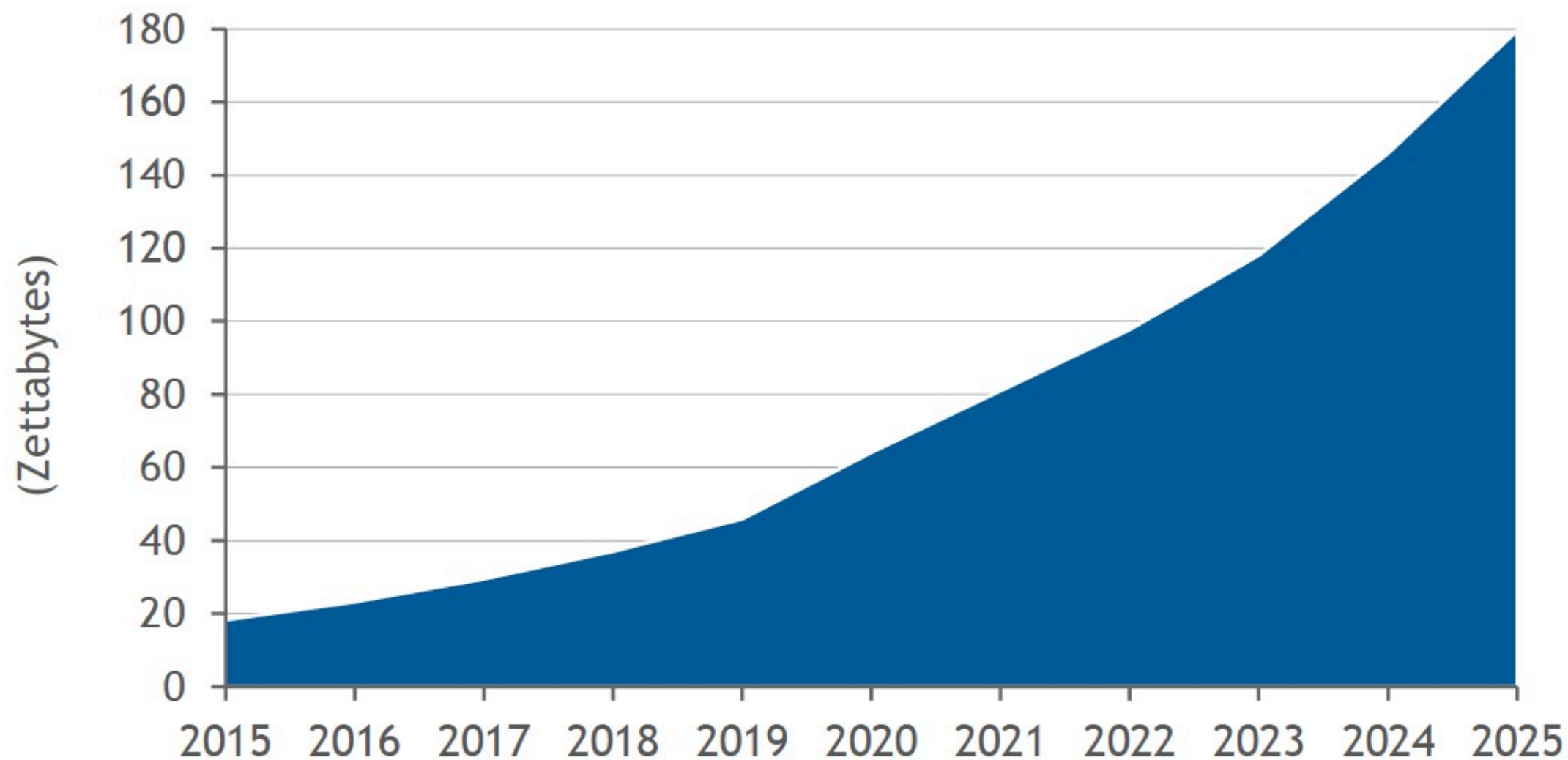




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DX and Data Explosion: Growth of the Global DataSphere

