

How the Best Companies Use These 3 Digital Strategies to Destroy Their Competition

The logo for Egen is a circular emblem with a vertical gradient from red at the top to orange at the bottom. The word "Egen" is written in a white, sans-serif font across the center of the circle.

Egen

Why would Amazon buy a doorbell company for \$1B?

Why is Domino's investing in driverless cars?

Apple's second-highest revenue source isn't a hardware product. It's also the future of Apple. What is it?

Why do these companies continue to make business decisions that seem to be outside of their wheelhouse?

What do they see that the rest of us don't?

“There is no success without disruption, particularly when it comes to the digitization of the world around us. In essence, go digital or go home.”

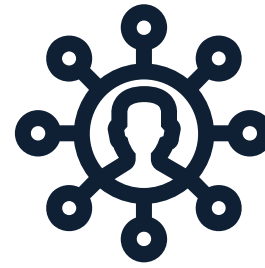


John Chambers
Former CEO of Cisco Systems

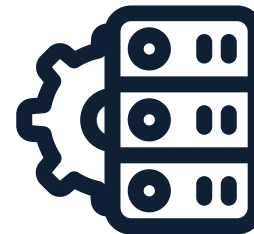
Winners focus on making their businesses different through technology, not on the technologies themselves.

They think differently.

You can differentiate your company through three broad categories of digital capability.



**STRATEGY #1
BUILD AN AMAZING
CUSTOMER EXPERIENCE**



**STRATEGY #2
AUTOMATE REPEATABLE
OPERATIONS**



**STRATEGY #3
REINVENT YOUR
BUSINESS MODEL**

BUILD AN AMAZING CUSTOMER EXPERIENCE

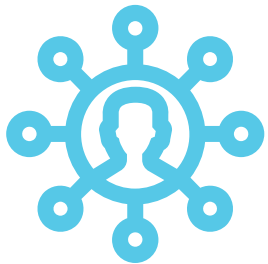
WHY WOULD AMAZON BUY A DOORBELL COMPANY FOR ONE BILLION DOLLARS?

Ring, the doorbell company that famously got rejected by Shark Tank, was acquired by Amazon for \$1B. But, why?

It's a doorbell that has a built-in video camera so you can see who's at your door. A great idea, sure. Worth \$1B, though? A doorbell with a camera?

Well, package theft is a huge problem for Amazon customers and this is a way to reduce that in a smart way. With the acquisition of Ring and their keyless entry program, it sets them up perfectly for getting packages delivered INSIDE your home regardless of where you are at the time. You'll know anytime someone is at your door, and can explicitly grant access through RING and their keyless program to drop packages off inside your home or even on your porch.

For Amazon, it's ALL about the experience. It's not about how many doorbells they can sell or making a doorbell that's better than the next company. Amazon knows that customer experience sells, and that's a mentality all organizations should have.



BUILD AN AMAZING CUSTOMER EXPERIENCE

DOMINO'S IS AN E-COMMERCE COMPANY, NOT A PIZZA COMPANY.

Google "best pizza in the USA" and Domino's is nowhere to be found. Not in the top 10 or the top 100. So, how has Domino's grown over 5,000% since 2008?

Well, the growth has nothing to do with the tastiness of the pizza. It's the technology behind the pizza, and that is a huge factor behind their growth, look at their mission statement:

Leading the internet of food in every neighborhood

The word internet is in the mission statement. This is a sign that they have truly embraced digital as a way of life. Let's look at some of the digital aspects Domino's introduced to compliment the ordering process.

PIZZA TRACKER

Know exactly what stage your pizza is in at any second.

SELF-DRIVING PIZZA DELIVERY

Ford has partnered with Domino's to test delivery by self-driving cars.

ORDER VIA TWITTER

A feature that allows customers to order via Twitter with the pizza emoji.

DRONES

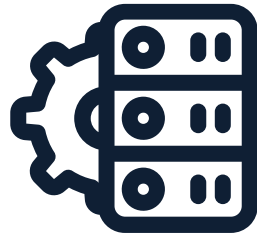
They even tried drone delivery in New Zealand and driverless car deliveries in Ann Arbor, Mich.

"We used to be a pizza company that sells online, and we needed to become an e-commerce company that sells pizza, that was one of the big a-ha moments that caused a lot of conversation within the company."



Dennis Maloney
Domino's Chief Digital Officer





“It’s clear people need advice but it’s very different how they want that. Some may want a fully automated service, without ever talking to an adviser, while others may have questions as money management becomes more complex.”

DIFFERENTIATOR: BUSINESS AUTOMATION WOULD YOU LET A ROBOT MAKE YOUR FINANCIAL DECISIONS? THE RESOUNDING ANSWER IS SURPRISINGLY, YES!

Betterment is one of the leaders in completely automated fintech solutions. As of late 2018 they have \$15.5 billion in assets under management and they’ve crossed 400,000 customers. That’s a lot of trust in a machine, don’t you think?

What can betterment automate exactly?

