



Mike Stopforth
Managing Director of Flume Digital Marketing

The Insight Race

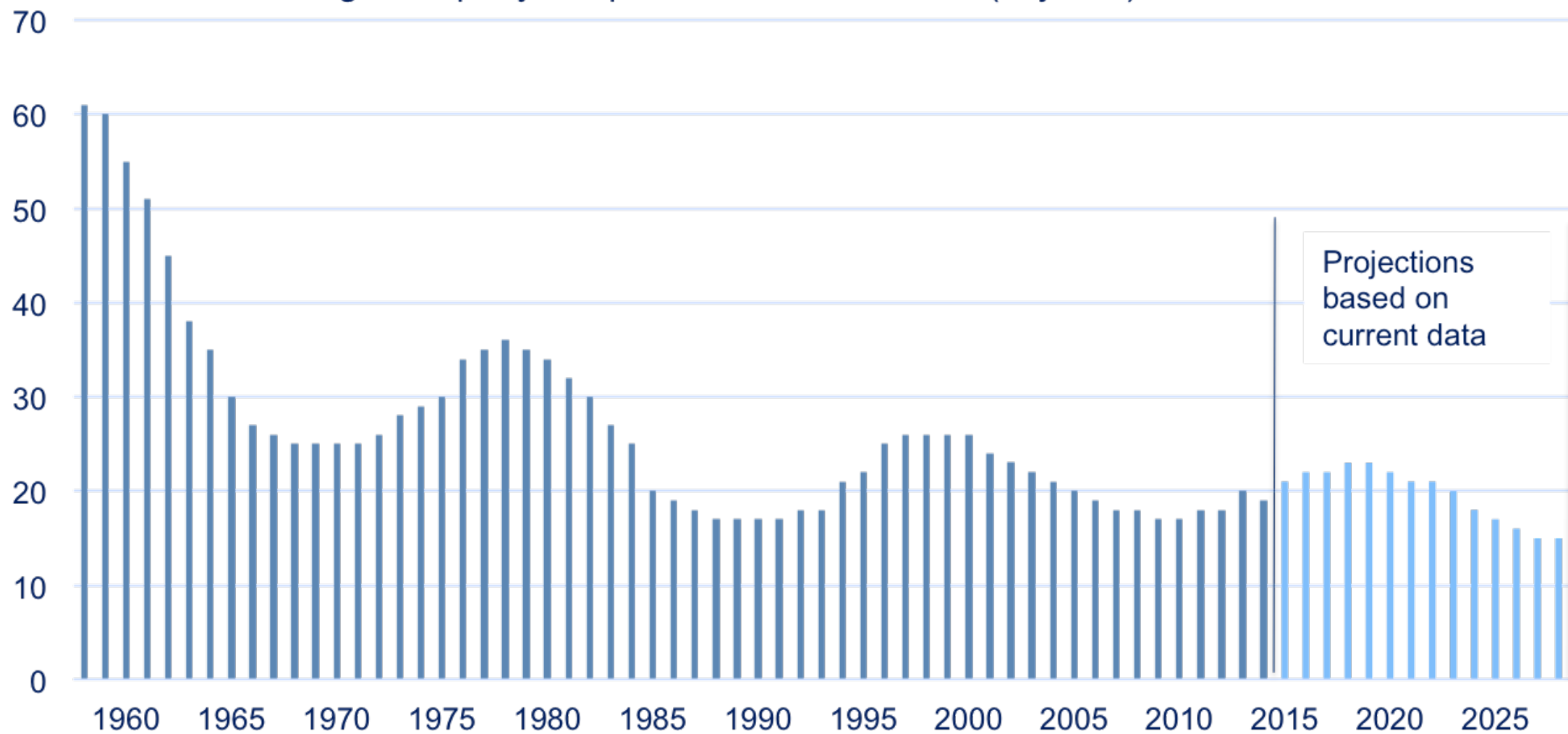
Presented by Mike Stopforth
MD, Flume Digital Marketing

Why do good companies fail?

“Fewer than 12% of Fortune 500 companies in 1955 were still on the list 62 years later in 2017.”

- *Forbes*

Average company lifespan on S&P 500 Index (in years)



“Disruption”

“Disruption is nothing new but the speed, complexity and global nature of it is. It is clear that a number of sectors are currently impacted by multiple disruptive forces simultaneously.”

