



Driving Digital Transformation by leveraging Startup innovations

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ThoughtWorks® | LIVE



“50 years ago, the life expectancy of a firm in the Fortune 500 was around 75 years. Today, it’s less than 15 years and declining all the time”

- Steven Denning

*Every enterprise is going through a
Digital Transformation right now:*



Smart Phones and
Consumerization of IT



New business model
emerging in movement
from offline to online



Exceptional customer
experience

*Bad user experience causes
significant customer churn*



The nimble will survive

Digital Transformation

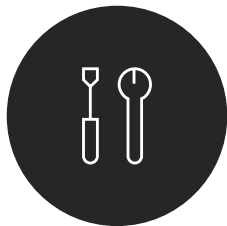


Build Digital
Capabilities

The transformation to be a digital business



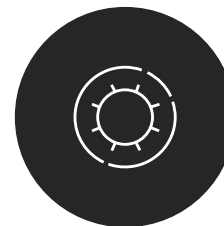
Build Digital
Businesses



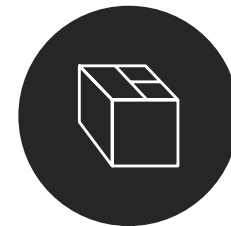
Empower
employees



Engage
customers



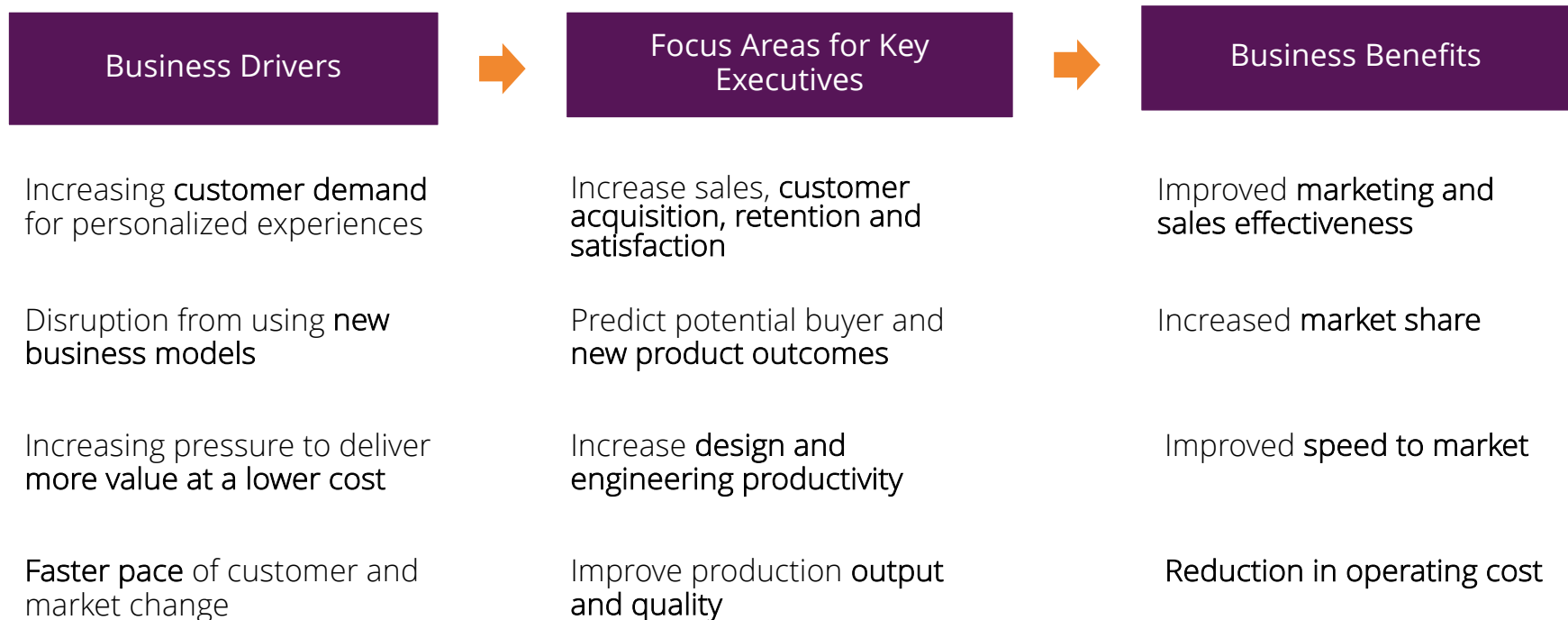
Optimize
operations

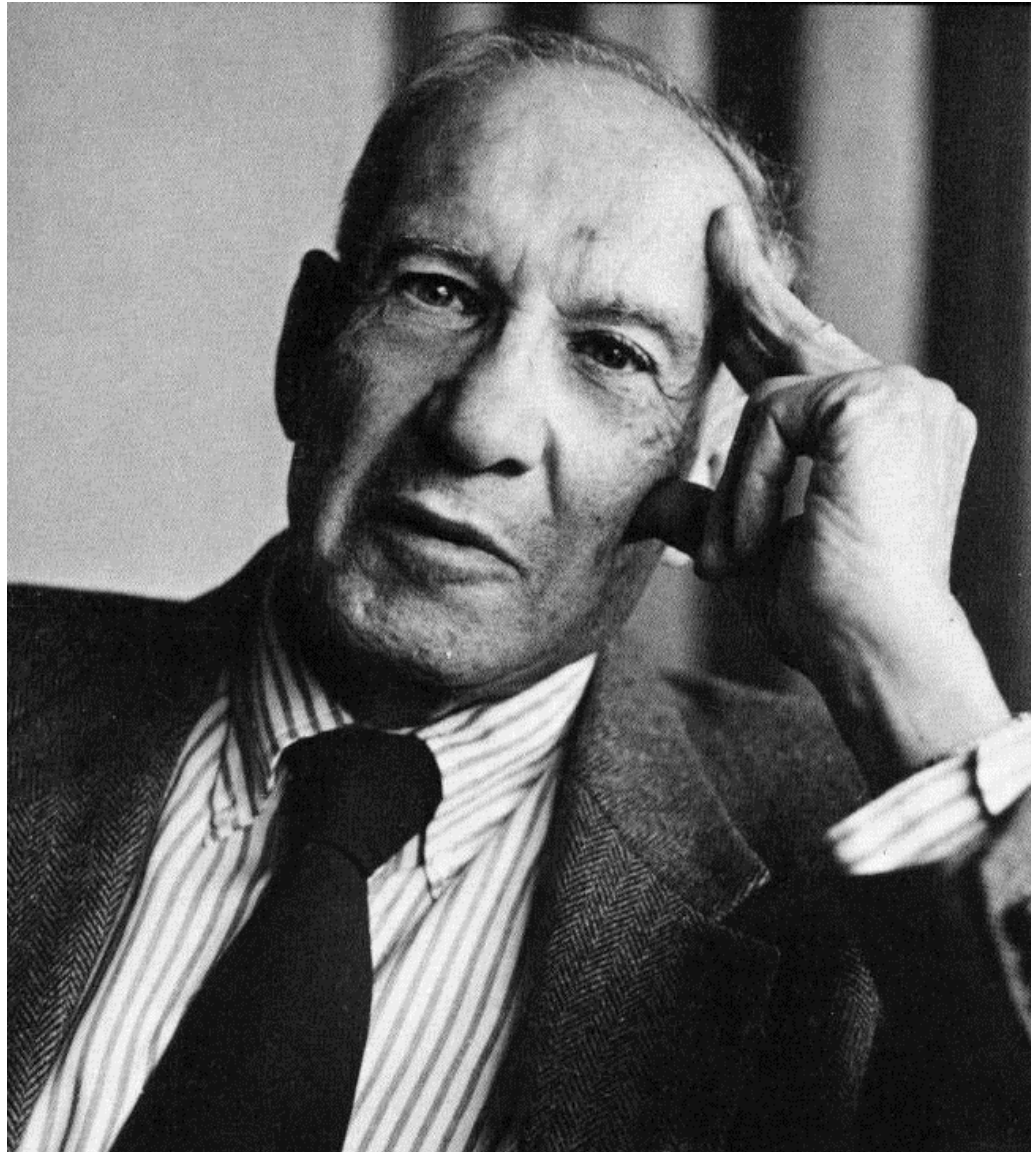


Transform
products



Drivers of Digital Transformation





**"CULTURE EATS STRATEGY
FOR BREAKFAST."** — Peter Drucker

Indian Startup ecosystem by the numbers



\$51Bn
Funding



2773
Funded
Startups



27
Unicorns



4273 Deals

Startup Ecosystem today

- The Indian ecosystem has grown to become the third largest ecosystem for startups in the world.
- While we have moved rapidly from the IT/services scope to a product driven approach. **Disruption has become a norm that is accepted across industries.**
- Startups such as **Inmobi and Oyo** have exhibited the maturity of our ecosystem to deliver to global markets.
- Keeping in mind, the growth and profile of startups – Enterprises in India have a **robust ecosystem to choose from and build for digital transformation.**

/ Use Case #1 Ace Turtle (Retail)

*Microsoft Scale Up portfolio startup



Context

Given today's rapid adoption of ecommerce and omni-channel solutions, **Bata has identified the need to modernize its operations and experience.**

Requirement

Bata required the following:

1. Save in-store loss of sales and conversion
