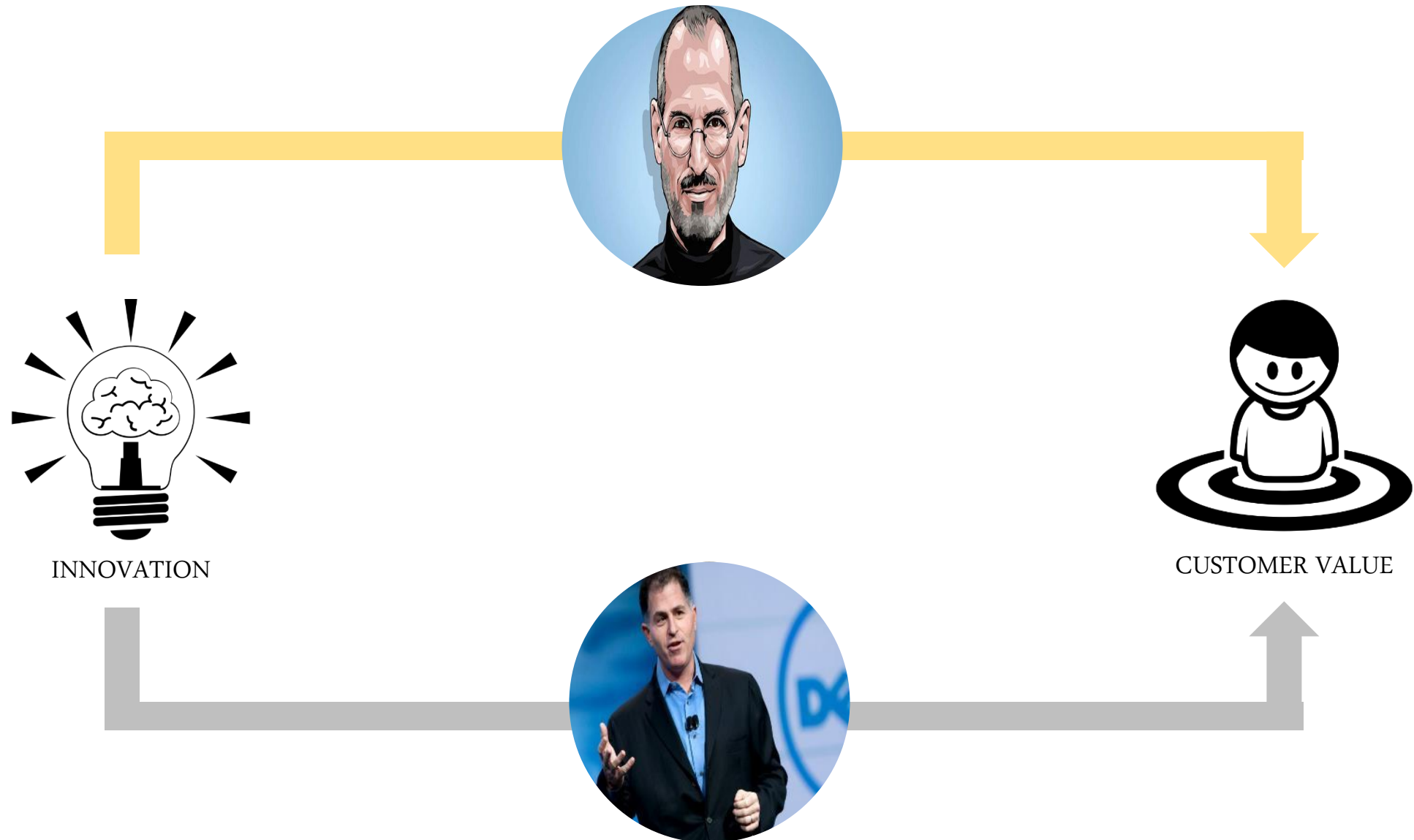




The background image features a woman in a purple Burberry dress and hat walking through a digital interface. The interface is a collage of the Burberry website and Facebook page. The website shows a 'Full Bust Trench Coat' with an 'ADD TO BAG' button. The Facebook page shows the Burberry profile with a 'LIVE TODAY' banner and a post about a 'Burberry Premium S/S 2012 utility pleated skirt & raffia Whetrich bag'. The text 'Delivering Customer Value Through Disruptive Business Models Enabled by Smart Technologies' is overlaid on a yellow banner across the center.

