

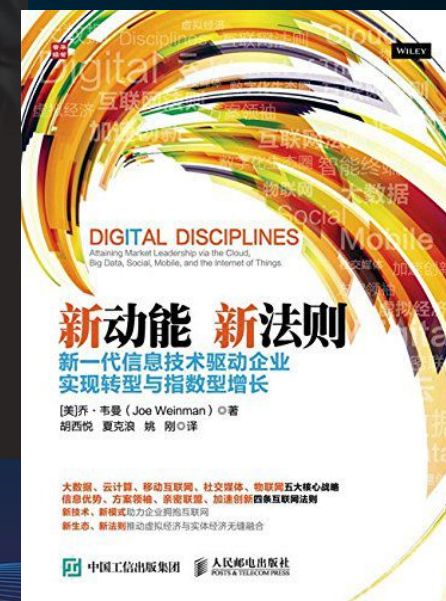
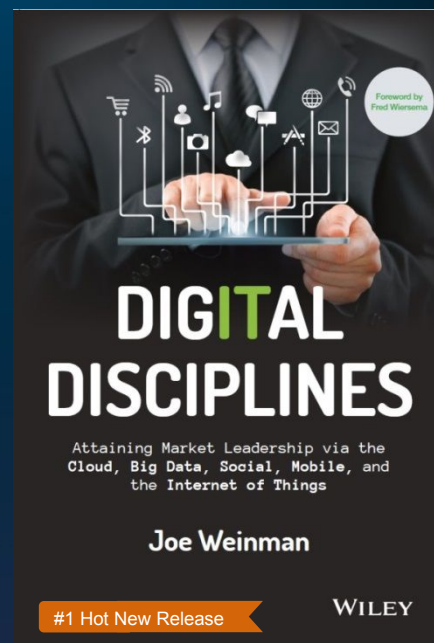
Competitive Strategy

IN THE ERA OF CLOUDONOMICS

征战云端： 未来的竞争战略

腾讯 | 中国·深圳 | 2016年7月5日
Tencent | Shenzhen, China | July 5th, 2016

乔·韦曼 Joe Weinman
joeweinman@gmail.com







Cloud

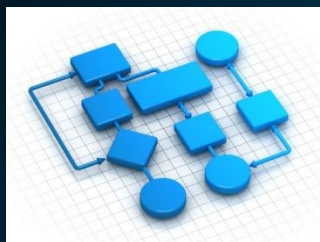
NEWS

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WHAT'S NEXT?



