

THE CHANGE TO FUTURISTIC BUSINESS

BT



BUSINESS **TRANSFORMATION**

[MEDIA KIT 2018]

www.biznesstransform.com

KEY TO SURVIVAL IN DIGITAL AGE

Business transformation is an all-encompassing term, referring to organisations embarking on a path of innovation. On a granular level we can identify with the organisation successfully adopting digital technologies to rebuild a business model and influencing an extended ecosystem or even society with its disruptive offerings of products and services.

Transformed organisations drive fundamental shifts across their markets and even peripheral ones, either intentionally or as a result of their spreading influence. Traditional companies wanting to embark on a business and digital transformation journey need to ask themselves - how can we be the Uber of our industry?

Being a transformative organisation requires a different organisational culture, leadership capabilities, internal pool of skills and talent, strategic planning, investment and selection of enabling technologies. Real business transformation usually leverages new technologies, solutions, and user experiences that are outside the regular scope of competitive monitoring. Hence competition will usually be caught napping when such changes take place.

Since a business uses a completely new set of enabling platforms, with new revenue models, path breaking industry practices - incumbents and well entrenched monoliths, often fail to realise and notice the ongoing set of changes that are taking place in the market place. By the time they realise this, react to and begin to invest, trying to catch up with the organisation driving the transformation, their premier position is already eroded and a new market leader has emerged.

In the past, business transformation was triggered by new physical technologies like PCs, ATM kiosks, tablets, mobile phones, smartphones, and other similar devices. Increasingly disruptive and transformative changes are going to become more and more experiential and less physical. Their effects are going to impact customer experiences and where and how they reach customers. This makes it difficult to monitor and react to until their changes are well underway and have gathered sufficient momentum to register in terms of regular market units.

REGIONAL TRANSFORMATION SNAPSHOT

MIDDLE EAST, AFRICA, TURKEY



Across Middle East, Africa, Turkey, banking, finance, healthcare, utilities, vertical markets are leading in digital transformation programmes

Advanced analytics use cases will cover not just customer insights but also focus on operational efficiencies

Blockchain pilots will accelerate across sectors in 2018 with increased mainstream roll outs in 2019

By 2020, IoT spending will surpass \$10B with manufacturing, utilities, transport industries forming the key industry markets

By 2021, cognitive AI systems spending will cross \$100M as demand expands across the breadth and depth of use cases

Digital transformation spending in the META region will surpass \$38B by 2021 and will be a key driver for ICT spending

KEY TO SURVIVAL IN DIGITAL AGE

While all business leaders acknowledge the importance of disrupting the market through transformation, not all of them can lead a disruption. Being a business and market disruptor requires a specific set of capabilities, tools, and techniques to lead the pack. Organisations therefore need to decide whether they want to lead the pack and be a disruptor. Or whether they are intrinsically better at complementing the disruptor and building the ecosystem by adding value, created in the wake of the disruptor.

Whichever option they choose to follow, entry level barriers into adopting the enabling digital technologies have reduced significantly and are not necessarily inhibitors. Building an organisational culture to drive innovation, with sufficient levels of talent and skills, and ability to identify market opportunities for transformation, are more fundamental challenges to cope with in the short term.

No single business decision maker is perfectly well equipped to spot disruptive changes in the market on their own. A better way is for business decision makers to leverage the strengths of their peers in identifying disruptions. This can be through a select combination of any of the following: chief marketing officer, chief information officer, chief finance officer, chief customer services officer, head of distribution, and so on.

These top-level teams need to identify the transformations influencing their customers, their markets, and what is the new value system being created by a disruptor. Since there could be multiple such influences in progress, internal teams need to prioritise these changes based on their impact. Key is the ability of the internal teams to distinguish a short-lived trend from a business transformation or business disruption.

Rapid development of enabling technologies such as cloud, mobility, analytics and tools such as artificial intelligence, blockchain, augmented reality, Internet of Things, robotics, 3D printing, have made it easier for organisations to rapidly move down the path of innovation. Those organisations that integrate innovation into their everyday activities will find it easier to cope with external disruptions. Business transformation is therefore the norm for business success in this new digital age.

