

la transformación digital en las organizaciones

27è

fòrum de l'auditor professional

Integritat i transparència en temps digitals

Som Auditors!

6 i 7 de juliol de 2017
Hotel Melià, Sitges

genís roca
@genisroca

RS RocaSalvatella

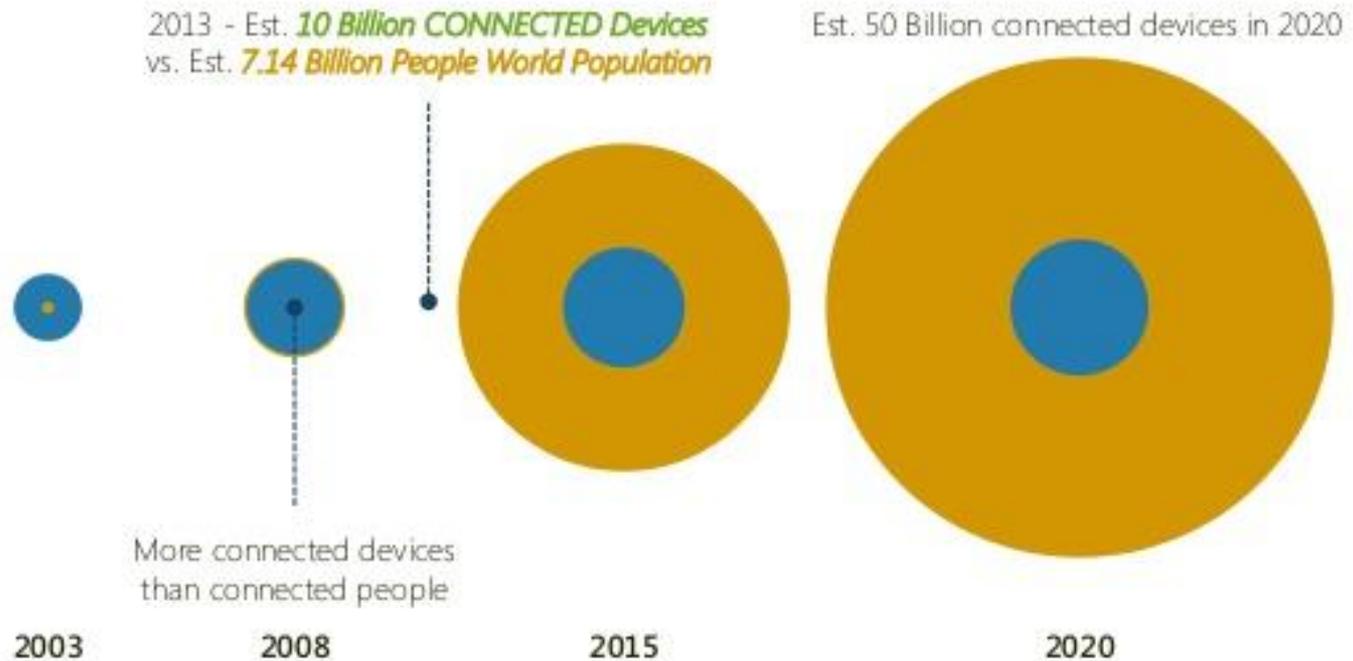
Sitges, 6 de julio de 2017

¿ porqué ahora hablamos tanto de transformación digital ?

en qué
momento
estamos

1995	empresas	web	procesos	acceso
2005	personas	móvil	interacción	participación
2015	cosas	sensor	datos	transparencia
...

CONNECTED "THINGS" VS PEOPLE





Audi piloted driving



Un robot inteligente personaliza en Facebook la información de EL PAÍS

La aplicación de Messenger interactúa con el lector para ofrecerle noticias relevantes

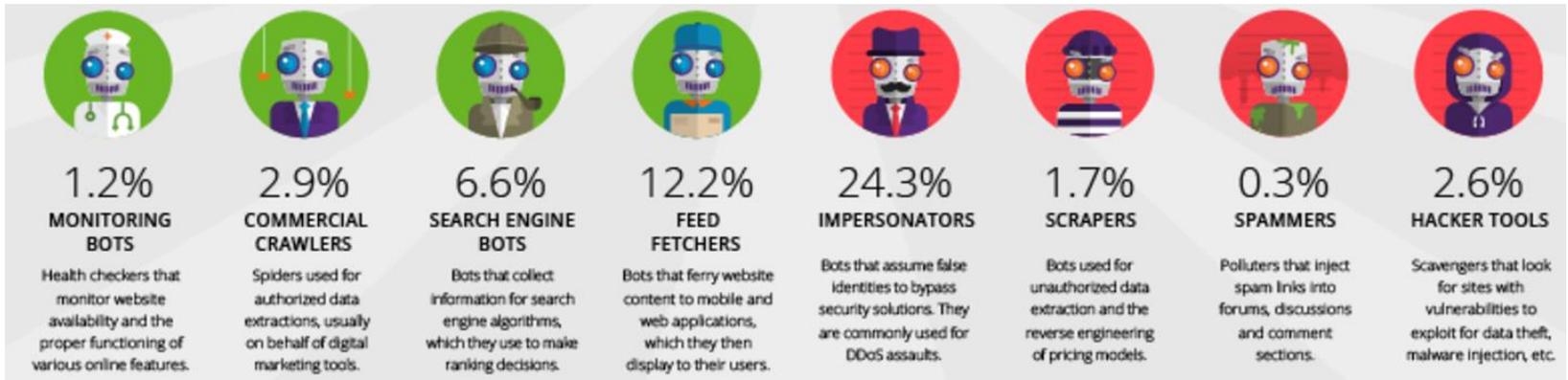
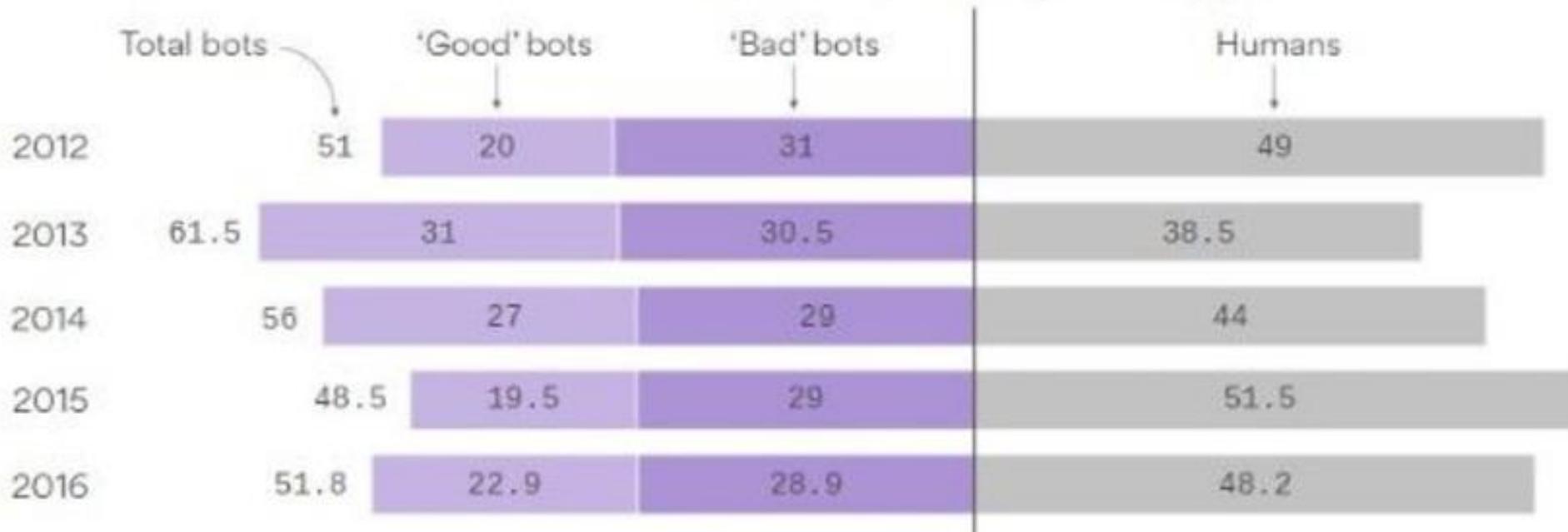


