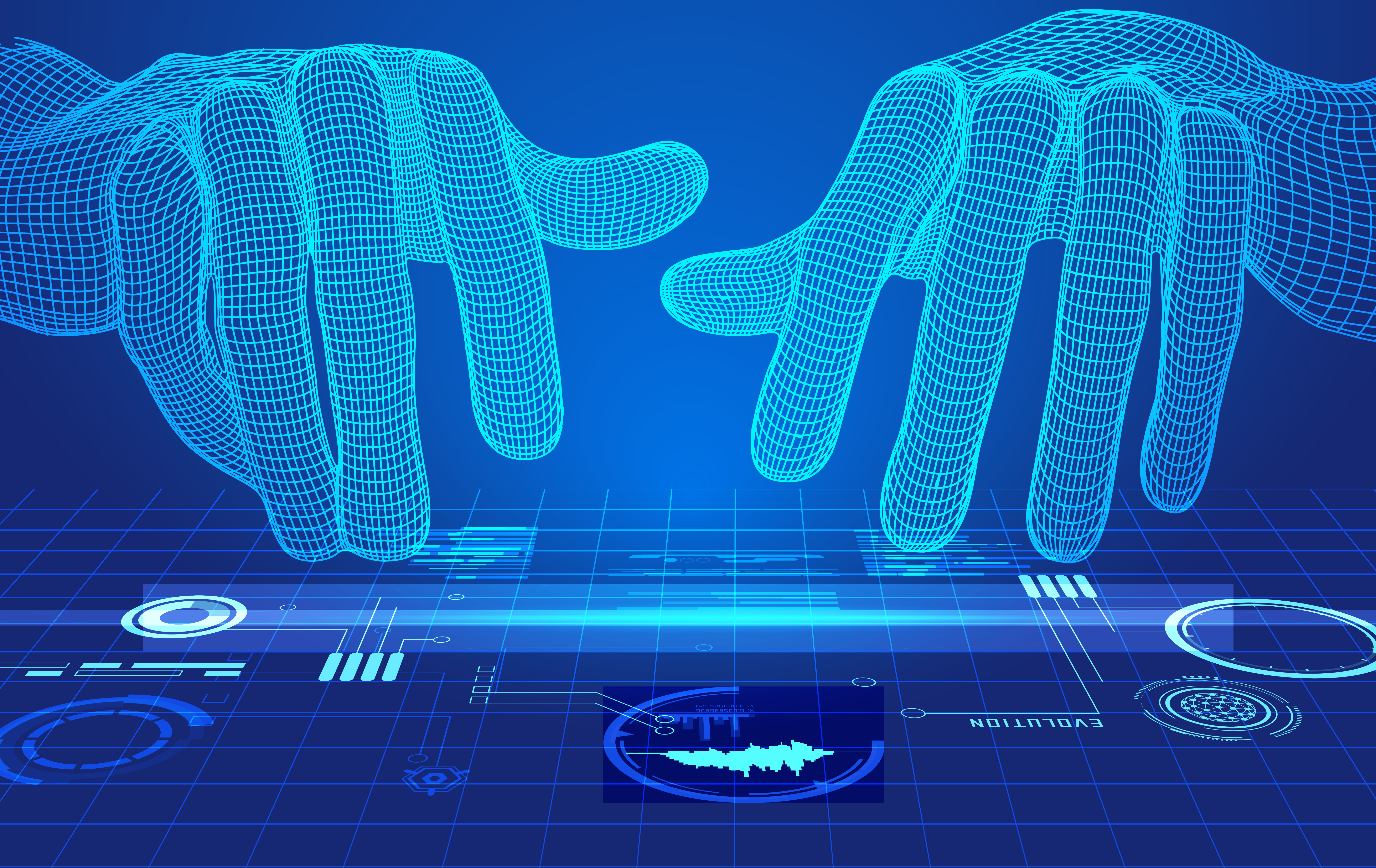


# The Automated Economy

A Visionary Blueprint for Mobilizing Automation,  
Cultivating Innovation & Driving Inclusive Progress.





