

DIGITAL DISRUPTION

Unleashing the Next Wave of Innovation

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The Web site for this book is at www.forrester.com/disruption.

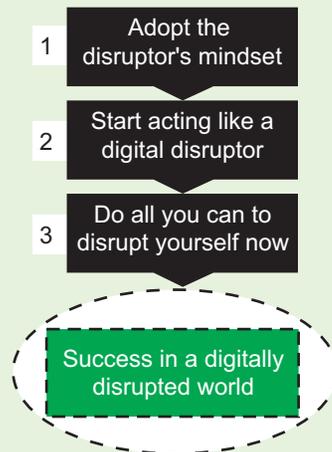
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MAIN IDEA

While it's true the Internet and e-commerce in general has already had a far-reaching impact on the business landscape, the reality is things are about to change even faster in the very near future. A tsunami of "digital innovators" – using the free or nearly-free tools already widely available – are ready and poised to bring about massive change in every market that exists.

Denying this is about to happen and carrying on with business as usual isn't really a viable or a useful strategy. A much better and more logical approach is to become a digital disruptor yourself before someone else achieves the same result with your customers.

Specifically, the three things you need to do to excel in the digitally disrupted world of the future are:



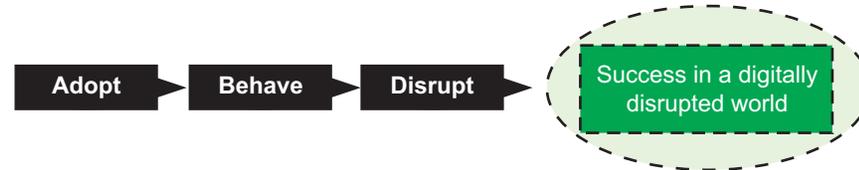
"Value comes from seeing what customers need and delivering it. Digital disruptors will do all of this at lower cost, with faster development times, and with greater impact on the customer experience than anything that came before. Being digitally disruptive is easier than you think, that it can happen right away, and that by taking small digital steps today, you will arrive at massively disruptive outcomes tomorrow."

– James McQuivey

What exactly is digital disruption? Page 2

Digital disruptors use technology – especially the free tools delivered via the Internet – to enter markets and shake up the competitive landscape. They usually gain traction by focusing more intensively on customer value than they do on product attributes, supply chains or information mastery. Free of any legacy investments or systems, digital disruptors get close to customers and figure out how to deliver greater value to them.

How to become a digital disruptor



Adopt Pages 3 - 4

Most business leaders grew up in an era when the standard answer to any question was "no" – you don't have enough money to do what you'd like to do, you don't have the necessary infrastructure/assets/relationships and so forth. Digital disruptors have a mindset where the standard answer is "yes". They have an optimism which is born out of the existence of free tools, digital platforms and digital consumers. You need to change your default answer to "yes" as well.

Behave Pages 5 - 6

To become a digital disruptor, you have to act differently. Most often, this will involve a technique called "innovating the adjacent possible." This involves taking an existing product experience and experimenting with various digital product enhancements until you come up with something which is so definitively better it ends up fundamentally revamping the business model for your industry. Find ways to surround your product or service with digital enhancements and you start behaving like a digital disruptor.

Disrupt Pages 7 - 8

Once upon a time, you could assign your "digital team" or your "computer guys" to keep you in the game by coming up with fresh innovations. In the future, that won't be enough. To succeed as a digital disruptor, you have to instill the right mindset and appropriate behaviors the length and breadth of your organization. Everyone in every level of your company needs to understand they have the responsibility to become digital disruptors in their own silos and across the organization. You will only succeed if you get everyone in on the act.