Delivering Customer Value Through Disruptive Business Models Enabled by Smart Technologies

DIGITAL – DON'T GET CONFUSED



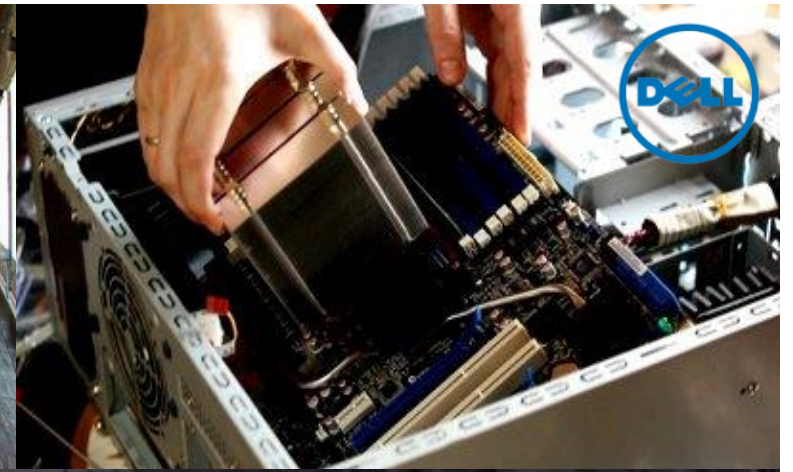
INSIDE EVERY SUCCESSFUL BUSINESS



EFFICIENT OPERATIONS



VALUE TO CONSUMER



BUSINESS MODEL

WHAT?



COMPETITION

ENVIRONMENT

WHO?