# TABLE OF CONTENT

Opportunities and Challenges	03
Understanding the Automated Economy	03
Organizational Challenges in the Automated Economy	04
Root Causes of Organizational Challenges	04
Consequences of Unaddressed Challenges	05
Shifting Customer Mindset and Expectations	05
Digital Enablement: A Path Forward	06
Key Business Functions in the Automated Economy	07
Achieving Digital Maturity	08
Key Results and Benefits	08
Future Steps	08

The world is shifting. There's a new economic movement, one powered by intelligent automation and driven by visionary organizations. This is Automated Economy.

AI, robotics, algorithms - they're no longer far-off concepts. These technologies have arrived and they're reshaping how we operate, how we innovate, how we interact with customers. The old rules no longer apply.

The opportunity is massive, but so are the challenges. The Automated Economy demands that we reimagine our processes, our value propositions, our organizational cultures. It pushes us to question our methods and to find more human ways of working with machines.

This new economic era requires new mindsets, new skills, new perspectives. It's a chance to matter more by doing things that can't be automated. The future belongs to the linchpins crazy enough to define it.

So which side are you on? The organizations who lean into the Automated Economy? Or those left behind, unwilling to shed their industrial baggage? The choice is yours.



# Opportunities & Challenges

While automation promises increased efficiency, productivity, and innovation, it also disrupts traditional ways of working and requires a fundamental shift in organizational strategies. Companies must adapt to meet evolving customer expectations, leverage data-driven insights, and cultivate a digitally enabled workforce to thrive in this new era.

## Understanding the Automated Economy

### Definition & Key Concepts

Automated Economy refers to the integration of intelligent automation technologies across all aspects of an organization, from operations and production to sales and customer service. Key concepts include hyper-automation, hyper-personalization, and data-driven decision-making.

### Technological Drivers

Advancements in AI, machine learning, robotics, and the Internet of Things (IoT) are the primary technological drivers enabling the Automated Economy. These technologies allow for unprecedented levels of automation, data analysis, and personalized experiences.

### Economic & Social Implications

The Automated Economy has far-reaching economic and social implications. While it promises increased productivity and growth, it also raises concerns about job inclusive strategies that drive shared prosperity.



# Organizational Challenges in the Automated Economy

## Siloed Departments & Growth Bottlenecks

Many organizations struggle with siloed departments that hinder collaboration, resulting in communication breakdowns, reduced productivity & growth bottlenecks.

## Non-Integrated Legacy Systems

Outdated and non-integrated legacy systems create data silos, impeding the seamless flow of information and hampering digital enablement efforts.

## Lack of Unified Customer Data & Automation

Without a unified view of customer data and automated processes, organizations struggle to deliver personalized experiences and meet rising customer expectations.

## Operational Friction & Inefficient Processes

Manual processes, redundancies and operational friction lead to inefficiencies, increased costs, and an inability to adapt quickly to market changes.

## Root Cause of Organizational Challenges

### Departmental Disconnect

Departmental silos and a lack of cross functional collaboration hinder the ability to work towards shared goals, resulting in organizational misalignment.

### Missing the Art of the Possible

Many organizations struggle to identify and capitalize on potential solutions due to the rapid pace of technological change and a lack of strategic partnerships.

### Not Recognizing the Shrinking Risk of Failure

Organizations often fail to recognize that the consequences of failure have decreased with reduced costs and faster deployment cycles for enterprise solutions.



# Consequences

## of Unaddressed Challenges

### Declining Organizational Culture & Morale

At Twitter, after Elon Musk's takeover in 2022, his chaotic management style and mass layoffs led to a severe decline in employee morale and an exodus of top talent. This cultural turmoil has disrupted the company's ability to innovate and keep up with rivals like Mastodon.

