



POST EVENT REPORT

eddt

EXCHANGE

ENTERPRISE DIGITAL **TRANSFORMATION** EXCHANGE

HILTON WEMBLEY - LONDON

13 - 14 JUNE 2017



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WITH THANKS TO OUR SPONSORS, SPEAKERS AND MEDIA PARTNERS



THE EDT EXCHANGE IN NUMBERS

LEARNING OPPORTUNITIES

19 HOURS OF STRATEGIC DIGITAL TRANSFORMATION CONTENT

27 EXPERT DIGITAL SPEAKERS

6 A MIX OF 6 DIFFERENT FORMATS DRIVING PEER TO PEER INTERACTION INCLUDING:

- CASE STUDIES
- PANEL DISCUSSIONS
- ROUNDTABLE DISCUSSIONS
- THINK TANKS
- BREAKFAST BRIEFINGS
- 1-1 MEETINGS

WHO WAS IN ATTENDANCE

50 DIGITAL TRANSFORMATION LEADERS JOINED FROM ACROSS INDUSTRY

INCLUDING:

15 C-LEVEL EXECUTIVES

18 GLOBAL VPS/DIGITAL DIRECTORS

10 HEADS OF TRANSFORMATION

7 DIGITAL MANAGERS ALL RESPONSIBLE FOR DRIVING CHANGE ACROSS THEIR ORGANISATION

GEOGRAPHY & INDUSTRY

79% OF DELEGATES HAD GLOBAL RESPONSIBILITY

54% OF ATTENDEES REPORT DIRECTLY TO CEO OR THE C-SUITE

10 COUNTRIES THAT ATTENDEES CAME FROM ACROSS EUROPE

BUDGETS & SPENDING

100% OF ATTENDEES HAD ACTIVE DIGITAL TRANSFORMATION PROJECTS CURRENTLY ONGOING

100% OF ATTENDEES ARE RESPONSIBLE FOR IMPLEMENTING DIGITAL SOLUTIONS AND EITHER DIRECTLY CONTROL OR INFLUENCE WHERE THEIR DIGITAL BUDGET IS SPENT

100% HAVE A PERSONAL ANNUAL BUDGET OF OVER £500,000

29 BILLION POUNDS – THE AVERAGE COMPANY REVENUE OF OUR DELEGATES

SOLUTION OFFERINGS

18 SOLUTION PROVIDER COMPANIES PARTICIPATED

36 DIFFERENT SOLUTION OFFERINGS FOR DELEGATES TO CHOOSE FROM

NETWORKING

164 ONE-TO-ONE MEETINGS TOOK PLACE

10 HOURS OF DEDICATED NETWORKING

COUNTLESS
INSIGHTS SHARED & CONNECTIONS MADE

WHERE ARE OUR DELEGATES INVESTING IN 2017 & BEYOND?



1

95%

Digital Customer
Experience



2

91%

User
Experience



3

89%

Data
Management



4

86%

Digital Transformation
Consultants



5

77%

Big Data
Solutions



6

77%

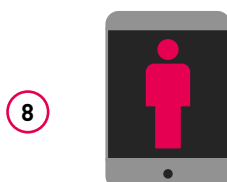
Customer Relationship
Management (CRM)



7

77%

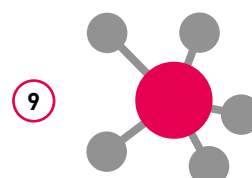
Digital Systems
Integrators



8

72%

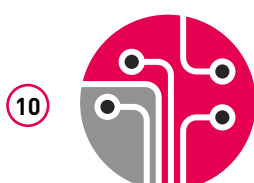
Digital
Workforce



9

70%

BI &
Analytics



10

70%

Machine
Learning

ATTENDEES TOP CHALLENGES

Below are a few of the top responses we received from our delegate audience when asked: **What is your current top project/top challenge?**

CRM SUPPORT

Improving and addressing our current database and CRM system to support a more customer focused approach. How can we improve the way we meet the needs of our customers? How can this be measured? What can we take from our current CRM system and then develop it to give us better insight towards our customers? Are there any strategies or tools we could implement to aid with this challenge?