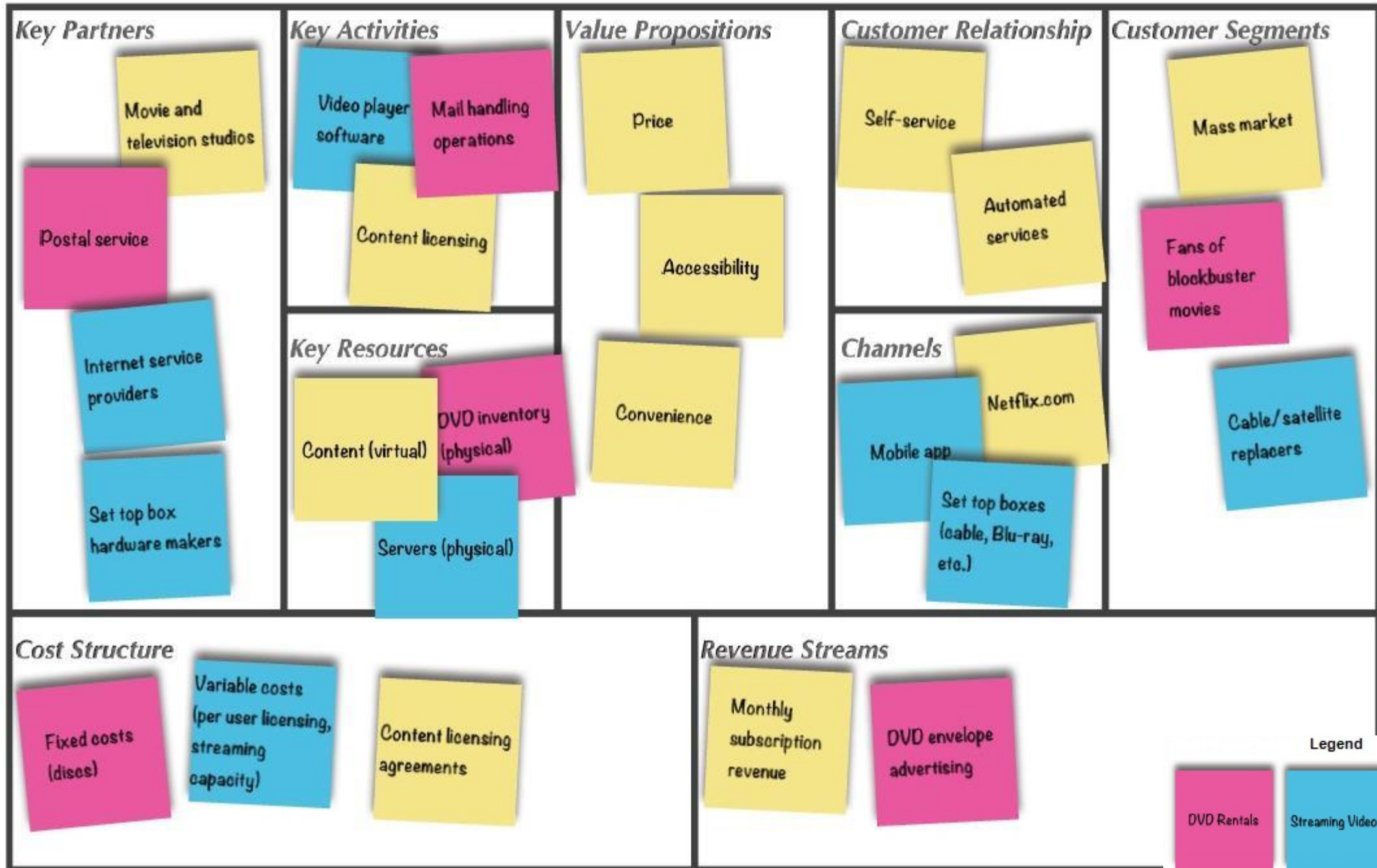


VALUE?

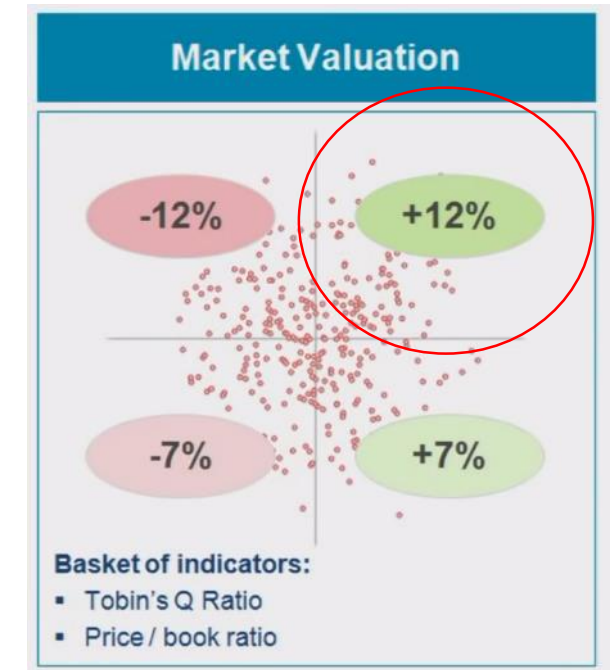