2. Reduce fulfillment SLA
3. Automate store fulfillment
4. Leverage store inventory across sales channels

Solution

1. Rubicon: Ace Turtle's omnichannel platform enabled **single view of inventory**
2. Endless aisle: Ace Turtle's Endless Aisle was deployed in-stores for stores to **check real time availability of inventory and place order requirements.**



/ Use Case #1 Ace Turtle (Retail)



**Endless Aisle now
Contributes to 3%
Of in-store sales**

Result

1. Automation of manual processes from order to delivery
2. Better customer experience as in-store fulfillment increased as a result of omni-channel options

Use Case #2 Vunet Systems (BFSI)



*Microsoft Scale Up portfolio startup

Context

Largest retail payment gateway processing of 3 million Aadhar enabled payment solutions (AEPS) transactions and 3 million RuPay transactions per day.

Multitude of multi tier apps operating on the system that needs to run seamlessly

Challenge

- **Complex application workflows** with inter dependencies and multiple touch points
- Frequent issues of **unplanned breakdowns and performance issues**
- Commercial off-the-shelf (COTS) tools **lacked customization features for end to end view, SLA's and reports**

Solution

1. Integration of **application logs across all touchpoints**
2. **Custom adapters built** for specific custom and third-party application logs
3. **Contextual alerts and temporal correlation** built to improve performance.

/ Use Case #2 Vunet Systems (BFSI) **vunet**



Monitor > 1 billion transactions a month

Custom installation in less than 2 weeks. Dashboards for CxO & Ops team

3 critical outages proactively alerted within a month

Failed transactions cut by 10%

Result

- Increased productivity and avoided tool silos
- Instant problem detection through correlated and contextual views
- Accurate SLAs and customized reports for management for faster action

*If you don't have a real stake in the new, then just
surviving on the old - even if it is about efficiency -
I don't think is a long-term game*

- Satya Nadella



THANK YOU

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