CUSTOMER ENGAGEMENT

Reorganising how we communicate with our customers. We're in the process of reorganising our customer engagement strategies so that we can work closer with our customers and engage with them digitally more than we have previously. I'm keen to meet with people and providers that can shed light on this area and how we can better engage our customers.

DIGITAL INFRASTRUCTURE

Creating a cohesive digital infrastructure system globally. I think it's a case of understanding that our employees have increasing demands as to how they wish to use digital systems and platforms to execute their roles. How can we have it so that we have one infrastructure system globally that our employees can use cohesively?

ORGANISATIONAL INFLUENCE

How can we influence the company to invest in Digital Transformation technologies that can aid and improve business processes as well as leveraging on digital technologies with the future market changes and trends in mind?

DIGITAL CULTURAL CHANGE

How can we build and achieve a digital culture within the organisation to tie in with the digital landscape we are trying to implement. Looking to speak with providers who can advise us on best practice and methodology.

API MANAGEMENT

EU legislation coming that means customers must be able to see account balances from other banks. This opens up a new business model as you don't need to visit your own bank to see your balances. Where is the opportunity here for banks and how can it be used as a competitive advantage? How can we successfully interact cross-sectors to define new propositions leveraging this?

RENEWING DIGITAL PLATFORMS

Renewal of the digital platforms of today is key. I feel like this is something every sector is moving forward and we're no exception. From a digital transformation perspective, how can we renew and update all of our digital platforms to stay up-to-date with standards and operate as effectively as we can? Which tools and processes can we implement to ensure this?

DATA ANALYTICS & MONETISATION

Data Analytics is a main focus at the moment, we have a lot of data on our system and we are looking at the best way to monetise that data. We are traditionally very slow at getting our product into the market so we would like to make this a more efficient and targeted process.

ATTENDEES TOP CHALLENGES

OPERATING MODEL

We are looking to create a common view and understanding of how digital capabilities can enable our organization to create, capture, or deliver additional value. How can we achieve this through the implementation of a new operating model?

DIGITAL TECHNOLOGY

How can we manage the effects & balance that going digital will have on the customers onsite experience i.e being able to provide enough information via mobile, but not take away from the actual visual experience?

CUSTOMER RELATIONSHIP MANAGEMENT

How can we manage the relationships we have between the customer and the gardens via digital technology that will allow us to personalise each visit but also to promote ourselves on a wider scale?

LEGACY IT

We are looking at our IT landscape – we are old fashioned in the way we support and develop our employees. This is a massive challenge for us because to overhaul the entire system will take a large amount of time and money so I am looking for the best way to streamline this process and enhance efficiency.

AGILE METHODOLOGY

We want to make sure that we are more agile. As the world of digital is constantly changing we need to evolve with it to stay competitive.

EMPLOYEE ENGAGEMENT

For us it is a matter of justification for our employees to embrace the change that is digital. Employees feel that because things are always changing, they spend too much time learning about new technologies rather than doing their day to day job.

PROCESS OPTIMIZATION

I'd like to start developing new digital capabilities internally to reduce some of our manual work and simplify how the business operates. How can we continue to develop our digital capabilities and reduce the work loads manually on our employees? Is this going to be more effective for the organisation or should we continue managing things manually?"

IMPLEMENTATION OF TRANSFORMATION PROJECTS

From a business perspective, how can we speed up our digital transformation journey? I'd be keen to meet with providers which can help us achieve this in an efficient manor.

DIGITAL AUTOMATION

How can we as a business automate many of our processes and interfaces in order to make our company more digital user friendly? Again I'd be keen to meet with providers which have an offering in this space.

ROBOTICS

I'm very keen to explore the robotics space further and see which capabilities are possible and how they could benefit our business.