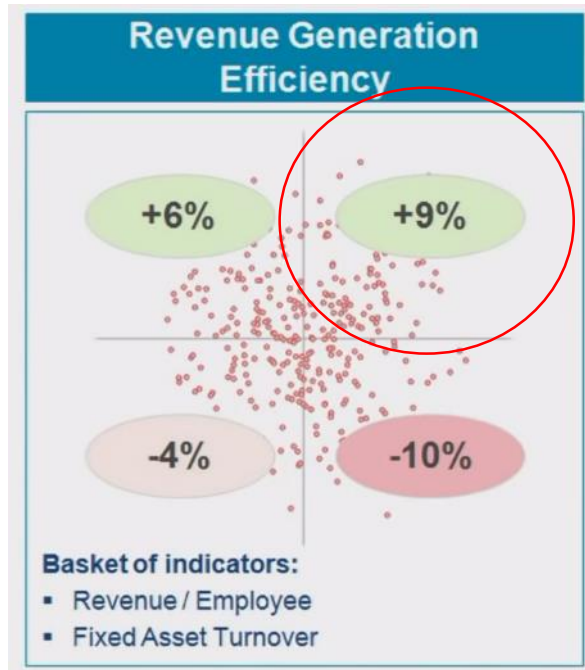
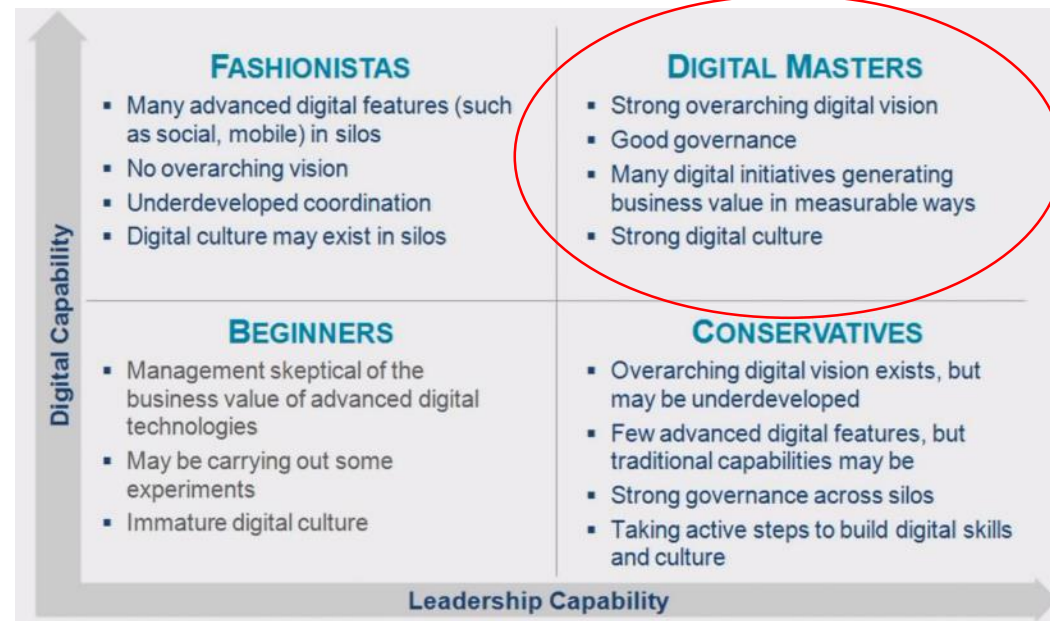