Digital Disciplines 数字法则



Information Excellence
卓越信息



Collective Intimacy
集体亲密度



Solution Leadership
领先解决方案

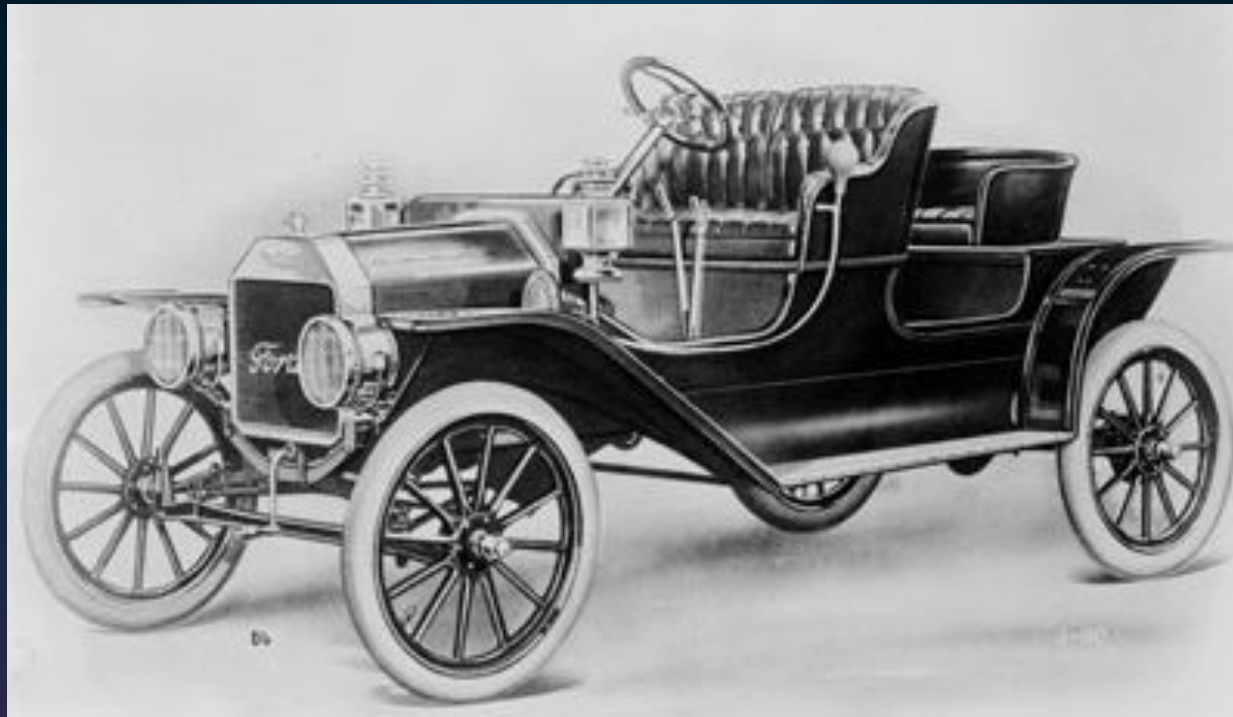


Accelerated Innovation
升级创新

Operational Excellence → **Information Excellence**

从卓越运营 → **到卓越信息**

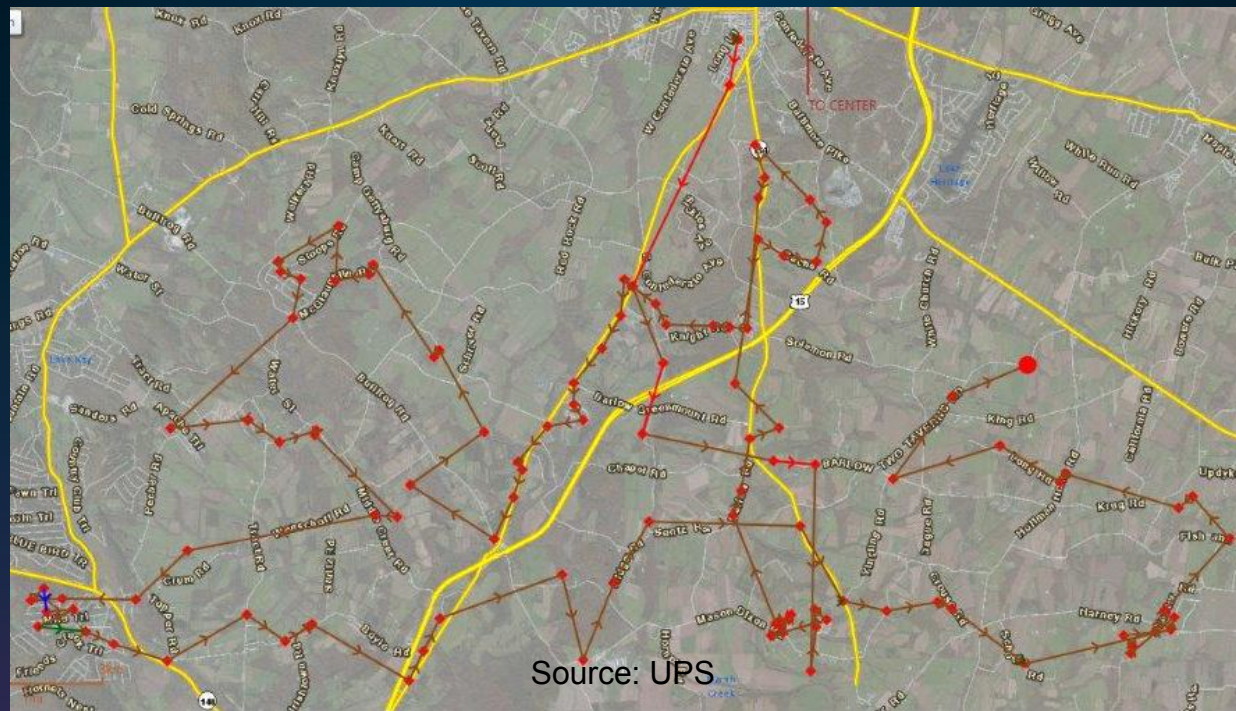
Operational Excellence 卓越运营



Source: Ford

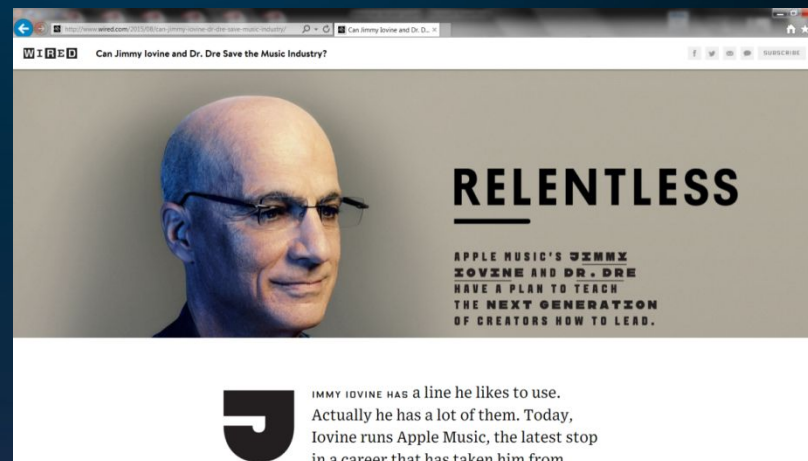
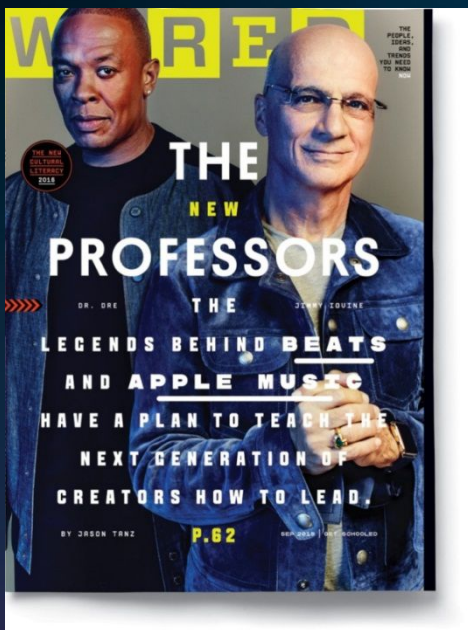
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Optimization 优化



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Mirroring / Substitution 镜像/替代