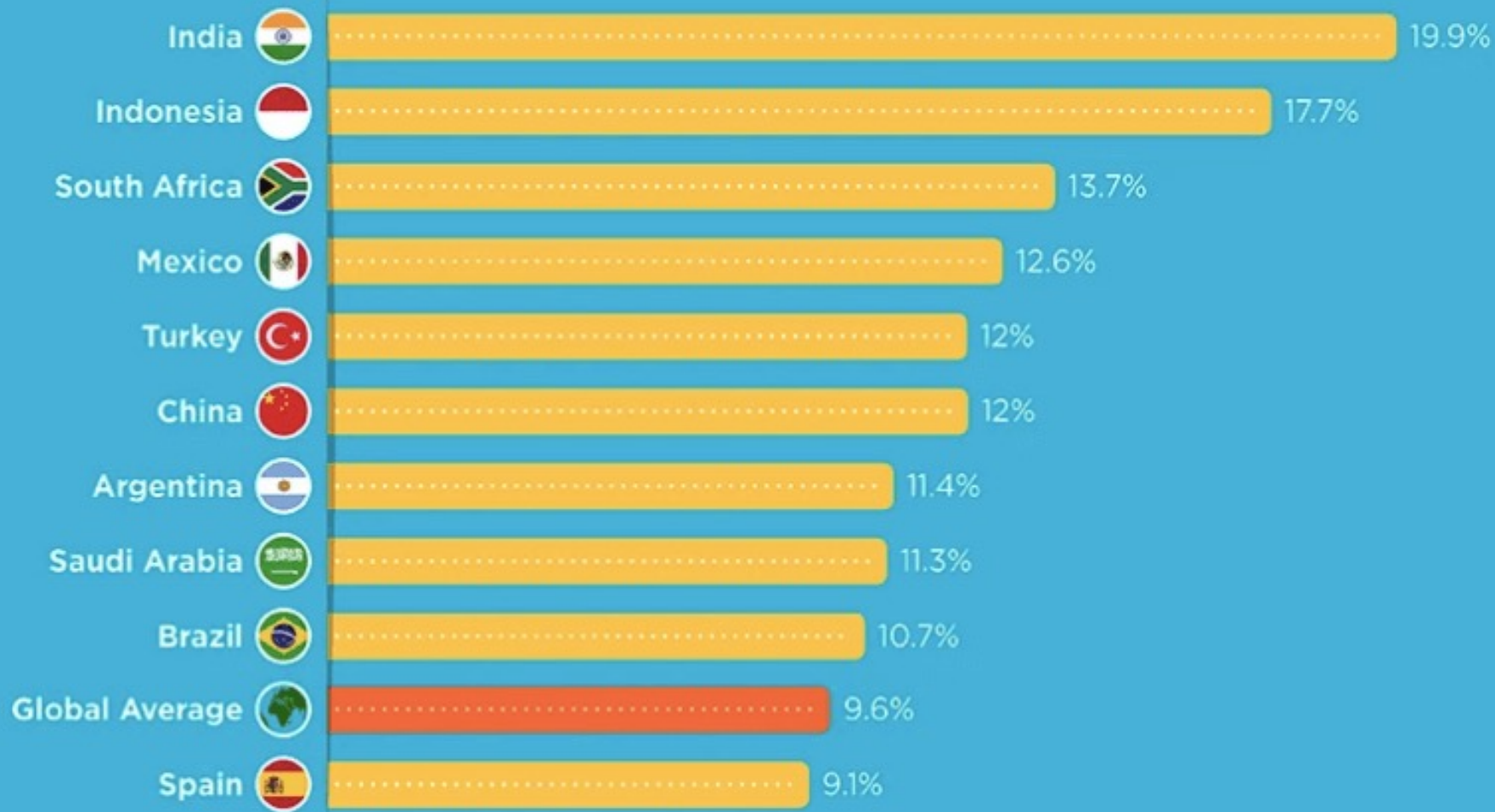


Note: 2015-2025 CAGR is 26%.

Source: IDC's Global DataSphere, 2021



Ecommerce annual growth forecast



From siloed and fixed...