HOW?

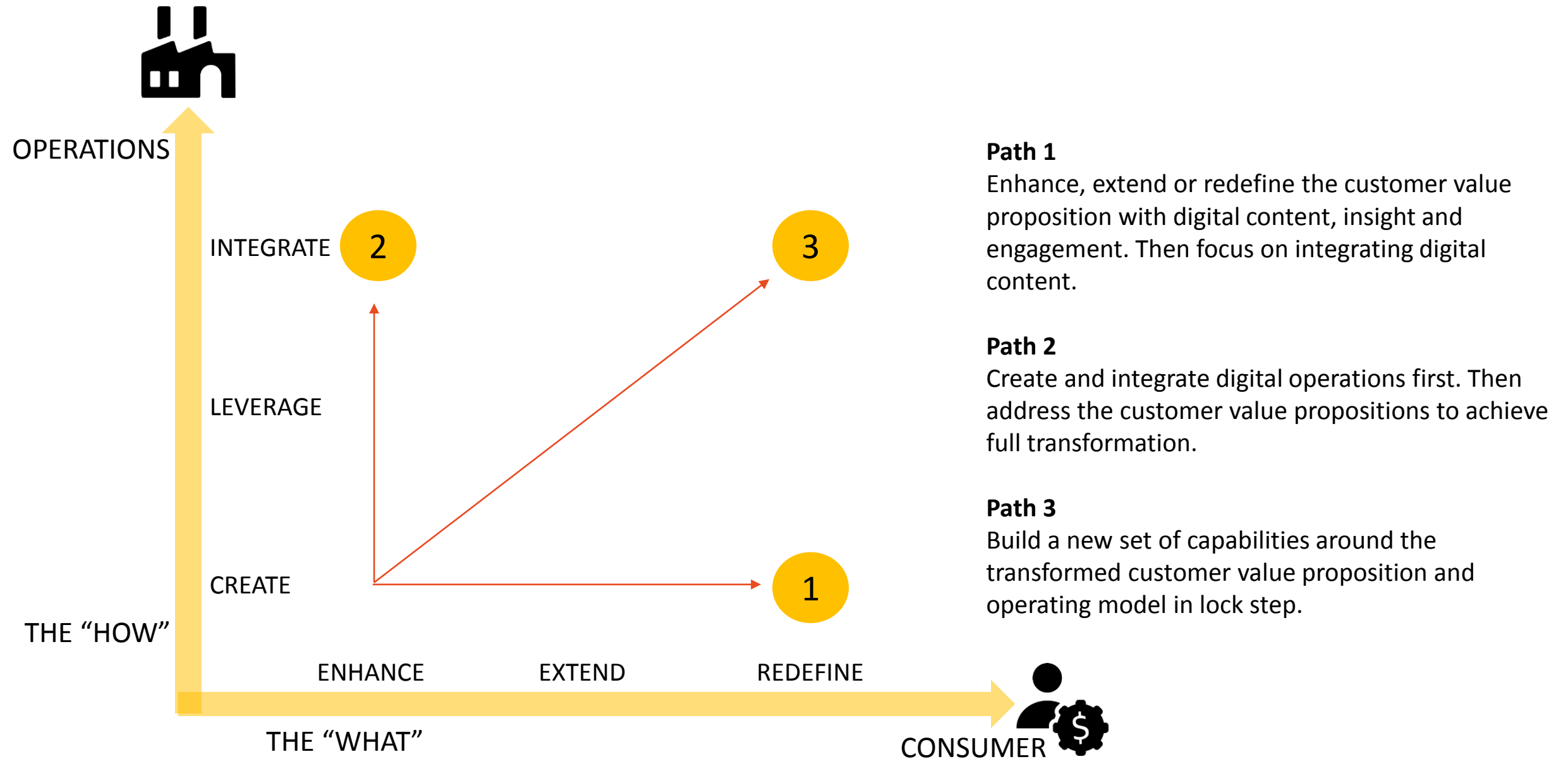
NETFLIX – BUSINESS MODEL CANVAS



FOUR LEVELS OF DIGITAL MASTERY



PATH TO DIGITAL TRANSFORMATION



DIGITAL TRANSFORMATION CAPABILITIES



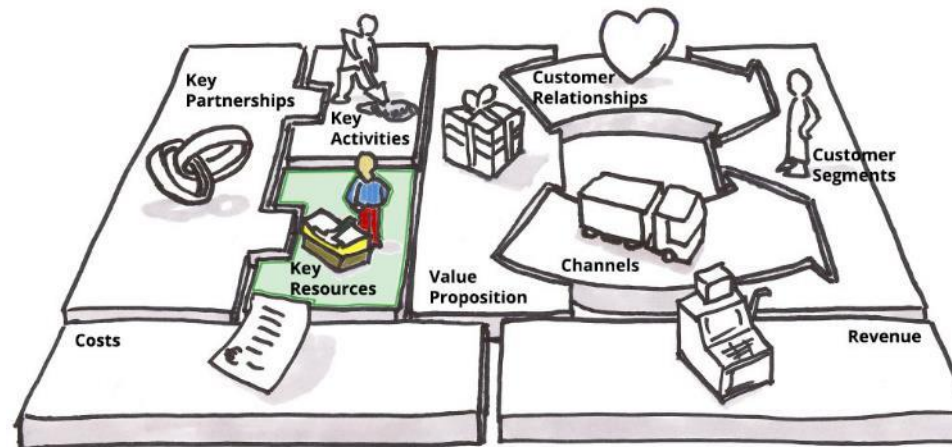
INSIGHTS FROM ANALYTICS



CUSTOMER AND COMMUNITY COLLABORATION



CROSS-CHANNEL INTEGRATION

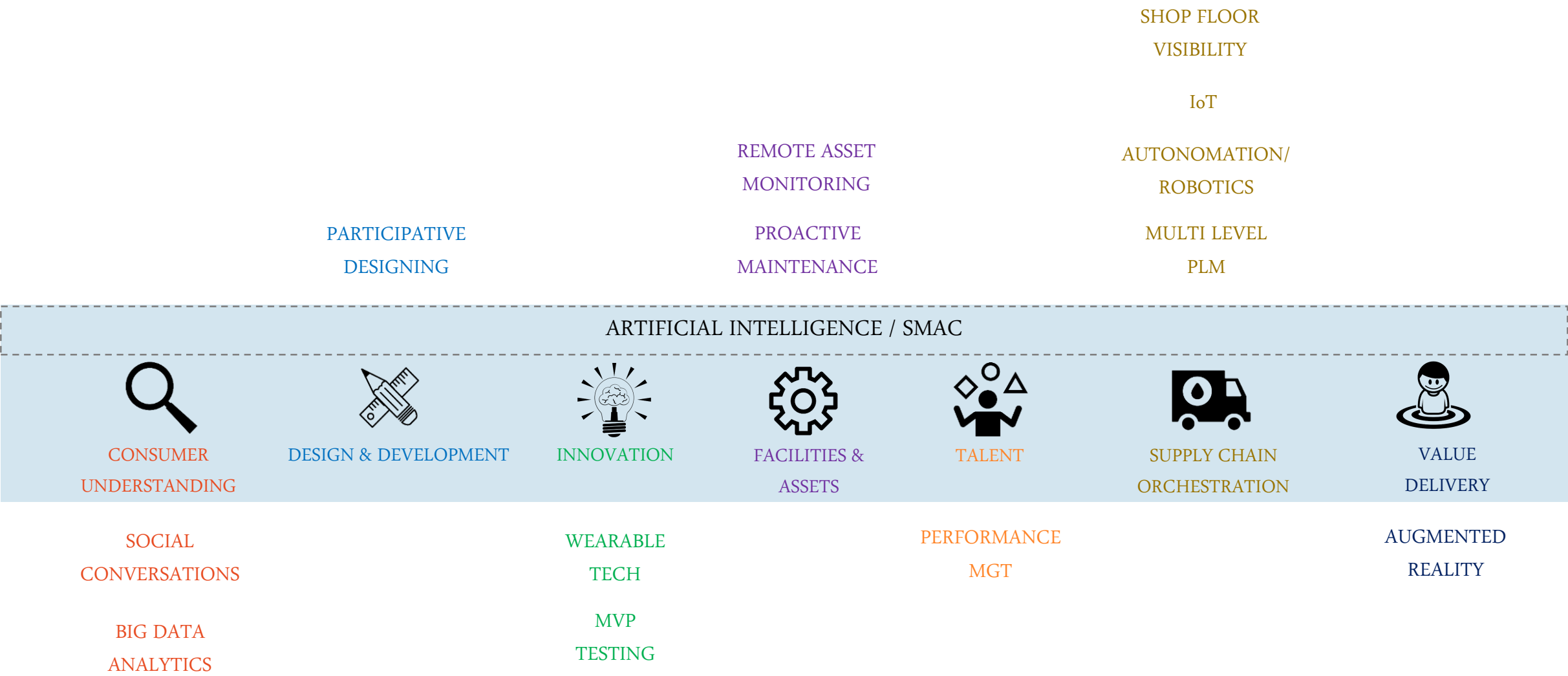


BUSINESS MODEL INNOVATION

