Digital Disruption: Unleashing The Next Wave Of Innovation

James L. McQuivey, Ph.D.
Vice President, Principal Analyst
@jmcquivey

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Disruption is being disrupted
We can do this for nearly any industry
Old objections to digital disruption

1. It will cost too much to do.
2. People will never do that.
3. We don’t know how to disrupt ourselves before someone else does it to us.
Digital disruptors do this

- They will build **Better** product experiences
- That create **Stronger** customer relationships
- Bringing it all to market **Faster**

The CIO will have to support this.
Digital disruption is better, stronger, faster

Old disruption

- 10x the innovators
- 1/10th the cost
- 100X the power

Digital disruption

Five digital platforms lay the foundation for digital disruption

- Connect to consumers
- Encourage developers
- Build infrastructure
To enable the next customer experiences, you must digitally disrupt your Product and your Process.
To take advantage of this…

Apple took two years to sell 1 million iPods.
You must disrupt your process and product, like Disney did

- Disney learned from Angry Birds what people wanted next, creating “Where’s My Water?”
- This tests the waters for Disney in apps and YouTube – both critical fronts in the digital media future.
- Importantly, it gave Disney the chance to quickly build on adjacent possibilities.
Disney continues innovating the adjacent possible
Digital disruption yet to come: the Magic Mirror

Image source: August 4, 2011, “Innovating The Adjacent Possible” Forrester report
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For which companies is the Magic Mirror an adjacent product experience?

› Media companies have the content.
› Retailers sell the products.
› Manufacturers want the customer loyalty.
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- Media companies have the content.
- Retailers sell the products.
- Manufacturers want the customer loyalty.
- Platforms want to enable all of it.

Whoever exploits digital platforms to build a digital relationship with the customer wins.

What does it take to do this?
We help companies answer this fundamental question: Can I do this?

YOU MUST HAVE A DISRUPTOR’S:

- **Energy**
- **Skills**
- **Policies**

We conducted a global survey of executives to see if they are ready.
People see it coming but aren’t ready for it

PERCENT THAT AGREE WITH EACH STATEMENT (TOP-2 BOX)

- There is significant opportunity for digital tools and experiences to change the industry we serve: 89%
- People in our company are excited about the changes that digital will bring to our company: 65%
- People in our company have the skills needed to adapt to the changes that digital will bring to our company: 38%
- Our company has policies and business practices that will enable us to adapt to the changes that digital will bring to our company: 49%

Source: June 2012 Digital Readiness Assessment
Detailed analysis is available in the March 5, 2013, “Assess Your Digital Disruption Readiness Now” Forrester report

Identify the policies in your way: Forr.com/organizefordigital
Thank you

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Assess your digital disruption readiness:

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