### Inability to Adapt & Meet Customer Demands

Traditional brick and mortar retailers like Sears, J.C. Penney, and Macy's were slow to build robust e-commerce platforms and omnichannel experiences. This allowed e-commerce giants like Amazon to capture significant market share, forcing many legacy retailers into bankruptcy or drastic store closures.

### Shrinking Growth Potential

Despite being an early pioneer in mobile messaging, BlackBerry failed to adapt to the shift towards full featured smart phones and app ecosystems pioneered by Apple & Google. Its market share plummeted from over 50% in 2009 to less than 1% by 2016, causing massive revenue declines.

## Shifting Customer Mindset & Expectations

### Personalized Experiences

Customers increasingly seek tailored, personalized experiences that align with their individual preferences and lifestyles. According to Epsilon research, 80% of customers are more likely to purchase from a brand that provides personalized experiences.



## Value Beyond Monetary Considerations

Customers seek offerings that provide a sense of value beyond monetary factors, such as convenience, social impact, or emotional connections. Research by Accenture reveals that 63% of consumers prefer to purchase products and services from companies that stand for a purpose that resonates with them and society.

## Rapid Delivery & Fulfillment

With the rise of on-demand services, customers expect remarkably swift deliveries, often within hours or even minutes. A PwC study found that 88% of consumers are willing to pay for same day or sooner delivery.

# Digital Enablement: A Path Forward

## Hyper Automation

In the past organizations relied on rigid processes and an army of human labor. In the Automated Economy, we utilize intelligent automation, not to displace humans, but to augment our capabilities. AI, algorithms, robots - these become our superpower multipliers when used as additive forces. Hyper-automation frees us from the menial to focus on the visionary. It streamlines operations and optimizes workflows not through oppressive standardization, but by customizing experiences. The goal is efficiency but redefined as the smoothest possible human machine interaction.

## Data Driven Decision Making

Previously, leaders were making choices based on gut instinct or stale information. However, founders of the Automated Economy use data as their lighthouse, guiding decisions proactively. Analyzing trends and behavior patterns in real-time allows us to remain agile and pivot in stride with the ever evolving market. This agility births relevance consistently providing what customers need before they even realize it. No more responding to after the fact reports. In this new world, data puts us ahead of the curve.



# Hyper Personalization

In the industrial era, we subscribed to the philosophy of mass markets and lowest common denominators. The new era is about individualization, about moving people from anonymity to truly understanding their desires. Hyper-personalization recognizes that the mainstream is a myth - everyone wants something tailored just for them. With data, automation and human centeredness, we can treat each person as the connoisseur they are, delivering bespoke offerings that make them feel special, not just another number. Engagement soars not from efficient processes, but from memorable product experiences.

# Key Business Functions in the Automated Economy





# Achieving Digital Maturity

## Assessment:

### Digital Maturity Assessment

The first step is a comprehensive assessment of an organization's digital capabilities across key business functions, identifying gaps and areas for improvement.

## Strategy:

### Digital Maturity Strategy

Based on the assessment, a holistic digital enablement strategy is developed, aligning stakeholders on revenue targets, operational efficiency, and data-driven decision making.

## Execution:

### Digital Maturity Execution

The strategy is then executed through defined work streams, stakeholder involvement, clear objectives, and a structured roadmap for implementation.

# Key Results and Benefits

## Growing Revenue

By enhancing branding, sales, and customer engagement, organizations can attract and retain customers, leading to increased revenue streams and sustainable growth.

## Improving Operational Efficiency

A focus on operations and technology ensures streamlined processes, minimized inefficiencies, and optimized resource allocation, driving operational excellence.

## Enabling Data Driven Decisions

Seamless delivery of personalized interactions at every touchpoint establishes the foundation for sustained customer loyalty and increased lifetime value.

### Future Steps

The Automated Economy presents both immense opportunities and complex challenges. By championing digital enablement strategies, organizations can mobilize the power of automation, cultivate innovation, and drive inclusive progress. It is a pivotal time for leaders to reimagine their organizations, prioritize adaptability, and empower their workforce to thrive in this new economic landscape.