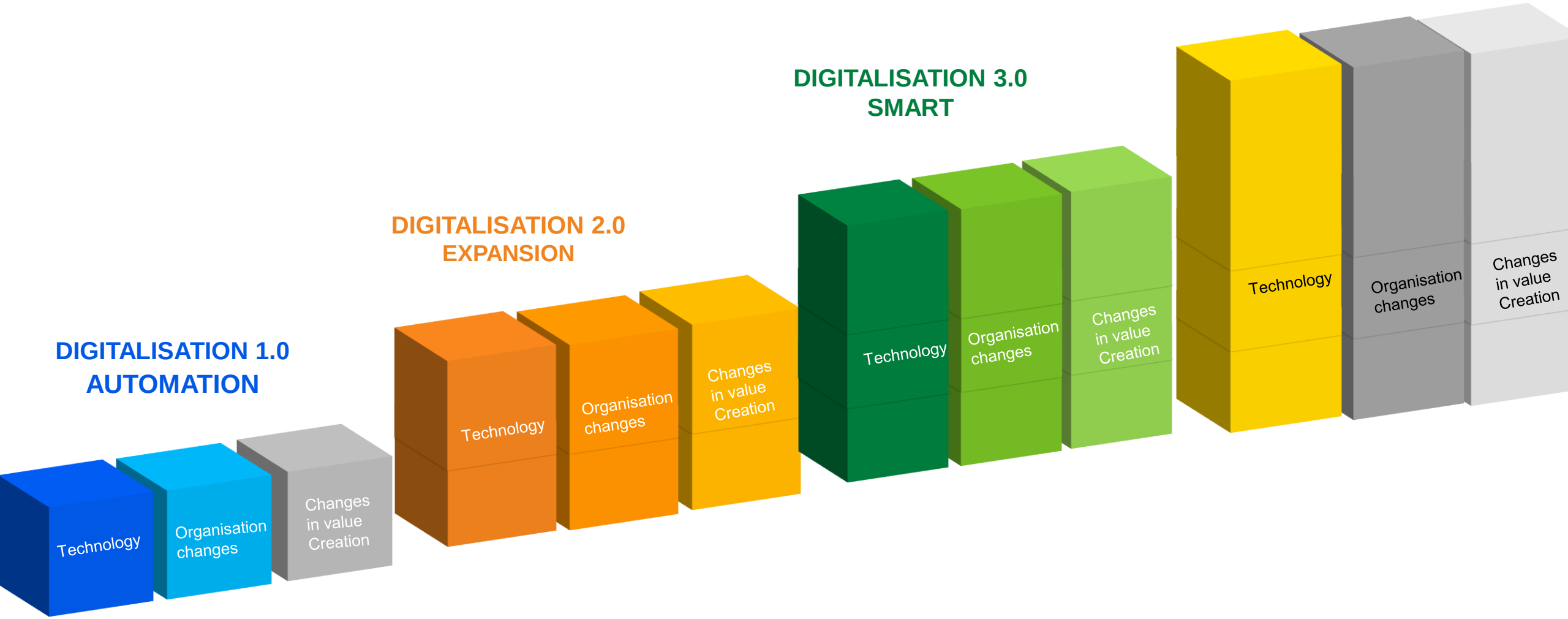
Stages of Digital Transformation



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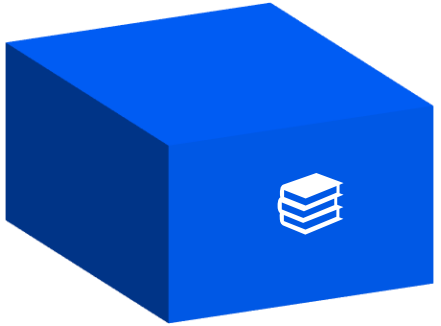
Digitalisation 1.0 -Automation



Automation refers to cases where an organization uses digital technologies to automate or improve existing activities and processes

e.g. digitizing data: documents, photos, maps, art objects, digital recording of sound, ….

Groot tekort menselijke capitaal tegen 2030

Nationaal Museum van Wereldculturen

Foto's
[Nl]
Francis Frith & Co. (Vervaardiging)
Engeland 1920-1930
7082-nf-274-44-3

Foto's
Battle Abbey Gateway
Francis Frith & Co. (Vervaardiging)
Engeland 1920-1930
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Foto's
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Mona (Vervaardiging)
Parijs 1920-1930
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Foto's
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"Real-Photo" C.A.P. Strasbourg
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Marseille 1925-1950
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Foto's
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Cie des Arts Photomécaniques
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Strasbourg 1925-1942
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Research officer - Gender equality (one year contract)

CAREER OPPORTUNITY | **TYPE:** Contract Agents | **REF. NUMBER:** EIGE/2022/CA/02/FG4 | **CLOSING DATE:** 04 February 2022, 13:00 Europe/Vilnius

Downloads

Application form
EN (DOC, 203.5 KB)

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Our team consists of many levels of experience and backgrounds and our engineers may have previously worked as any of: Site Reliability Engineer (SRE), Systems Engineer, Software Engineer, DevOps Engineer, Network Engineer. Relevant industry experience is important, but equally so are your demonstrated

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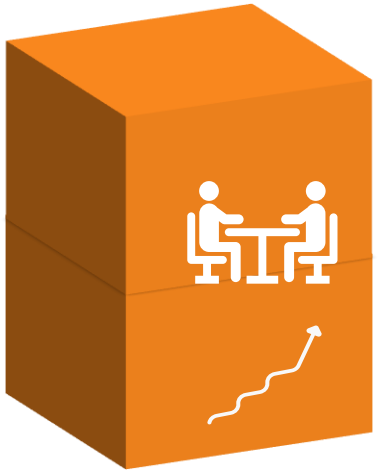
Digitalisation 2.0 - EXPANSION



Expansion illustrates cases where a company uses digital technologies to support new ways of doing business that complement, but do not replace, existing activities and processes.

