

**DIGITAL
EXPORT
ACADEMY**

WEBINAR 18 GENNAIO 2021

WEB MARKETING. DAY ONE

THE DIGITAL REVOLUTION



THE DIGITAL REVOLUTION

1. 2. 3.



THE DIGITAL REVOLUTION

1. SIGNIFICATO

2. APPLICABILITA'

3. IMPATTO



THE DIGITAL REVOLUTION

1. SIGNIFICATO



1. Significato

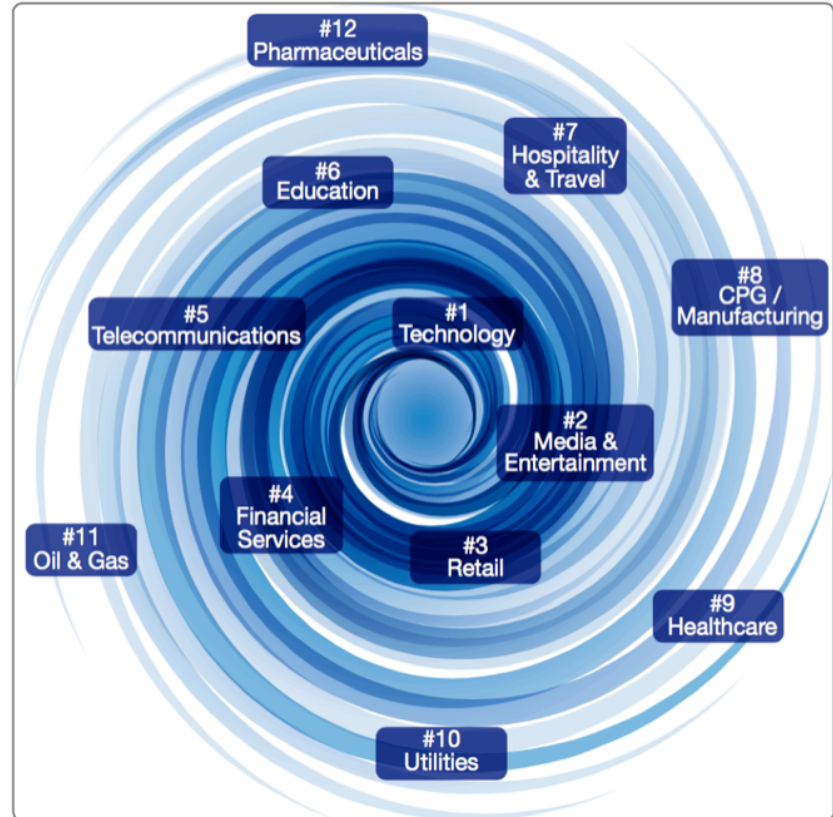
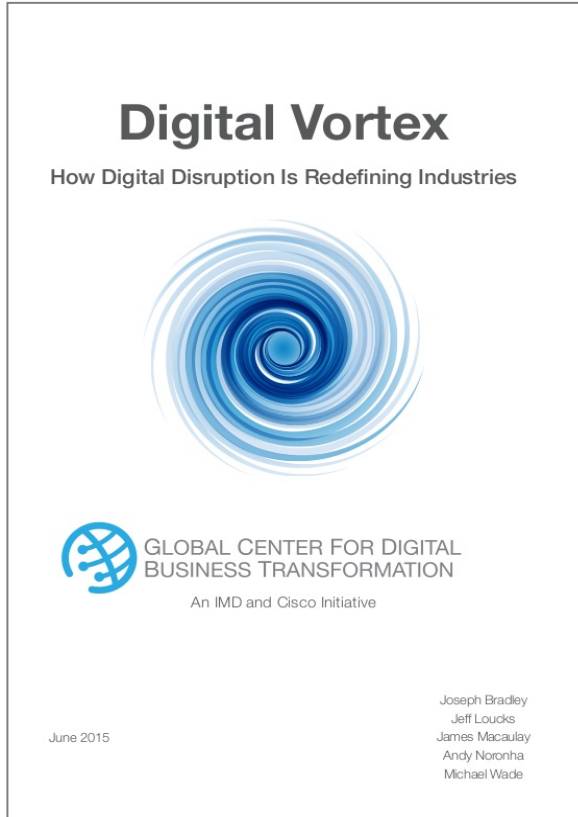
Il termine **rivoluzione** deriva dal latino *revolvĕre* (rovesciare) e nel suo significato più ampio indica un **cambiamento radicale** che porta a **trasformazioni profonde** di tutta la **struttura sociale, economica e politica**.

THE DIGITAL REVOLUTION

2. APPLICABILITA'



2. Applicabilità



THE DIGITAL REVOLUTION

3. IMPATTO



3. Impatto

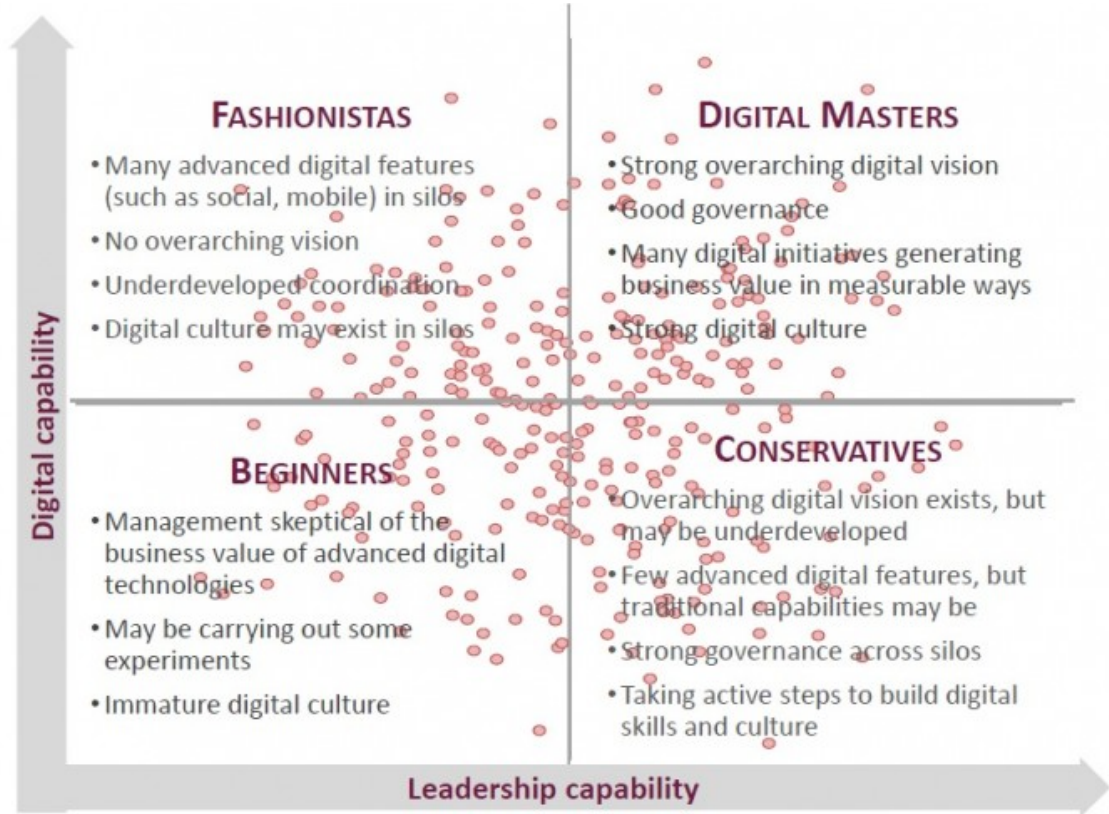
Capgemini Consulting

MIT Sloan MANAGEMENT

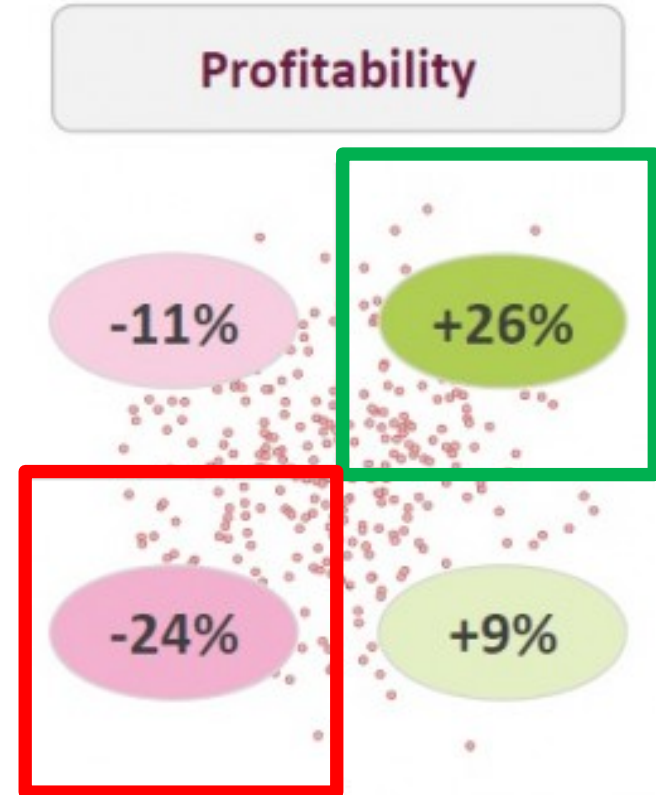
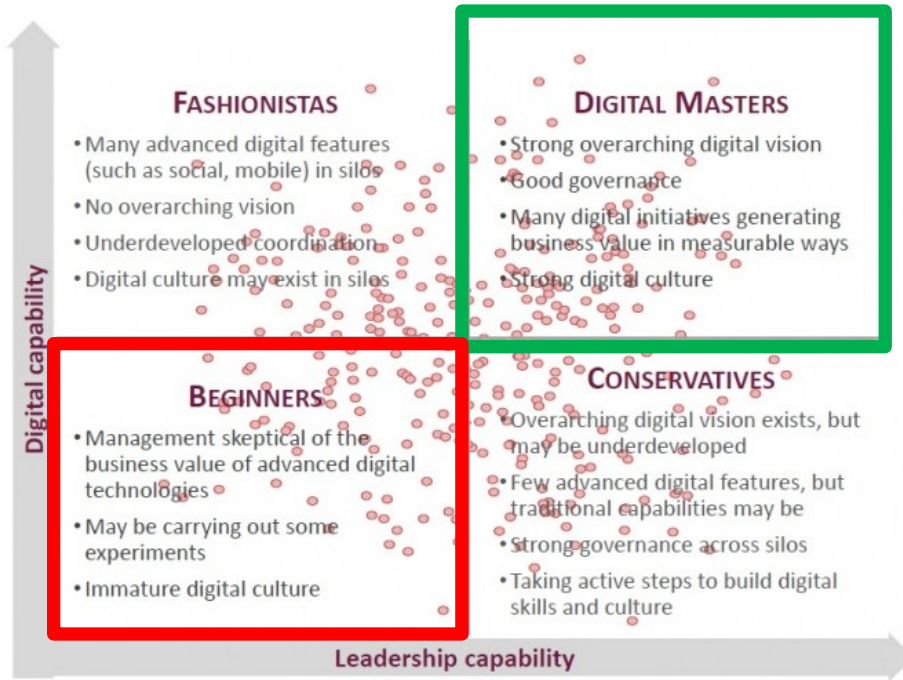
The Digital Advantage:
How digital leaders outperform their peers in every industry



Transform to the power of digital



3. Impatto



THE DIGITAL REVOLUTION

1. SIGNIFICATO

2. APPLICABILITA'

3. IMPATTO

ROVESCIMENTO

SISTEMICO

RADICALE



THE DIGITAL REVOLUTION [ADAPT OR DIE!]



