



Digital Transformation through Platforms, Partnerships and Ecosystems

AGENDA

09.30	Registration
10.00	Welcome - Steen Buchreitz Jensen, Scandinavian Executive Institute
10.15	Andrew Shipilov, INSEAD - Part I: Digital transformation and disruption
12.00	Lunch & Networking
13.00	Andrew Shipilov, INSEAD - Part II: Disruption through platforms
14.45	Coffee break & Networking
15.15	Andrew Shipilov, INSEAD - Part III: Disruption through partnerships and ecosystems
17.00	End of Masterclass

SESSION DESCRIPTION

Near the end of a long lunch overlooking tranquil Lake Geneva, an SVP at one of the leading global companies confesses: “we have a dozen committees on digital transformation, we have digital transformation initiatives, we are going full steam on digital transformation ... but no one can explain to me, what does it actually mean?” At a very basic level the answer is simple: the much-used term just means adapting an organization’s strategy to capture opportunities enabled by digital technologies. But the point the senior executive was making is that it has become increasingly difficult for a company to translate the answer into an action plan.

In this session, we will try to separate digital transformation myth from reality. We will explore how disruption frameworks can help us understand digital transformation of conventional businesses. We will also examine how companies can transform by turning their products into digital platform opportunities. Finally, we will look at how companies can leverage partnerships and ecosystems to transform themselves and find new markets. These pillars of digital transformation: platforms, partnerships and ecosystems can help companies to develop needed action plans to capitalize on the opportunities presented by new technologies.



EXECUTIVE FORUM



Andrew Shipilov

Professor of Strategy, The John H. Loudon Chaired Professor of International Management

The English poet John Donne once famously wrote that no person is an island. These days, that's true for companies as well. Given disruptive change and industry convergence, companies cannot compete on their own. Instead, they need to build platforms, partnerships and ecosystems with their customers, suppliers and even competitors.

Professor Andrew Shipilov, who is a recognized expert in the fields of strategy, innovation and collaboration, studies how firms innovate and achieve competitive advantage through ecosystem building. His work focuses on how companies transform their business models through partnerships, how ecosystems can foster digital transformation and how companies can effectively integrate digital technologies into their business models.

Prof. Shipilov holds a John H. Loudon Chair of International Management at INSEAD, a top business school in Europe and Singapore. He is a multi-year winner of Executive Education teaching awards at INSEAD.