Digitizing procedures:

- digital exchange of information between stakeholders (internal, external)
- more than extensive digitization of products, processes and services

Voorbeelden Maarten Quaghebeur en Boekmanstichting
(VR, nieuwe doelgroep, inzetten op platformen)
Herstel – bestaande spelers

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DE SINGEL

“With apps powering its core business processes, deSingel can focus on the things that matter, such as supporting young performers and creating a better experience for audiences.”

Pierre **Van Diest**, Administrative Director at DE **SINGEL**.

Source: https://www.salesforce.org/stories/desingel/

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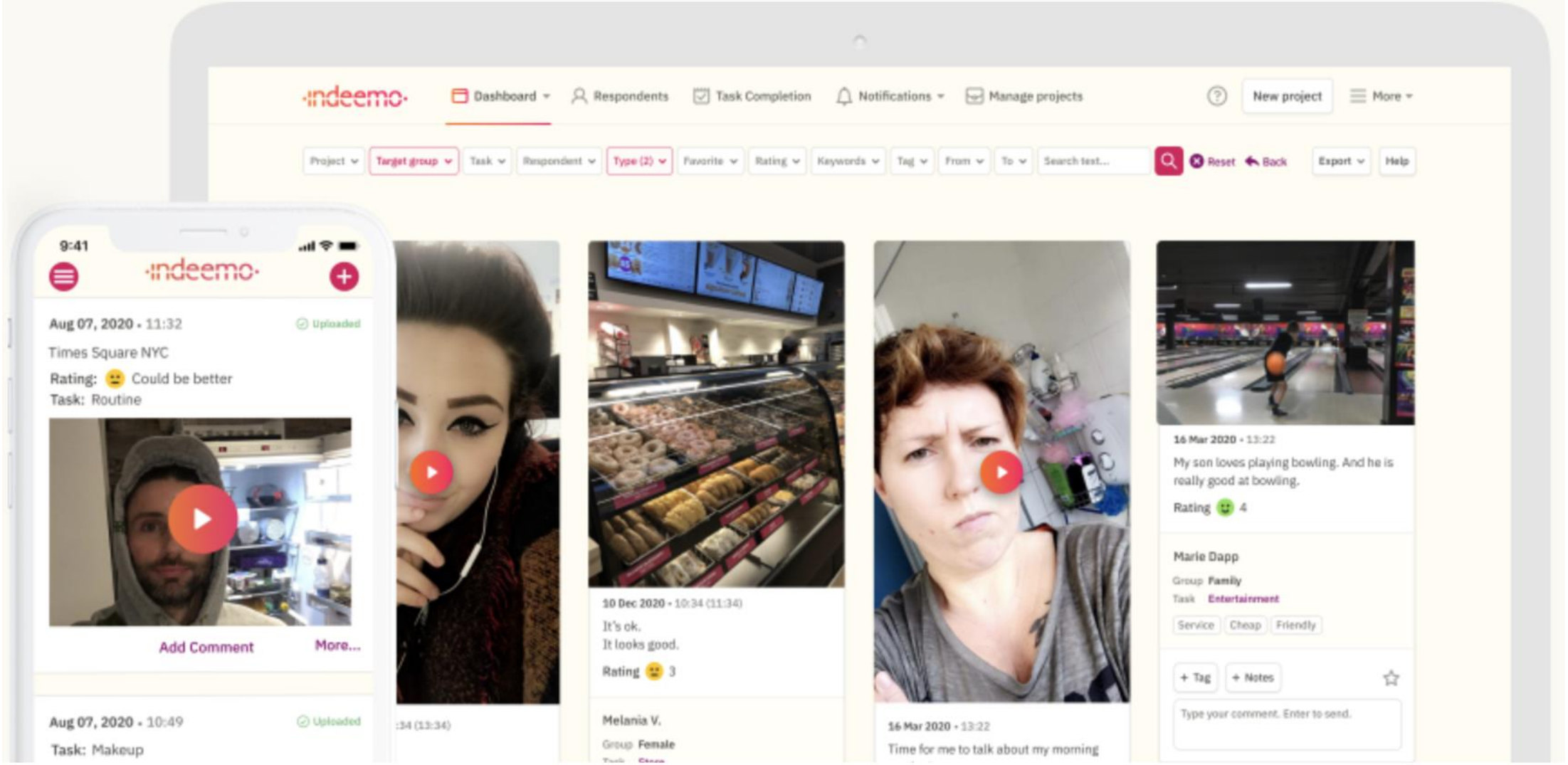
Digital Ethnography



Pink, S., Horst, H., Postill, J., Hjorth, L., Lewis, T., & Tacchi, J. (2015). Digital Ethnography: Principles and Practice. London: Sage

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✕ The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Please refer to the technical requirements.
You have 9 attempts left.

Check the photo requirements.