REGIONAL TRANSFORMATION SNAPSHOT

MIDDLE EAST, AFRICA, TURKEY

Drivers for digital transformation are customer experience enhancement and achieving competitive advantage

Economic diversification will finally push Middle East governments to establish progressive cloud regulations

Increasingly, organisations will consider analytics at the edge as part of digital transformation

Innovation accelerators spending will grow at nearly 20% in 2018 as use cases go mainstream

Interest levels in implementing digital transformation are highest in Turkey, UAE, Saudi Arabia, South Africa

Rising data volumes will lead to organisations considering AI to automate routine knowledge worker tasks



ABOUT US

Business Transformation is a content portal, publication, and event organiser, launched with the objective of partnering with businesses, consultants and technology vendors to enable the process of digital transformation and business restructuring for the digital age.

The primary focus of **Business Transformation** is to showcase how business success can be enabled when organisations are ready to rebuild themselves using new technology platforms. The scope of coverage extends across the GCC, Rest of Middle East, Turkey, and African countries.

Technology platforms such as cloud, mobile, analytics, social media, have been globally responsible for the consumerisation of technology. This suite of technologies has enabled access to business applications from almost any device connected on the Internet.

Migration of applications to connected devices has led to an explosion of data transfers across the Internet, into storage devices, and into cloud data centers. Analysing this wealth of data using cloud-based analytics has opened the next frontier of monetisation of data, innovative customer experiences, new customer segments, and disruptive sales models.

Enabling innovation for those organisation that have embarked on the transformation journey are accelerators like blockchain, artificial intelligence, augmented reality, robotics, drones, 3D printing, and Internet of Things. An overlapping envelope of protection for transforming organisations is delivered by next generation security solutions.

As a repository of content, **Business Transformation** is focused on showcasing the full stack of milestones along the road of organisational transformation.

THESE SECTIONS INCLUDE:

DEEP DIVE: A look into what lies ahead, future scaping, new customer experiences, new business revenue, productivity improvement, business intelligence, analytics, workflow and collaboration.

LANDSCAPE: Nuts and bolts of how to do it, workshops, methodologies, best practices, road maps, transforming business model, transforming organisation, transforming department, transforming job role.

MARKETS: Real life use cases and experiences, hands on descriptions, across multiple vertical markets and industries.

FLAVORS: The working environment, look and feel, changing work life, changing ways of working, mission critical solutions, platforms and frameworks, market focused applications, business productivity applications.

TOOLS: What we use, the enablers, drivers of innovation, artificial Intelligence, 3D printing, blockchain, augmented and virtual reality, Internet of Things, Industrial Internet of Things, big data, analytics, cybersecurity, devices, mobile.

ABOUT US



TECHNOLOGY

3D printing
5G
Alliances
Analytics
Artificial intelligence
Augmented reality
Big data
Broadband
Business applications
Cloud
Collaboration
Communication
Compute
Consultants
Datacentres
Developers
Devices
Drones
Ecosystem
Frameworks
IIoT
IoT
Mobility
Networking
Open platforms
Robotics
Security
Sensors
Service providers
Smart city
System integrators
Virtual reality



BUSINESS MANAGEMENT

Business intelligence
Change management
Customer experience
Employee productivity
New business revenue
Transforming business model
Transforming department
Transforming governments
Transforming job roles
Transforming nations
Transforming organisation
Workflow and collaboration



MARKETS

Banking
Building and Construction
Education
Energy
Government
Healthcare
Homeland security
Hospitality
Logistics
Manufacturing
Oil and gas
Retail
Telecom
Transportation
Utilities



