

## DIGITAL TRANSFORMATION - QUANTITY AND QUALITY BUSINESS MODELS

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### Abstract:

International Standard Industrial Classification of All Economic Activities in the era of Digital Transformation It is insufficient to correct description company profile. New technology and new economy enforces a thorough analysis of the business models of the companies. Innovations that we observed appear in space of new technologies and the new business models. Quantity and quality business models

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We are in the middle of another Industrial Revolution. After the revolution driven by steam power in the 18<sup>th</sup> Century, electricity in the 19<sup>th</sup> Century, IT and automated production in the 20<sup>th</sup> Century, this 4<sup>th</sup> industrial revolution is the Digital Era. It is a unique point in time, and it will fundamentally alter the way we live, work and relate to each other. Digital business is evolving rapidly. The limit of what is possible continues to expand, changing economic models. Leading companies that embrace digital business could disrupt others and achieve unprecedented growth; however, CxOs are often unclear on the specific actions they must take to enable digital transformation and optimize digital business. Our top three takeaways for IT Leaders are:

- **Organizations can't transform to digital unless people do** : Digitization and automation are outpacing the organization's skill level and the workforce's ability to become proficient with the new technologies. Eighty percent of organizations agree the difference between current workforce skills and future business requirements is very real. To ensure this trend doesn't disrupt an organization's health, IT leaders are introducing digital literacy strategies and increasing employee engagement in new technology rollouts. By 2018, 30 percent of organizations will formalize workforce digital literacy strategies to improve business outcomes and employee engagement.
- **Embrace digital-first to fast track transformation**: Moving at the speed of digital business means developing new skills, new processes, and whole new ways of working. CIOs are increasingly taking the lead in this digital shift by transforming IT from within with targeted investments. Agile and "secure by design" methodologies also come to the fore with DevOps models and practices, service-oriented architecture (SOA) and the cloud for scalability, software as a service (SaaS) for efficiency, architectures built for agility, and platforms for collaboration. The goal is to reengineer the business of IT, enabling delivery at the speed the business requires.
- **Harness information for break-through customer engagement and new business models**: Artificial intelligence (AI) can help organizations manage the explosion in data coming from smart machines, sensors, devices, and other sources. AI—in the form of automated features within popular applications—is already helping organizations combat info-glut. These small steps are leading inevitably to a future where we rely on AI for daily assistance with mundane tasks. In the near future, AI will be used to identify and capitalize on new opportunities by innovating new products. Leading organizations will monetize their information assets and look for new business opportunities, fueling an information-driven economy that is targeted at \$156 billion.

.New technology and new economy enforces analysis of the company's business model. Quantity and quality business models is new approach how we can define it.

Quantity and quality business models matrix

- 1. Quantity:
  - a. Consumption
  - b. Subscription
- 2. Quality
  - a. Sell
  - b. Rent
  - c. Platform
  - d. Platform with multiple Value proposition

	Sell	Rent	Platform	Platform with Multiple Value Proposition
Consumption				
Subscription				