You don't have to be a genius or a visionary....
You just need a framework and a dream.
Michael Dell

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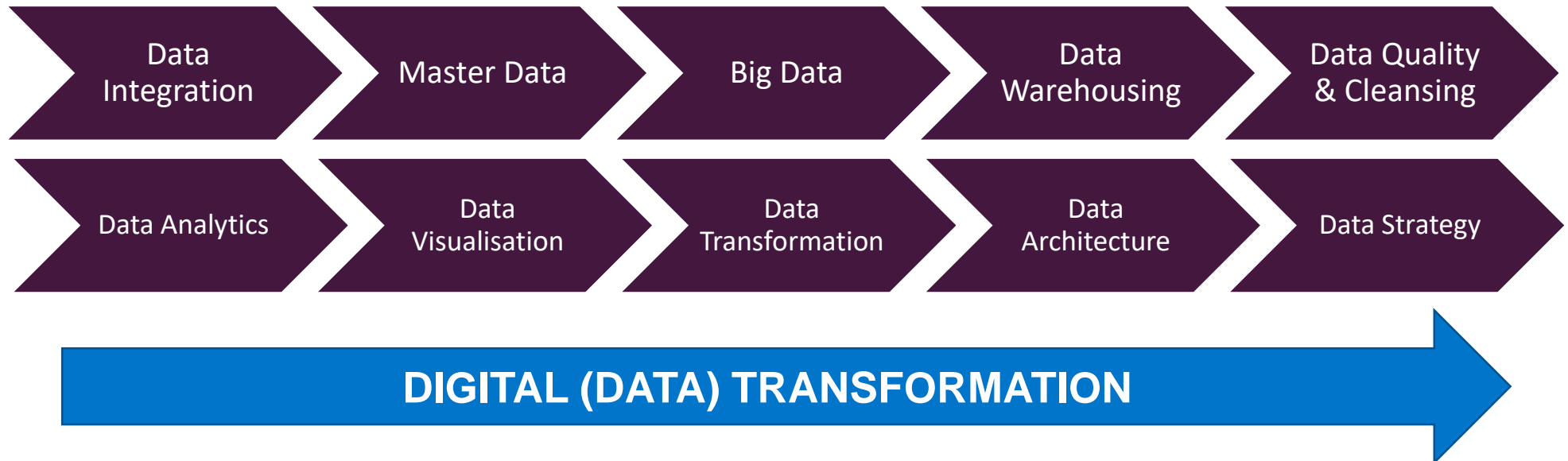# Digital Transformation

October 2017

Introduction

Current
Neelan Narasimulu
Head of IT: Sanlam Reality
Since Feb 2016

Career History
Standard Bank: 1996 - 2008
Silica: 2008 - 2011
Investec Asset Management: 2011 - 2016

Data Integration	Master Data	Big Data	Data Warehousing	Data Quality & Cleansing
Data Analytics	Data Visualisation	Data Transformation	Data Architecture	Data Strategy

DIGITAL (DATA) TRANSFORMATION

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Strategic Partners

achievement awards group

narrative

PLP GROUP

b smart.

Pick n Pay · ENGEN · Dis-Chem · CLICKS · Edgars · Jet · boardmans · GNA · Tiger WheelsTyre · tyres & more · BRIGHTS · TAFELBERG FURNISHERS · PEP · MUSICA A WORLD AWAITS

Entertainment

Computicket the Ticket you can Trust

Dining

NuMetro

AlwaysOn

simfy africa

Health

planet fitness

Virgin ACTIVE

planet fitness justgym

Wealth & Savings

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Premier Risk
Savings
Personal Loans
Gap Cover
Wills & Trust

TaxTim

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Travel

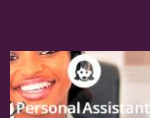mango

Emirates

Bidvest Premier Lounge

TEMPEST CAR HIRE

PROTEA HOTELS MARRIOTT

UBER

INTERCAPE

Personal Services

Personal Assistant

Trauma & Medical Assist

Dial-A-Teacher

Legal Assistance

Access

petsure

TIC TRAVEL INSURANCE CONSULTANTS

Linked Partners

Dis-Chem

CLICKS

tourvest integrated tourism group

entrytime enteronline

The future is now

Consumers Favor Visual and Voice Search
By 2021, early adopter brands that redesign their websites to support visual and voice search will increase digital commerce revenue by 30%.