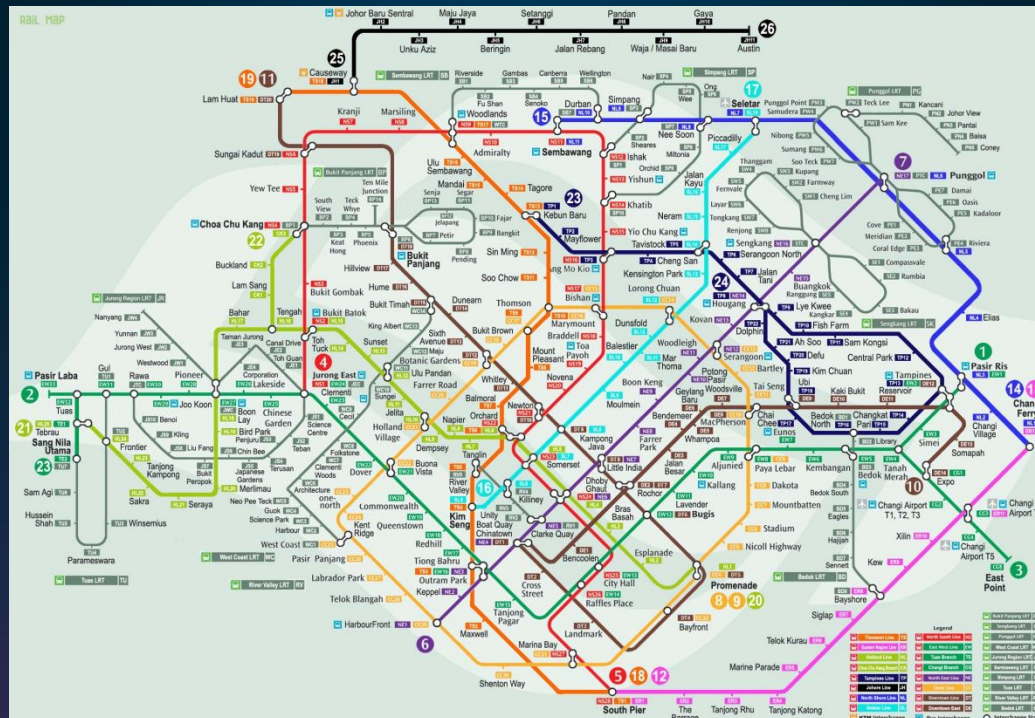
Source: Wired

Digital – Physical Fusion 数字-实体融合



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Process Improvement 流程改进



Source: Gov.sg

2016-7-19

Asset-Light Processes 轻资产流程



Source: Uber

2016-7-19

Exhaust Data Monetization 竭尽数据变现潜力



Source: 23andMe

2016-7-19

Exhaust Data Monetization 竭尽数据变现潜力



Source: Uber, Starwood

Dynamic, Virtual, Networked 动态、虚拟、网络化



Source: Li & Fung

2016-7-19

Product Leadership → Solution Leadership

从领先产品 → 到领先解决方案

Product Leadership 领先产品

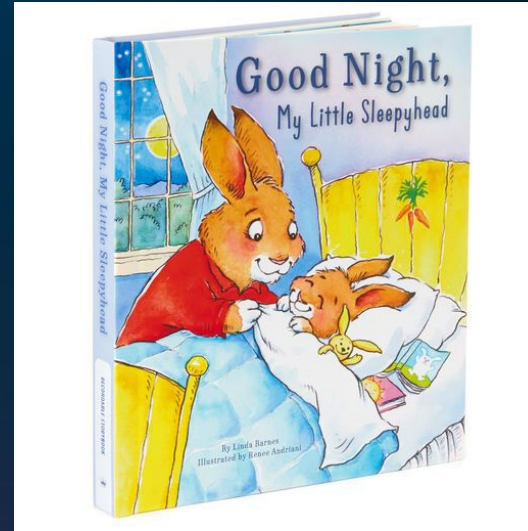


Source: Rolex