EL PAÍS

Madrid - 25 JUN 2016 - 04:08 COT



Traffic breakdown by visitor type



Dos 'hackers' se hacen con el control total de un vehículo conectado

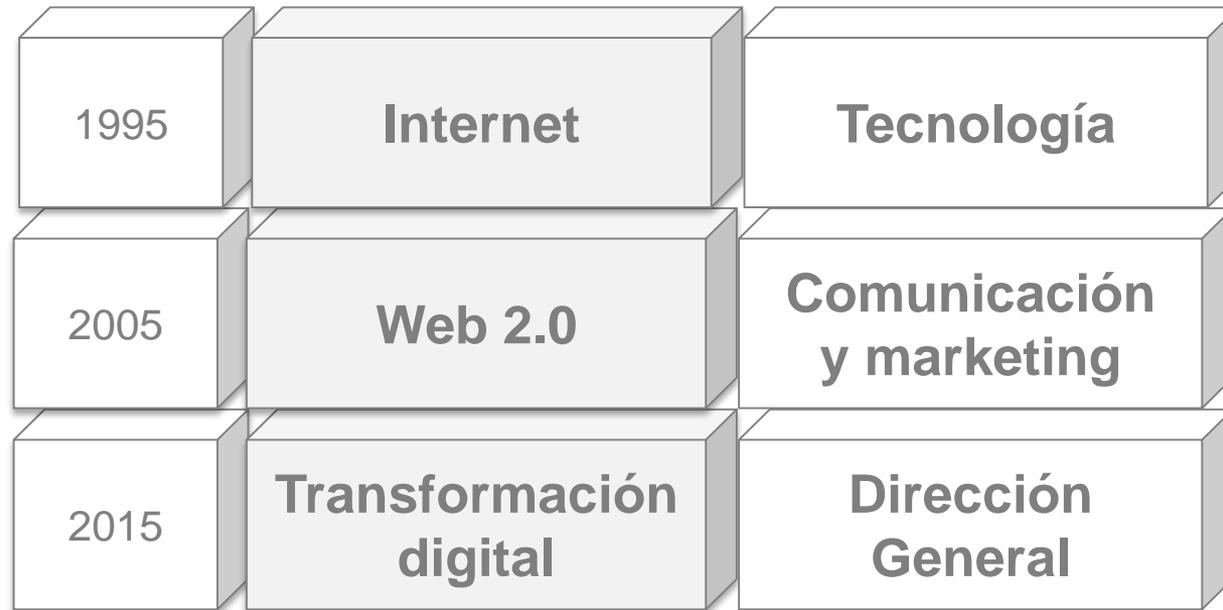


COMPUTERWORLD

Update: Hacker puts 9.3M U.S. patient records up for sale



es un reto
de gestión

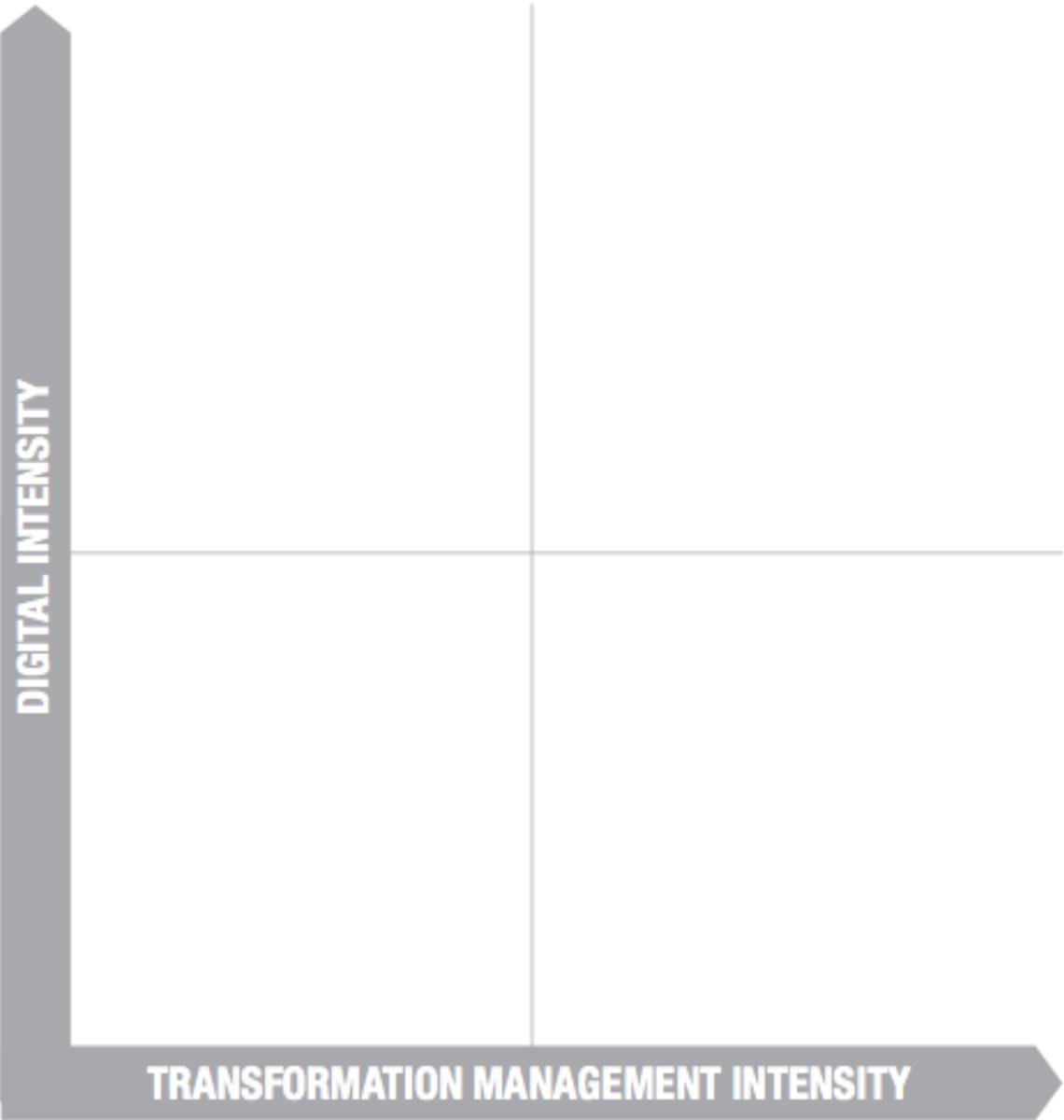




The Digital Advantage: How digital leaders outperform their peers in every industry



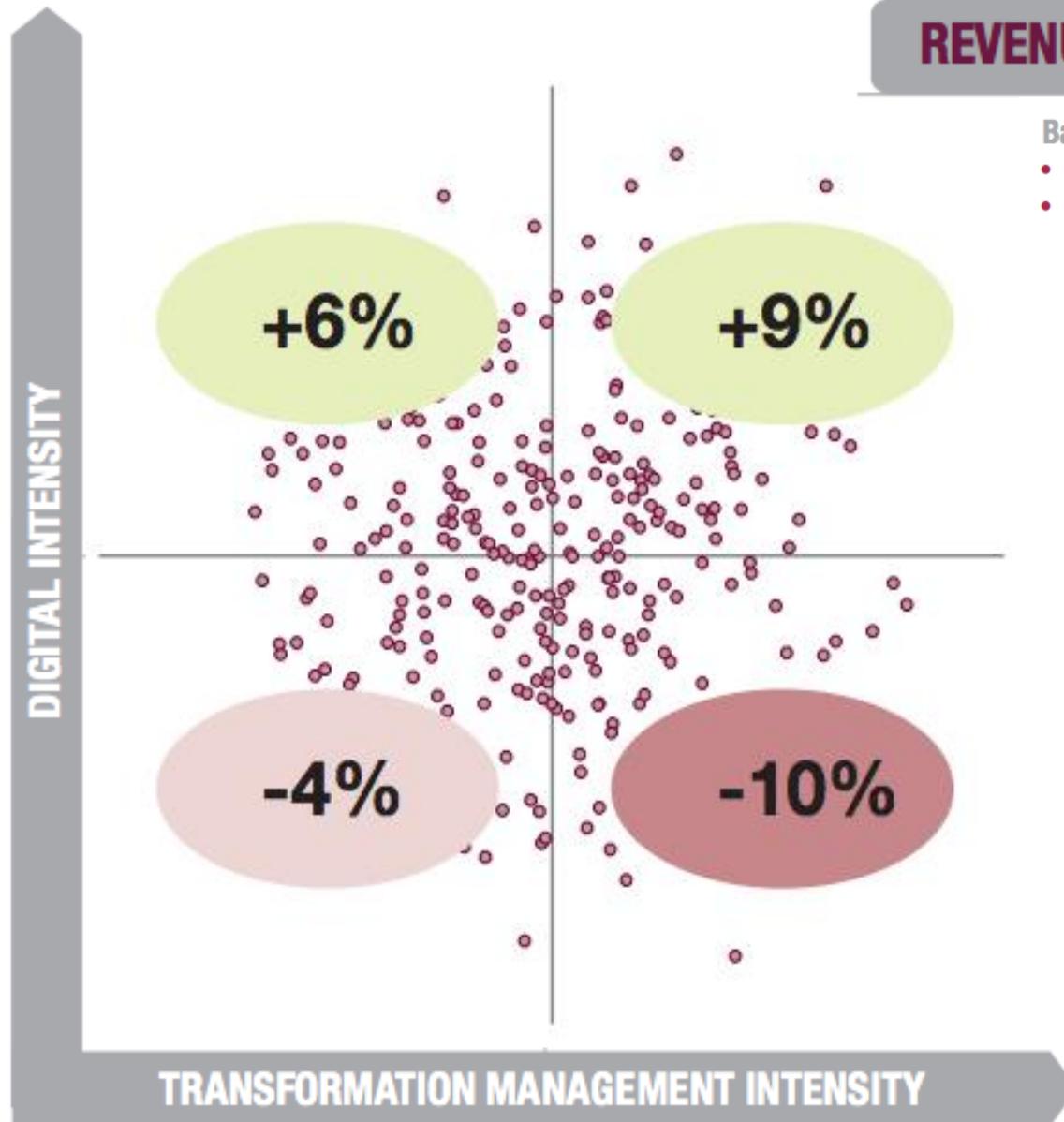
Transform to the power of digital



REVENUE GENERATION

Basket of indicators:

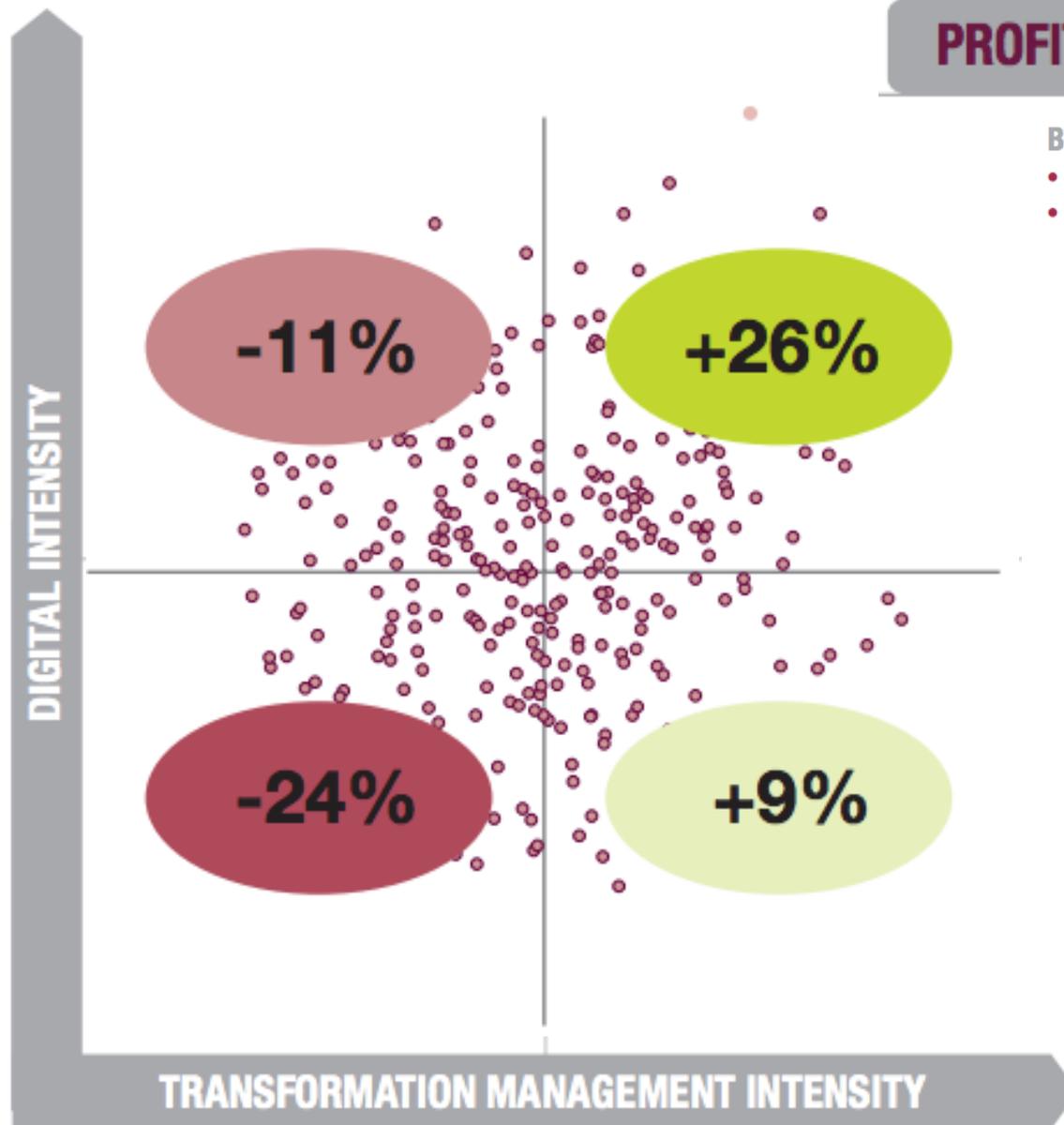
- Revenue / Employee
- Fixed Assets Turnover (Revenue / Property, Plant & Equipment)



PROFITABILITY

Basket of indicators:

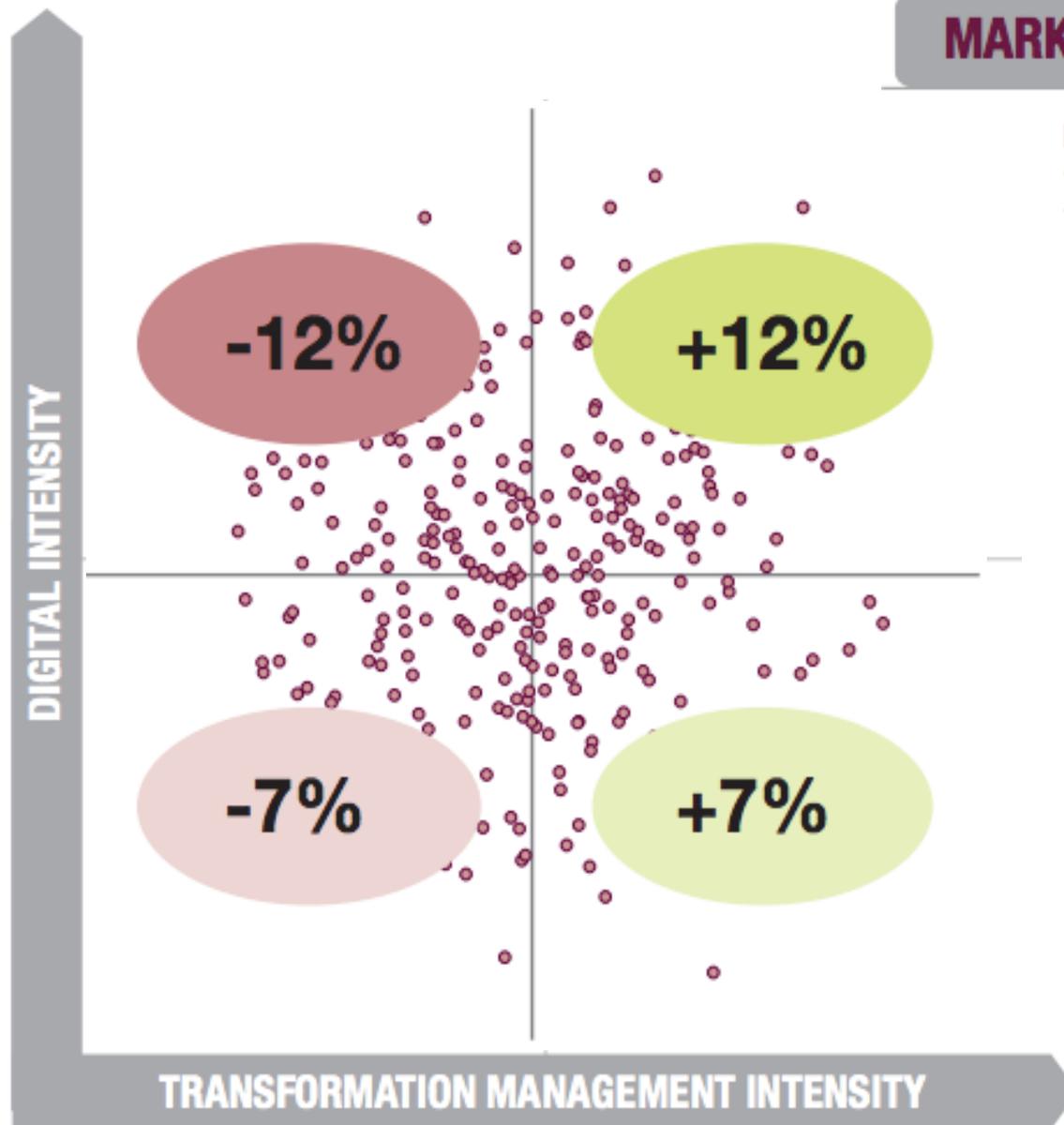
- EBIT Margin
- Net Profit Margin

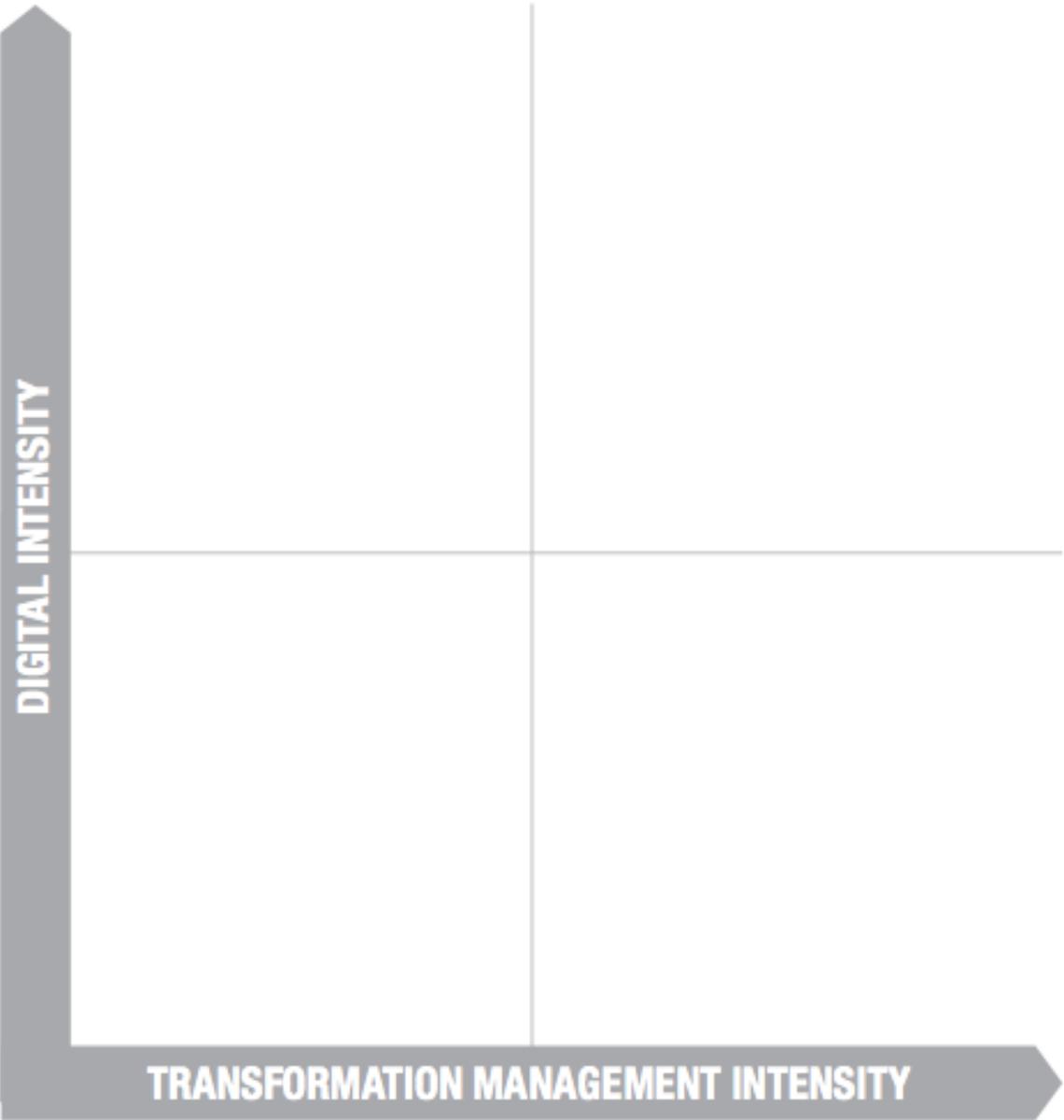


MARKET VALUATION

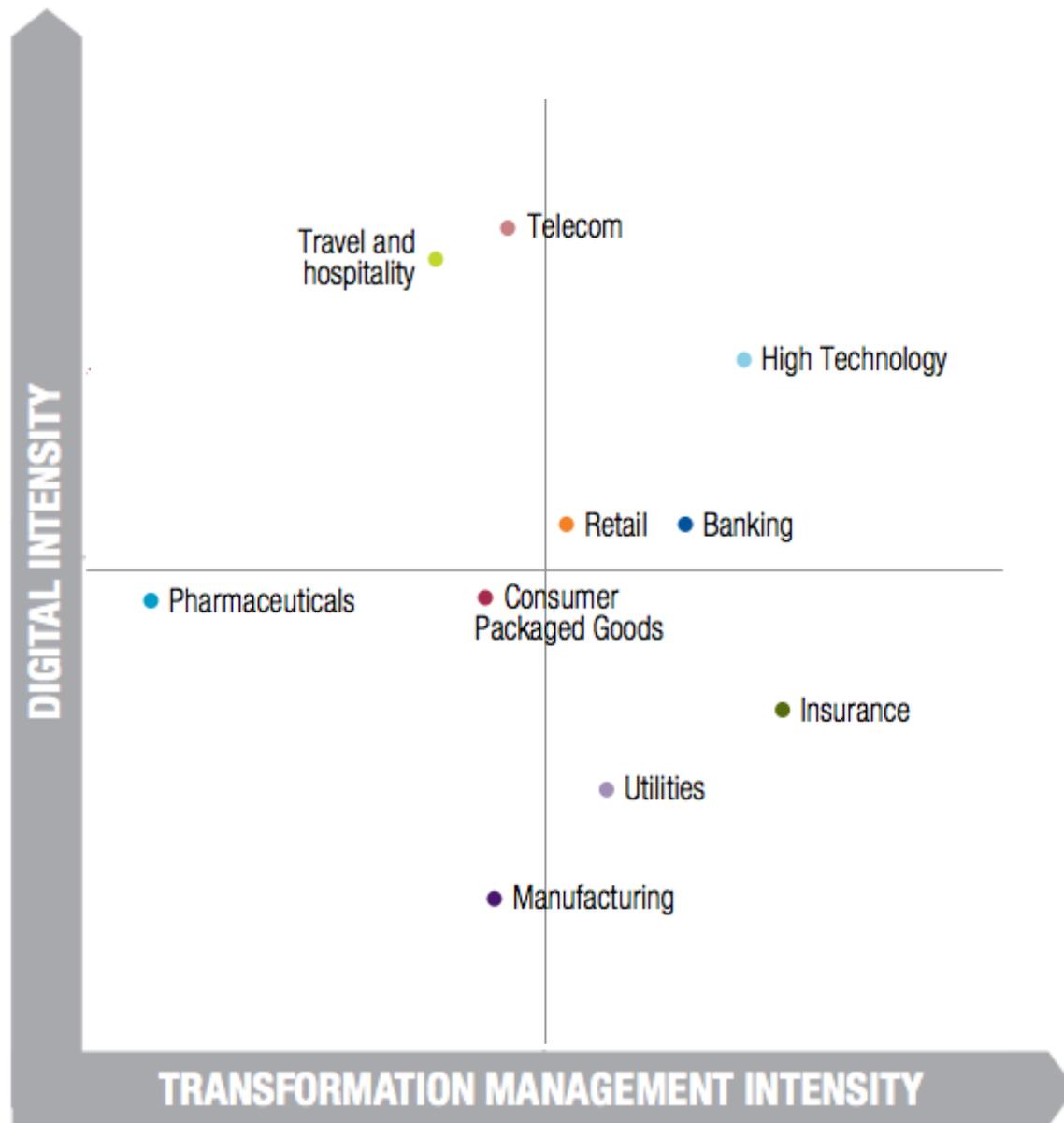
Basket of indicators:

- Tobin's Q Ratio
- Price / Book Ratio

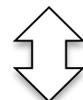
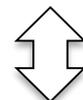
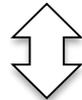
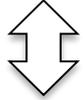