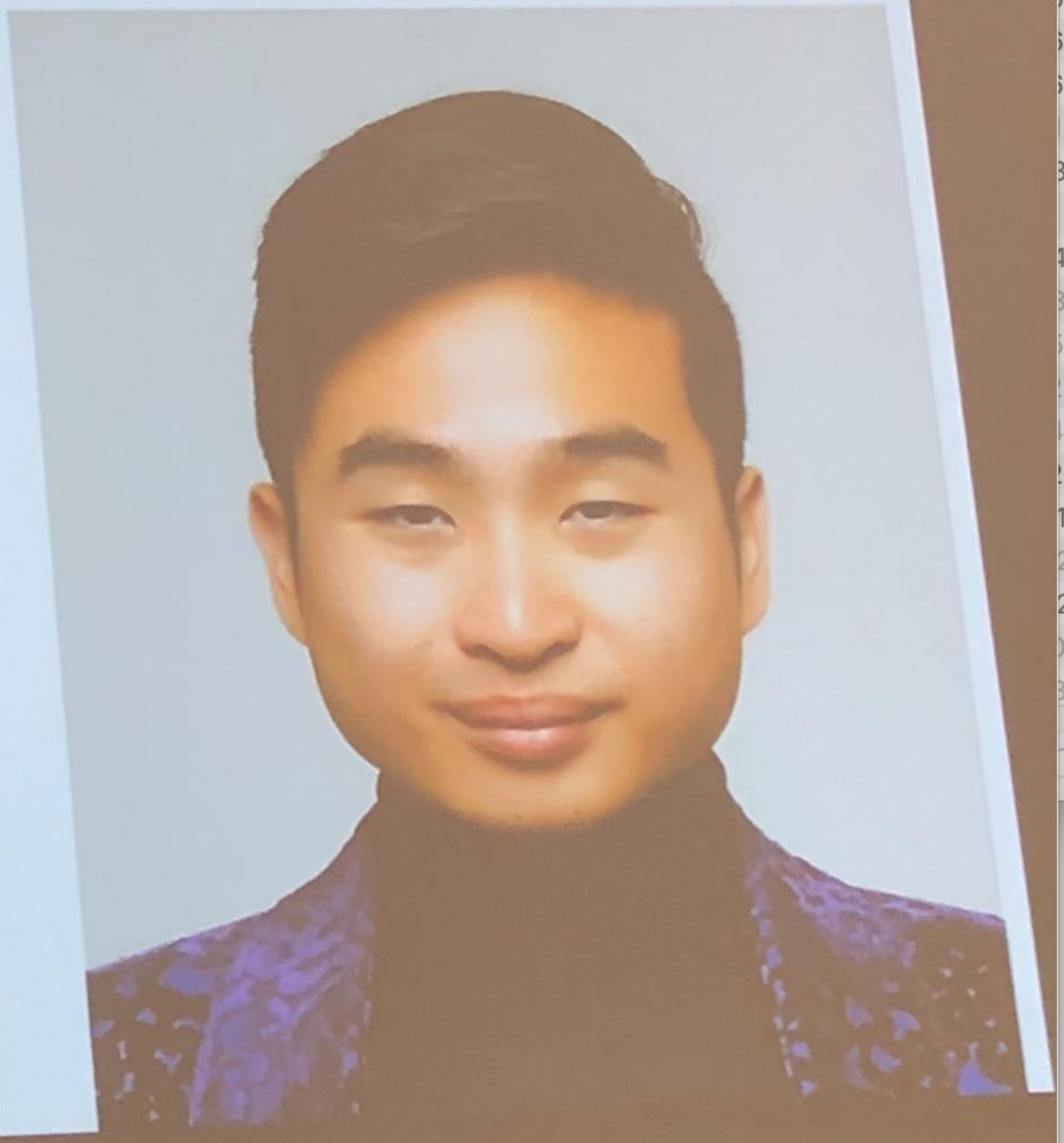
Read more about common photo problems and how to resolve them.

After your tenth attempt you will need to start again and re-enter the CAPTCHA security check.