Digital 数字化战略

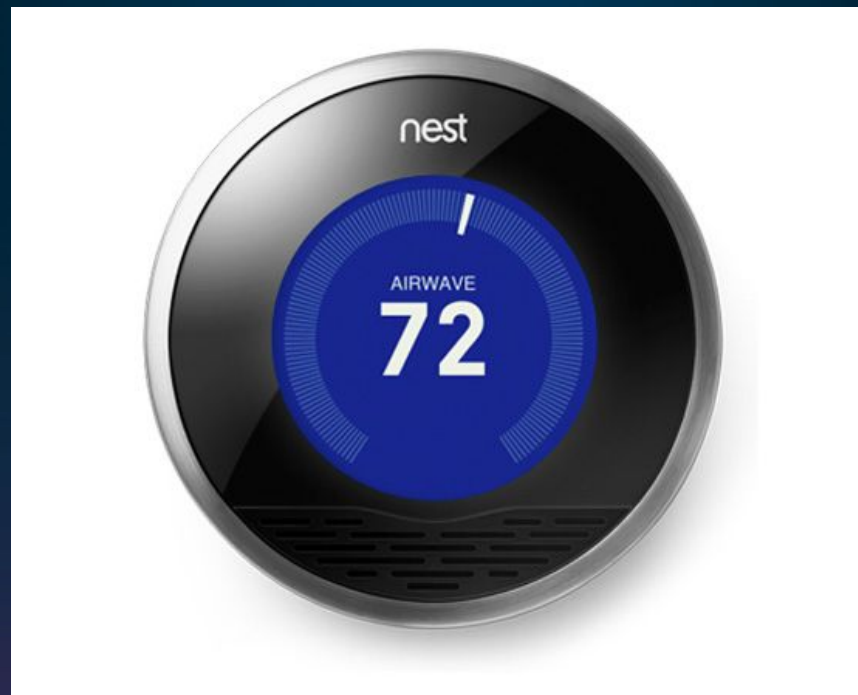


Source: CHI



Source: Hallmark

Smart 智能化战略



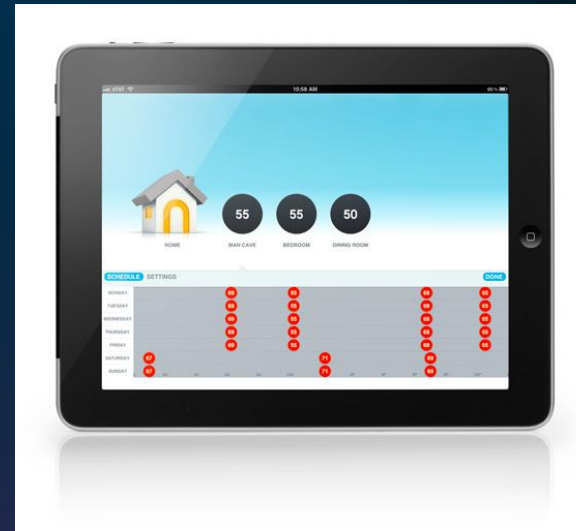
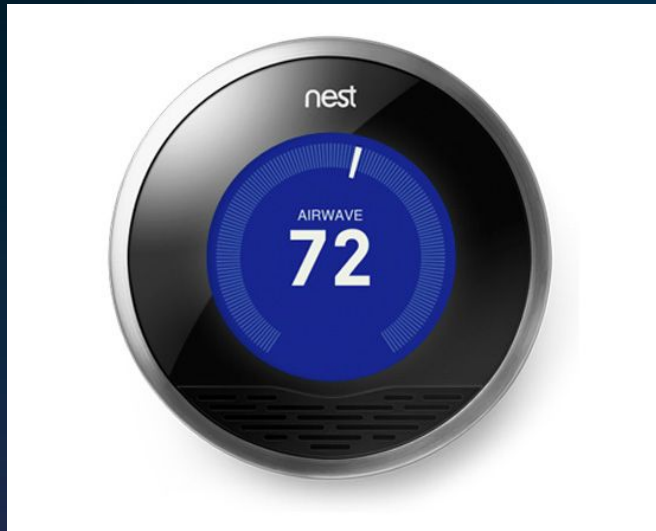
Source: Google / Nest

Smart, Digital, Connected 智能化、数字化、网络化



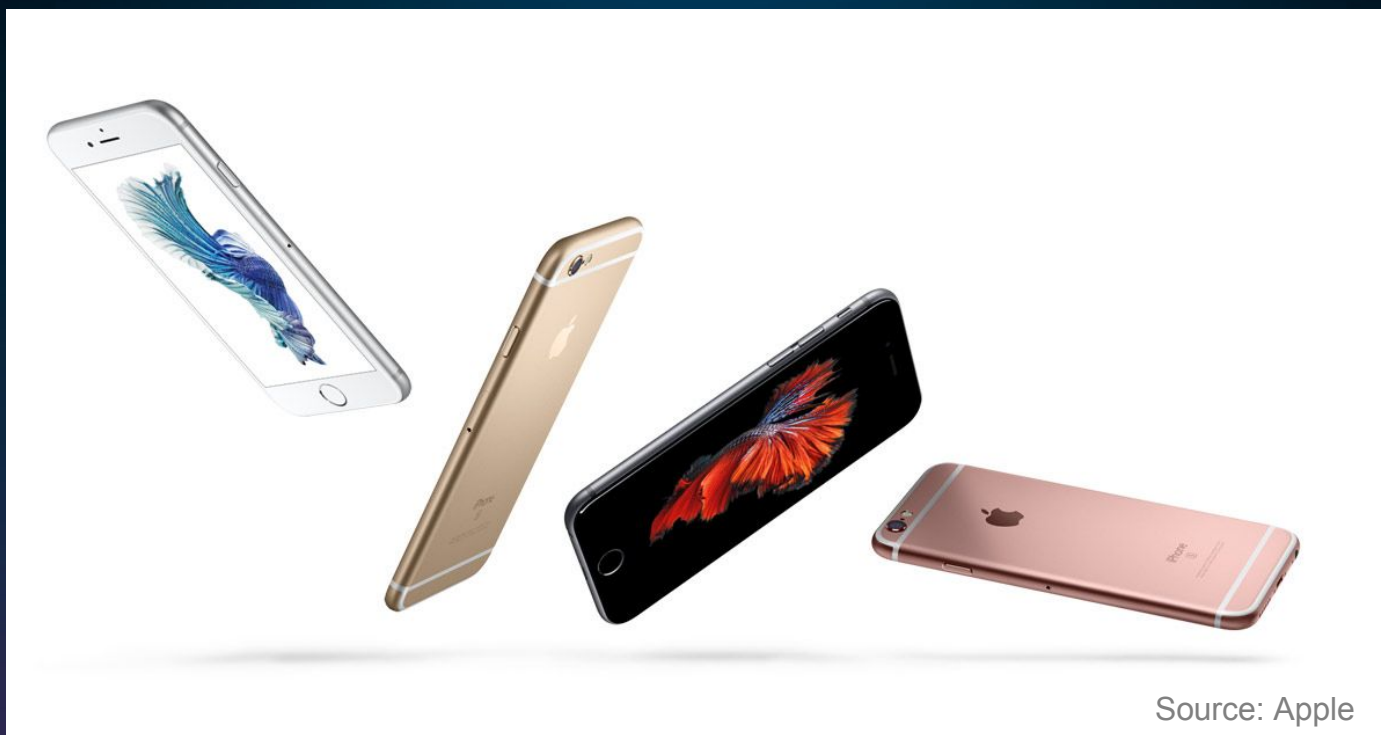
Source: Apple

Remote Monitoring / Control 远程监控/遥控



Source: Google / Nest

Extensibility 可扩展性



Source: Apple

Upgradability 可升级性



Source: Tesla

Solution Family 成套解决方案



Source: GE Power

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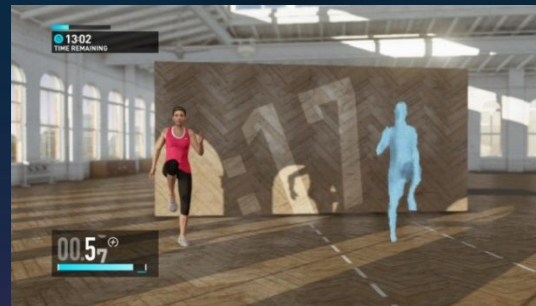
Solution Portfolio 解决方案组合



