Rewiring the Enterprise for Digital Innovation: The Case of DBS Bank

Thecasesolutions.com
Rewiring the Enterprise for Digital Innovation: The Case of DBS Bank
Digital Disruption

Business is rapidly digitalizing
---> Digital Disruption

Traditional VS New (digital)
Print media VS Ebooks
Taxi VS Uber
Hotels VS Airbnb

Value Chain VS Ecosystem

Thecasesolutions.com
“as every business becomes a digital business, together they can effect change on a much bigger stage, collaborating to shape experiences, and outcomes, in ways never before possible. As a result, these leading enterprises are shaping a new economy — the “We Economy” (Forbes)
Example: The Amazon Ecosystem

What Business is Amazon in?

"Amazon is in the business of taking right decisions for their consumers"

- Amazon VP of Design

Convert engagement into sales

• Great Customer Choice for you:
  • Vast array of items
  • Vast array of sellers
  • Vast array of prices

• Feedback (data) for Amazon
  • Improve experience
  • Fine-tune and identify opportunities and threats

Disconnected episodic experience= V&D (physical store)>>> Does not know who the consumer is

• Continuous, collaborative & Informed= Amazon Ecosystem >>> Deep knowledge of end consumer + utilizing all channels to reach him

Thecasesolutions.com
SUPPLIER

- Sells through another company
  - Part of the value chain
- Potential loss of power
- Skills: low-cost producer, incremental innovation (continuous)

Thecasesolutions.com
MODULAR PRODUCER

Thecasesolutions.com

- Plug-and-play product/service
- Able to adapt to any ecosystem
  - Addition
- Constant innovation of product/service in competitive sphere
  - Pay-Pal= hardware agnostic, mobile-enabled & cloud based
    - integrates into most (international) system
    - But: limited data
OMNICHANNEL

- "Owns" customer relationship
- In constant contact
- Multiproduct, multichannel customer experience
  - Physical location + online
  - Pre/Post sale support
- Integrated value chain

Thecasesolutions.com
ECOSYSTEM DRIVER

- Provides a branded platform
- Plug-and-Play third party products
- Ensures great customer experience
- Customer knowledge from data
- Multi-device and platform collaboration strategy
- Matches needs with providers
- Extracts 'rent' Thecasesolutions.com