- Account creation
- Account funding
- Portfolio management
- Managing deposits & withdrawals
- Tax minimization

Betterment has proven that machines make better financial decisions than you and other financially trained humans. Automation isn’t just delegated to the back-end office. Automation paired with Machine Learning can help your business or your customers make better decisions even without their involvement.

So, what can smart automation do for your business?

REINVENT YOUR BUSINESS MODEL

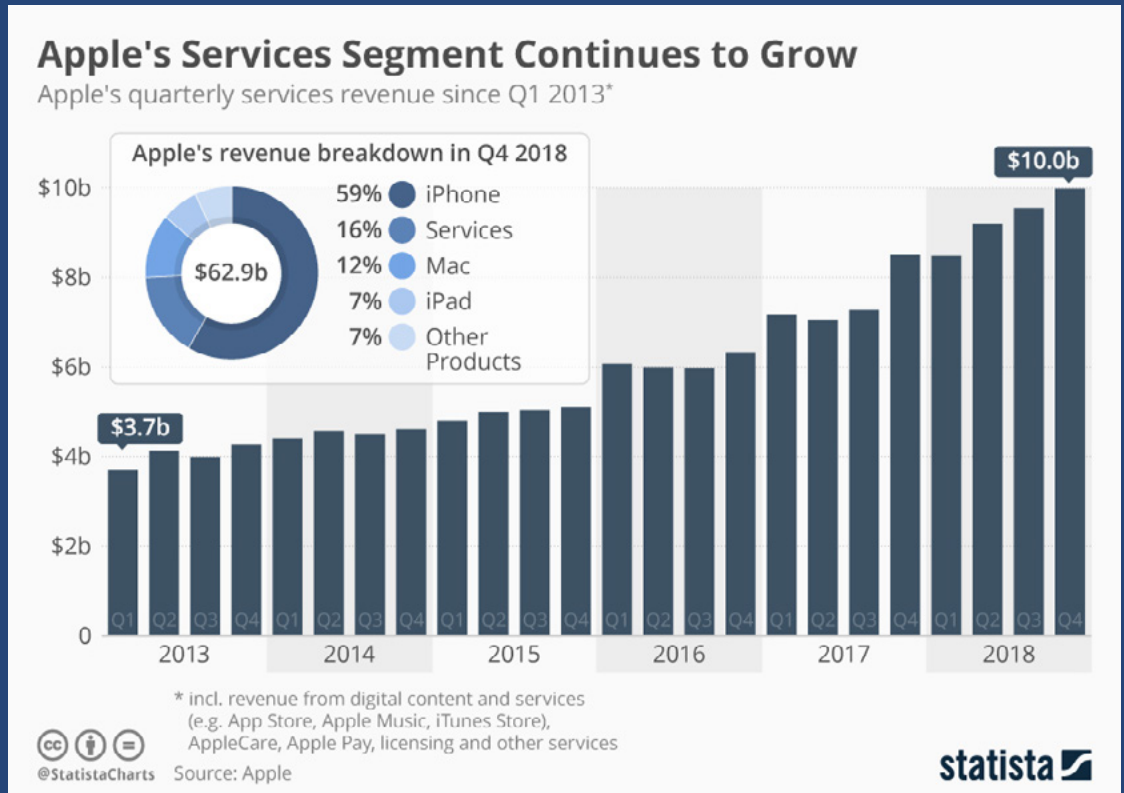
APPLE'S SECOND BIGGEST SOURCE OF REVENUE IS A FASTER-GROWING BUSINESS THAN NIKE.

Apple's #1 revenue source is the iPhone.

Do you know what Apple's #2 revenue source is? Macbooks? Apple Watch? The iPad? The iMac? Nope, nope, nope, and nope.

Services. Yes. Their second biggest revenue source is services. Apple makes \$10B per quarter on services revenue.

Apple's "services" category has become an incredibly important business for the iPhone maker — services being the category that includes everything from iTunes to the App Store, Apple Music, iCloud, and more. This is the segment of Apple's operation that generates cash from digital content and services, and it's become such a key driver that it's now Apple's second biggest source of revenue after the all-important iPhone.

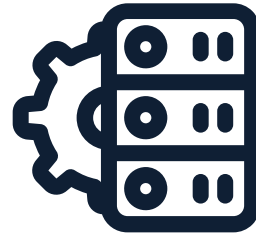


<https://www.statista.com/chart/14629/apple-services-revenue/>





DIFFERENTIATOR #1
CUSTOMER EXPERIENCE



DIFFERENTIATOR #2
BUSINESS AUTOMATION



DIFFERENTIATOR #3
REVENUE INNOVATION

CONCLUSION

"Tech is building different kinds of businesses, and so will take different shares of that opportunity, but more importantly change what those industries look like. Tesla isn't interesting because of what it does to gasoline, but because of what it does to the car. Netflix changes TV, but so does Twitch." ~Benedict Evans

The opportunity to grow your business is bigger than ever before. If you focus on building a great customer experience, automate aspects of your business and identifying new business models, you will see growth in many aspects of your business.