THE DIGITAL REVOLUTION

RICHIEDE ESTREMA ATTENZIONE E

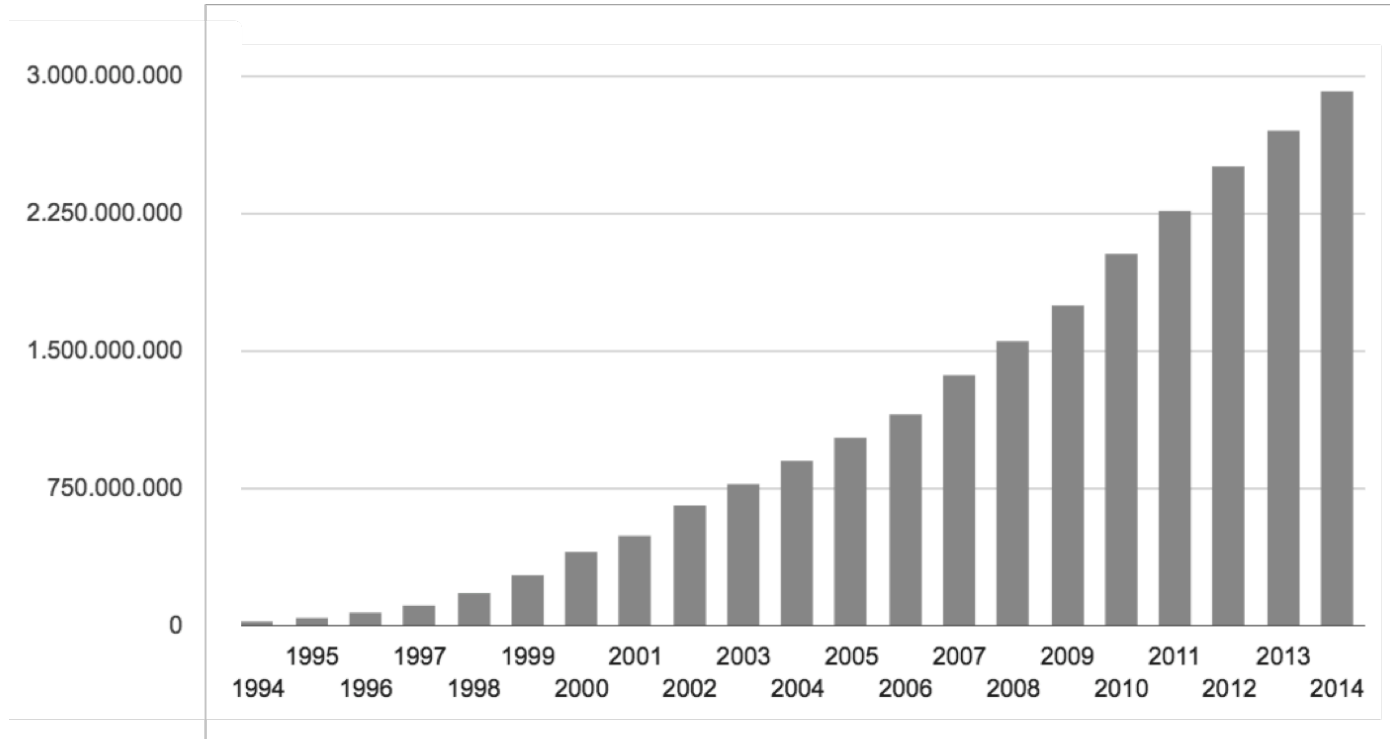
MEZZI NON CONVENZIONALI



CAPIRE IL TREND.
I PRIMI 20 ANNI DI INTERNET

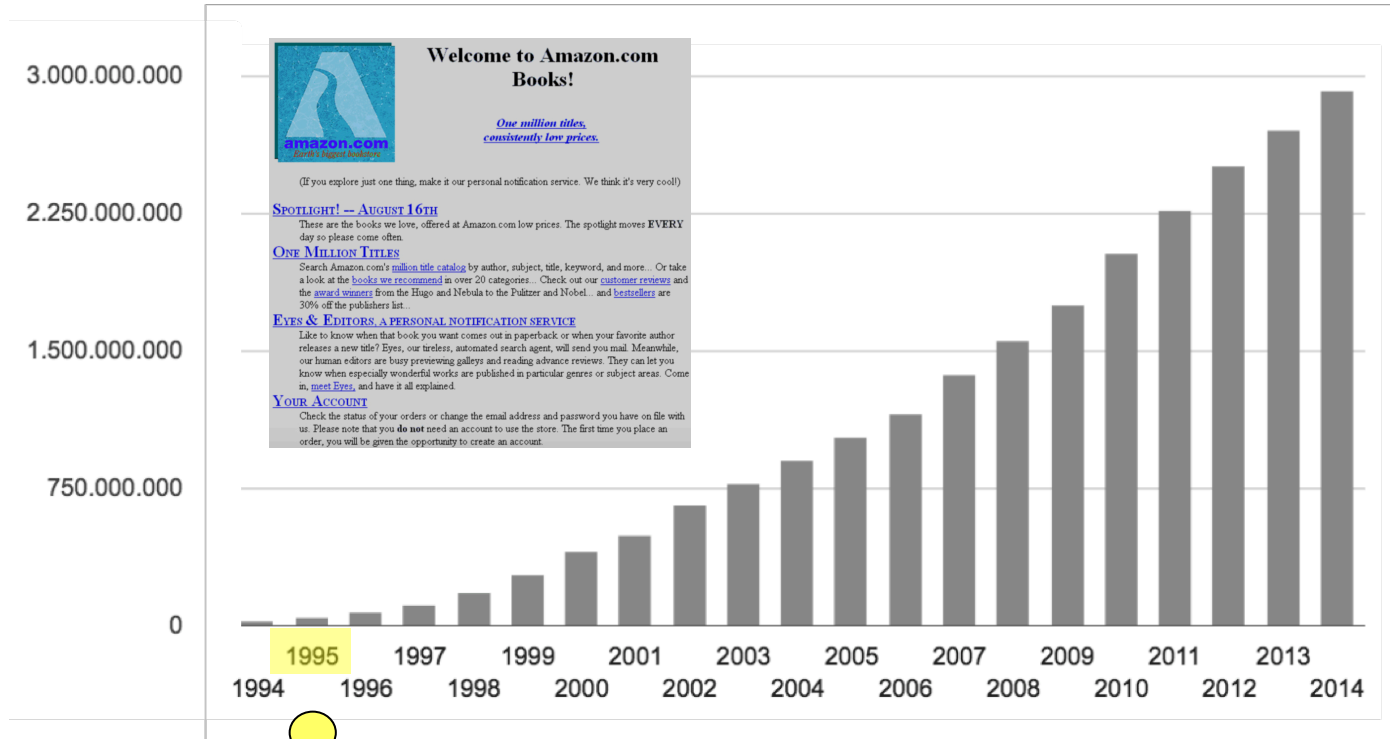


Capire il trend. I primi 20 anni di internet



UTILIZZATORI INTERNET NEL MONDO

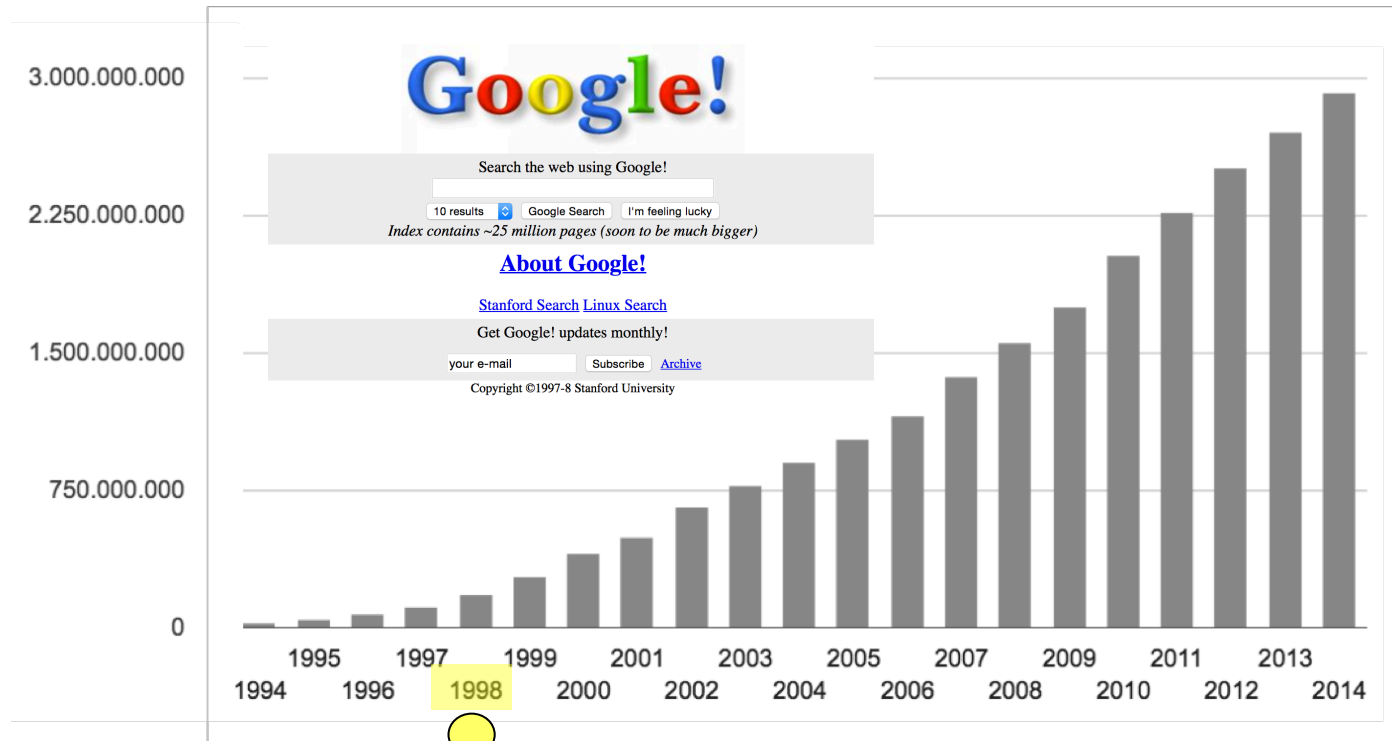
Capire il trend. I primi 20 anni di internet