Reference number: 20161206-81

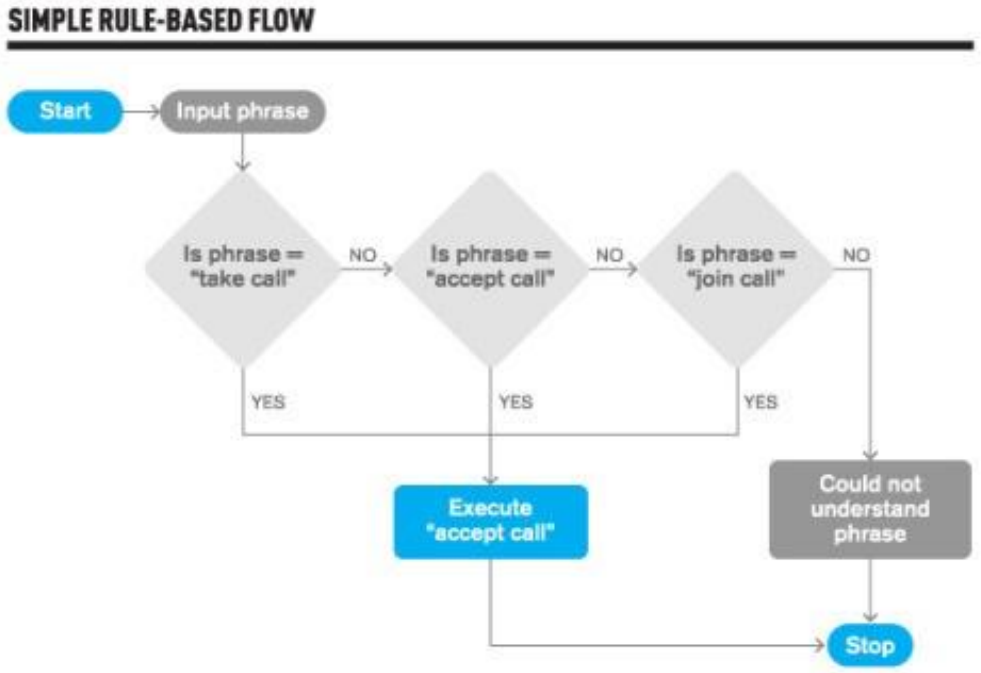
Filename: Untitled.jpg

If you wish to contact us about the photo, you must provide us with the reference number given above.



Rule-based Chatbot

Rule-based bots can answer questions based on a **predefined set** of rules that are embedded into them. The set of rules can heavily vary in complexity.



Since no AI is used here, an open conversation with this type of bot is not possible or very limited.

TEXT MESSAGING IS EASY

Say hello to music's first ever chatbot — created in 2001 Radiohead

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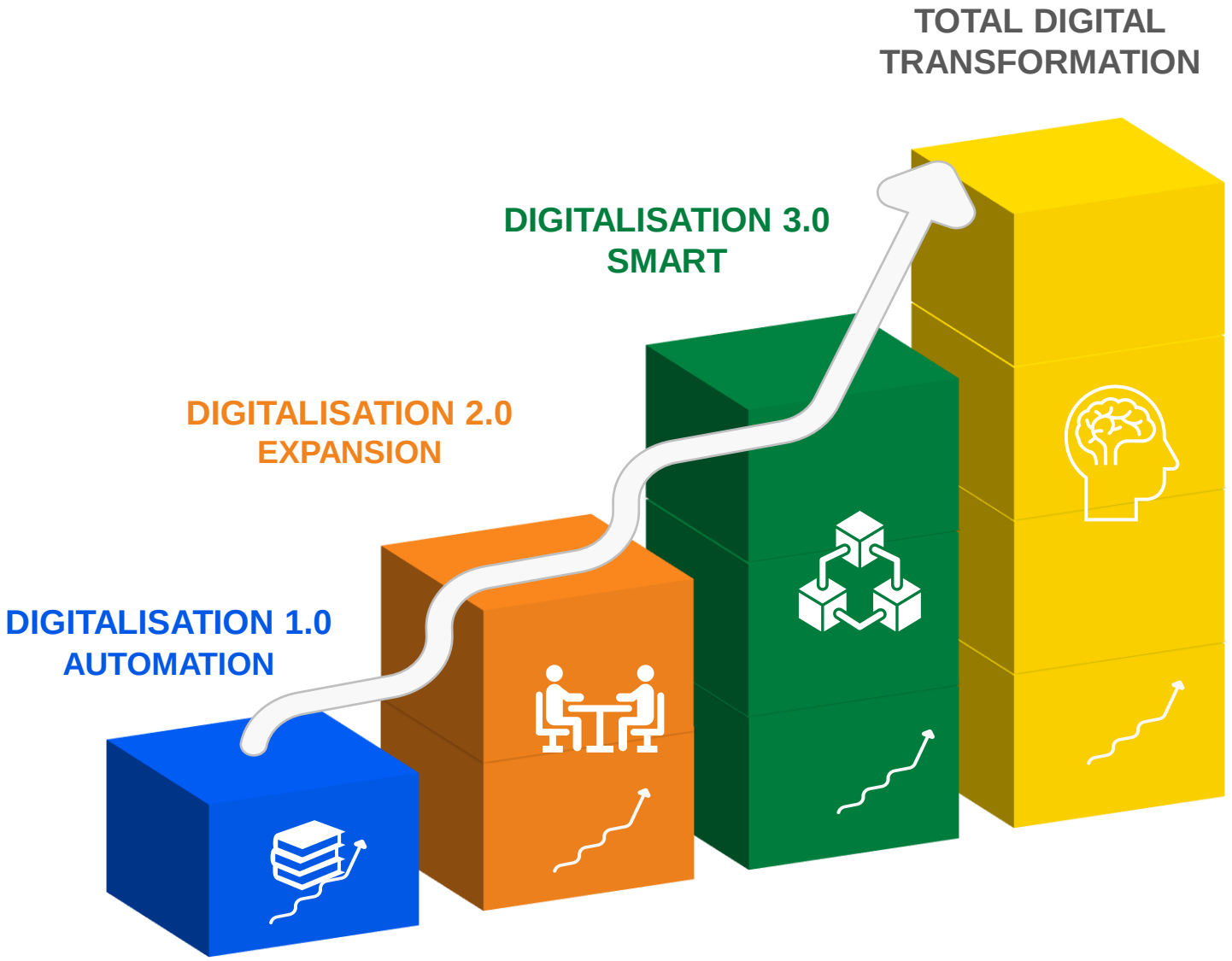
Skills (human) to drive digital transformation

De samenstelling van het takenpakket binnen de job is duidelijk afgebakend en werknemers nemen af en toe andere taken op.