COUNTRIES

UAE
Saudi Arabia
Oman
Bahrain
Kuwait
Levant
Africa
Turkey

EDITORIAL CALENDAR

2018-2019



AUGUST 2018

*EVALUATING ECONOMIC
BENEFITS OF CONNECTED
AIRLINE OPERATIONS*



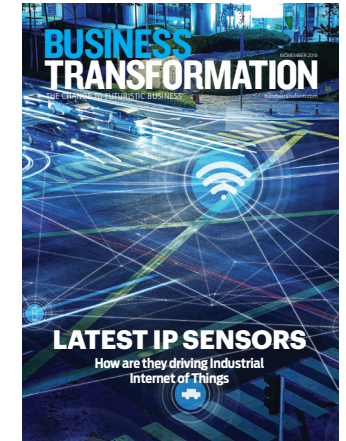
SEPTEMBER 2018

*DIGITAL WORKPLACE: ARE
YOU READY FOR THE NEXT
WORKFORCE*



OCTOBER 2018

*BLOCKCHAIN: WHICH REGIONAL
INDUSTRIES WILL BE EARLY
ADOPTERS*



NOVEMBER 2018

*LATEST IP SENSORS: HOW ARE
THEY DRIVING INDUSTRIAL
INTERNET OF THINGS*



DECEMBER 2018

***SPECIAL** TOP DIGITAL
TRANSFORMATION
CHAMPIONS*



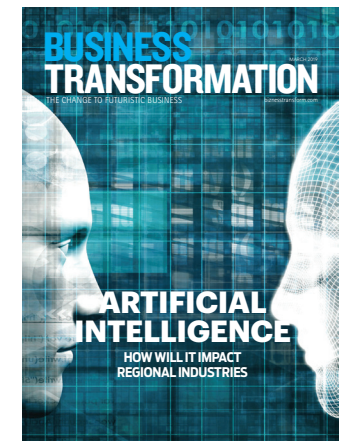
JANUARY 2019

***SPECIAL** REGIONAL
TRANSFORMATION OUTLOOK
2019-2020*



FEBRUARY 2019

***SPECIAL** BUILDING YOUR
DIGITAL NATION FOR
DIGITAL CITIZENS*

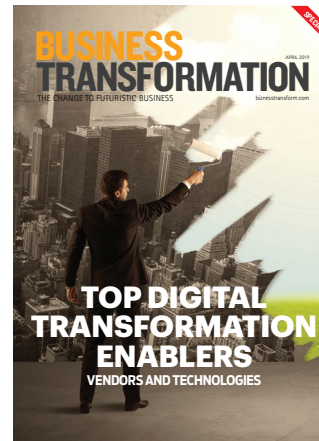


MARCH 2019

*ARTIFICIAL INTELLIGENCE:
HOW WILL IT IMPACT REGIONAL
INDUSTRIES*

EDITORIAL CALENDAR

2018-2019



APRIL 2019

SPECIAL TOP DIGITAL
TRANSFORMATION ENABLERS:
VENDORS AND TECHNOLOGIES



MAY 2019

DIGITAL REVENUE: HOW
TO BOOST IT AND YOUR
DIGITAL PROFIT



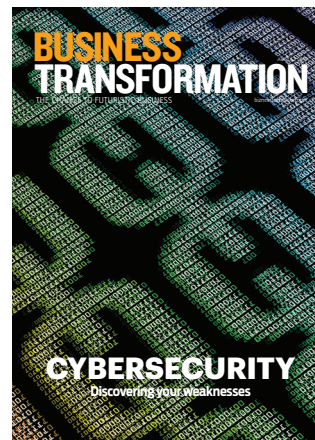
JUNE 2019

SPECIAL REGION'S TOP
DIGITAL TRANSFORMATION
PROJECTS



JULY 2019

HOSPITALITY: BUILDING
NEW CUSTOMER
EXPERIENCES



AUGUST 2019

CYBERSECURITY:
DISCOVERING YOUR
WEAKNESSES



SEPTEMBER 2019

BUILDING YOUR DIGITAL
ORGANIZATION'S ROLES,
DEPARTMENTS, STRUCTURE

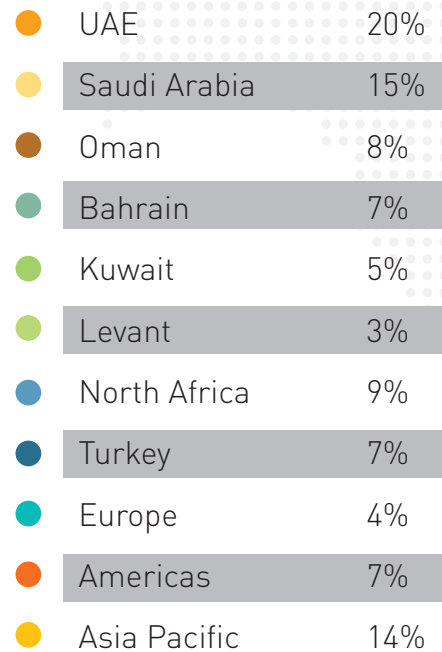


OCTOBER 2019

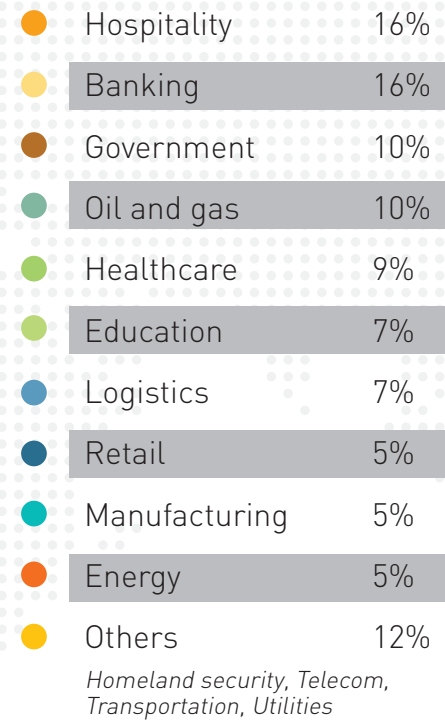
SPECIAL LOOKING INSIDE
THE REGIONS TOP DIGITAL
ORGANIZATIONS

READERSHIP

BY COUNTRY



BY MARKETS



RATE CARD

PRINT

	RATES (US\$)
INSIDE FRONT COVER	5,800
PAGE 1 (FACING IFC)	5,800
INSIDE BACK COVER	5,800
BACK COVER	8,000
DOUBLE SPREAD	6,500