Fonte: Internet Live Stats

UTILIZZATORI INTERNET NEL MONDO

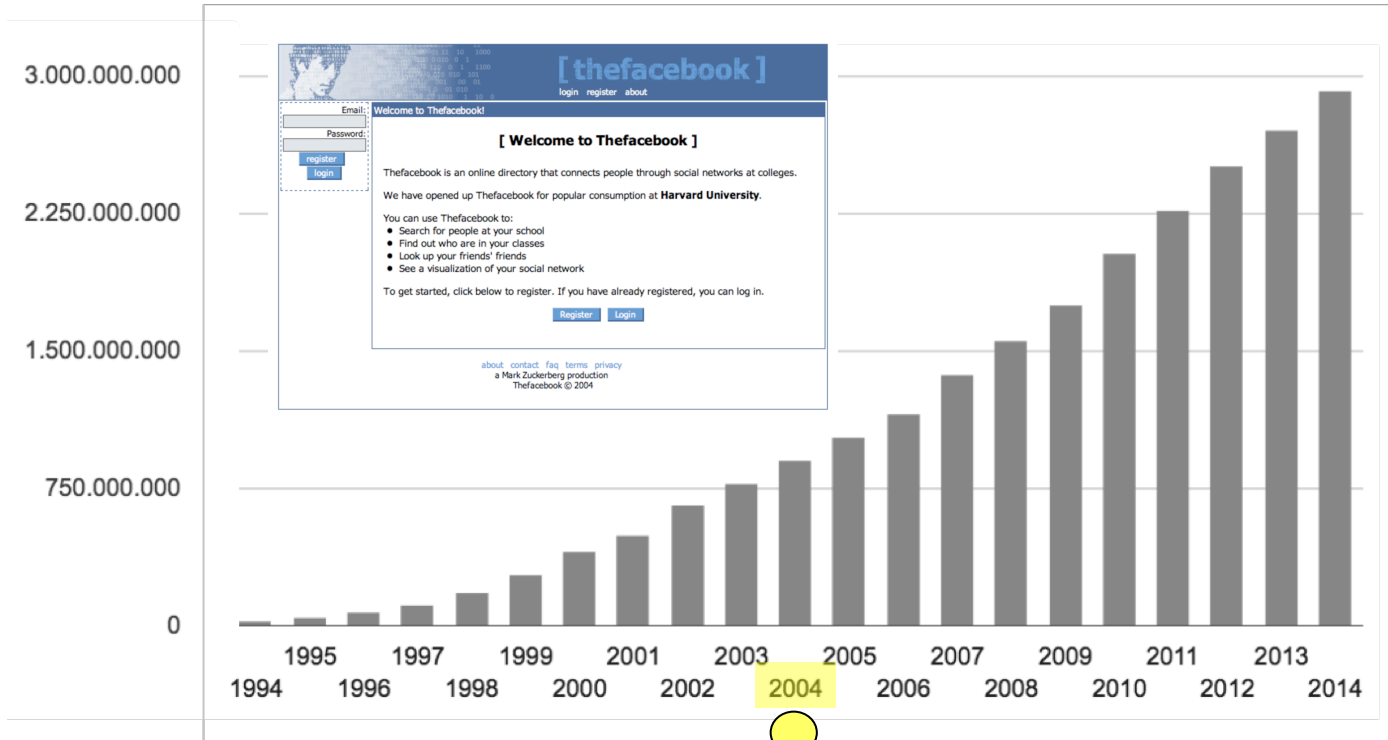
Capire il trend. I primi 20 anni di internet



Fonte: Internet Live Stats

UTILIZZATORI INTERNET NEL MONDO

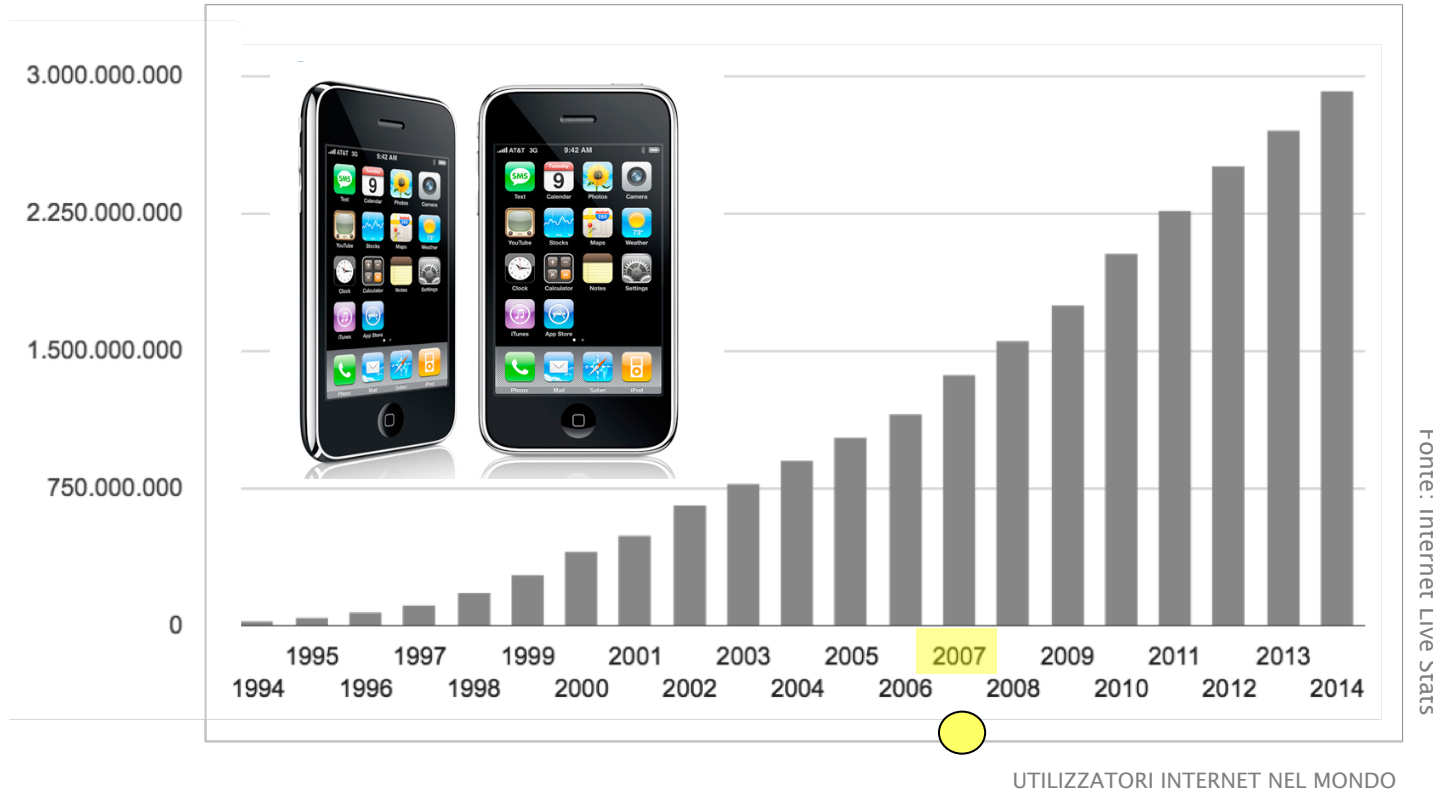
Capire il trend. I primi 20 anni di internet