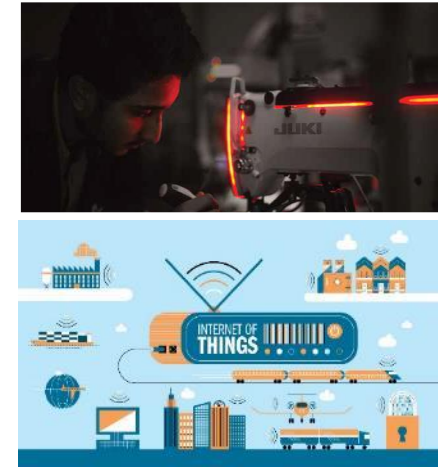
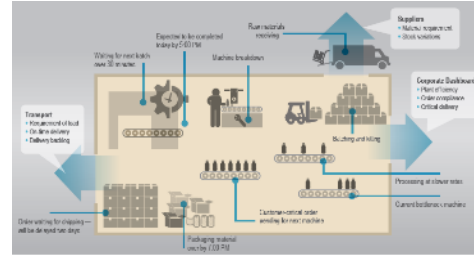
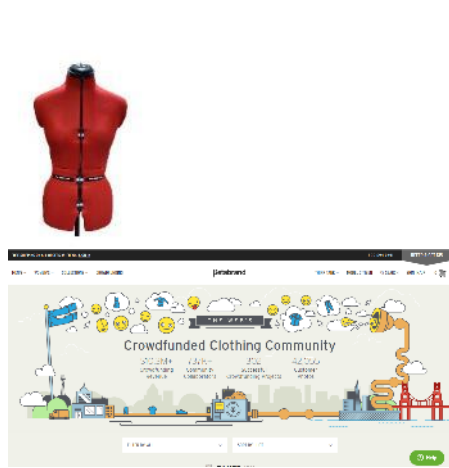


DIGITALLY ENABLED SUPPLY CHAIN

MANUFACTURING INDUSTRY TRAJECTORY



MANUFACTURING INDUSTRY TRAJECTORY



ARTIFICIAL INTELLIGENCE / SMAC



CONSUMER
UNDERSTANDING



DESIGN & DEVELOPMENT



INNOVATION



FACILITIES &
ASSETS



TALENT



SUPPLY CHAIN
ORCHESTRATION



VALUE
DELIVERY



Minimum
viable
Product