Figure 2: Traditional value chain

...to integrated and dynamic

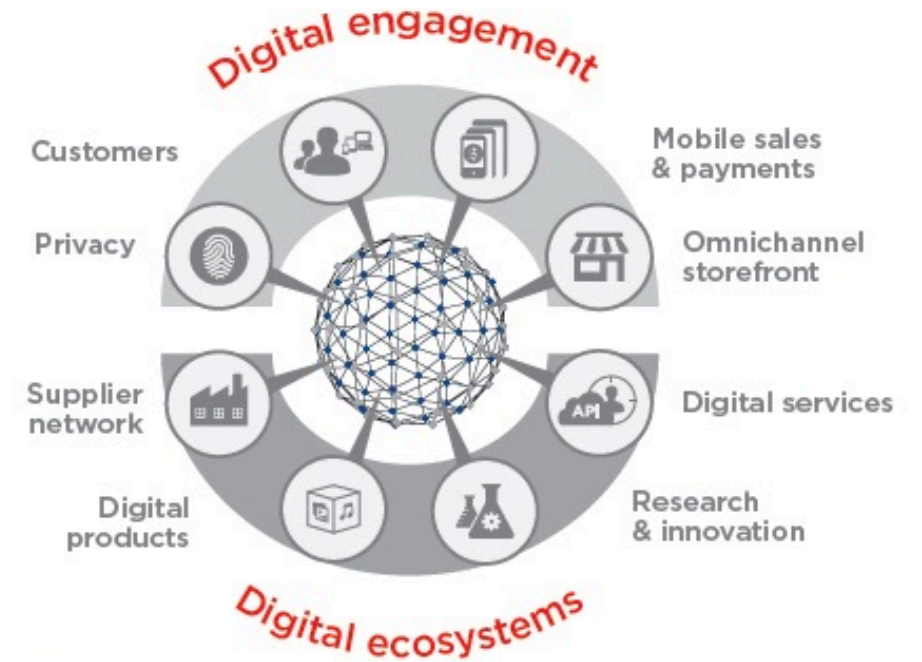


Figure 3: Digital integration

The «bento box» for eCommerce

1

Start defining the **Customer Journeys and the User Experience**, as the basis for defining any eCommerce strategy, designed to fulfill the customer needs accordingly to Human Center Design principles

Customer Journey & User Experience

5

Lastly, focus on building and reinforcing **personalization** capability, a must-have element in order to push and deliver the right products, to the right customers, at the right time and maximize online effectiveness

Personalization

2 3 4

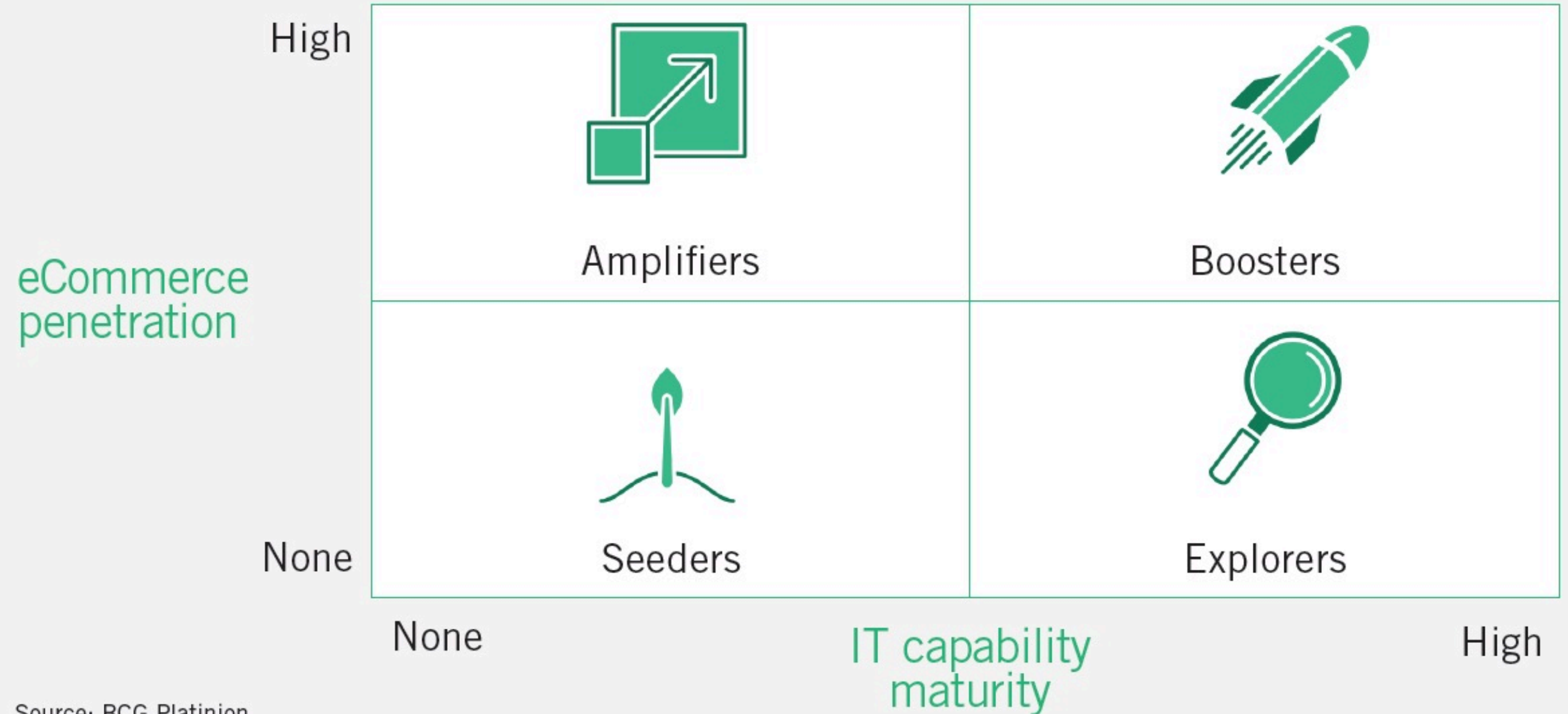
Focus on building and reinforcing **Merchandising, Digital Supply Chain and eCommerce Platform** capabilities, the key execution pillars required to properly implement and execute the operating model underlying the defined eCommerce strategy