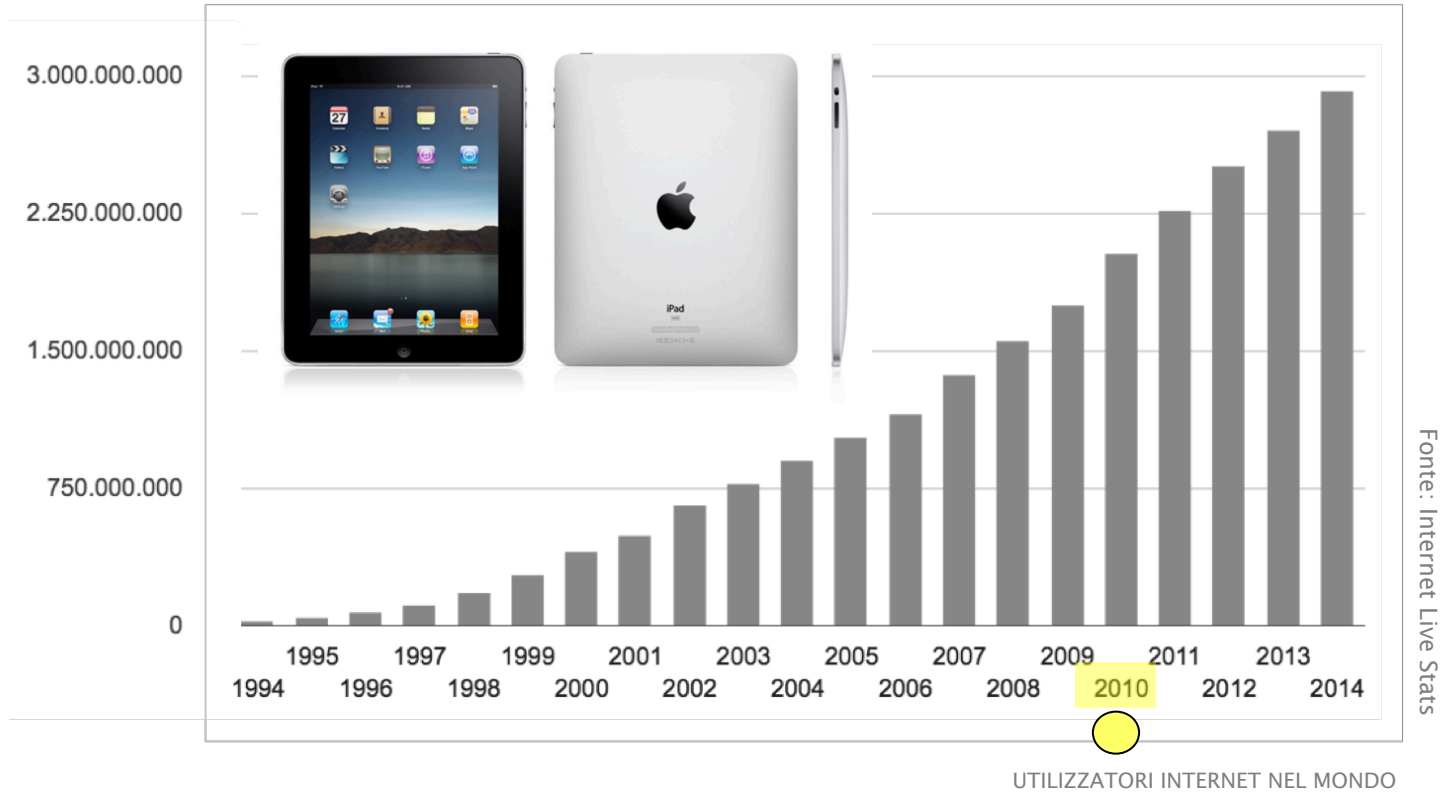
Fonte: Internet Live Stats

UTILIZZATORI INTERNET NEL MONDO

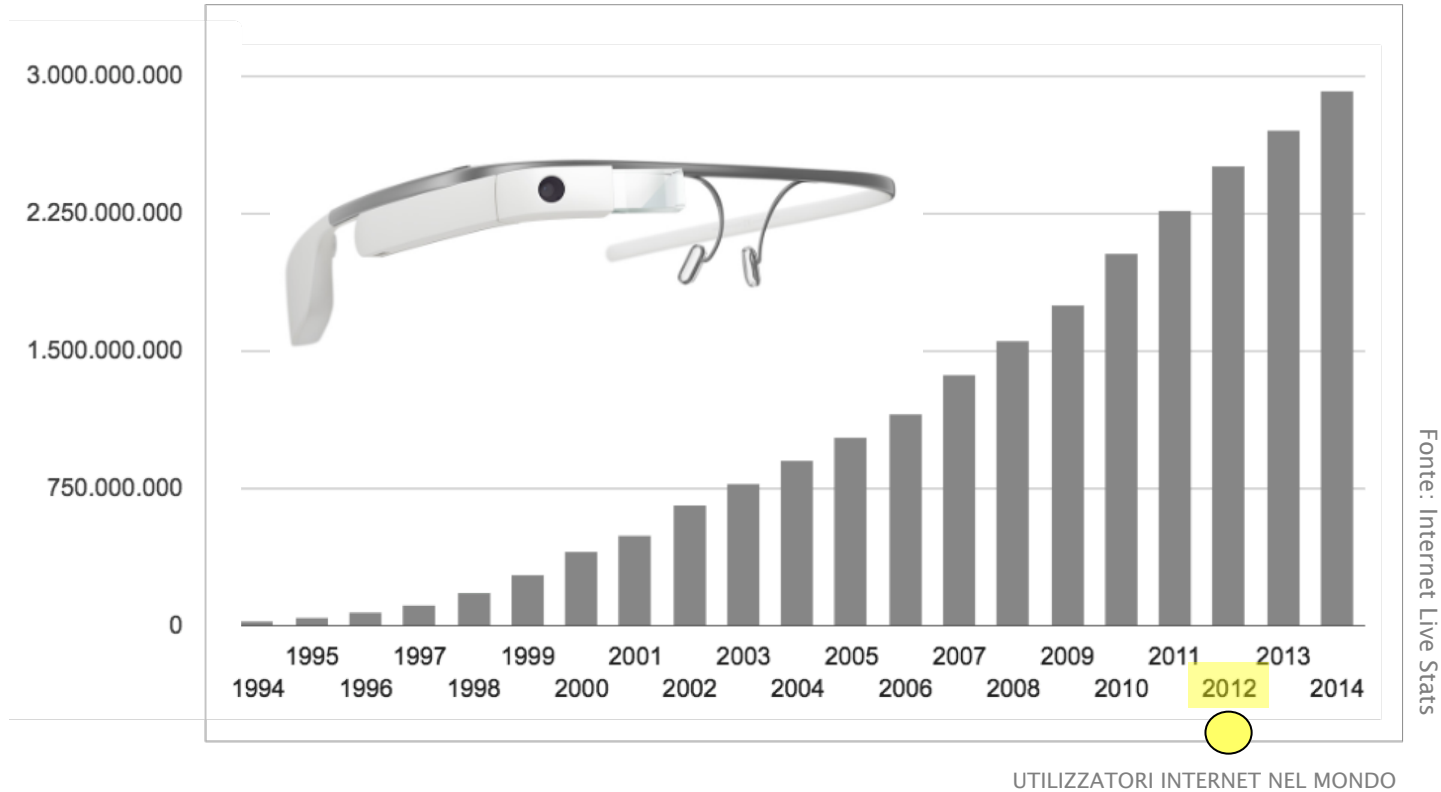
Capire il trend. I primi 20 anni di internet



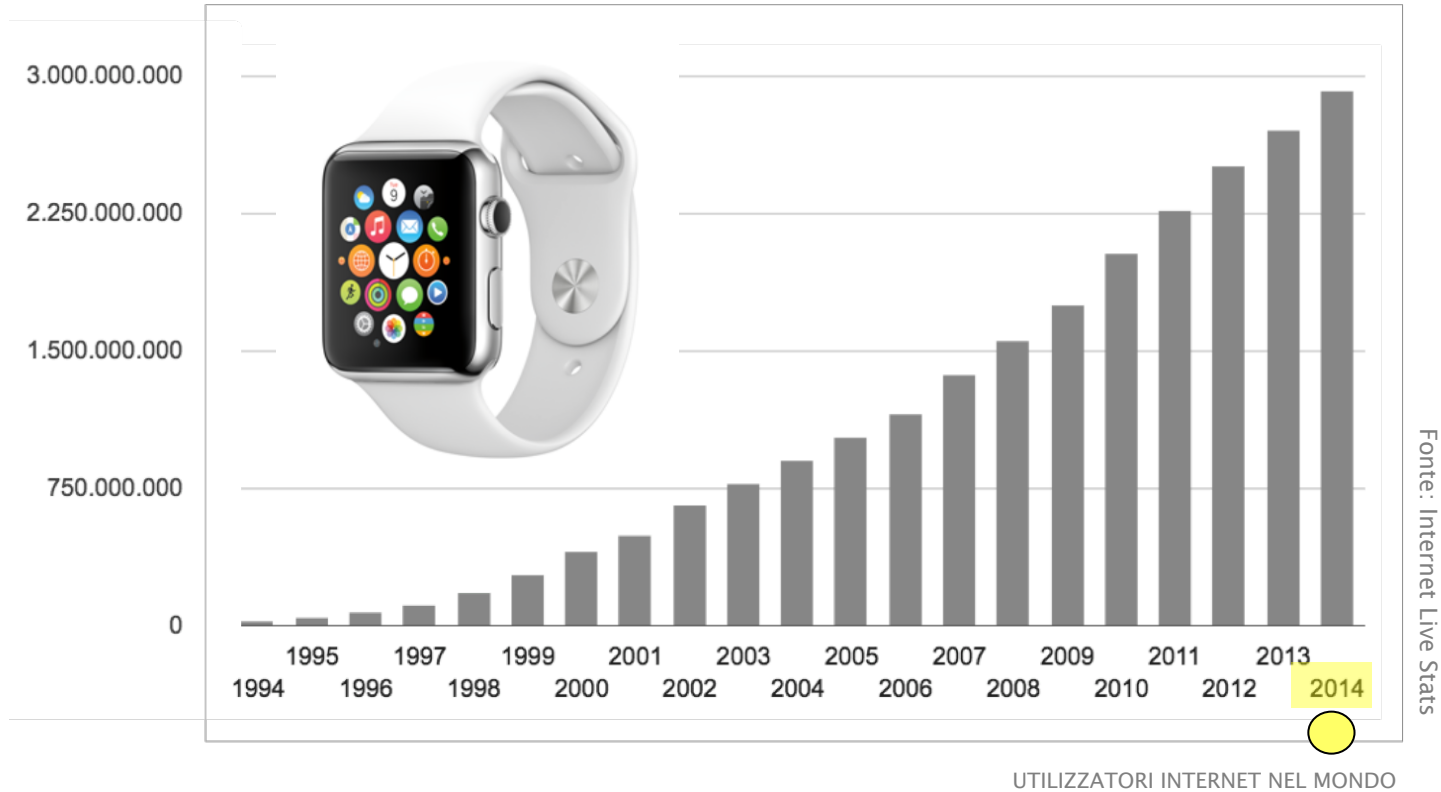
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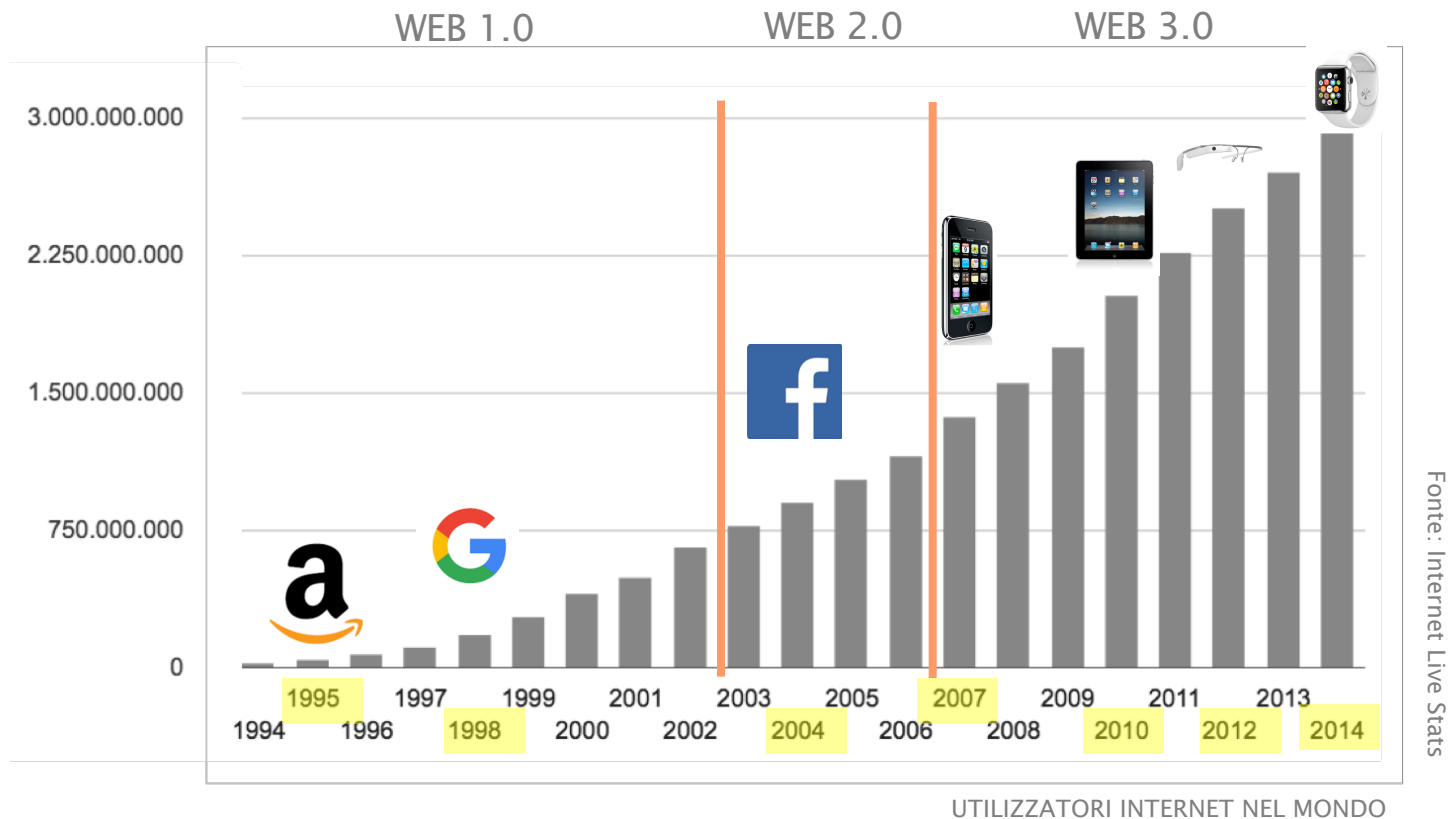
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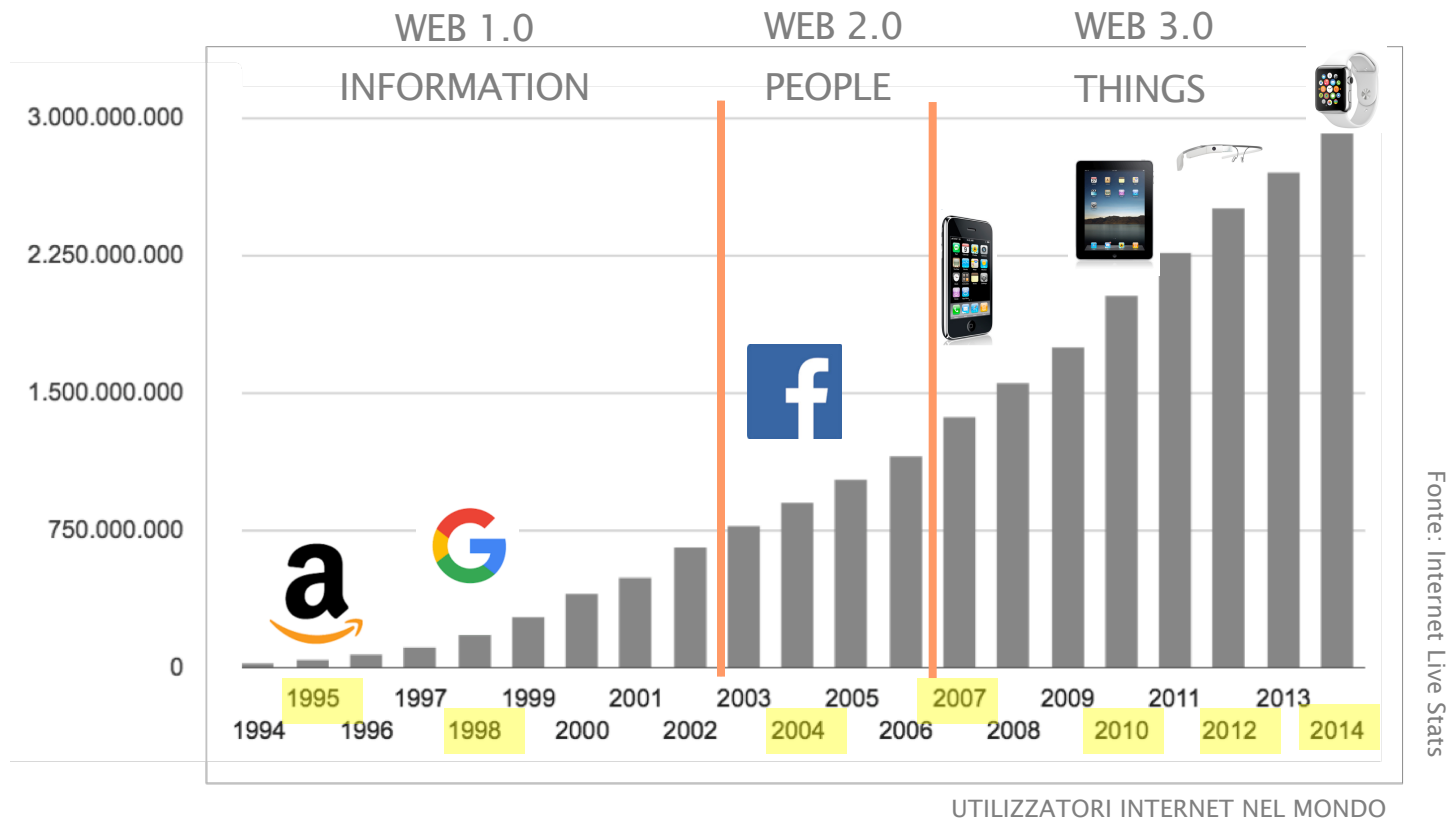
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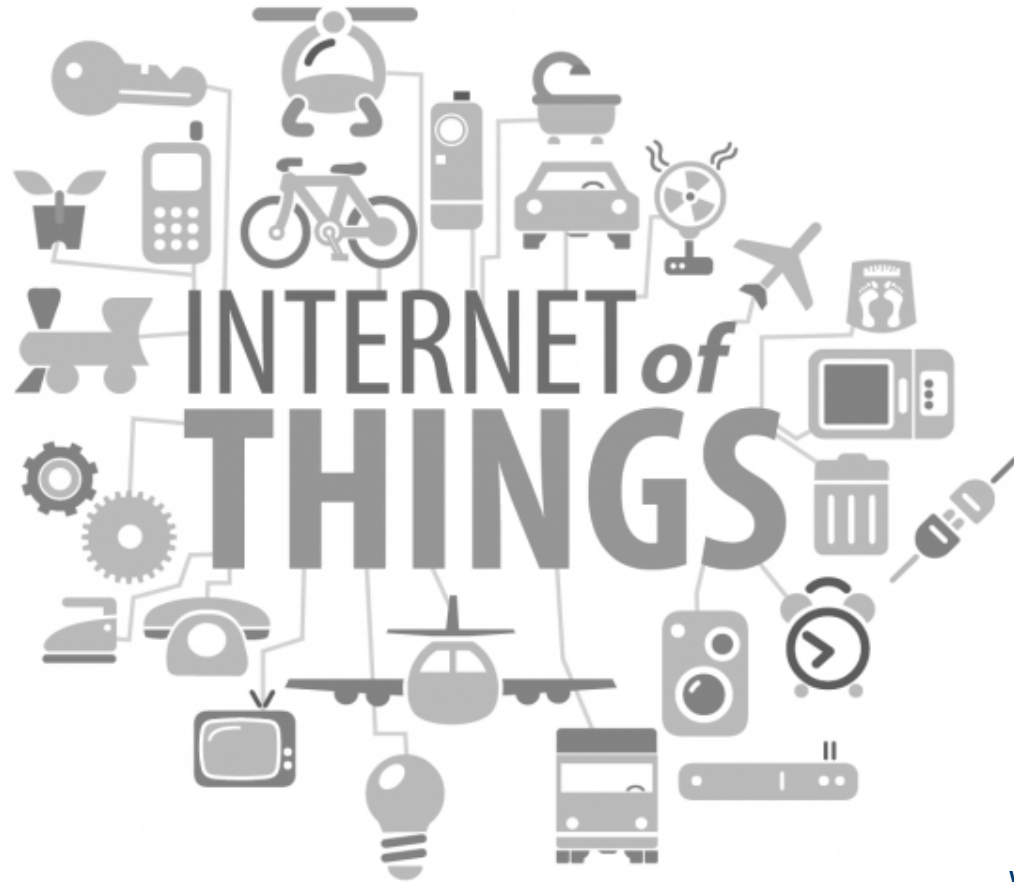
Capire il trend. Dal web 1.0 al web 3.0



