



When will we stop talking about digital transformation(s)?

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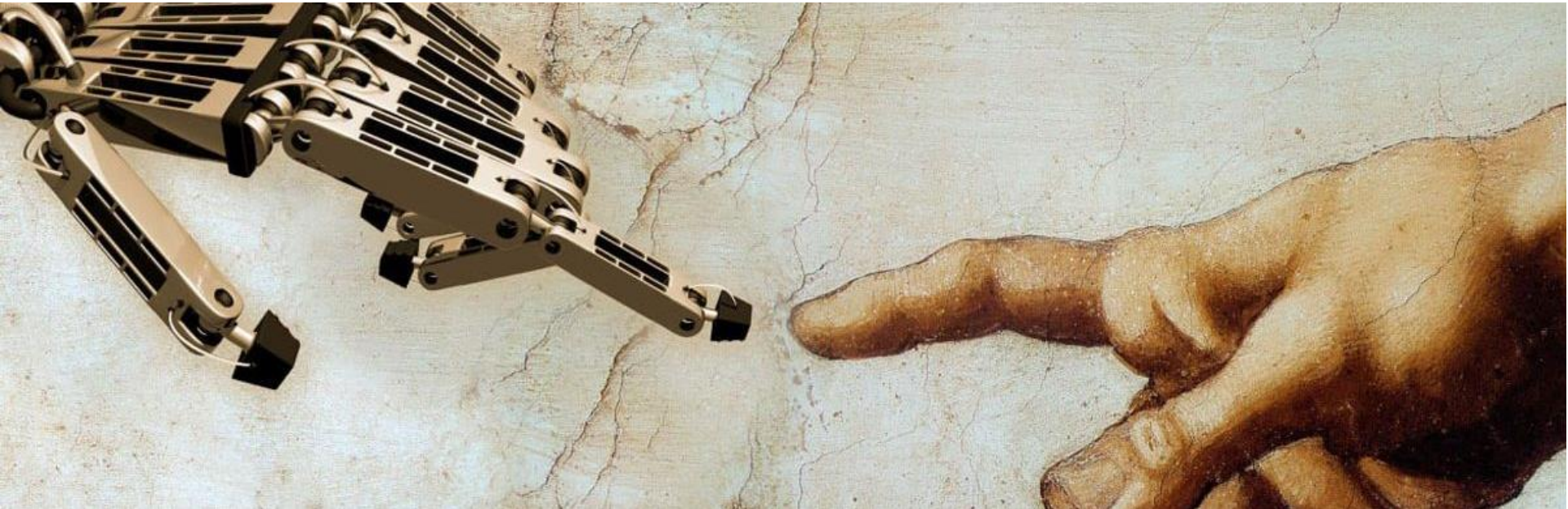
x Digital Transformation Officer

Currently CEO Vodafone Innovus

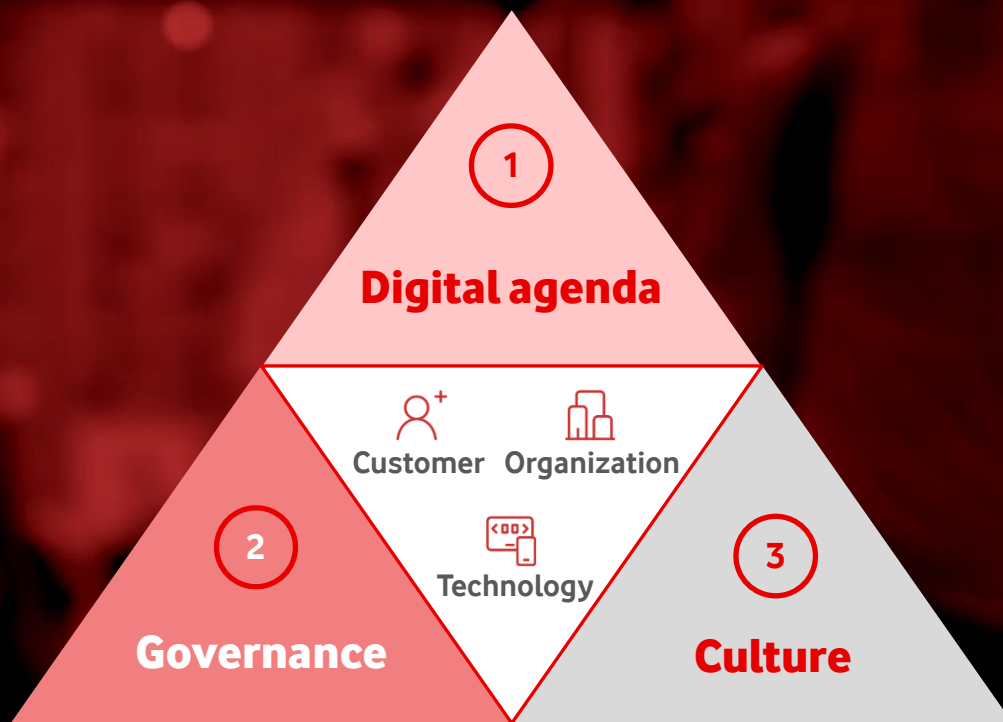
**Do we still need
to convince**

- companies
- managers & colleagues
- ourselves

**that the world is
changing?**



The “Iron triangle” of transformation



Getting “the right people” to push




Pushing has produced results

Vodafone's case

Technology  Micro services
Open APIs

Operations  Devops
Virtualization

Experience  Always On Marketing
Chatbotting

| Results | |
|-----------------|-------------------------------|
| +700 | Employees in agile structures |
| +300% | Monthly Deployments |
| -70% | Delivered bug ratio |
| avg +30% | Digital Commercial KPIs |
| #1 | Net digital Satisfaction |



Push will “open doors” - Pull are the doors you want to open



When will we stop talking-pushing- about transformation(s)?

Vodafone's take away

- | Everyone's backlog & agenda has change elements
- | Investments for “to be state” are supported by everyone
- | Change measured 360⁰ not only via business performance metrics
- | Key Performance Indicators serve in **K**eeping **P**eople **I**nterested
- | Pull mentality is established



**“Change is the
process by which
the future
invades our lives.”**



Alvin Toffler



Thank you 😊



Let's connect



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