



# Digitalization

YOUR NEXT COMPETITIVE PLAY

*Naresh Abeysekera - Founder*



**SECQUORO**

Transformation For Growth

**Digitalization is more than just a technology shift.**

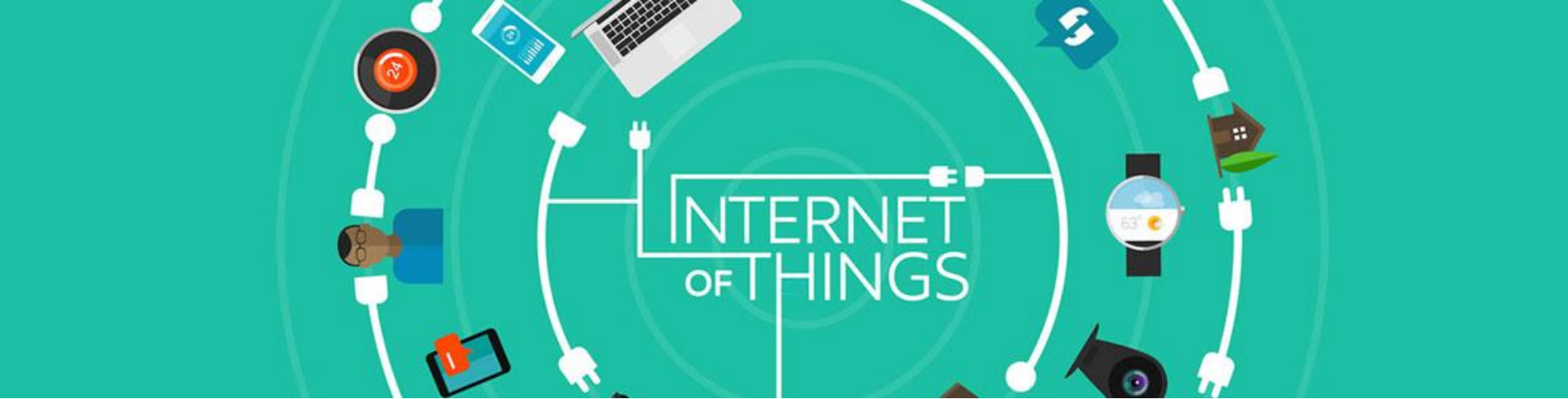


Its about transforming business models and how we engage

1 tweet

1 million sales in 1 hour

# The Billion Dollar Tweet



# Power of Digitalization

Global

**26 Billion**  
Devices 2020

**50%**  
of the World

**54%**  
to invest in Sensors

Sri Lanka

**5+ M**  
Internet Users

**3+ M**  
on Facebook

**3+ M**  
on Smart Phones



# Disruption of Industries

52% of Fortune 500 Companies have gone out of Business from 2000

- Innovative Business Models
- Low Operating Costs
- Immersive Experience
- Digital Natives
- Fast Scalability
- Operational Agility
- KPI's End to End
- Connectivity 24/7/365



# The Fourth Industrial Revolution

Only 30% of Digital Transformations will succeed of the 70% attempted

11.25.13

22.3.3.55

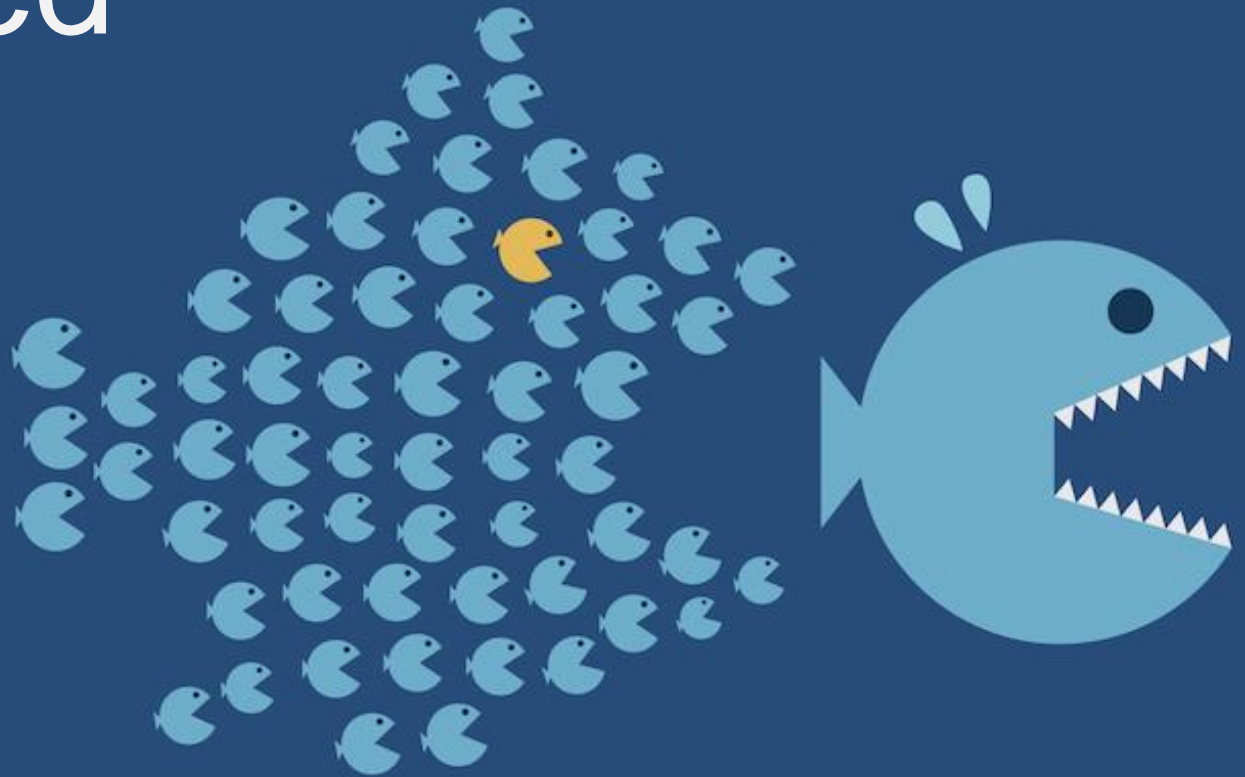
Personal Computer  
Touch Pad  
Laptop  
Remote Monitoring  
Smart Phone  
Mini PC  
Private Server  
Data base