Capire il trend. Dal web 1.0 al web 3.0



II web 3.0



II web 3.0. Internet of Things



II web 3.0. Internet of Things



Babolat

I.O.T

L'ACRONIMO DEL FUTURO



Gianluca Monteleone
Digital expert,
Founding Partner
Verto Leading Change.

I.O.T. è un acronimo al quale dobbiamo abituarci, con il quale è opportuno iniziare a prendere confidenza, perché, in breve tempo, modificherà significativamente i nostri comportamenti, anche i più banali, e quelli di miliardi di individui in tutto il mondo. I.O.T. è la nuova frontiera di Internet che, da "luogo delle informazioni", Web 1.0, si è prima evoluto in "luogo delle persone", Web 2.0, per poi rapidamente trasformarsi in questa terza, nuova fase. Il Web 3.0. Il "luogo delle cose".

I.O.T. sta per Internet of Things, Internet delle Cose, ed esprime un concetto tanto potente e rivoluzivo nei suoi effetti, quanto semplice e intuitivo nella sua comprensione: Internet è il "luogo" nel quale miliardi di "cose", things, si rendono riconoscibili, acquisiscono informazioni dall'ambiente circostante, interagiscono fra di loro e ritornano informazioni aggregate e servizi ad alto valore aggiunto. Se riuscite a immaginare le strade delle nostre città, piuttosto che piene di buche, cablate con "oggetti", capaci, attraverso Internet, di fornire in tempo reale ad altri "oggetti", ad esempio i navigatori delle auto, piuttosto che una app installata sugli smartPhone, indicazioni circa il "posto auto libero" più vicino alla nostra attuale posizione, avete già capito tutto, o quasi, di Internet delle Cose.

E delle sue straordinarie potenzialità nel rivoluzionare, in meglio, anche i più banali dei nostri comportamenti, come trovare parcheggio in un affollato sabato pomeriggio di shopping. Ottimizzando significativamente tempi e costi. Ma procediamo con ordine e partiamo dall'inizio, da un preciso "oggetto" che ha cambiato tutto, aprendo "formalmente" questa nuova frontiera. Partiamo dal 9 gennaio 2007 quando Steve Jobs, durante la conferenza di apertura del Macworld, mentre il suo intervento sembra volgere verso i saluti finali, con perfetta teatralità e millimetrica scelta dei tempi, sorprende il mondo presentando un "oggetto" rivoluzionario, dotato di uno schermo touch da 3,5 pollici.

L'iphone. Versione 2G. Nome in codice M68.

Un telefono "intelligente" capace di navigare in Internet, e, attraverso un numero impressionante di "applicazioni", aprire all'utente illimitate modalità di utilizzo. Un "oggetto" che registra un clamoroso successo e "distrugge" rapidamente ogni altro precedente modello di comunicazione fra dispositivi mobili. Dopo l'iphone nulla è più come prima e, anche grazie al decisivo contributo dato da altri player, primi fra tutti Google e Samsung, un nuovo paradigma d'uso della tecnologia attraverso Internet si impone, aprendo la strada al progressivo affermarsi di ulteriori "oggetti" che derivano la propria intelligenza da Internet: gli "smartIPad" prima e più recentemente gli "smartWatch".

L'aspetto interessante della faccenda è che tutti gli "oggetti" possono acquisire intelligenza grazie a Internet, aprendo nei campi più disparati, scenari impensabili fino a pochi anni fa. Il campione Rafael Nadal può utilizzare, durante gli Australian Open appena conclusi, la **Babolat AeroPro Drive Play**, una "racchetta intelligente", che, dialogando con una app dedicata, gli fornisce una serie di informazioni statistiche circa l'andamento del match.

Una mamma può acquistare per il suo neonato gli **Owlet smartSocks**, "calzini intelligenti", capaci di fornire informazioni, in tempo reale, circa lo stato di salute del bambino, il battito del suo cuore, il livello di ossigenazione del suo sangue. Un single può utilizzare **Hiku**, un "oggetto intelligente" dotato di scanner e comandi vocali, che, dialogando con lo smartPhone, provvede con estrema facilità a compilare una "lista intelligente della spesa", stando comodamente a casa. Lista che, in un futuro ormai prossimo, sarà possibile inviare in automatico al proprio supermercato, che provvederà a consegnare a domicilio quanto ordinato, nei tempi desiderati. Tutto in un crescendo di complessità, diventa intelligente attraverso Internet.