Merchandising

Digital Supply Chain

eCommerce Platform

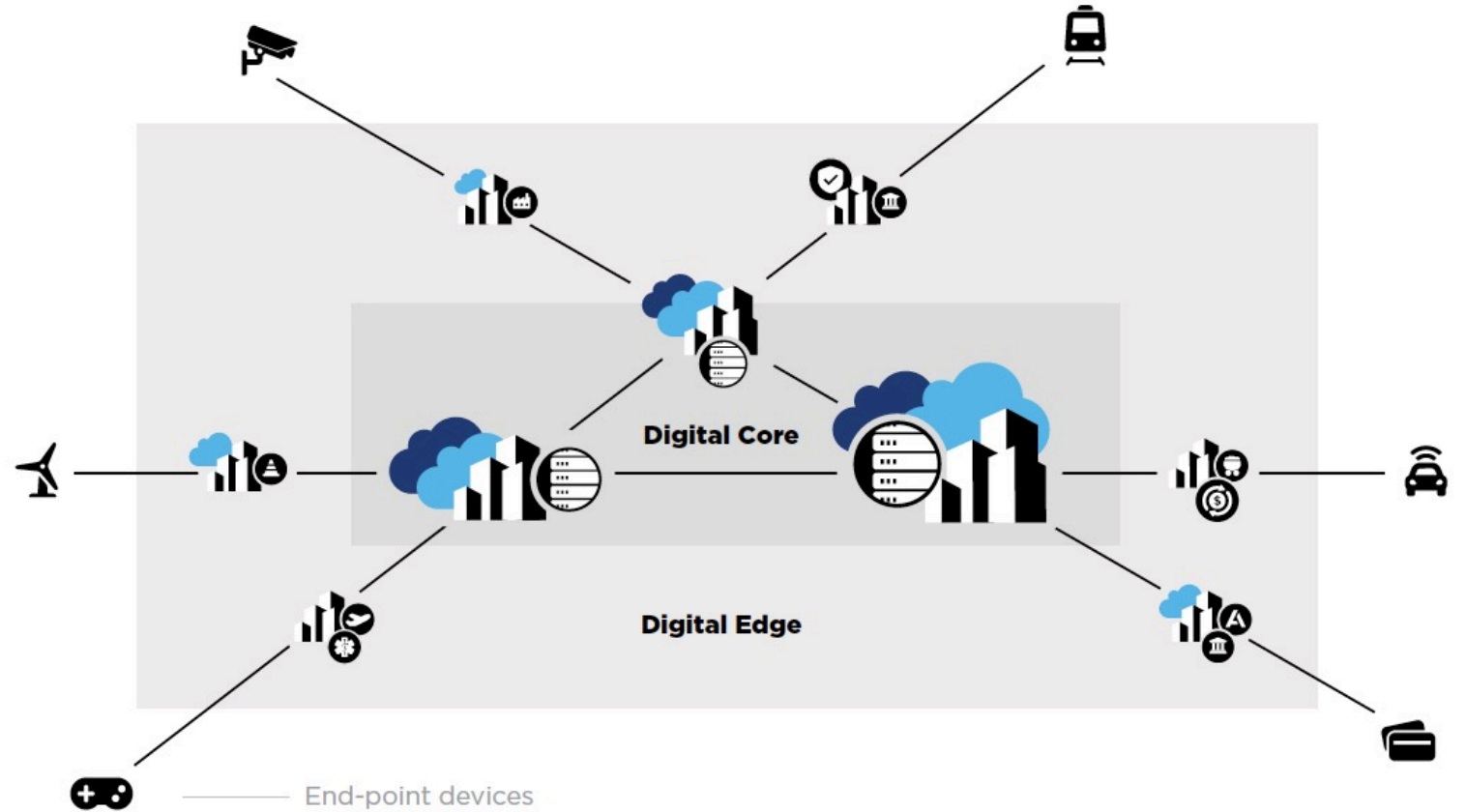
The four client archetypes of the eCommerce Matrix



The diagram illustrates the three layers of digital transformation, each with a corresponding icon and description:

- Interconnecting the digital core:** Represented by a cloud and server icon. The description states: "Cloud adjacent is the new on-prem".
- Integrating digital ecosystems:** Represented by a cloud, a building, and a factory icon. The description states: "Level the playing field with XaaS and industry ecosystems".
- Interacting at the digital edge:** Represented by a cloud and a factory icon. The description states: "Bridge the physical and virtual".

The diagram also shows a central "Digital Core" connected to a "Digital Edge" via a "Digital Edge" layer. The "Digital Core" is represented by a cloud and server icon, and the "Digital Edge" is represented by a cloud and factory icon. The "Digital Edge" is further connected to various "End-point devices" (represented by icons like a car, a train, a camera, and a game controller) via a "Digital Edge" layer.





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