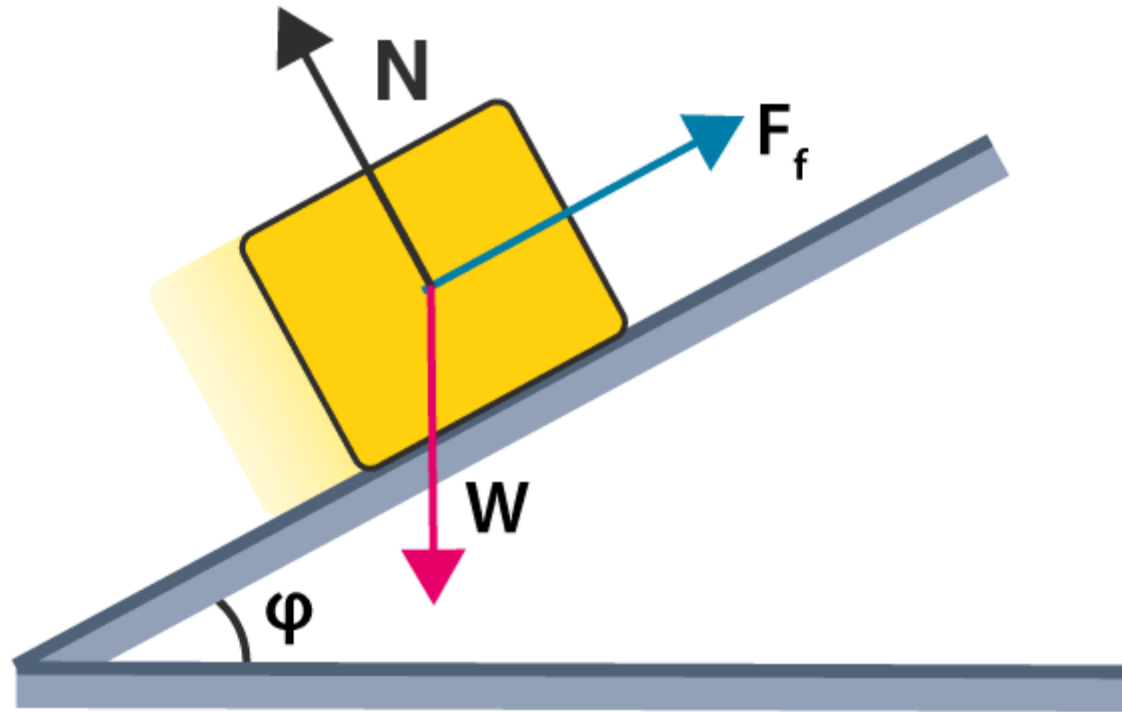
- *Credit Suisse (2017)*

“Disruption”

“Disruption is nothing new but the nature of it is. It is clear that impacted by multiple di

- Credit

Following several years of scandals, Switzerland's Credit Suisse bank collapsed in March 2023. It was purchased by Swiss rival UBS for about \$3.3 billion in a deal approved by Swiss regulators without shareholder approval. UBS plans to sell off and downsize parts of Credit Suisse in the process. 28 Mar 2023



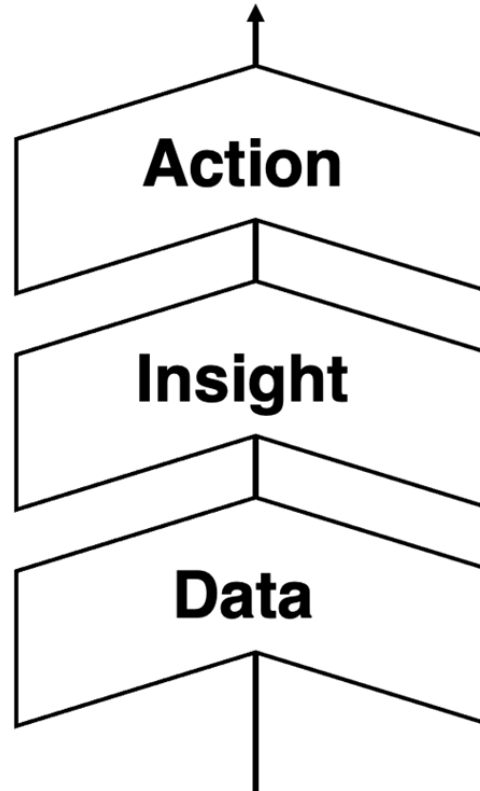
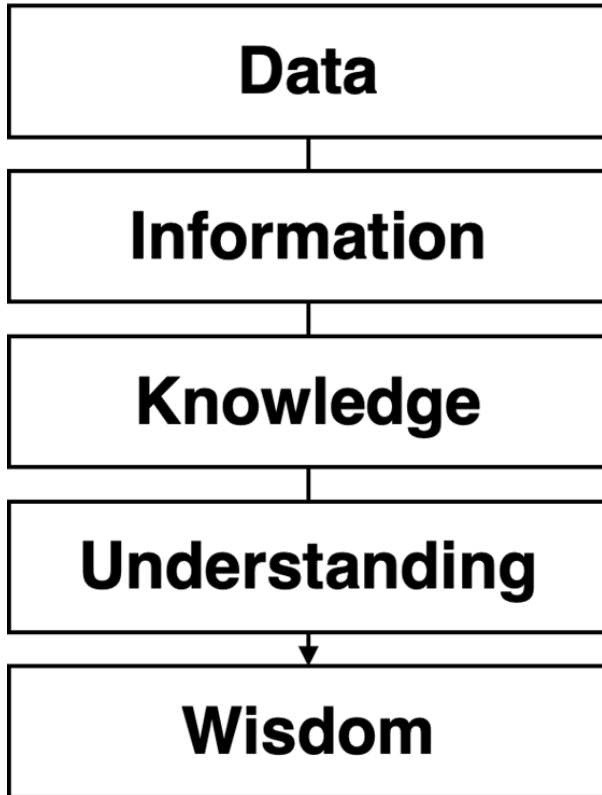
Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19