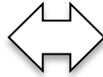




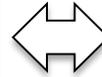
visión / estrategia



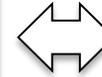
procesos



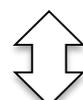
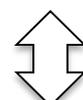
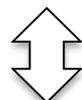
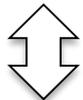
**puntos de
contacto**



servicios

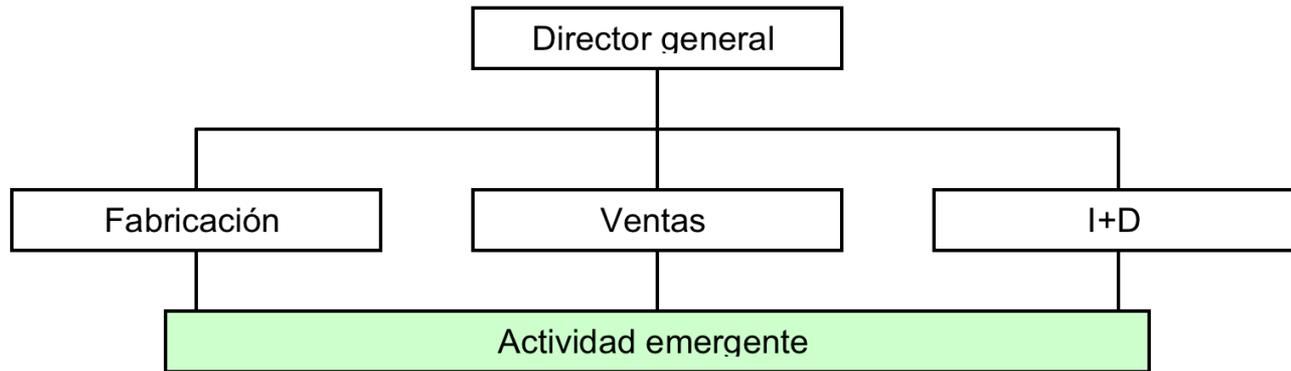


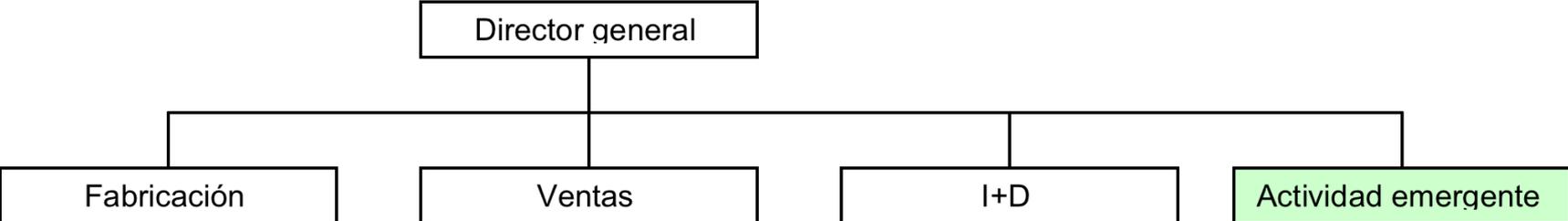
viabilidad

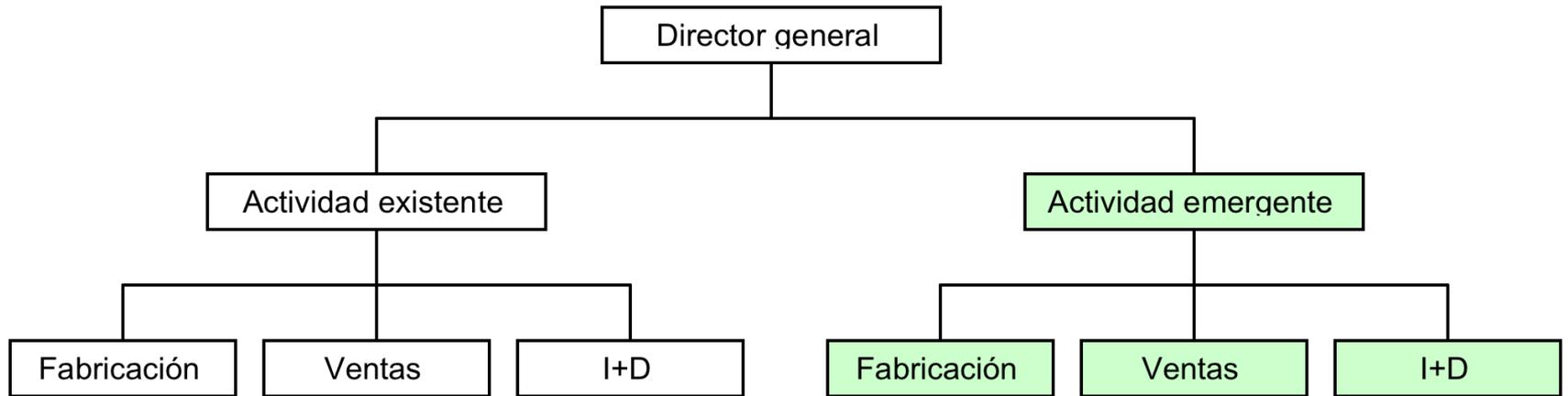


cultura / equipo

Coordinación de:	Actividad de explotación	Actividad de exploración
Propósito estratégico	coste, beneficio	innovación, crecimiento
Tareas esenciales	operaciones, eficacia, innovación progresiva	adaptabilidad, nuevos productos, innovación espectacular
Competencias	operativas	emprendedoras
Estructura	formal, mecanicista	adaptable, flexible
Controles y recompensas	márgenes, productividad	metas intermedias, crecimiento
Cultura	eficiencia, bajo riesgo, calidad, clientes	asunción de riesgos, velocidad, flexibilidad, experimentación
Función del liderazgo	autoritario, de arriba abajo	visionario, comprometido







El motor del cambio
ya **no** es
la tecnología digital

El motor del cambio
ya **no** es
la tecnología digital

es la cultura digital

dudas
y coyunturas

1

Internet of things

1

Internet of things

stupid

Internet of things

stupid



2

Big Data

2

~~Why~~ Big Data

Fast !

2

~~Why~~ Big Data
Fast !