De samenstelling van het takenpakket binnen de job evolueert regelmatig, en hierdoor moeten de werknemers zich regelmatig bijscholen in nieuwe taken of vaardigheden.

Stages of Digital Transformation



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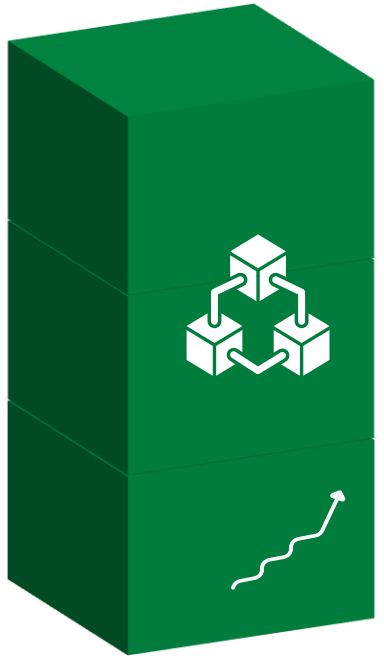
Digitalisation 3.0 - Transformation



Transformation refers to cases where digital technologies are used to enable new ways of doing business or to replace traditional ones.

Digitizing services with:

- Predictive, proactive and personalized products and services Intelligent and connected products, processes and services Smart products – Smart services, Smart cities

Nieuwe spelers
DEN model

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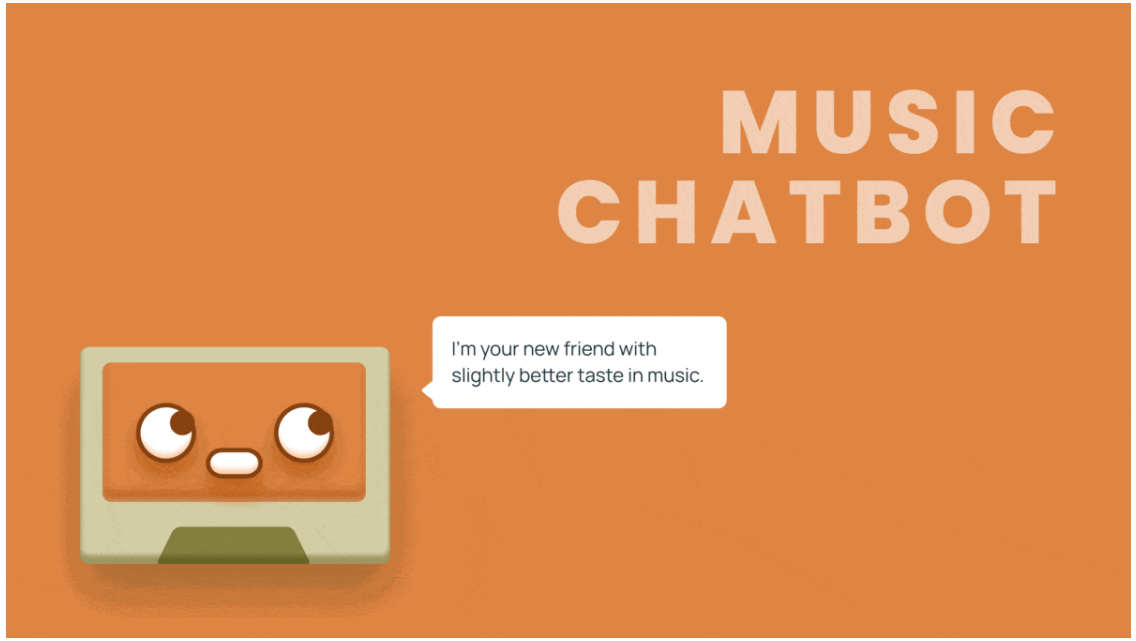
Not a copy of an analog world

Zombie: Person who becomes **the living dead** by spending **all day** on video conferences, especially on **Zoom**

Digitalisation 3.0 - Transformation

- Facial recognition system
- Emotion recognition
- Gesture (activity) recognition systems
- Context (situation) awareness systems
- Location awareness technologies (indoor and outdoor)
- Text-to-voice or voice-to-text systems
- Performance parameters, sensors, actuators
- IOT
- Blockchain
- Predictive analytics
- AI recommender systems
- …



Source: Meet Case, https://thatprachi.design/Meet-Case

Scenario 3

Playlist based on mood

Hello

Hello, Sasha I'm happy you're back!

I'm really happy

Do you want me to make a playlist based on your mood?

Yes, that sounds nice

Which of these best describe your mood

Joyful | Content | Playful | Excited | Hopeful | Amused

Playful

Is there any specific genre that you don't like listening to?

Oh yeah, Heavy Metal

Anything else?