ONE FULL PAGE	4,000
HALF PAGE (HORIZONTAL/VERTICAL)	2,000
QUARTER PAGE	1,200
STRIP (HORIZONTAL/VERTICAL)	1,000
ISLAND	900

Material Specifications
Advertisement
Dimensions
(H x W in centimetres)

Specification	Non-Bleed	Bleed Size
Double Spread	28h x 40 w	31h x 43 w
Full Page	28h x 19 w	31h x 22 w
Half Page Horizontal	12h x 19w	
Half Page Vertical	28h x 9 w	

File Format : PDF or TIFF
Colour Mode : CMYK
Resolution : 300 DPI
All advertisements must
include a Colour Proof
Electronic files
may be supplied on DVD /
FTP or through email

ONLINE

	SIZE (PIXELS)	RATES (US\$)
EDM	700 X 1000	2,300/SHOOT
WIDE SKYSCAPER	160 X 600	6,800
FULL BANNER - VERTICAL	160 X 600	6,800
LEADERBOARD	728 X 90	6,800
LEADERBOARD-MIDDLE	728 X 90	5,500
FULL BANNER/ISLAND	300 X 300	5,500
POP UP	400 X 400	1,700
HALF BANNER-TOP	428 X 60	1,700

Material Specifications
Advertisement Dimensions
(W x H in pixels)



ALL THE PRICE
MENTIONED
ABOVE ARE
EXCLUDING VAT

CONTACT US

MANAGING DIRECTOR

Tushar Sahoo
tushar@gecmmediagroup.com

EDITOR

Arun Shankar
arun@gecmmediagroup.com

CEO

Ronak Samantaray
ronak@gecmmediagroup.com

GROUP SALES HEAD

Richa S
richa@gecmmediagroup.com

EVENTS EXECUTIVE

Shriya Nair
shriya@gecmmediagroup.com

SALES EXECUTIVE

Krishna Thanki
krishna@gecmmediagroup.com

ONLINE SALES

Mohamed Mubin
mubin@gecmmediagroup.com

BUSINESS DEVELOPMENT EXECUTIVE

Susan Paul
Susan@gecmmediagroup.com

SALES AND ADVERTISING

Ronak Samantaray
Ph: + 971 555 120 490

PRODUCTION, CIRCULATION, SUBSCRIPTIONS

info@gecmmediagroup.com



UAE

223 DMC 9 Dubai Media City, Dubai
PO Box 500653, Ph: +971 4 368 8523

USA

31 Foxtail Lan, Monmouth Junction
NJ 08852, Ph: + 1 732 794 5918

<https://biznesstransform.com>