I pagamenti.

Apple Pay, il nuovo sistema di "pagamenti intelligenti" recentemente introdotto da Apple, a breve disponibile anche in Italia, in America ha già registrato eccellenti risultati in termini di adozione. **Le abitazioni.**

Google, lo scorso Gennaio, ha acquistato per 3,2 miliardi di dollari il "termostato intelligente" di Nest, con il dichiarato intento di rivoluzionare le nostre abitudini domestiche.

Le città. Splendido esempio di smartCity lo troviamo in Spagna a Santander, dove un innovativo modello di "città connessa" permette l'accensione/spengimento intelligente dei lampioni, offre soluzioni di smartMobility, piuttosto che servizi di raccolta intelligente dei rifiuti, attraverso sensori posti sui bidoni che comunicano con i mezzi preposti alla raccolta, "avisandoli" quando è necessario procedere allo svuotamento. Le fabbriche, i musei, i negozi, le scuole. Tutto può diventare intelligente grazie a Internet, che in questo "nuovo mondo connesso" diventa l'ambiente nel quale miliardi di "cose" dialogano, si integrano, in un unico, straordinario "ecosistema intelligente". Che impareremo presto a chiamare Internet delle Cose. Internet of Things. Utilizzando un semplice acronimo. I.o.T. L'acronimo del futuro.

INTERNET OGGI





DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE

we
are
social



Hootsuite®

**JAN
2020**

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



**7.75
BILLION**

URBANISATION:
55%



UNIQUE MOBILE
PHONE USERS



**5.19
BILLION**

PENETRATION:
67%

we
are
social

INTERNET
USERS



**4.54
BILLION**

PENETRATION:
59%



ACTIVE SOCIAL
MEDIA USERS



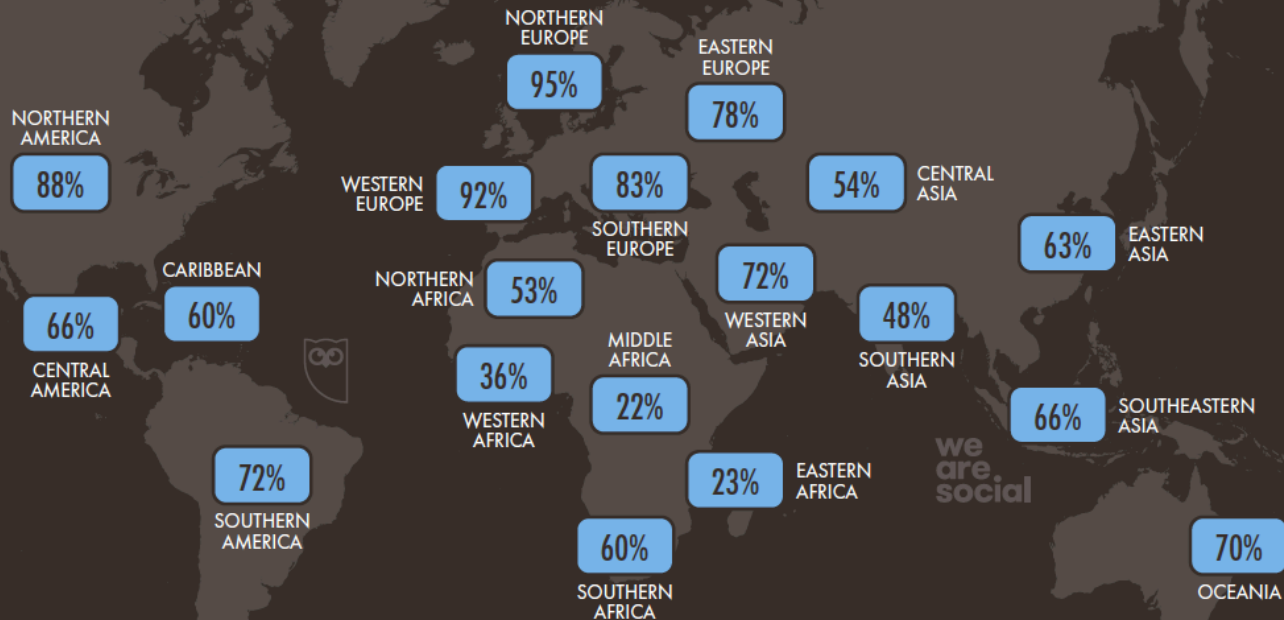
**3.80
BILLION**

PENETRATION:
49%

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2020

INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION*



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2020

SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2019

CHROME



63.6%
+2.2% Y-O-Y

SAFARI



we
are
social

17.7%
+20% Y-O-Y

FIREFOX



4.4%
-11% Y-O-Y

SAMSUNG INTERNET



3.5%
+18% Y-O-Y

UC BROWSER



we
are
social

2.9%
-32% Y-O-Y

OPERA



2.3%
-27% Y-O-Y

INTERNET EXPLORER



1.6%
-38% Y-O-Y

OTHER BROWSERS



4.1%
+28% Y-O-Y

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2020

MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE LANGUAGES USED ON THE WORLD'S TOP 10 MILLION WEBSITES*

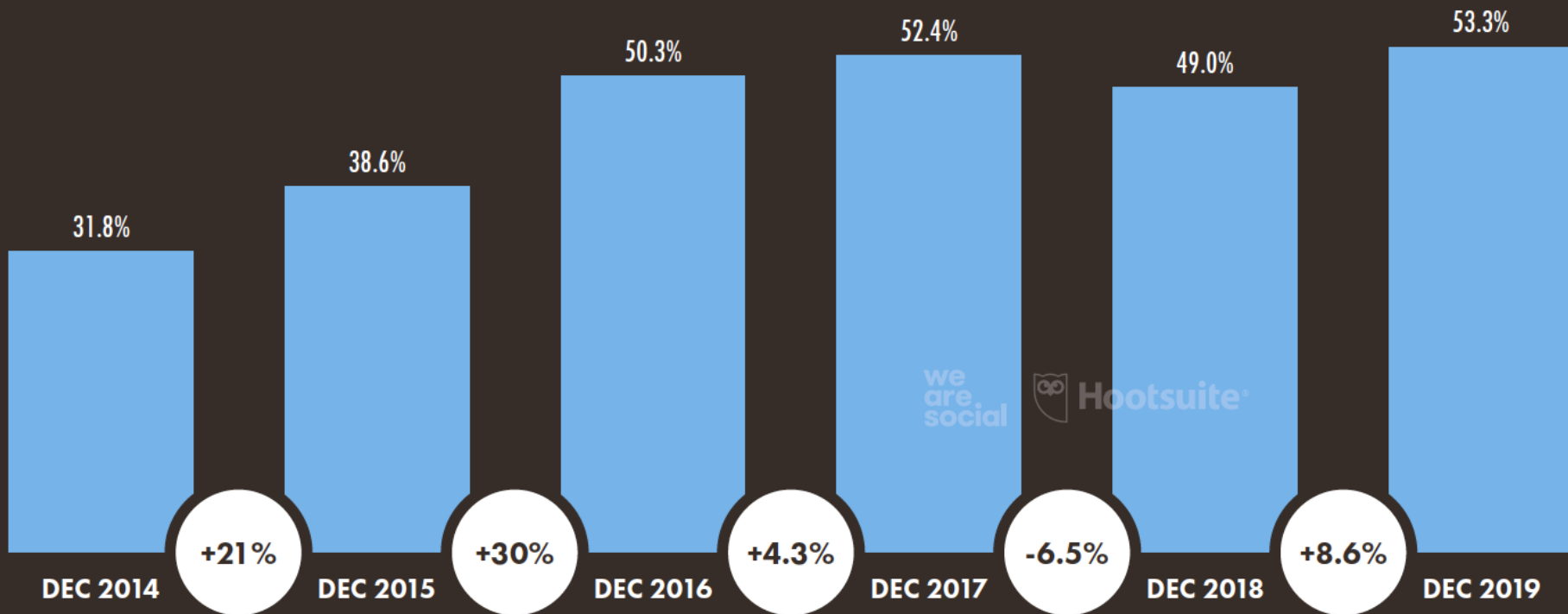
#	LANGUAGE	% WEBSITES	SHARE OF POP.
01	ENGLISH	56.8%	4.9%
02	RUSSIAN	7.6%	2.0%
03	SPANISH	4.6%	6.2%
04	GERMAN	4.1%	1.0%
05	FRENCH	3.3%	1.0%
06	JAPANESE	2.9%	1.7%
07	PORTUGUESE	2.5%	2.9%
08	PERSIAN	2.4%	0.7%
09	TURKISH	2.2%	1.0%
10	ITALIAN	1.5%	0.8%

#	LANGUAGE	% WEBSITES	SHARE OF POP.
11	CHINESE	1.4%	16.5%
12	POLISH	1.3%	0.5%
13	VIETNAMESE	1.0%	1.0%
14	DUTCH	0.9%	0.3%
15	ARABIC	0.8%	3.6%
16	KOREAN	0.8%	1.0%
17	CZECH	0.7%	0.1%
18	GREEK	0.7%	0.2%
19	INDONESIAN	0.5%	0.6%
20	HUNGARIAN	0.4%	0.2%

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2020

EVOLUTION OF MOBILE'S SHARE OF WEB TRAFFIC

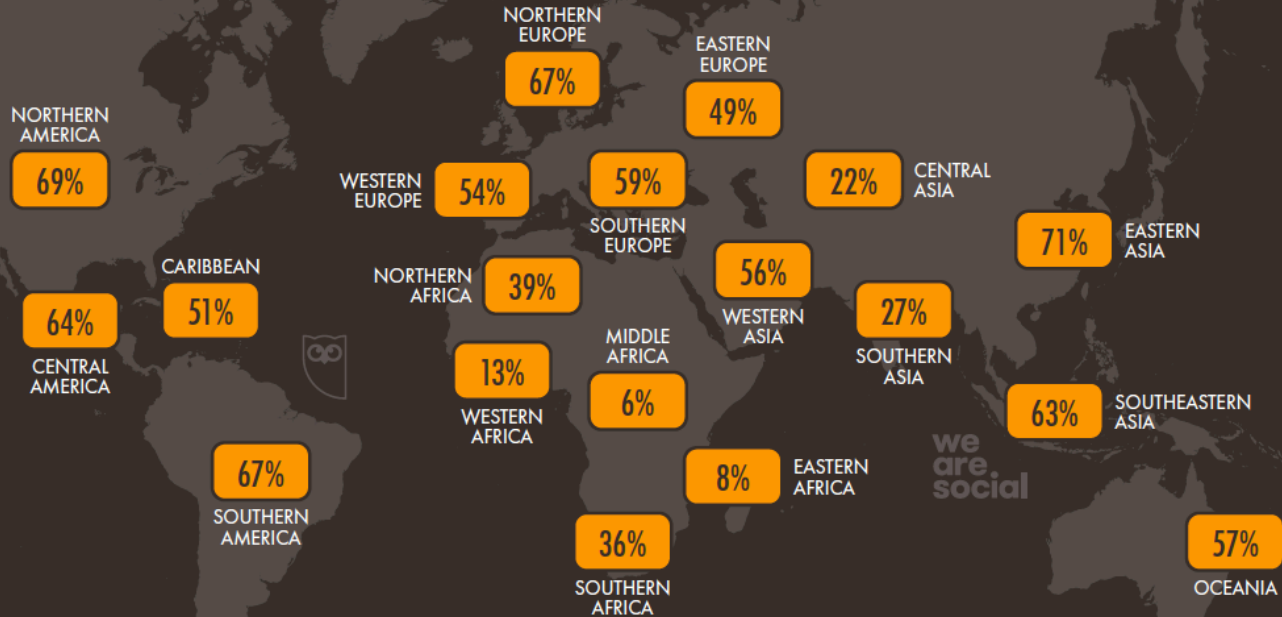
MOBILE'S SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS OVER TIME, WITH YEAR-ON-YEAR CHANGE