Source: Deere

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Solution Ecosystem 解决方案的生态系统



Source: Nike, Withings

Experiences 消费体验



Source: Disney

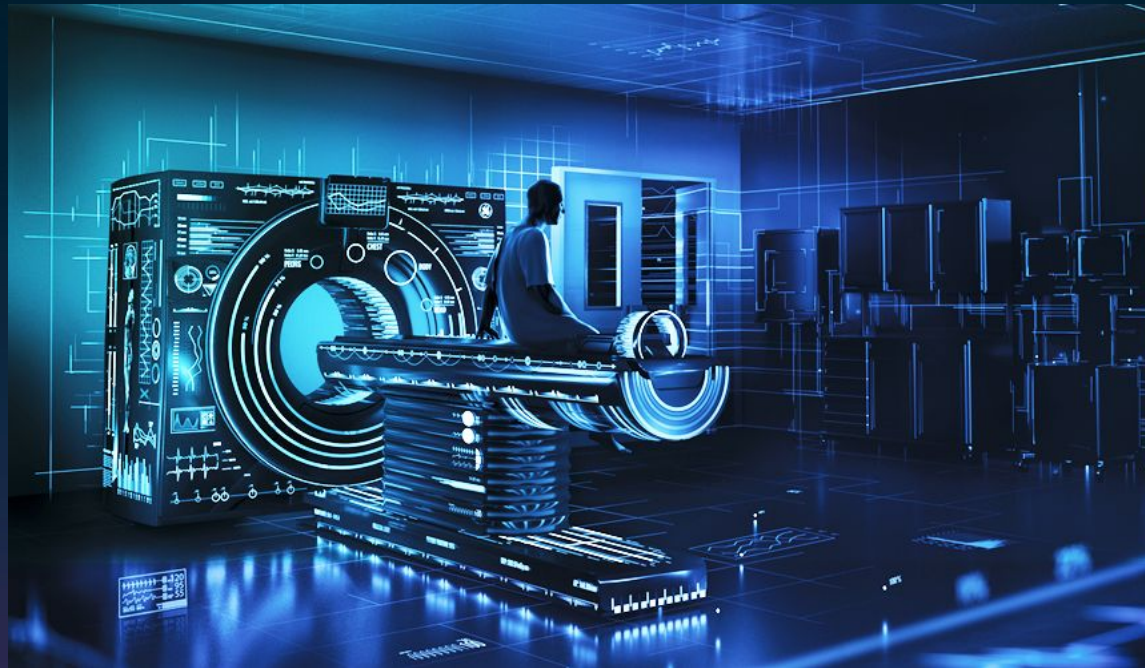
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Transformations 数字化变革



2016-7-19

Solutions Integrate Touchpoints 解决方案集成触点



Source: GE

2016-7-19

Product Improvement 产品改进



Source: Netflix

2016-7-19

New Business Models 新商业模式



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Customer Intimacy → Collective Intimacy

从顾客亲密度 → 到集体亲密度



Customer Intimacy 顾客亲密度



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Collective Intimacy 集体亲密度

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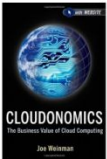
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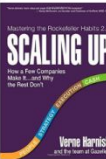
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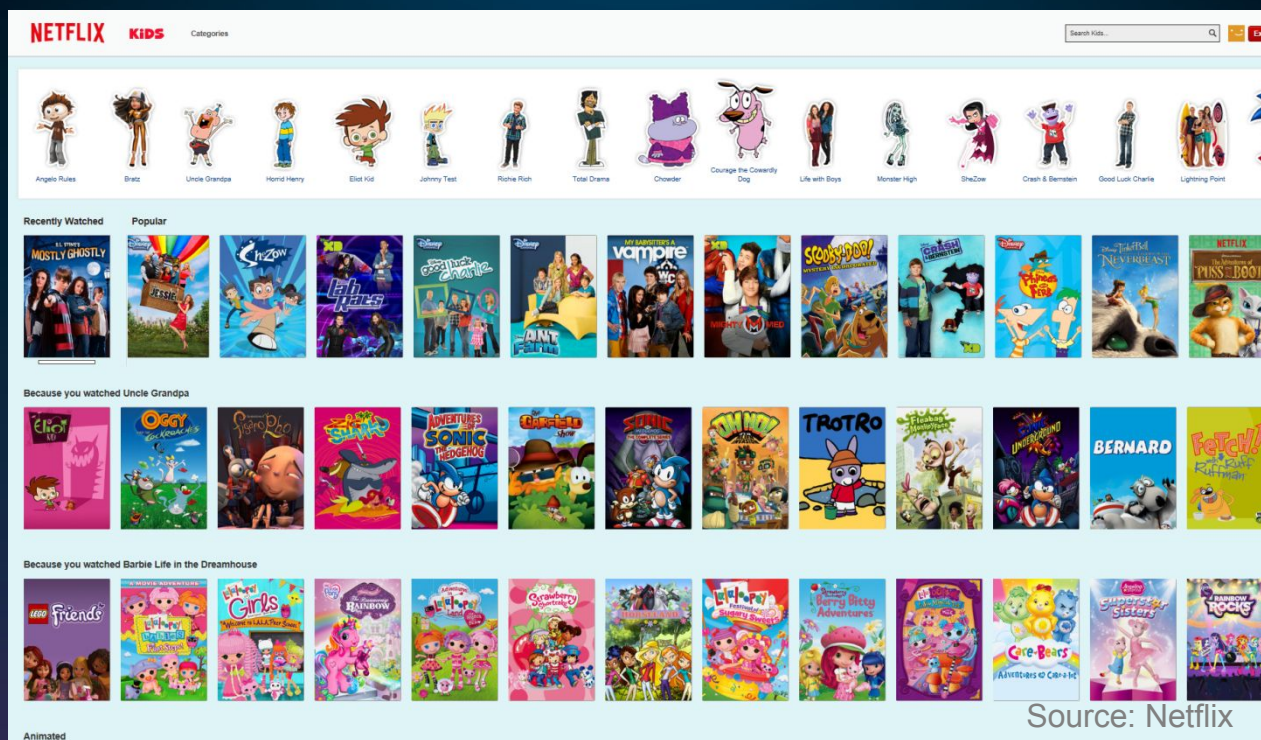
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Source: Amazon

