

Strategic Technology and Innovation Management Programme 2018

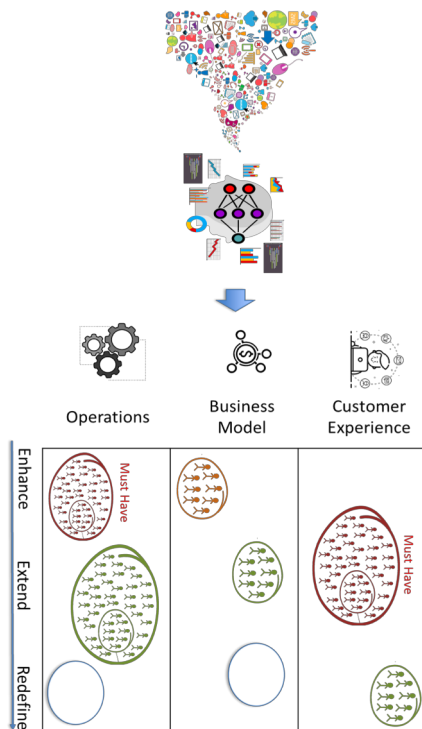
Mapping Digital Transformation Opportunities

Ahmed Al-Ali
aa970@cam.ac.uk

This research is aimed at leveraging open and public data to capture digital transformation efforts by companies within an industry using machine learning.

Aims

This project aims at reducing such uncertainty by providing a tool that summarises the digital transformation effort within an industry in a single view.



Progress

First version proof of concept on pharmaceutical industry completed. More advanced functionalities to be added soon.

Deliverables

- Proof of concept demonstration to interested members
- Digital transformation roadmapping framework

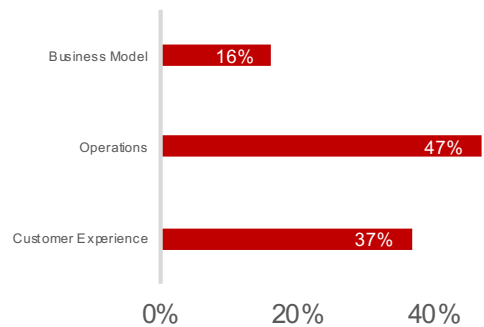
Engagement Opportunity

- Co-creation of the competitive intelligence tool
- ½ - 2 day digital transformation planning workshop

Example on Pharmaceutical Industry Digital Efforts

Analysis includes fortune 500 companies news

DIGITAL TRANSFORMATION EFFORT DISTRIBUTION



Most Used Digital Technologies (Distribution)