Bots Take Over
By 2021, more than 50% of enterprises will spend more per annum on bots and chatbot creation than traditional mobile app development.

Versatility Wins Over Specialization
By 2021, 40% of IT staff will be "versatilists" holding multiple roles, most of which will be business- rather than technology-related.

AI Creates More Jobs Than It Takes
In 2020, AI will become a positive net job motivator, creating 2.3M jobs while only eliminating 1.8M jobs.

IoT in Everything
By 2020, IoT technology will be in 95% of electronics for new product designs.

Source: Gartner 2018 Predictions

Digital Transformation

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What are you talking about

Autonomous Vehicles

THE INTERNET of THINGS

Cryptocurrencies

THE DIGITAL HEALTH REVOLUTION
Infographic by Paul Sonnier
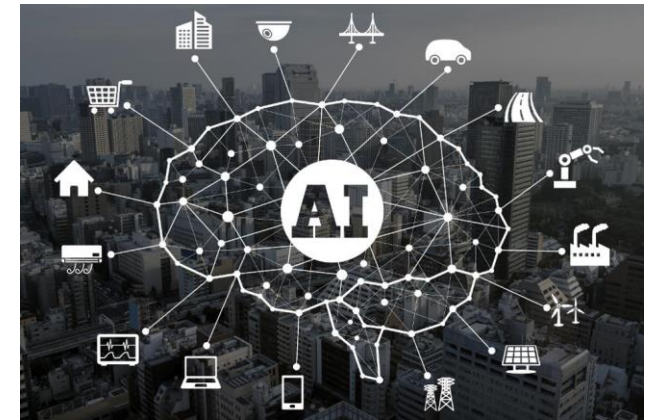
Key transformation elements

IT Business Alignment	IT Strategy & Vision	IT Leadership
People	Architecture & Standards	Data Driven Decision Making

IT Business Alignment

1. Be part of the business decision making process - influence and contribute
2. Shift from "run the business" to "change the business"
3. CEO/Leadership Support
4. Understand the business

Business organisations that utilise Information Technology to achieve business objectives to address cost efficiencies, competitiveness and customer experience

IT Strategy & Vision

1. Think Big! - What is happening in the world?
2. Don't accept the norm! Have a BOLD IT Strategy
   - Automation
   - Continuous Improvement
3. Be the change!

Productivity, Relevance, Responsiveness, Acceptance

IT Leadership

1. Drive IT Leadership throughout the business - Product / Marketing / Sales / Operations
2. Thought leadership at all levels of the business
3. Understand the detail
4. Support the business through scalable solutions

Step up to the Leadership plate. Stop accepting the status quo!

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People

1. Instil the culture of business excellence and solution quality
2. You may need to fire a few!
3. Take people on the journey - empower / accountable / responsible
4. Encourage creativity
5. Create opportunity
6. Change mindsets (very difficult!)

The people part of digital transformation is just as important as the technologies

