

WinWin

Hear what ICT business leaders want to share in person, see how peers succeed in a fierce marketplace, and delve into their secrets to success.

At *WinWin*, it's all about success.

Sponsor

Corporate Communications Dept.
Huawei Technologies Co., Ltd.

Consultants

Chen Lifang, Joy Tan, Jason Qu

Editor-in-Chief

Sally Gao (sally@huawei.com)

Editors

Linda Xu, Julia Yao, Gary Maidment
Mi Xueping, Xue Hua, Cao Zhihui
Pan Tao

Art Editor

Zhou Shumin

Contributors

Lv Yaqiong, Ng Chong Man, Wang Tingting
Xiaoming Chen, Qiu Qiangli, Sun Mingwei
Chai Xin, Xu Jiantao

E-mail: HWtech@huawei.com

Tel: +86 755 89241255, 89241660

Fax: +86 755 89241674

Address: H1, Huawei Industrial Base,
Bantian, Longgang, Shenzhen 518129, China

Publication Registration No.:

Yue B No.10148

Copyright © Huawei Technologies Co., Ltd. 2016.
All rights reserved.

No part of this document may be reproduced or transmitted in any form or by any means without prior written consent of Huawei Technologies Co., Ltd.

Disclaimer

The contents of this document are for information purpose only, and provided "as is". Except as required by applicable laws, no warranties of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose, are made in relation to contents of this document. To the maximum extent permitted by applicable law, in no case shall Huawei Technologies Co., Ltd be liable for any special, incidental, indirect, or consequential damages, or lost profits, business, revenue, data, goodwill or anticipated savings arising out of or in connection with any use of this document.

For electronic version and subscription,
please visit www.huawei.com/winwin



A digital wakeup call for enterprises

The digital revolution has arrived. Impacting B2B and B2C enterprises in every vertical, the online world and sharing economy are creating unprecedented possibilities. However, these possibilities lie behind a wall of intense competition.

Powered by the Internet, things have never been better for consumers. Online shopping boosted by easily searchable buying tips and vendor ratings are eroding the business-centric consumer model that not so long ago saw enterprises shape demand. Mass production and mass marketing are falling short of consumers' expectations of individualization and markets of one, and economies of scale are losing relevance as digitalization takes hold.

Cross-industry integration and competition are becoming more common, blurring boundaries and giving rise to the sharing economy. Like the models employed by Uber and Airbnb, ownership of physical assets will decline across all verticals. Data mining and analytics will form the new tools for yielding market insights, while agility and scalability will be the fuel that propels enterprises to act on these insights quickly and at low cost.

This all sounds great, but traditional enterprises come with a lot of baggage. And for them digital transformation is disruptive. In August, we surveyed 30,000 enterprises about their digital transformation status. Our findings are nothing short of a wakeup call for enterprises: Only 17 percent of those surveyed could be considered digital and less than 50 percent had a clear digital transformation strategy. Moreover, the majority lacked the technical architecture, personnel, or processes for transformation.

At HUAWEI CONNECT 2016, Huawei's three Rotating CEOs were joined by 80 partners and more than 20,000 people from the ICT industry. Together, they explored how every vertical can achieve digital transformation collaboratively in the cloud era. One thing was clear: Enterprises require workable top-down strategies that transform operations, business models, processes, staff, and corporate culture.

Harley-Davidson in manufacturing, HSBC in digital banking, and Deutsche Telekom in the telco world are examples of enterprises that are ahead of the curve. It's our hope that collaboration will allow other enterprises to become agile, intelligent, and digital for a future that's bright because it's cloudy.

Sally Gao, Editor-in-Chief