

DES 2016 - Day 2

The second day of the event DES2016 combines the Masterminds Congress Program along with two Industry Programs: Fujitsu World Tour and Salesforce Essentials

Nigel Fenwick, Forrester VP & Principal Analyst, was the speaker in the morning keynote on the second day of the DES2016 event. His presentation “Digital Predator or Digital Prey” was the metaphor he used to share with the audience of the main auditorium relevant figures about the present and the future of the Digital Transformation, extracted from the “State Of Digital Business, 2015 To 2020” report.

So far, according to this report, only 21% of the companies have the right culture to face the challenge of the digital transformation. 19% have the right technology for that and only 16% of all professionals have the optimal capabilities to work in a digital scenario. These figures contrast with the executive’s expectations: 47% of them foresee that in 2020, more than 50% of the sales figures of their companies will be driven by digital business.

In his presentation, Nigel Fenwick, shared some guidelines to help companies to become digital predators and avoid the fate of being digital preys. By 2020, all companies will be either digital predators or digital preys.

Fujitsu World Tour 2016 and DES: a win win scenario

Fujitsu has accommodated its annual event Fujitsu World Tour 2016 (<http://www.fujitsu.com/es/microsites/worldtour2016/>) as part of the DES2016 event. Fujitsu World Tour 2016 showcases the most technological and sophisticated digital transformation proposals of the company and its partners.

Ángeles Delgado, Fujitsu Iberia CEO, hosted the opening session of the sixth edition of this one-day event, with 14 sessions focused on the discussion around the challenges and opportunities of the digitalization in fields as Science, Banking, Public Sector, Health, Justice, Insurance, Transportation or Retail. Ángeles Delgado highlighted the relevance of DES2016 as “a global event where Madrid becomes the world capital of the digital businesses.”

At the same time, brought to the table two fields where digital transformation and technological innovation play a relevant role to accomplish the task of working on them: On one hand, Tourism, and on the other, the aging of the world population.

Open Innovation Marketplace, the meeting point for new ideas and the most disruptive business models

The second day of DES2016 has become the meeting point for both corporations and start-ups. The former, looking for talent and ideas, and the later, looking for financial and logistic support to keep working on their projects and businesses.

Fifty three start-ups from verticals as Pharma and Health, Food, Cities and Public Sector, Banking and Insurance, Transportation and Logistics, Manufacturing, Tourism and Hospitality plus Retail and Consumer Goods, had the chance to share their ideas and projects in front of investors and corporations. It was an Elevator Pitch like event, with 5-6 minutes of talk plus B2B meetings.

There were start-ups with solutions for the Connected Home, as Wattio or Fitness Gamification as WeFitter, plus the sustainable transportation management, as Smart Biking. All of the start-ups in the Open Innovation Marketplace have something in common: being an example of brand new and disruptive business models, contributing to the digital transformation of their different sectors.

Apart from these activities, the day was full of sessions related to the Digital Marketing Planet program, HR Summit and Digital Demos.

Talent was a constant in the sessions about the digital transformation of the HR departments. "knowmads" (knowledge nomads, are becoming a demanded profile in the HR departments. In Addition, HR professionals have to deal with new techniques and tools as the eRecruitment to detect and capture talent.

Content Marketing, Branded Content and Mobile Marketing were the key topics in a number of sessions during the day. There were time for practical sessions as well, as ClinicSEO, focused on the planning and deployment of a Marketing Campaign, imparted by experts and professionals involved in real life projects.

There were room for practical demonstrations of products and services, as the Telepresence Solution Silex Pro, or the ones from Seidor to help with the digital transformation of different departments inside organizations.