Collective Intimacy 集体亲密度



Collective Intimacy 集体亲密度



2016-7-19

Driving Relevance 驱动因素



Attitudes / Intent 态度/意图

Behaviors 行为

Contexts 环境

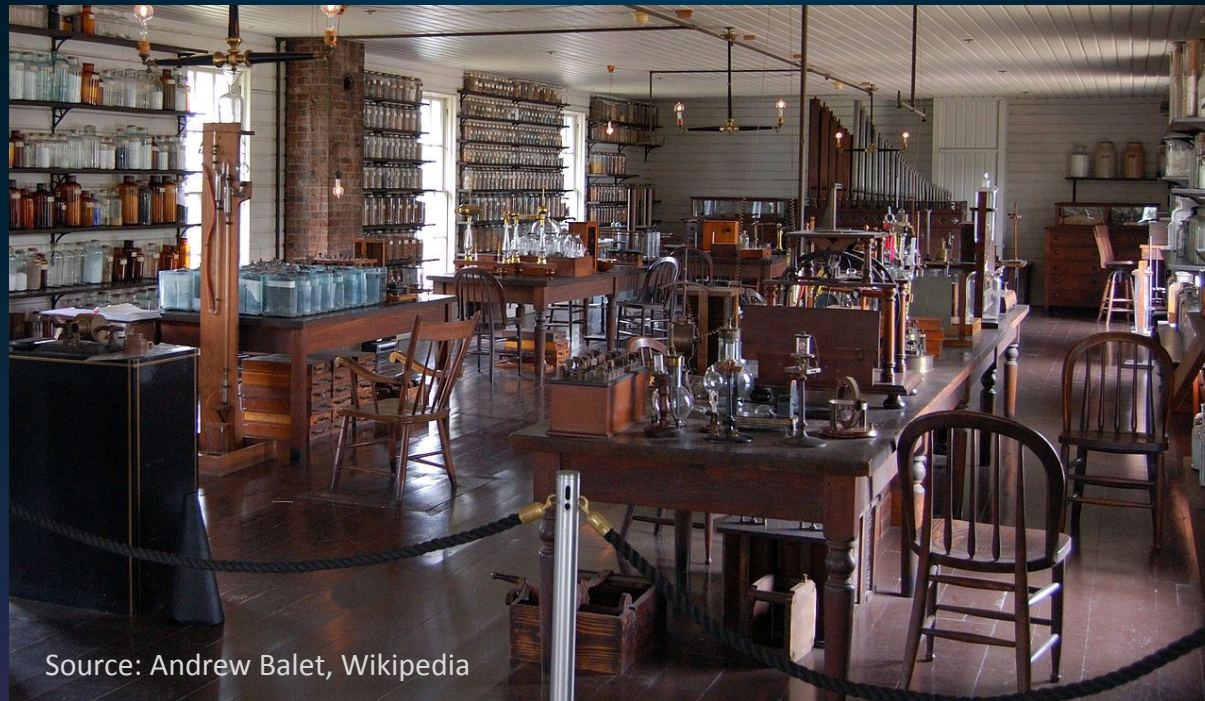
Demographics 人口特征

External 外部

Traditional Innovation → Accelerated Innovation

从传统创新 → 到升级创新

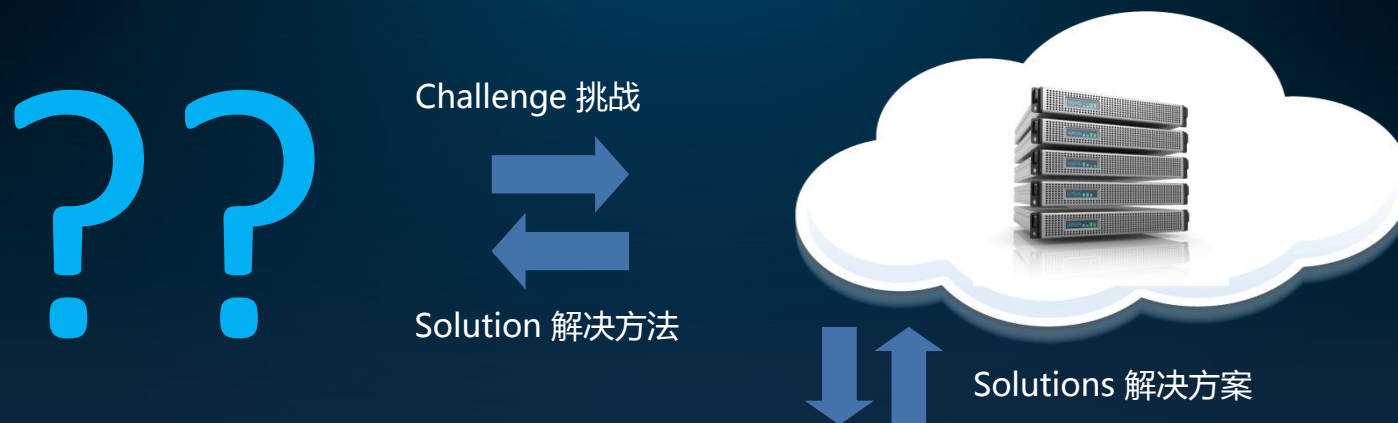
Traditional Innovation 传统创新



Source: Andrew Balet, Wikipedia

2016-7-19

Cloud-Mediated Innovation 云媒介创新



The Netflix Prize

Netflix数据建模大奖

NETFLIX Source: Netflix

Netflix Prize
COMPLETED

Home Rules **Leaderboard** Update

Leaderboard

Showing Test Score. [Click here to show quiz score](#)

Display top leaders.

Rank	Team Name	Best Test Score	% Improvement	Best Submit Time