No mumble rap

Noted

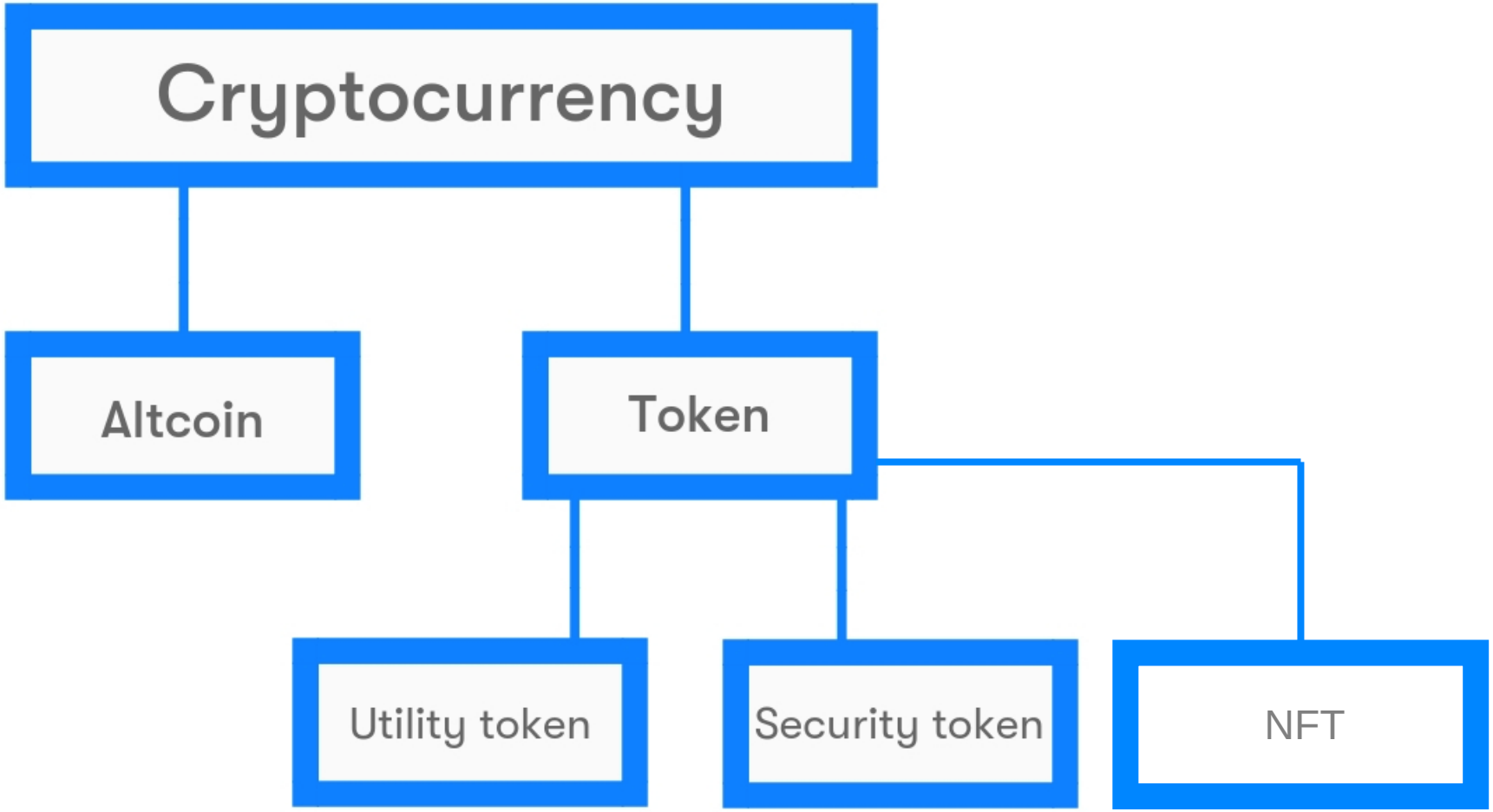
Give me a moment to find the perfect playlist for you