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SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

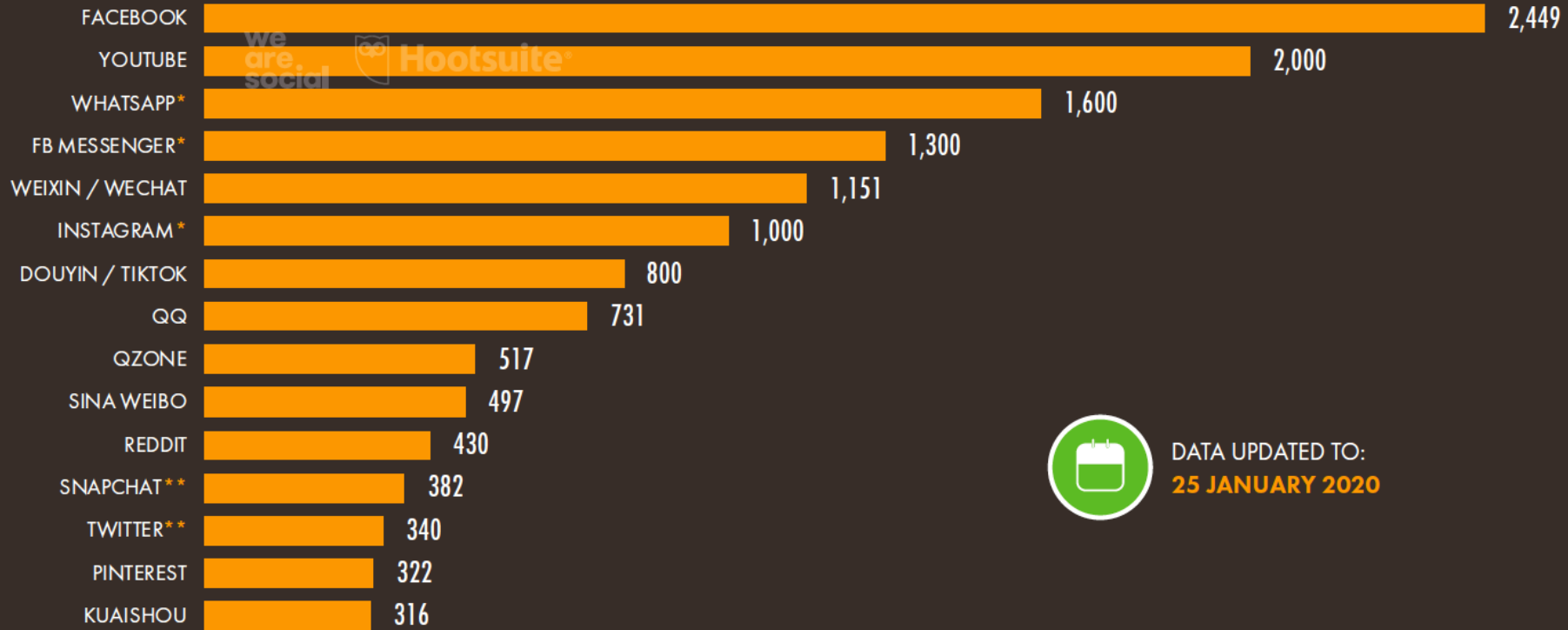
THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE



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2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)

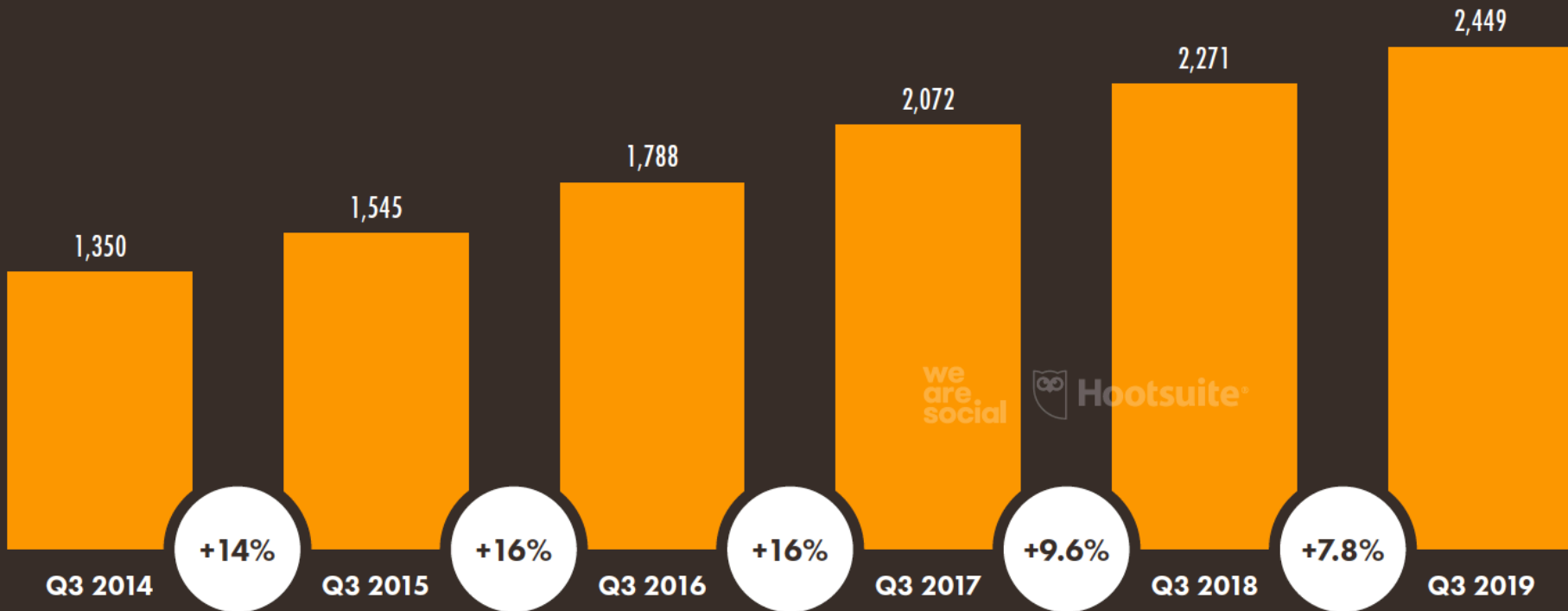


DATA UPDATED TO:
25 JANUARY 2020

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2020

FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR, WITH ASSOCIATED YEAR-ON-YEAR CHANGE



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2020

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



928.5
MILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON INSTAGRAM



15%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+5.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



50.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



49.1%

JAN
2020

LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN*



663.3
MILLION

SHARE OF POPULATION
AGED 18+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON LINKEDIN



12%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+1.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



43%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



57%

JAN
2020

YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

NUMBER OF LOGGED-IN
USERS OF YOUTUBE
EACH MONTH



2
BILLION

SHARE OF POPULATION
AGED 13+ THAT LOGS IN
TO YOUTUBE EACH MONTH



we
are
social

33%

TOTAL NUMBER OF
HOURS WATCHED ON
YOUTUBE EACH DAY



KEPIOS

1
BILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS*



global
web
index

45%

MALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS*



55%

IL FUTURO CHE VERRA'



Deep Shift

Technology Tipping Points and Societal Impact

Survey Report, September 2015

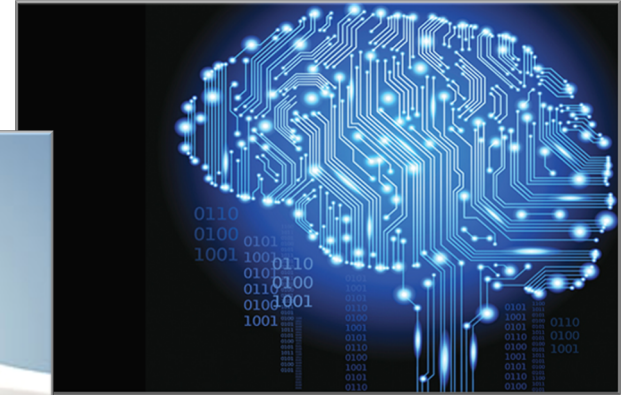


Table: Tipping Points Expected to Occur by 2025

	%
10% of people wearing clothes connected to the internet	91.2
90% of people having unlimited and free (advertising-supported) storage	91.0
1 trillion sensors connected to the internet	89.2
The first robotic pharmacist in the US	86.5
10% of reading glasses connected to the internet	85.5
80% of people with a digital presence on the internet	84.4
The first 3D-printed car in production	84.1
The first government to replace its census with big-data sources	82.9
The first implantable mobile phone available commercially	81.7
5% of consumer products printed in 3D	81.1
90% of the population using smartphones	80.7
90% of the population with regular access to the internet	78.8
Driverless cars equalling 10% of all cars on US roads	78.2
The first transplant of a 3D-printed liver	76.4
30% of corporate audits performed by AI	75.4
Tax collected for the first time by a government via a blockchain	73.1
Over 50% of internet traffic to homes for appliances and devices	69.9
Globally more trips/journeys via car sharing than in private cars	67.2
The first city with more than 50,000 people and no traffic lights	63.7
10% of global gross domestic product stored on blockchain technology	57.9
The first AI machine on a corporate board of directors	45.2

Source: Survey

I trend emergenti



RIEPILOGANDO



The digitalization of everything



The digitalization of everything

INNOSIGHT

EXECUTIVE BRIEFING / FEBRUARY 2018

2018 Corporate Longevity Forecast: Creative Destruction is Accelerating

S&P 500 lifespans continue to shrink, requiring new strategies for navigating disruption.