Grand Prize - RMSE = 0.8567 - Winning Team: BellKor's Pragmatic Chaos				
1	BellKor's Pragmatic Chaos	0.8567	10.06	2009-07-26 18:18:28
2	The Ensemble	0.8567	10.06	2009-07-26 18:38:22
3	Grand Prize Team	0.8582	9.90	2009-07-10 21:24:40
4	Opera Solutions and Vandelay United	0.8588	9.84	2009-07-10 01:12:31
5	Vandelay Industries !	0.8591	9.81	2009-07-10 00:32:20
6	PragmaticTheory	0.8594	9.77	2009-06-24 12:06:56
7	BellKor in BigChaos	0.8601	9.70	2009-05-13 08:14:09
8	Dace	0.8612	9.59	2009-07-24 17:18:43
9	Feeds2	0.8622	9.48	2009-07-12 13:11:51
10	BigChaos	0.8623	9.47	2009-04-07 12:33:59
11	Opera Solutions	0.8623	9.47	2009-07-24 00:34:07

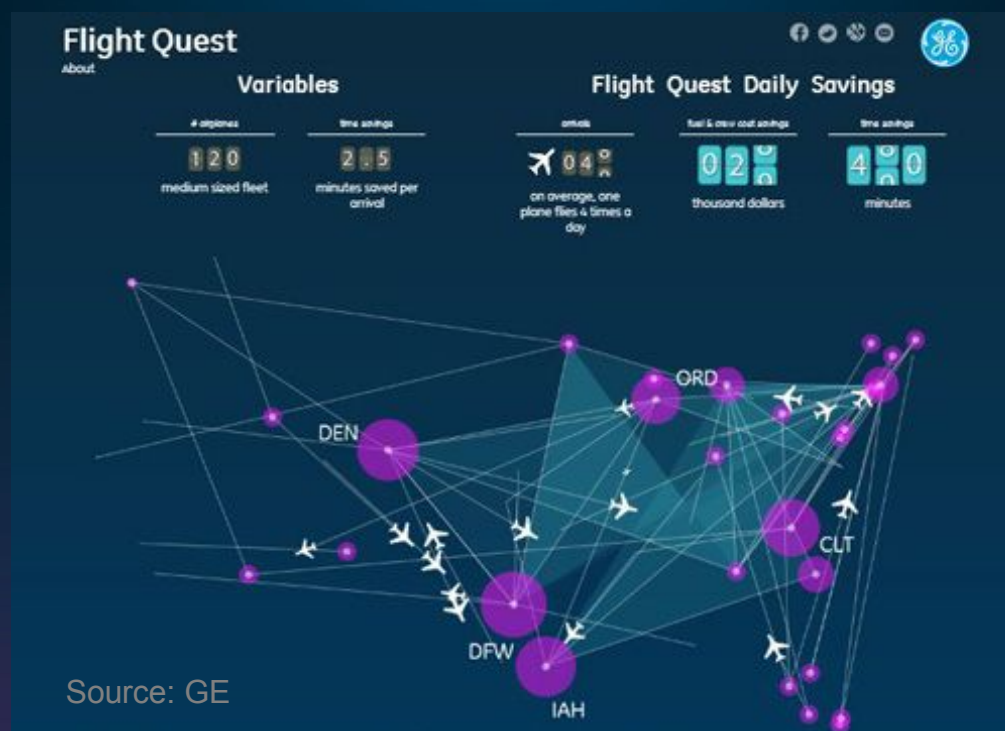
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Innovation Networks 创新网络