3

Capturar datos

3

~~Capturar~~ datos

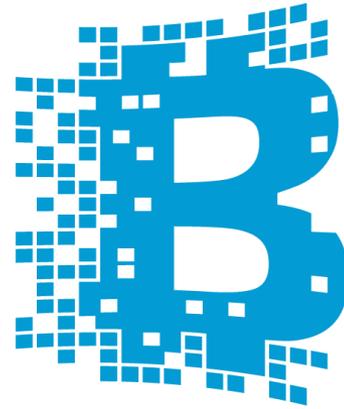
merecer

3

~~Capturar~~ datos merecer

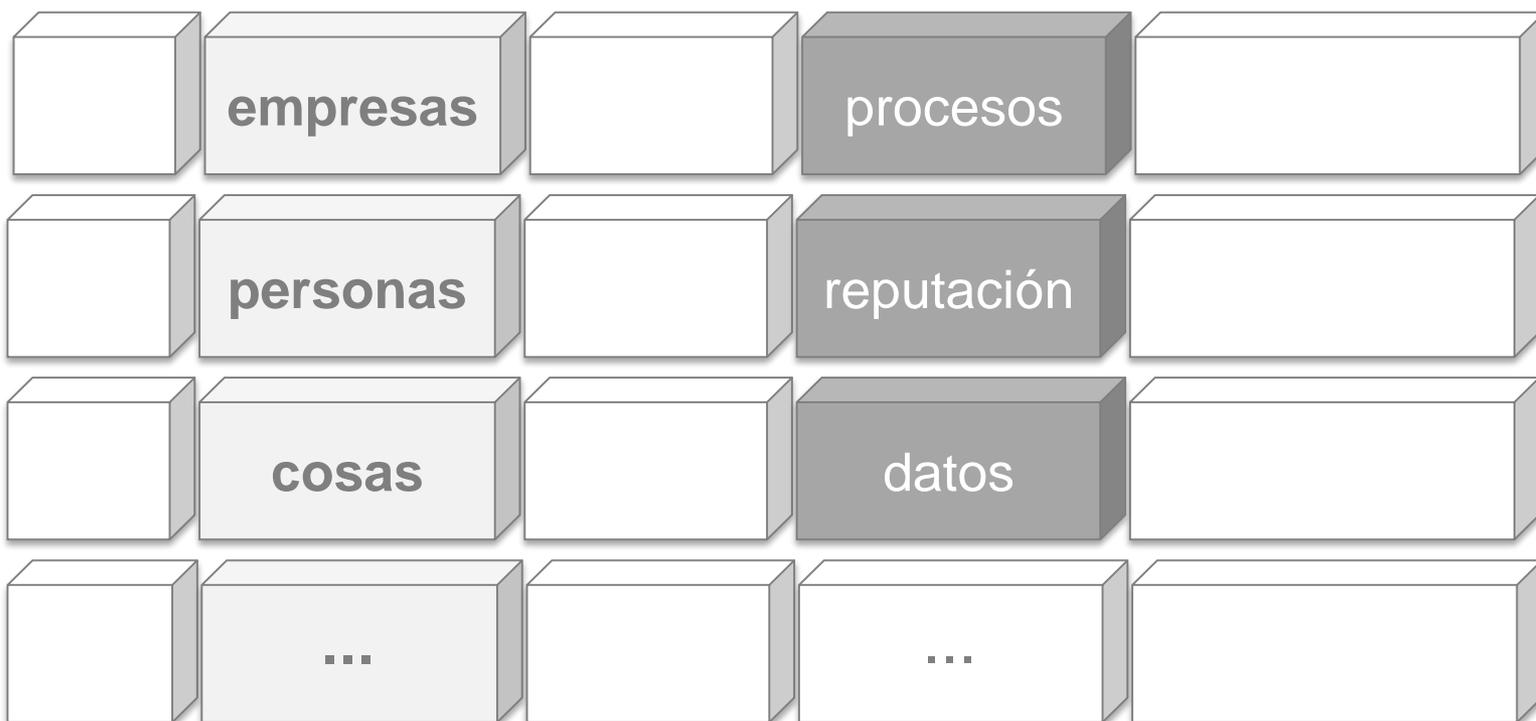


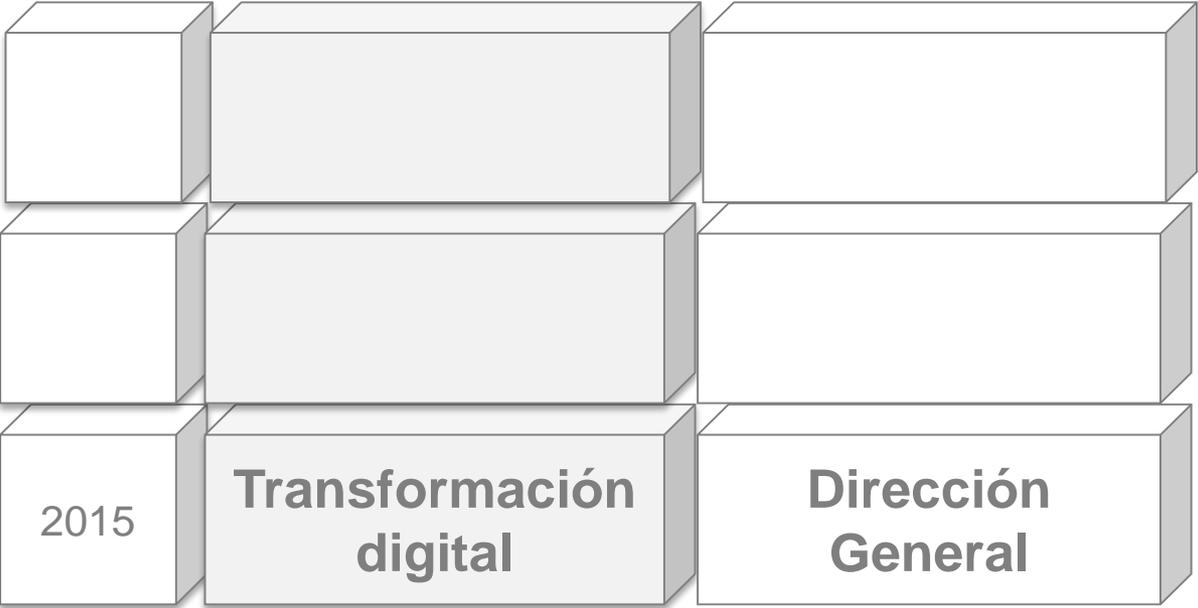
4



BLOCKCHAIN

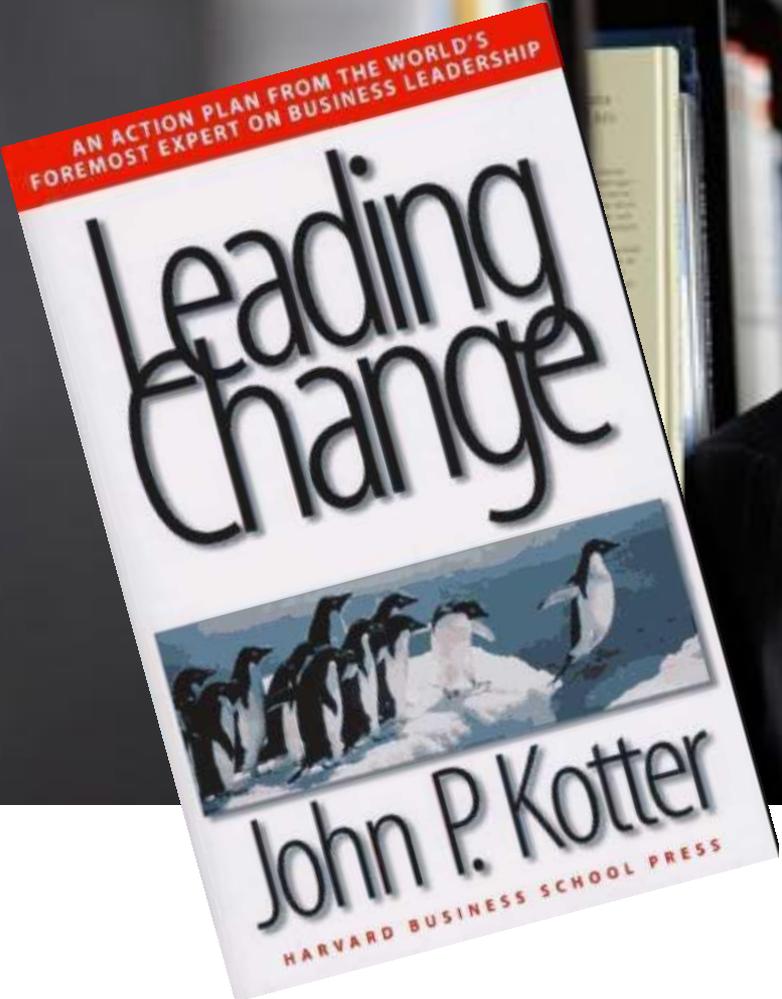
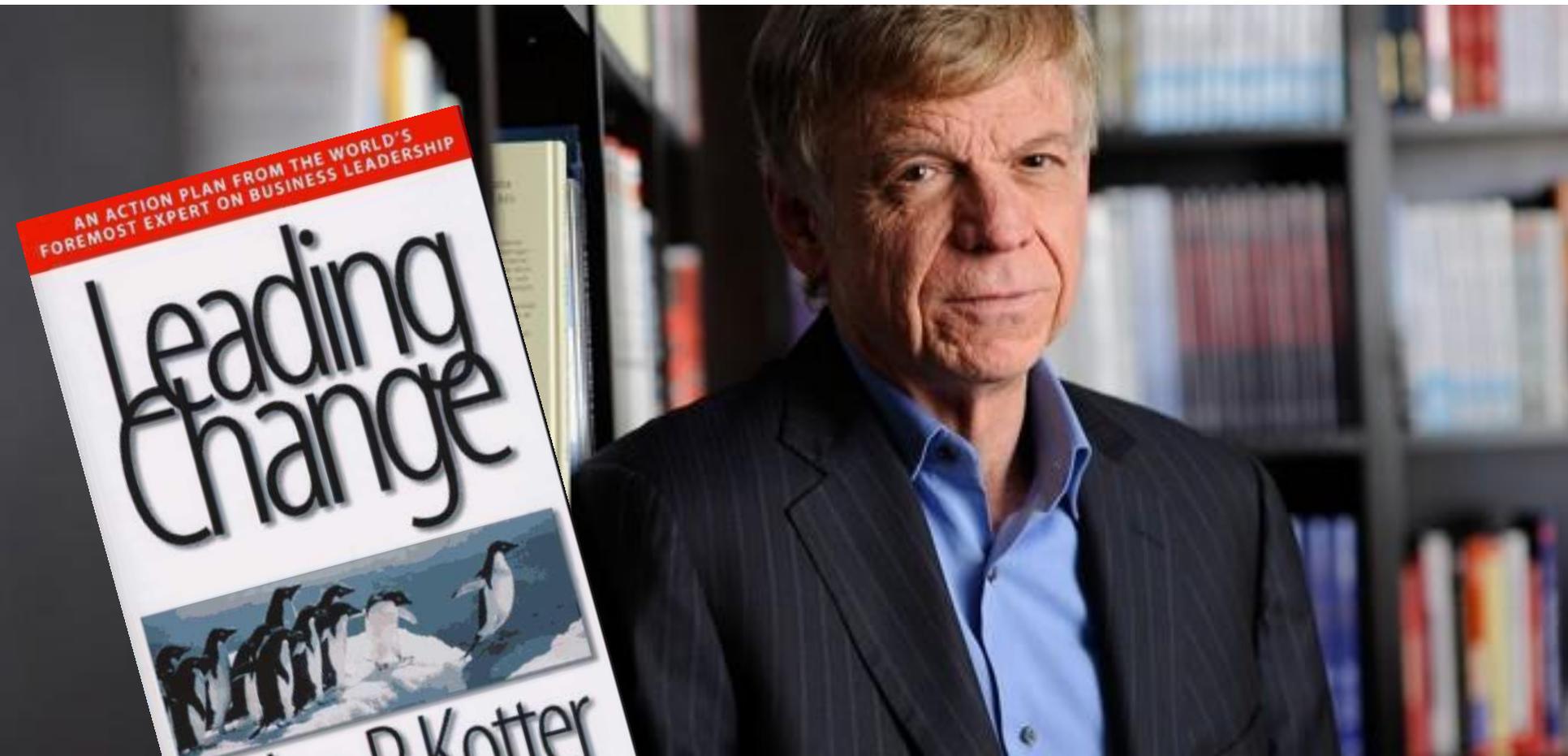
en
resumen