Innovation  
Branding  
Solution  
Marketing  
Analysis  
User  
Success  
Management

Research  
Motivate  
Teamwork  
Mentor  
Lead by  
example

96/1111  
35.621.141.14

Times have  
changed





# Digital Economy

## Competitive Edge





# Immersive experience

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

- Jeff Bezos, CEO, Amazon



Design. Play. Buy. Educate.  
Medical.



A photograph of a bus stop on a city street. The bus stop has a metal frame and a bench. In the background, there is a light-colored building with several windows. The text "PEPSI MAX PRESENTS" is overlaid in large, white, sans-serif capital letters in the center of the image. The ground in the foreground is paved and has yellow markings, possibly for a bicycle lane.

PEPSI MAX  
PRESENTS





# Unmanned drones

Parcel Delivery. News. Filming. Farming. Surveillance



# Health Tech



Bypass Banks

P2P Lending

Crowd Funding

Mobile Payments

Stock Trading

Digital Currency



FINTECH





Meet!

Amy, Andrew (x.ai) & Watson  
(IBM)

# Cognitive Computing

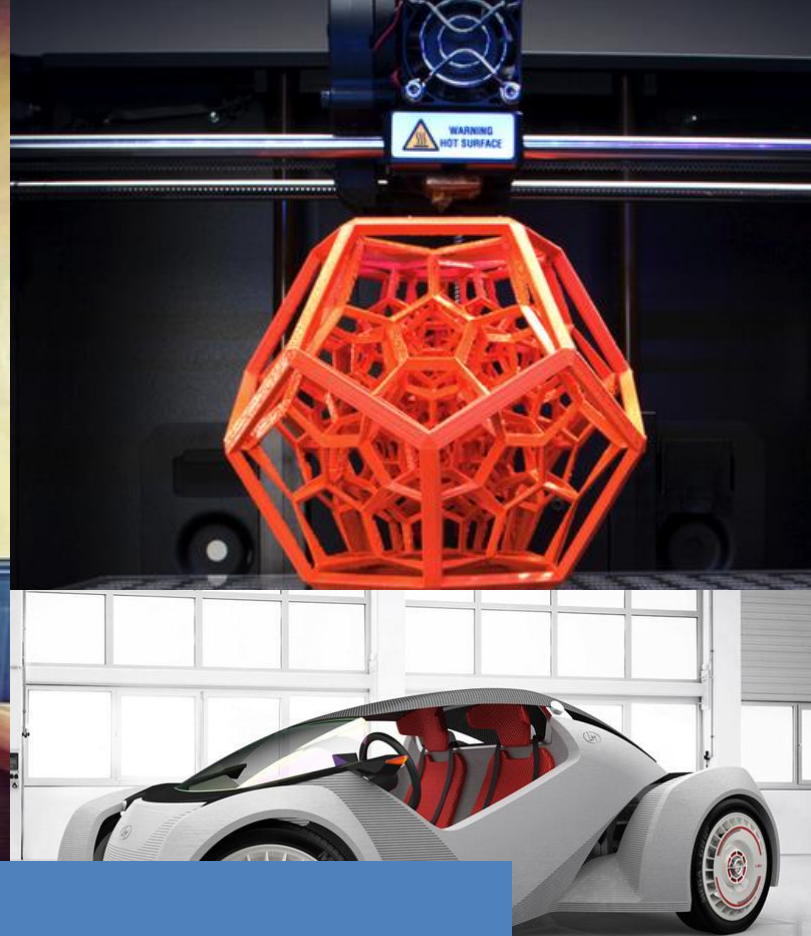
Artificial Intelligence



Personalized Learning



Danit Peleg Collection



# Digital Manufacturing







# Uberisation

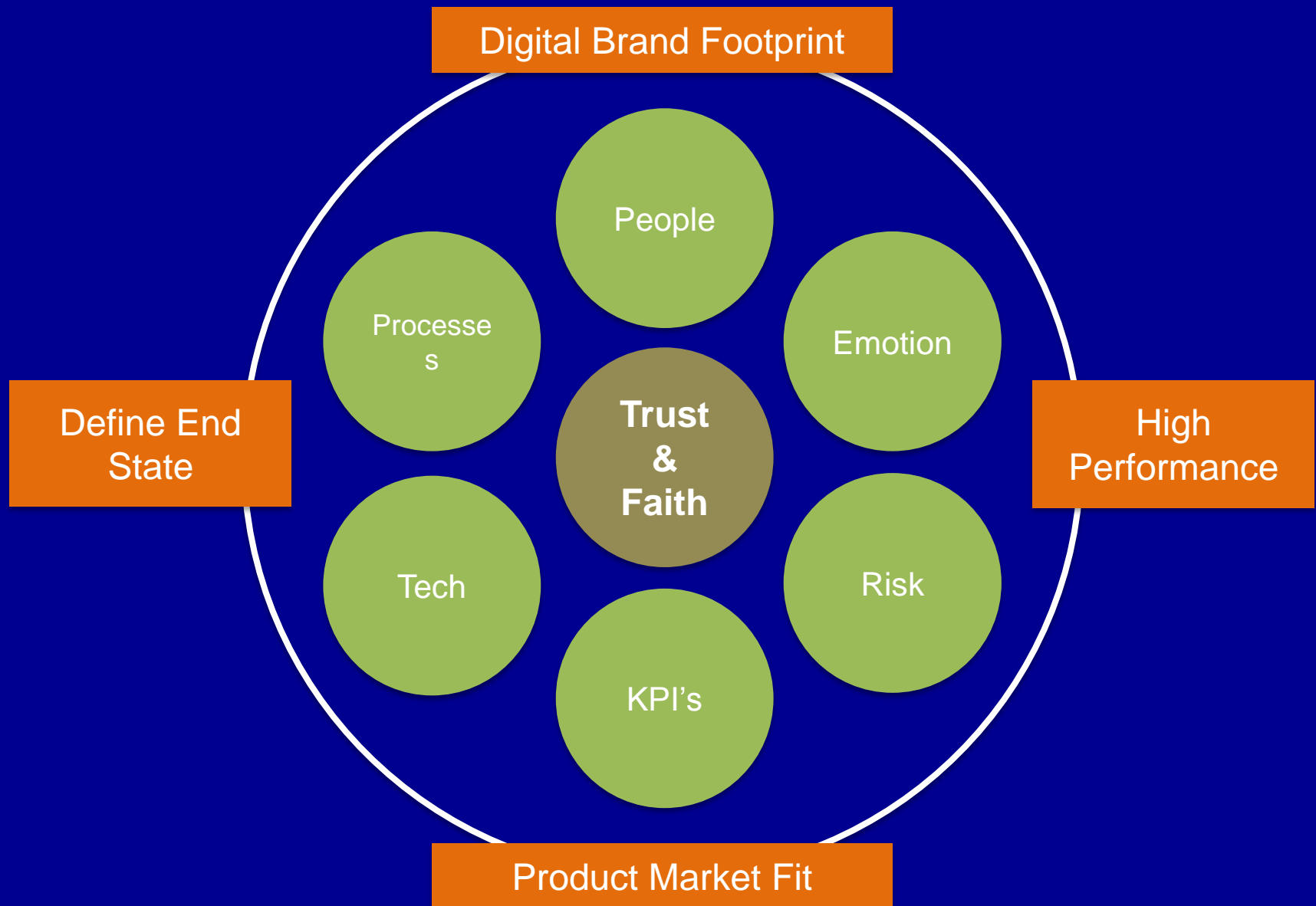
of Services

Taxi Services. Professional Services. Hotel Rooms. Charities  
Health Services. Accounting. Consulting. Design Services.  
Virtual Companies. TV. Cinema



Challenges  
Ahead.

# SECQUORO Transformation Model



# Why Transform





# Future CA

# The Business Architect

Design Thinking. Business Thinking. Digital & Technology  
Finance & Analytics. Negotiation. Risk. Automation.  
Cross Cultural. Problem Solving. Convince.

# Sri Lanka

Digital Vision.  
Digital EQ.  
Digital IQ.  
Digital Maturity



# Think Different To Survive.

Naresh Abeyesekera