Here it is! Link

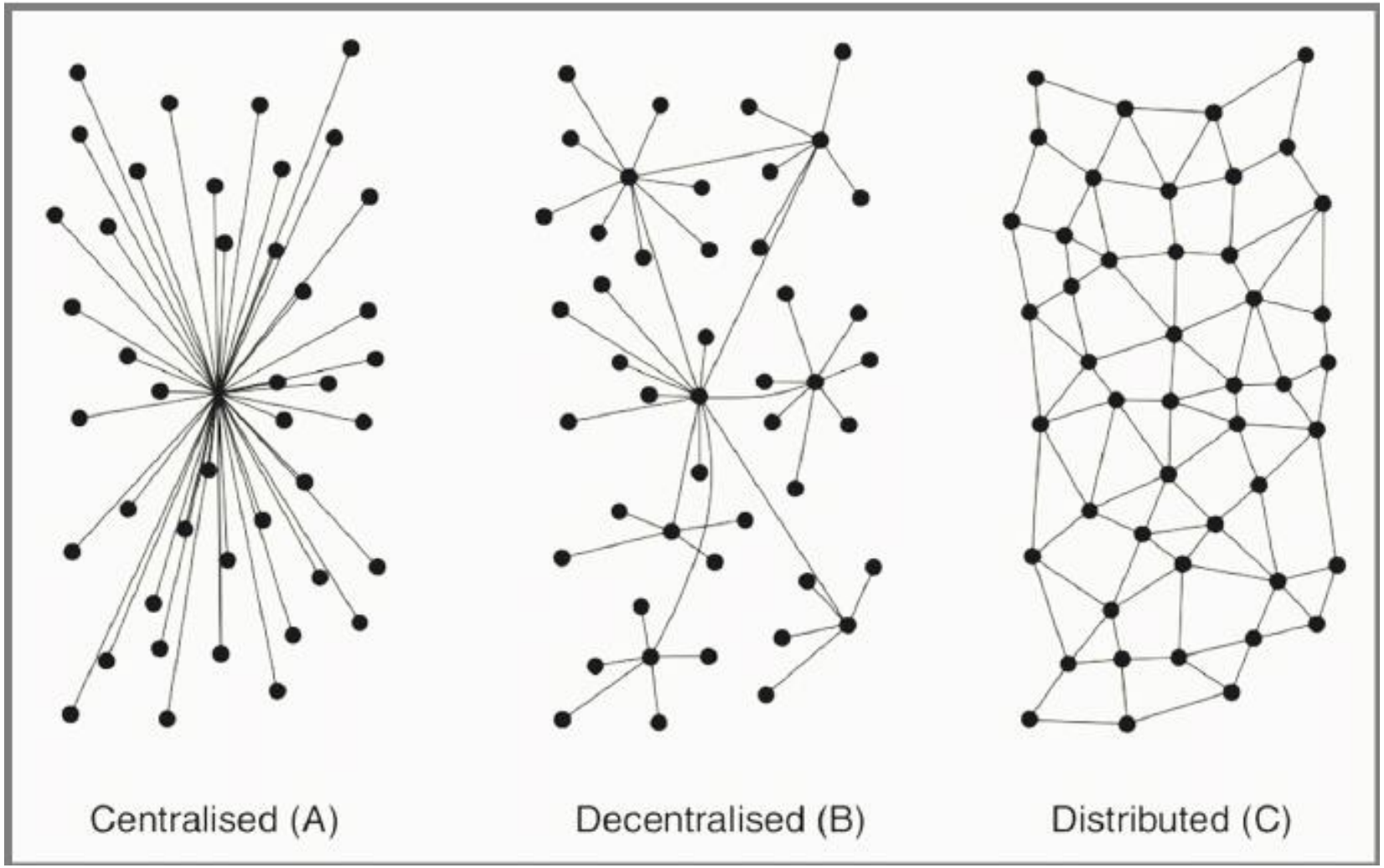
Clearview.AI

Deepfake-video gemaakt door de Belgische visual effects-artist Chris Umé en de Amerikaans acteur Miles Fisher.

NOT ALWAYS THAT ROBUST



KMSKA **Situational NFT’s**



Centralized, decentralized and distributed network models by Paul Baran (1964), part of a RAND Institute study to create a robust and nonlinear military communication network

Communicatie

Baran, P. 1964. On distributed communications networks. IEEE Transactions on communications systems. 12(1):1-9. DOI:10.1109/TCOM.1964.1088883.

Skills (human) to drive digital transformation

TOTAL DIGITAL TRANSFORMATION

The DAO had an objective to provide a new decentralized business model for organizing both commercial and non-profit enterprises.
It was instantiated on the Ethereum blockchain and had no conventional management structure or board of directors.

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DAO LANDSCAPE

Curated by @Cooopahtroopa • Pixels by Carlos/

DAO Operating Systems

ARAGON DaoStack DaoHaus
COLONY Syndicate Orca CW

Investment DAOs

MetaCartel theLAO Flamingo
Komorebi UdacityFund BitDAO
Free Company Duck DAO

Grants DAO

MetaCartel Ventures MolochDAO
Audius Grants Uniswap Grants
Mint Fund Sevens Foundation
Compound Grants Aave Grants

Collector DAOs

PleasrDAO Flamingo SquiggleDAO
FingerprintsDAO BRRDAO Whale
MUSE0 herstoryDAO BeetsDAO
JennyDAO MeebitsDAO Gremlins

Protocol DAOs

MAKER Compound UNISWAP AAVE Yearn Sushi
SYNTHETIX Curve Index Coop PieDAO tornado GITCOIN
LIDO pool KeeperDAO Badger RaribleDAO Olympus
hDAO Rari Capital Balancer Cream Finance AUDIUS
Universe inverse finance Aavegotchi INSTADAPP OceanDAO

Service DAOs

RAID GUILD DXdao PartyDAO
MetaFactory Fire Eyes DeepDAO
Reverie NeptuneDAO Llama
MetaverseDAO LexDAO d0rg
DaoHaus VitaDAO ShinyDAO
OPOLIS DoinGud DEEP WORK YGG
HoneyDAO Myco UniWhales
Yam DAO AladdinDAO