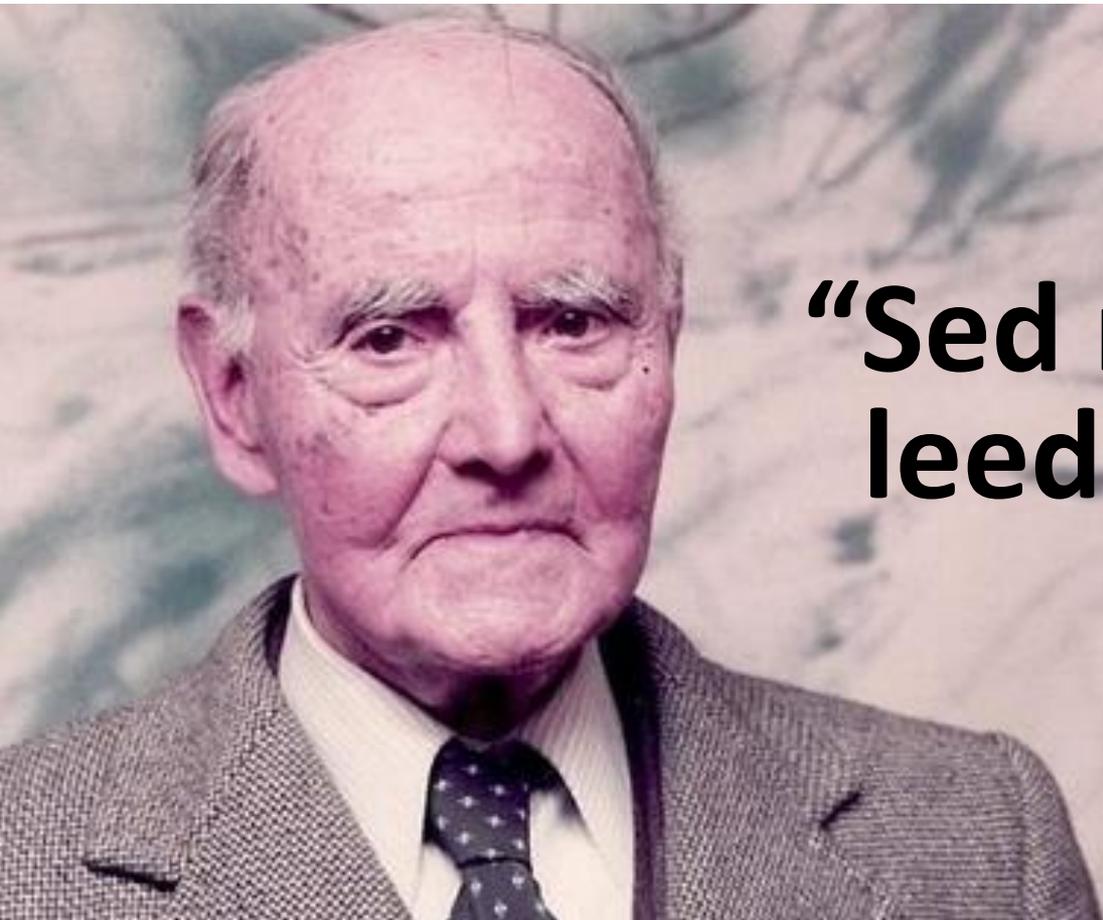




estás preparado para cambiar ?

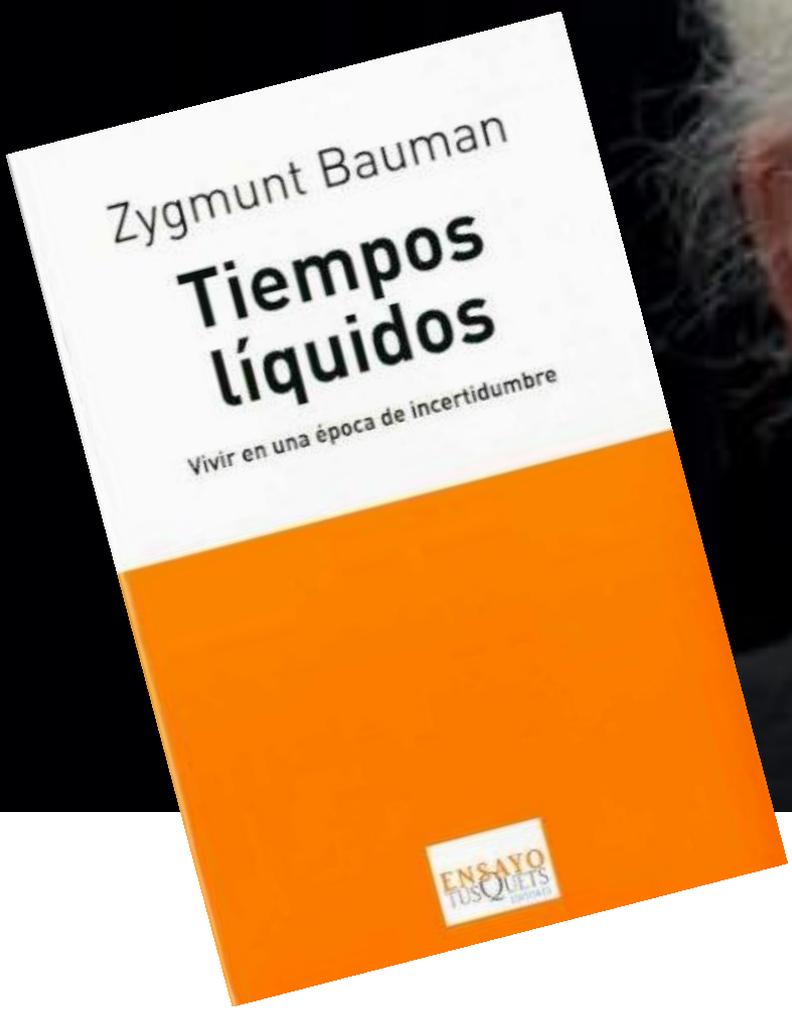
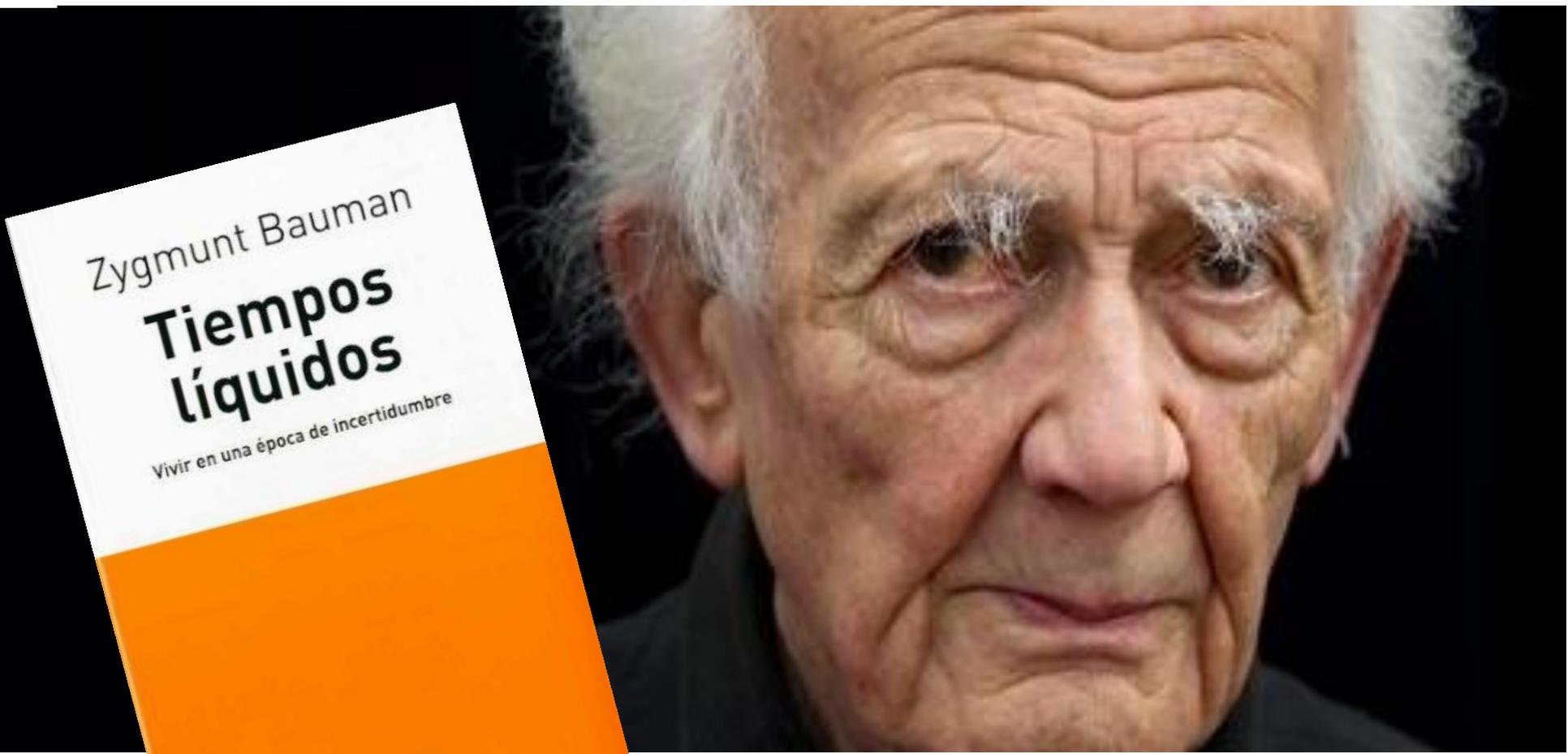
**estás preparado para cambiar
y ya no dejar de hacerlo ?**

