Digital Transformation

WTO-ITA Symposium

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Our Vision

For 30 years, we’ve focused on helping to change the way the world works, lives, plays, and learns.

Our Strategy

We create solutions built on intelligent networks that solve our customers’ challenges.
Information Technology Agreement Enhanced ICT

• The ITA is now foundational to the information and communications technology industry (ICT)
• Expanded ITA enables innovation in other sectors
• ITA lowers prices, helps boost exports, and also facilitates greater diffusion and adoption of ICT worldwide

Trade Facilitation Agreement (TFA)

• Transparency in import, export and transit procedures
• Advanced rulings
• Risk management system for Customs control
• Trade facilitation measures for Authorized Operators
• Single window entry point
What is Digital Transformation Today?
Digital transformation is the application of technology to build new business models, processes, software, and systems that results in more profitable revenue, greater competitive advantage, and higher efficiency.

New and Personalized Customer Experience
- Leads To:
  - Greater Insight
  - Increased Loyalty
  - Profitability

Transform Processes and Business Models
- Leads To:
  - Increased Revenue
  - Lower cost
  - Quicker to Market
  - Scale

Empower Workforce Efficiency and Innovation
- Leads To:
  - Increased Productivity
  - Attract & retain the best

- Mobility
  - Mobile traffic will exceed wired traffic by 2017

- Internet of Things
  - IoT devices will triple by 2020

- Analytics
  - 75% of companies planning to or investing in big data

- Cloud
  - 80% of organizations will primarily use SaaS by 2018
India
Digital India Program

Challenges
• Bridging rural and urban, digital divides
• Increase broadband penetration

Digital Transformation
• National Rural Internet: 250,000 villages will have Internet access through Common Service Centers, helping to build smart cities
• eKrant: Electronic delivery of services for e-Education and e-Healthcare + free access to information on government policies
• Ubiquitous Wi-Fi

Results
• Farmers in Maharashtra State have created a WhatsApp group to share information on farming practices
• Networked devices in India expected to swell to 1.8 billion by 2018

“Our government has attacked poverty by using the power of networks and mobile phones.”
Prime Minister Narendra Modi