KEY SESSIONS FROM THE EXCHANGE

CONSUMER ENGAGEMENT THROUGH DIGITAL

DOUBLING THE SIZE OF YOUR ORGANISATION BY REACHING NEW CONSUMERS THROUGH YOUR DIGITAL STRATEGY



Prince's Trust

Jo Hutchinson

Chief Digital Officer - Prince's Trust

DIGITAL OPERATING MODEL

DEVELOP A DIGITAL OPERATING MODEL:

Rethinking Your Operating Model For Your Transformation Strategy

KONECRANES®

Juha Pankakoski

CIO & Chief Digital Officer, Kone Cranes

DIGITAL DISRUPTION

INTERACTIVE PANEL DISCUSSION:

More Transformation, Less Disruption: Making The Most Out Of The Digital Revolution

Cristian Citu

Senior Director, Group Digital Strategy, DHL - Global HQ

Jaco Dijkshoorn

Digital Transformation Program Director, ING Belgium

Steven Zuanella

Chief Digital Officer, RSA

Julian Burnett

Chief Information Officer, House Of Fraser

DIGITAL WORKPLACE

OPTIMISING THE DIGITAL WORKPLACE THROUGH A SINGLE STRATEGY TO CHANGE HOW YOUR ORGANISATION THINKS AND MOVES TO CREATE A MORE AGILE WORKFORCE



David Dunbar

Former Head Of Digital Workplace, Nationwide

ORGANISATIONAL BUY-IN

GAINING ORGANISATIONAL BUY-IN FOR YOUR DIGITAL & IT STRATEGY

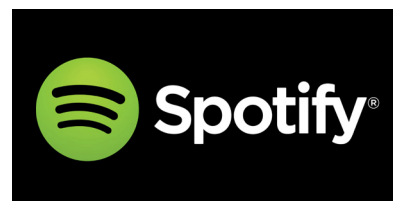


Barry Ashcroft

Director IT & Information Management, Quarriers

DIGITAL AND DATA

THE ROLE OF BUSINESS INTELLIGENCE IN DECISION-MAKING IN A DIGITAL ORGANISATION



Heli Rantavuo

Principal Researcher - Business Intelligence, Spotify

HOW ATTENDEES SUMMED UP THE EXCHANGE

"Well run event with a balanced mix of individual meetings, panels and presentations. Great to see a range of attendees from many regions across Europe and beyond."

Account Director, Objectivity

The exchange was very good, the quality of the presenters were excellent and the topics covered were all informative. The networking opportunities were also very good. Overall A very positive usage of time"

**Director of Digital Transformation,
Richmond Fellowship**

"Excellent opportunity to hear about how other companies are approaching digital transformation, and to network with peers and suppliers."

Head of Innovation & Improvement, Euler Hermes UK

"A very slick organization, so well done. It was definitely worth a visit to listen to such a variety of perspectives on the same topics. Smooth & practical logistics, For me presentation with most learning-value by far was that of R/GA, Most engaging presentation that of Prince's Trust

Digital Transformation Director, ING Belgium

"Excellent quality of high level attendees who are fully open to hearing about the possibilities provided through Digital Transformation"

Accounts Executive, Logmein

HOW CAN YOU GET INVOLVED IN 2017?

ENTERPRISE DIGITAL TRANSFORMATION EXCHANGE EUROPE

JUNE 12TH - 13TH - 2018
BERLIN



ENTERPRISE DIGITAL TRANSFORMATION EXCHANGE

NOVEMBER 8TH - 9TH - 2017
LONDON



TO GET INVOLVED, PLEASE REACH OUT TO A MEMBER OF THE EDT EXCHANGE TEAM

For **Speaking Opportunities** and to learn how you can be a part of next year's programme please reach out to Samuel Lehmann, Conference Director.

→ **CLICK HERE** TO CONTACT SAMUEL



For **Sponsorship Opportunities** and to discover how you can get in front of the EDT Exchange Audience please reach out to Daryl Guenioui, Commercial Director.

→ **CLICK HERE** TO CONTACT DARYL



For **Delegate Opportunities** and to learn how you can attend the EDT Exchange please reach out to Liam Doidge, Delegate Director.

→ **CLICK HERE** TO CONTACT LIAM



For **Marketing Opportunities** and to learn how you can be a part of this fantastic event Please reach out to Rebecca McVean, Marketing Director.

→ **CLICK HERE** TO CONTACT REBECCA



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