BUSINESS TRANSFORMATION
THE CHANGE TO FUTURISTIC BUSINESS

[ MEDIA KIT 2020 ]
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, existing in a particular industry, 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. Such organisations will not just innovate - they can also choose to disrupt and fundamentally shift the dynamics of situations in which they exist. They are responsible for disruptions in their markets and peripheral ecosystems.

Business transformation typically involves four elements - the disrupting organisation, disruptive technologies, the specific vertical market, and the surrounding ecosystem.

A typical market confusion is the inability to distinguish between a game changing business transformation and a transitionary, exciting craze or trend. A transformation or disruption in the market will completely upset established sales models and practices both within the industry and sometimes beyond. A trend will see increased excitement and sales pickup in selected areas with certain characteristics but will not upset the rules and norms of overall market behavior. Nor will they introduce path breaking new sales model or business practice.

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. For real transformative organisations, the concept of disrupting the market is a part of its regular go to market activities and internal planning.

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.

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.
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 moved access to business applications away from legacy personal computers to almost any device connected on the Internet.

This migration of applications to any connected device 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 organisations 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.

**ABOUT US**

**THESE SECTIONS INCLUDE:**

**DEEP DIVE:** A look into what lies ahead, future scoping, 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, takeaways, transforming business model, transforming organisation, transforming department, transforming job roles, change management.

**MARKETS:** Real life use cases and experiences, hands on descriptions, government and citizen, smart cities, energy, oil and gas, homeland security, critical national infrastructure, urban infrastructure, utilities, banking and finance, service providers, communication, telecom, manufacturing, healthcare, transportation, logistics, retail, hospitality, education, green, sustainability.

**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.
### 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
- 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
- Education
- Energy
- Government
- Healthcare
- Homeland security
- Hospitality
- Logistics
- Manufacturing
- Oil and gas
- Retail
- Telecom
- Transportation
- Utilities

### COUNTRIES
- UAE
- Kingdom of Saudi Arabia
- Kingdom of Bahrain
- Kingdom of Bahrain
- Qatar
- Kuwait
- Ghana
- CANADA
- Kenya
- Egypt
- India
- SOUTH AFRICA
- pakistan
- singapore
- USA
<table>
<thead>
<tr>
<th>Month</th>
<th>Business Transformation</th>
<th>Market Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Regional transformation outlook 2020</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Urban connectivity and metro transportation</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Use cases of automation and artificial intelligence</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>GCC and government vision statements</td>
<td>Healthcare, pharma</td>
</tr>
<tr>
<td>May</td>
<td>Solutions and use cases for blockchain</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Transformation of airports and aviation sector</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>3D printing use cases and solutions</td>
<td>Freight, logistics, warehousing</td>
</tr>
<tr>
<td>August</td>
<td>Transformation of organizations and job roles</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>BT Top 50</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Autonomous, connected, e-cars</td>
<td>Retail, hospitality</td>
</tr>
<tr>
<td>November</td>
<td>Transformation of the energy sector</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Solutions and use cases for augmented and virtual reality</td>
<td>Building management, construction,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>engineering</td>
</tr>
</tbody>
</table>
READERSHIP

BY COUNTRY
- UAE: 20%
- Saudi Arabia: 15%
- Oman: 8%
- Bahrain: 7%
- Kuwait: 5%
- Levant: 3%
- North Africa: 9%
- Turkey: 7%
- Europe: 4%
- Americas: 7%
- Asia Pacific: 14%

BY MARKETS
- Hospitality: 16%
- Banking: 16%
- Government: 10%
- Oil and gas: 10%
- Healthcare: 9%
- Education: 7%
- Logistics: 7%
- Retail: 5%
- Manufacturing: 5%
- Energy: 5%
- Others, Homeland security, Telecom, Transportation, Utilities: 12%