Social DAOs

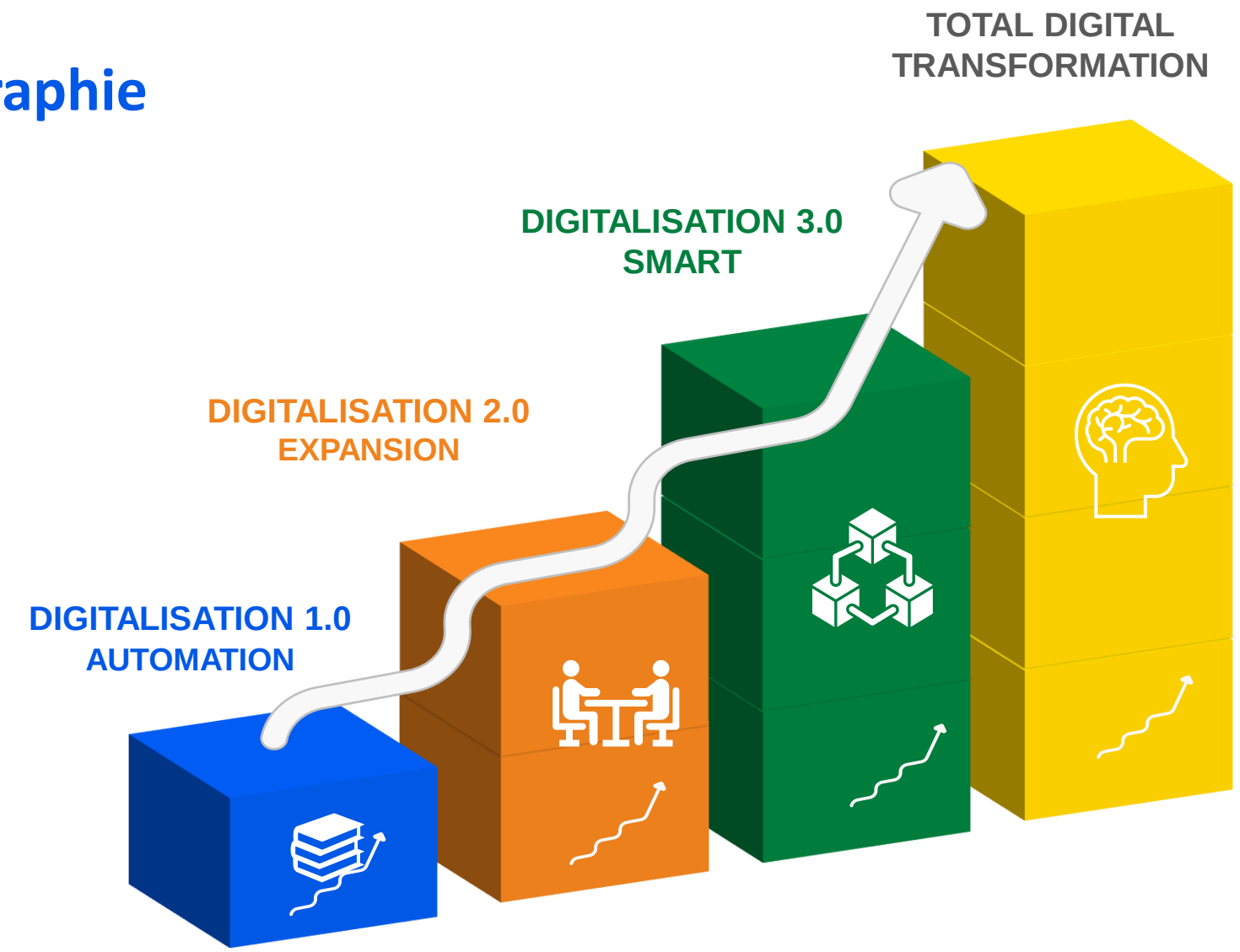
FWB Seed Club
Radicle FiatLuxDAO
Metafam KrausHaus
ProsperDAO Bright Moments
Meta Gamma Delta
SongCamp CabinDAO
PROOF OF HUMANITY BAYC
TheWIPmeetup

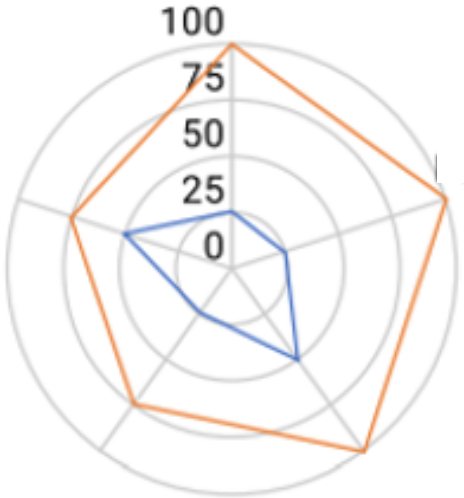
Media DAOs

FOREFRONT BanklessDAO GCR DarkstarDAO rekt

MEASUREMENT of Stages of Digital Transformation

Cartographie





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“The only skill that will be important in the 21st century is the skill of learning new skills. Everything else will become obsolete over time.”

PETER DRUCKER

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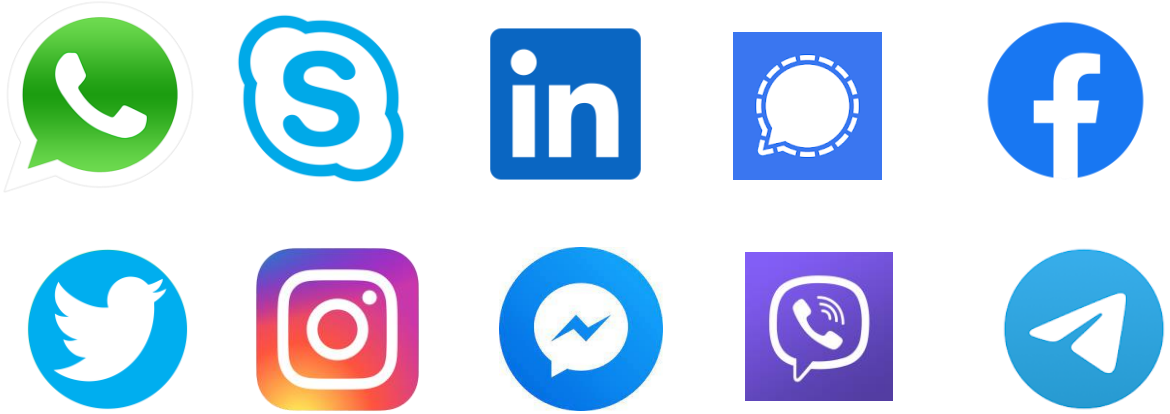
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