

BUSINESS DIGITALIZATION

"DIGITAL SECURITY FOR YOUNG ENTREPRENEURS" CONFERENCE

ENTREPRENEURS INFO DAY

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BUSINESS DIGITALIZATION

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Young
Entrepreneurs of
Thessaloniki



BUSINESS DIGITALIZATION

DIFENS

DIGITAL SECURITY FOR YOUNG ENTREPRENEURS

[HTTP://DIFENS-PROJECT.EU](http://difens-project.eu)

ERASMUS+



BUSINESS DIGITALIZATION

- 01.** What is “Business Digitalization“?
- 02.** Solutions & dangers in the “cloud”
- 03.** “Big Data” – Opportunities and Threats
- 04.** Digital skills
- 05.** Business Digitalization Checklist

01. BUSINESS DIGITALIZATION

Digital technologies

Change our lives

Change the way we
work

Change the way we
consume

Change the way we
communicate

Change our education

Change the economy
(transform the
business environment)

01. BUSINESS DIGITALIZATION

Digital entrepreneurship

Creation of new business models / designs and new revenue streams by “mixing” the digital and real world

Enabling / improving / transforming business operations / procedures / models

Shaping of new principles and facts in marketing, startups, cloud computing, Internet of Things, mobile, Big Data

01. BUSINESS DIGITALIZATION

What is “business digitalization”?

Use of digital technologies for revenues and profit

Replacement / Transformation of procedures (not just making them digital)

Cultivating a “digital friendly” environment

Entrepreneurship in the digital revolution era

Need & opportunity to be competitive

Need & opportunity to be agile / adaptive

01. BUSINESS DIGITALIZATION

What is “business digitalization”?

More & more digital
(e-health, e-
government, e-
shopping, marketing,
customer service etc)

Online booking, e-
commerce, social
media, internal digital
tools. Holistic digital
approach (internal
communication etc)

Difficult, hard, painful,
time lasting process

Do all companies
succeed to
become “digital”?

01. BUSINESS DIGITALIZATION

What is “business digitalization”?

Flexible work

Use of digital tools
(devices and
technologies)

Use of cooperation
platforms

Operation in a “digital
way”

in relation to the staff

01. BUSINESS DIGITALIZATION

What is “business digitalization”?

In general, digitalization is seen as the road of moving towards digital business and digital transformation, as well as the creation of new – digital – revenue streams

01. BUSINESS DIGITALIZATION

In relation to SMEs & startups



01. BUSINESS DIGITALIZATION

In relation to SMEs & startups

Create 3X times more
work positions

Have more chances to
access new markets /
more exports (upto 3X)

More chances to
access new customers
(upto 3X)

Positive effects

01. BUSINESS DIGITALIZATION

In relation to SMEs & startups

Transaction Fraud

Hackers (attacks) -
“sloppy” Software

Inside Job (accident &
“accident”)

Threats

02. CLOUD

Solutions

In-house (Private cloud)

Community cloud (e.g. franchise enterprise model)

Public cloud (third party / independent administrator)

Hybrid cloud (Private & Public)

02. CLOUD

Benefits

Simplicity

Security, works 24/7, works steady

Mobility, connectivity

Scalability - cost savings (pay as you go, upgrades)

02. CLOUD

Dangers

Privacy agreement (initial coverage deal)

Data safety & security

Location of data - Law (GDPR)

03. BIG DATA

Why is it that important?

Size matters?

Launch of new products (personalized offers)

Reducing costs

Smart decisions

Time benefits

Prompt and fast control in case of malicious attacks

03. BIG DATA

How companies can use them

Easy research on new trends & lifestyle (e.g. Tweets, hashtags)

Design / guidance of sales / markets

Sales increase from applications (In-App Purchases)

03. BIG DATA

Benefits for companies

Increased effectiveness

SMEs get stronger (vs Big businesses & corporations)

Reduced costs

Sales increase; Brand loyalty

More efficient pricing policies

HR - More efficient staffing

03. BIG DATA

Threats

Danger increase (bigger ship / data - bigger waves to sail)

Data leaks (human factor)

Information leaks (Web applications - tech slips)

Attacks (Malicious code / software)

Poor design and implementation, bad adaptation

Procedure fail

Lack of skills

04. DIGITAL SKILLS

Improving staff digital skills

Enabling staff

Digital skills can increase revenues

Digital skills can reduce costs

Resistance to change

05. BUSINESS DIGITALIZATION CHECKLIST

Team project. Get the team onboard!

Vision commitment

Understanding customers / future customers - designing the digital route

Research and decision making / invest in the right tools

Carefully measure results (milestones)

Sharing (your new knowledge) is caring - training staff

BUSINESS DIGITALIZATION

THANK YOU.

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