**estás preparado para cambiar
y ya no dejar de hacerlo
a una velocidad razonable ?**



**“Sed modernos,
leed a los clásicos”**

J.V. Foix (1894-1987)

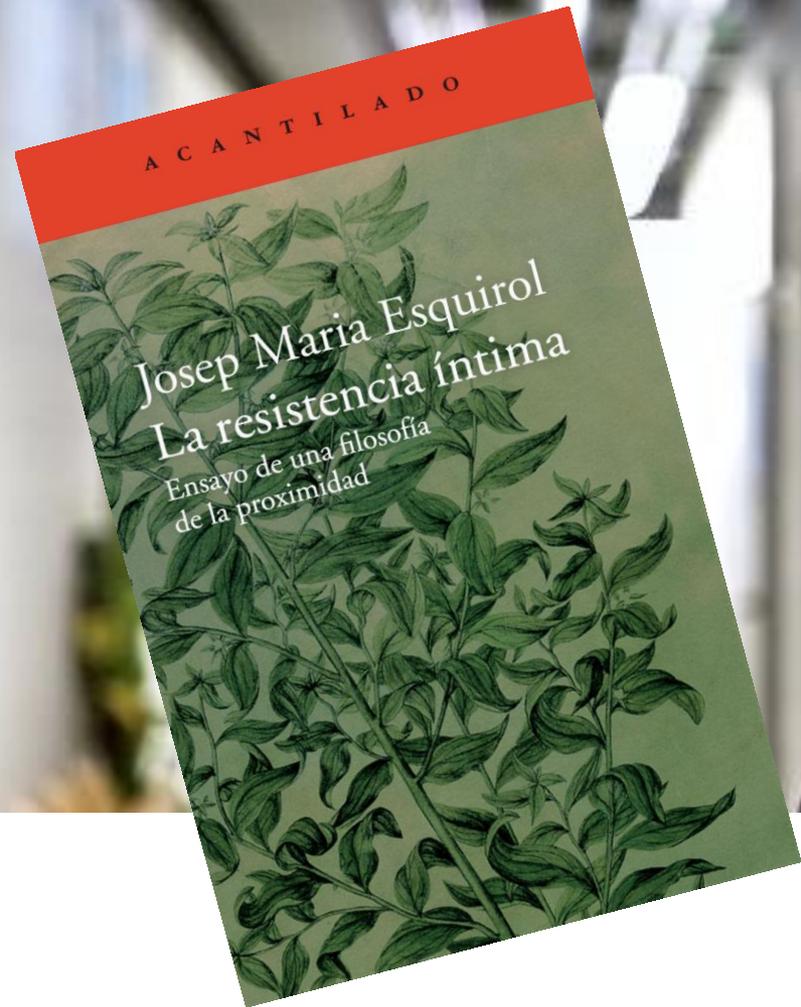
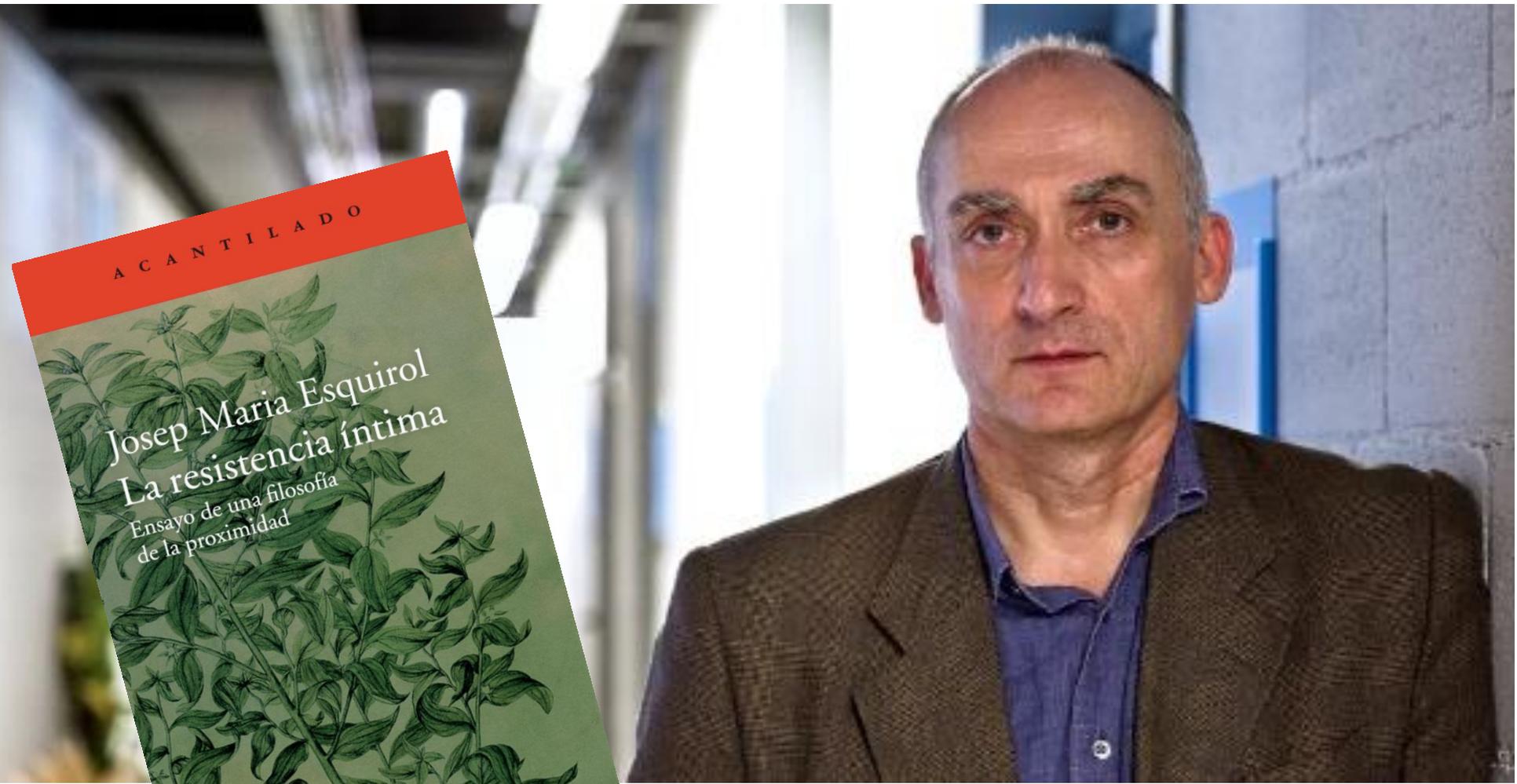


Zygmunt Bauman

Tiempos líquidos

Vivir en una época de incertidumbre

ENSAYO
FUSQUETS



“Culture eats strategy
for breakfast”

- Peter Drucker



grcs !

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