Program Agenda

1. Progress Update from Amsterdam to San Diego
2. Objectives to London and Houston
3. Digital Landscape
Charter

Explore the scope and impact on business and customer experience from the use of technologies that Digitize content, services, engagement and business models. To address practices around customer experience design and the impacts on business models from the use of technologies described as digital. The scope of digital technologies is wide and varied – the aim is not to define the technology architecture of these, but to focus on the impact, principles and business practices from a Business, User and Customer experience perspective.

Market Forces
- Digital Engagement and Emotional Connect
- New kind of workforce that matches market personas
- Verticalized Customer Experience and Value Delivery
- Evolution of existing workforce especially I.T.

Outcomes we focus on
- Standards of Standards
- Guide Workforce, Automation and Process
- Highlight value proposition to all practitioners
- Immediate adoptability and certification pathways

Working style
- Standards of standards – leverage the work done across all other forums and workgroups
- Provide more vertical and market segment guidance based on use cases and research
- Drive more cross team participation to get all view points

Commitments
- Deliver useful content to the market at least twice a year.
- Standards / Snapshots yearly
- Notability of Content
Progress from Amsterdam

• Participation

• Content
  – eBook
  – Whitepaper
  – DPBoK Progress

• Identification of verticals to start with
Digital Landscape - Concerns

The Trifecta

- **Personas**
  - Who are the practitioners?
  - Organizational realities
  - Emotional smarts

- **Markets**
  - Segments – SMB, SMG, Mid-Markets and Large Enterprises
  - Verticals – Healthcare, Government, Financial, Manufacturing …
  - What am I changing?

- **Process/How**
  - Standards, Speed and Hows (DevOps, Enterprise Cloud Adoption Lifecycle, IT4IT)
Digital Landscape – Challenge #1

Personas Considered

- Out of college – millennial utilization/integration
- Platform/Domain Technologists and Developers
- Enterprise Architects
- Business Practitioners
Digital Landscape – Challenge #2 & #3

**Market Forces**

- Innovate & Move First: SMBs of the world
- Mid-Market: Innovate and Respond
- Large Enterprises: Respond and Innovate

**How do I do it?**

- I still need to standardize, so relevant standards
- Agility
- IT Delivery Capability with DevOps, ECAL etc.