Competing in the Digital Age: Merage’s New (MBA) IT Core Course

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Course Objectives: Ideas to Action

- Prepare you to drive digital (business) innovation
- Understand digital drivers of change
- Identify emerging disruptive technologies
- Understand economics of digital products and platforms
- Learn to apply strategy frameworks in a digital world
- Gain insights into new ways to compete and organize
- Experience new tools, technologies first-hand
The Roadmap

Digital Forces of Change → Data-driven Decision-making

Digital Innovation → Digital Products

New Business Models → From Products to Platforms

Software As A Key Asset → Digital Capabilities
A New Industrial Age

“If the only common thread you have as an industrial company is that you're well managed, you can still be a pretty good company, but you're not going to be dominant.”

Jeff Immelt, CEO
Becoming A Digital Company

GE: A Simpler, More Valuable Digital Industrial Company
Peloton: A Tech Company Or A Health And Fitness Company?
The Technology Catalysts

- Mobile
- Data Analytics
- Cloud
- Robotics
- Internet of Everything
- Social

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Will You Even Drive?
Distinctive Knowhow Is The Differentiating Asset
Without Codifying Knowhow Into Software, You Can’t Scale Innovation
Disney: *Re-imagineering* Itself As A Software Company
New Economics Of Digital Means
New Rules Of Competition
What Happened To The Long Tail?
First Mover Advantage: Leverage Digital And Fast
Informational Economies of Scale: Bigger is Better
Develop A Compelling Vision
Invest In Software Capabilities (Talent)

JPMorgan Software Does in Seconds What Took Lawyers 360,000 Hours
Upgrade Your Infrastructure
Transform The Culture
Digital Trust Is Essential
The Digital Imperative

• “This [digitization] is going to be the most important thing that you [CEOs] are going to work on at least in this era...You give up your latitude at your own peril.”

– GE CEO Jeff Immelt

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