Architecture & Standards

1. Architect what you want to achieve
2. Drive standardisation, scalability, reusability, automation
3. Operationally sound solutions
4. Data / API - own this, manage this
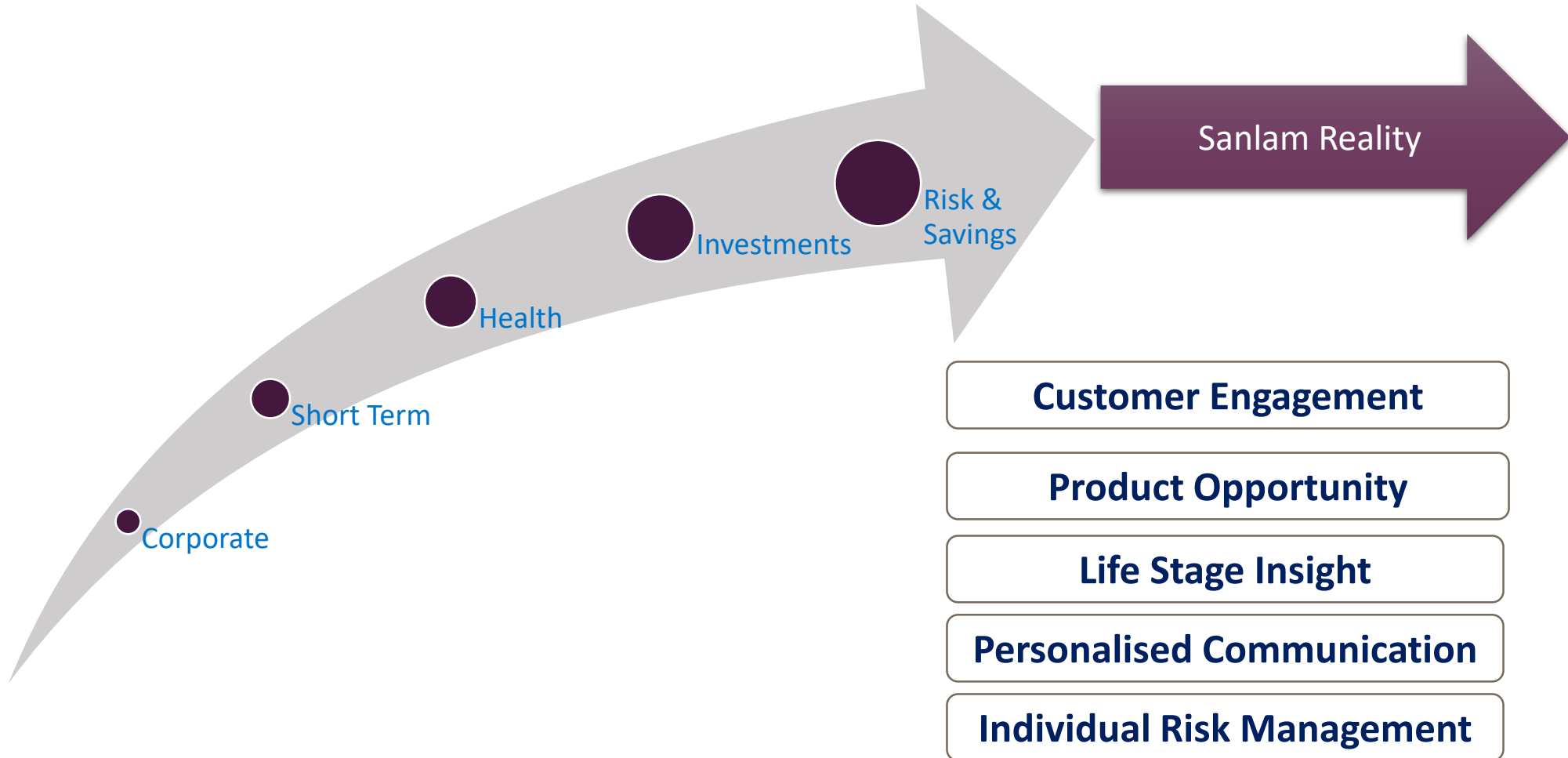5. Drive Agility - no silver bullet, what works for you

Multi platform, architect with the customer in mind

Data Driven Decision Making

1. Business Insight through Data
2. Track Everything!
3. World Class Customer Experience!

A century ago, the resource in question was oil. Today…. dealing in data in the new oil of the digital era. (Source: Economist, May 2017)

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The road ahead

Corporate → Short Term → Health → Investments → Risk & Savings → **Sanlam Reality**

- **Customer Engagement**
- **Product Opportunity**
- **Life Stage Insight**
- **Personalised Communication**
- **Individual Risk Management**

questions