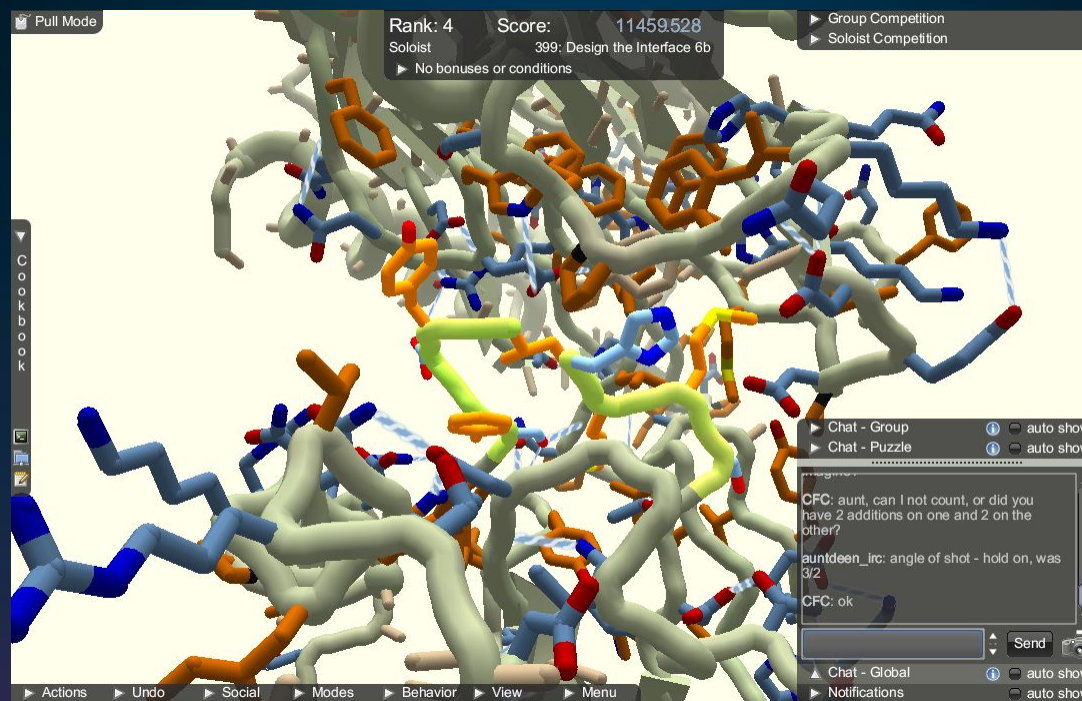
Source: P&G

GE Flight Quest 通用电气飞行任务



2016-7-19

Foldit 蛋白质解谜游戏



Source: Foldit/WPI

2016-7-19

Man vs. Machine 人机对战

The banner features a central Go board on the left with the Google logo above it and the AlphaGo logo below it. To the right of the board is a 'VS.' symbol and a photograph of Lee Sedol in a suit, with his name '李世石' written below. The main title '人機世紀之戰' is prominently displayed in the center. At the bottom, it indicates the match date and time: '3/10 (四) 12:00 Round 2', and mentions a live broadcast on PPTV: 'LIVE PPTV 全程 中文 直播'. The background is dark blue with decorative circular patterns.

Google 人機世紀之戰

AlphaGo

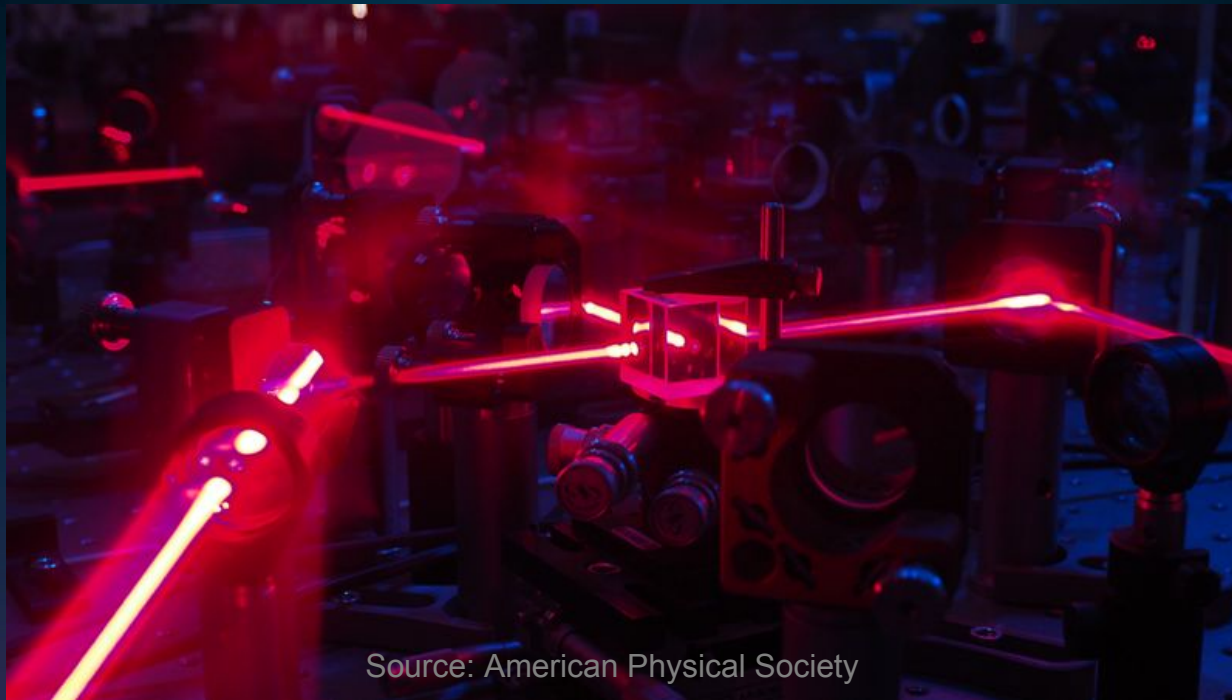
VS.

李世石

3/10 (四) 12:00 Round 2 LIVE PPTV 全程 中文 直播

Source: YouTube.com

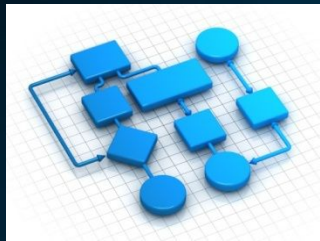
Design by Melvin 梅尔文的设计



Source: American Physical Society

2016-7-19

Summary 总结



Information Excellence
卓越信息



Collective Intimacy
集体亲密度



Solution Leadership
领先解决方案



Accelerated Innovation
升级创新

Thank You !

Joe Weinman joeweinman@gmail.com

注：本资料仅供学习参考，严禁一切商业用途。