By Scott D. Anthony, S. Patrick Viguere, Evan I. Schwartz, and John Van Landeghem



The digitalization of everything

Table 3: A Dramatically Different Top 12

TOP 12 IN 2018	MARKET CAP (\$B)	TOP 12 IN 2015	MARKET CAP (\$B)	TOP 12 IN 2000	MARKET CAP (\$B)
Apple	\$896	Apple	\$710	General Electric	\$474
Alphabet/Google	\$782	Alphabet/Google	\$449	ExxonMobil	\$302
Microsoft	\$682	Microsoft	\$368	Pfizer	\$290
Amazon	\$629	ExxonMobil	\$334	Citigroup	\$287
Tencent	\$540	Wells Fargo	\$297	Cisco	\$275
Facebook	\$521	Johnson & Johnson	\$274	Wal-Mart Stores	\$287
Berkshire Hathaway	\$519	Facebook	\$272	Microsoft	\$231
Alibaba	\$467	General Electric	\$259	AIG	\$229
Johnson & Johnson	\$395	JP Morgan Chase	\$255	Merck	\$216
JP Morgan Chase	\$389	Amazon	\$247	Intel	\$202
Exxon Mobil	\$371	Wal-Mart Stores	\$230	Johnson & Johnson	\$181
Wal-Mart Stores	\$310	Procter & Gamble	\$218	Coca-Cola	\$164

Data: Bloomberg; 2018 valuations as of 1/18/18

Adapt or die!

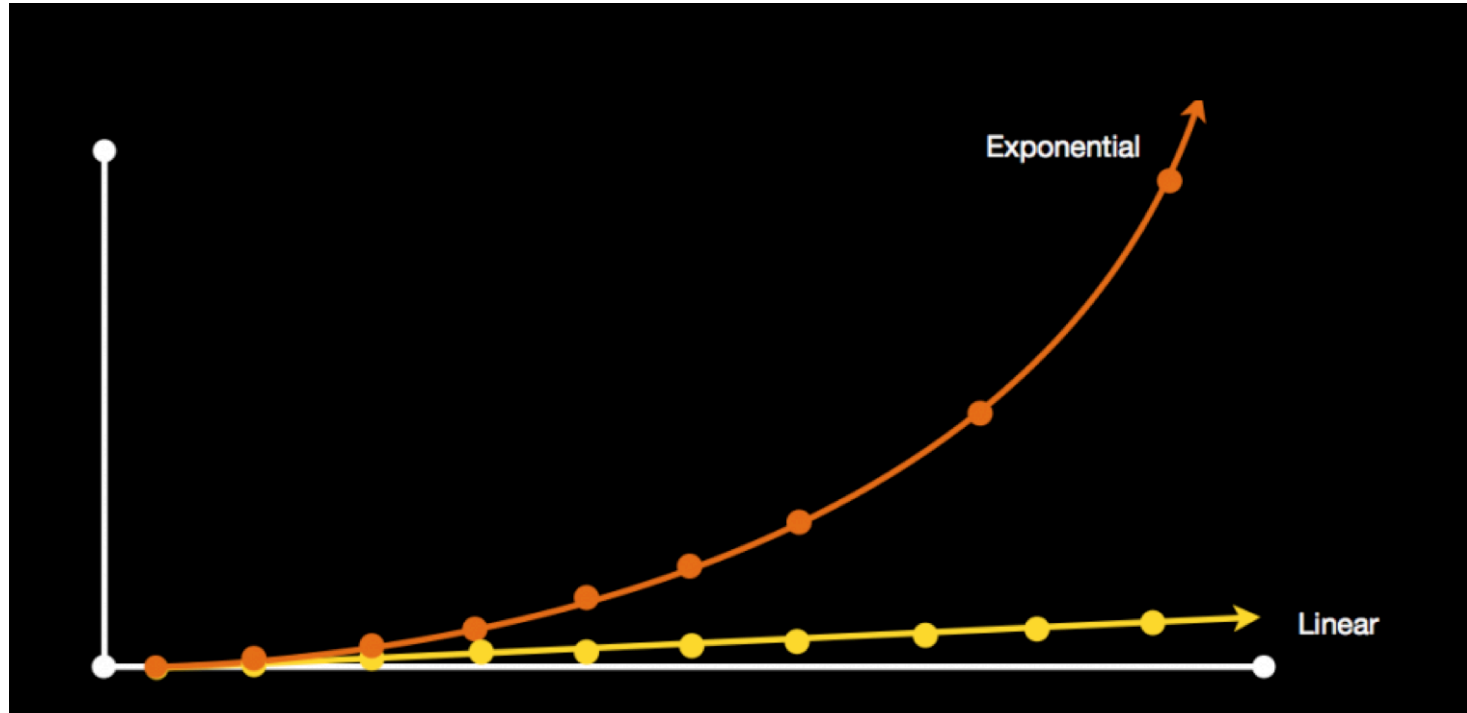


Fonte: Bestedsites

The age of exponential change

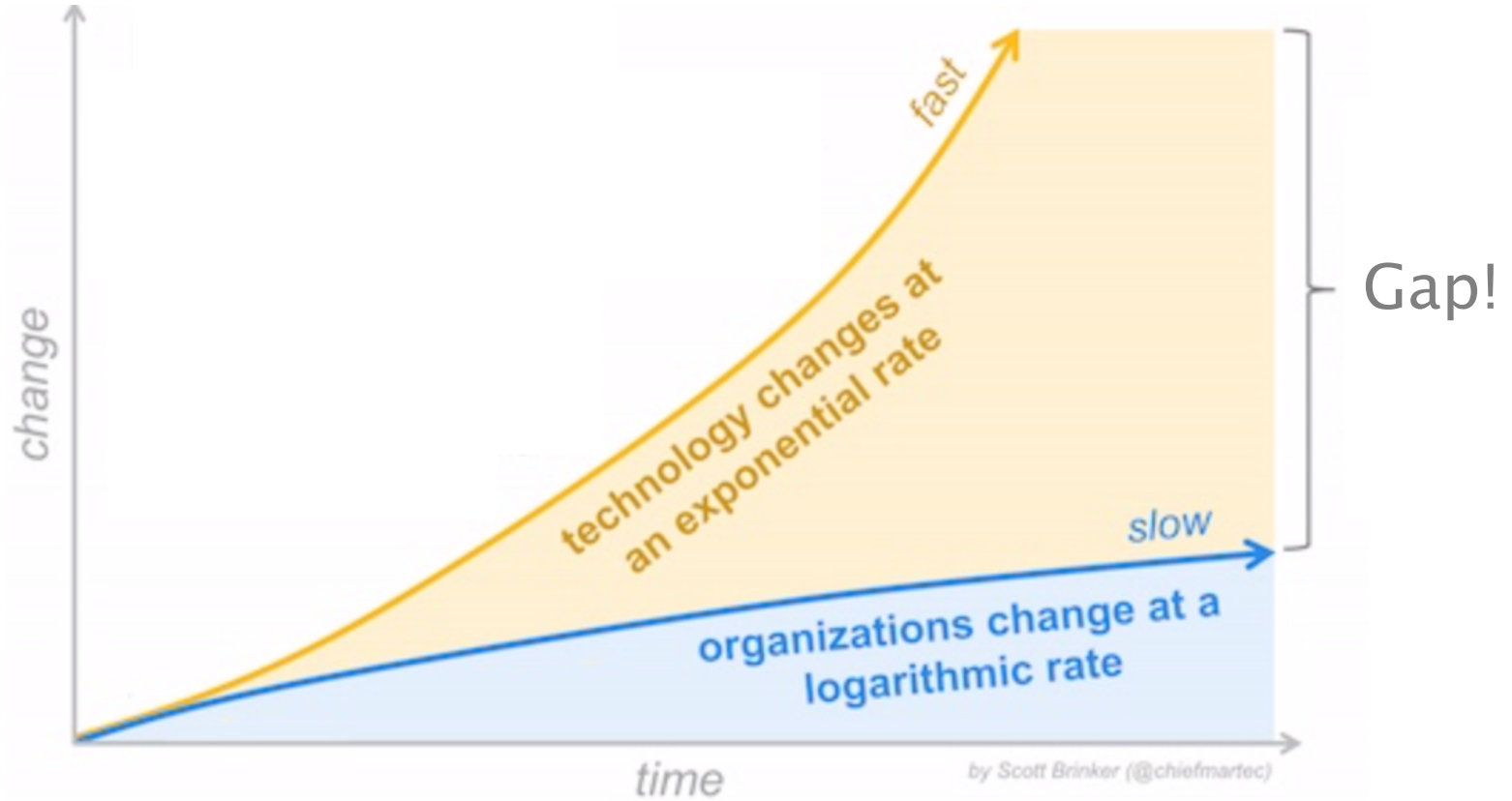


The age of exponential change





The age of exponential change



**THE GREATEST
MANAGEMENT
CHALLENGE OF
21 CENTURY!**

A hand is shown reaching towards a futuristic digital interface. The interface features a central circular hub with several icons: a Wi-Fi symbol, a cloud with a refresh arrow, a QR code, a globe, a robotic arm, and a gear. The background is a blue-toned digital landscape with glowing lines and patterns.

**DIGITAL
TRANSFORMATION**

The digital transformation



Transformation Category	Guiding questions to ask of each organizational transformation category

The digital transformation



Transformation Category	Guiding questions to ask of each organizational transformation category
Business Model (how you make money)	What are your routes to market? How relevant is digitally-enabled commerce, i.e. e-commerce, m-commerce? Where does most of your revenue and profit come from? What are your main customer segments? Do these need to change? How are you differentiated from your competition? How relevant is this for the future?

The digital transformation



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Structure (how you are organized)	<p>What type of organizational structure do you have?</p> <p>What is the balance between local and global decision making? Does this make sense for the future?</p> <p>Where do different aspects of 'digital' sit in your organization? Are they effective?</p>

The digital transformation



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People (the people who work for you)	<p>How digitally savvy are your employees across different parts of your organization?</p> <p>How digitally savvy are your leaders?</p> <p>What new capabilities are required? How will you acquire them?</p>

The digital transformation



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Business Model (how you make money)	<p>What are your routes to market? How relevant is digitally-enabled commerce, i.e. e-commerce, m-commerce?</p> <p>Where does most of your revenue and profit come from?</p> <p>What are your main customer segments? Do these need to change?</p> <p>How are you differentiated from your competition?</p> <p>How relevant is this for the future?</p>
Structure (how you are organized)	<p>What type of organizational structure do you have?</p> <p>What is the balance between local and global decision making? Does this make sense for the future?</p> <p>Where do different aspects of 'digital' sit in your organization? Are they effective?</p>
People (the people who work for you)	<p>How digitally savvy are your employees across different parts of your organization?</p> <p>How digitally savvy are your leaders?</p> <p>What new capabilities are required? How will you acquire them?</p>
Processes (how you do things)	<p>To what extent are your processes automated and digitized?</p> <p>To what extent are your processes consistent across your organization?</p> <p>To what extent are your processes adaptable to change?</p>



Suggerimenti pratici

I 5 indispensabili passi verso la trasformazione digitale

1. Identificare un **Chief Transformation Officer**
2. Creare un **Team for the Digital Transformation**
3. Arricchire il team con **Competenze Esterne**
4. Fare un **Piano** definendo azioni, responsabilità, risorse e tempi
5. Eseguire il piano con **Monthly Check Points**

Q&A





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