**Collecting, organising, and
distributing *useful* information
to the right people at the right time.**



Prescriptive analytics

- Optimisation
- Decision-science

Predictive analytics

- Data science
- Machine learning

Descriptive analytics

- Contextualisation
- Data visualisation

Data engineering

- Infrastructure
- Data assimilation

Don't be
this guy



Threat to business model



Threat to business model

Digital transformation

Low threat to - or sufficient value potential in - existing business model, longer time frame to realise value

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Time frame

2 – 5 years

5 – 10 + years

Threat to business model

Digitisation

Low threat to - or sufficient value potential in - existing business model, shorter time frame to realise value

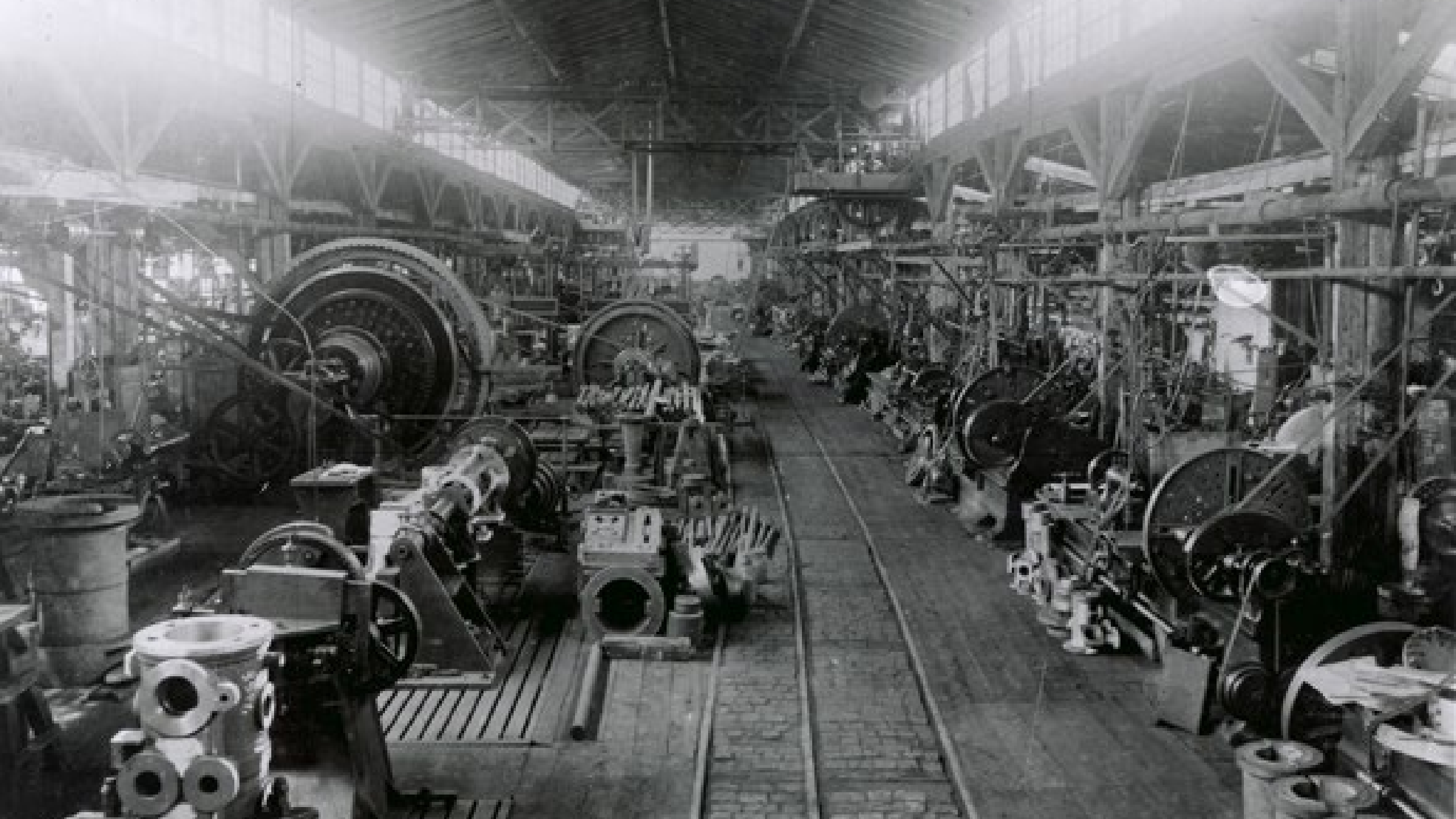
Digital transformation

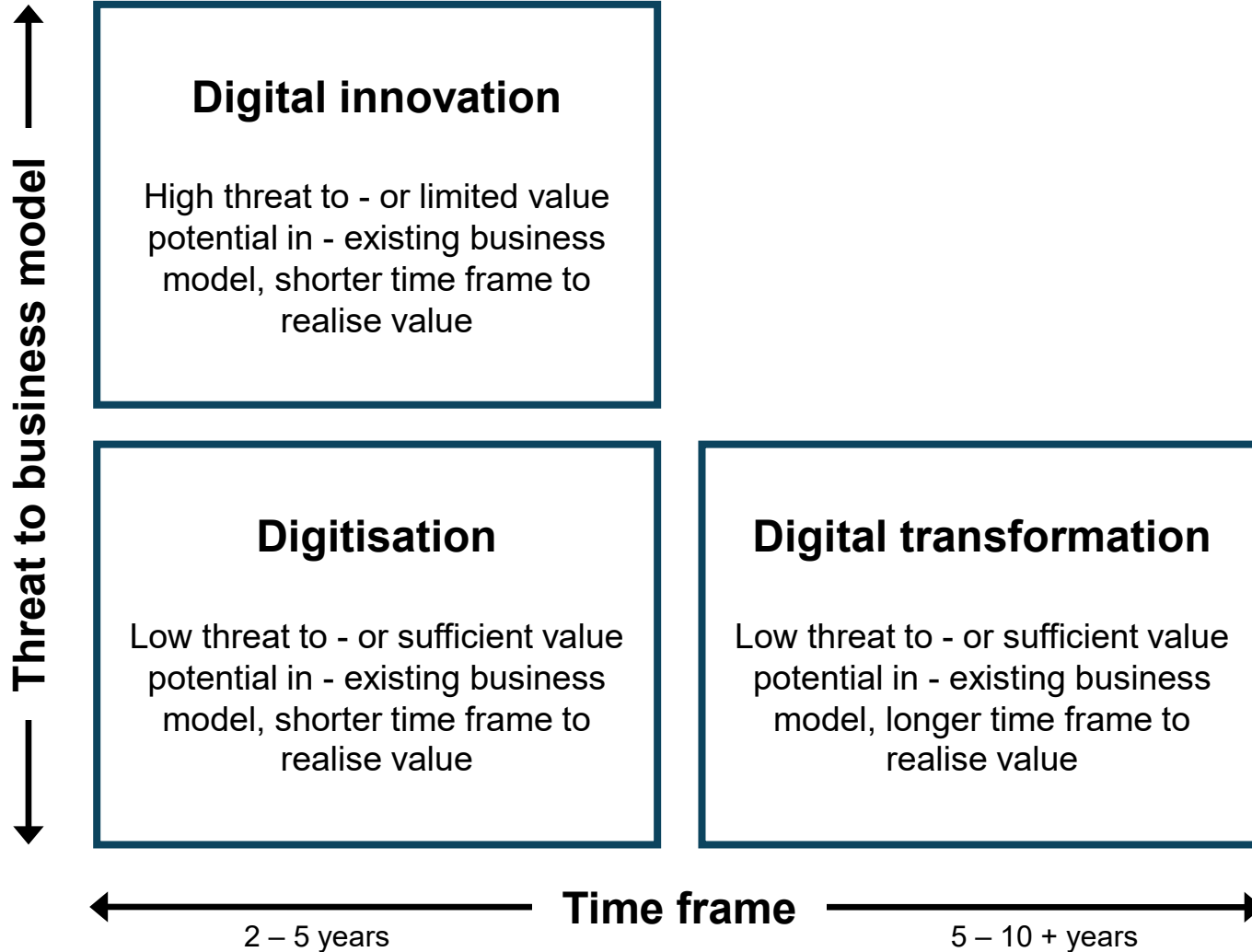
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ASTALIFT



JELLY AQUARYSTA
REJUVENATING CONCENTRATE
CONCENTRÉ DE JEUNESSE



Market Summary > FUJIFILM Holdings Corp

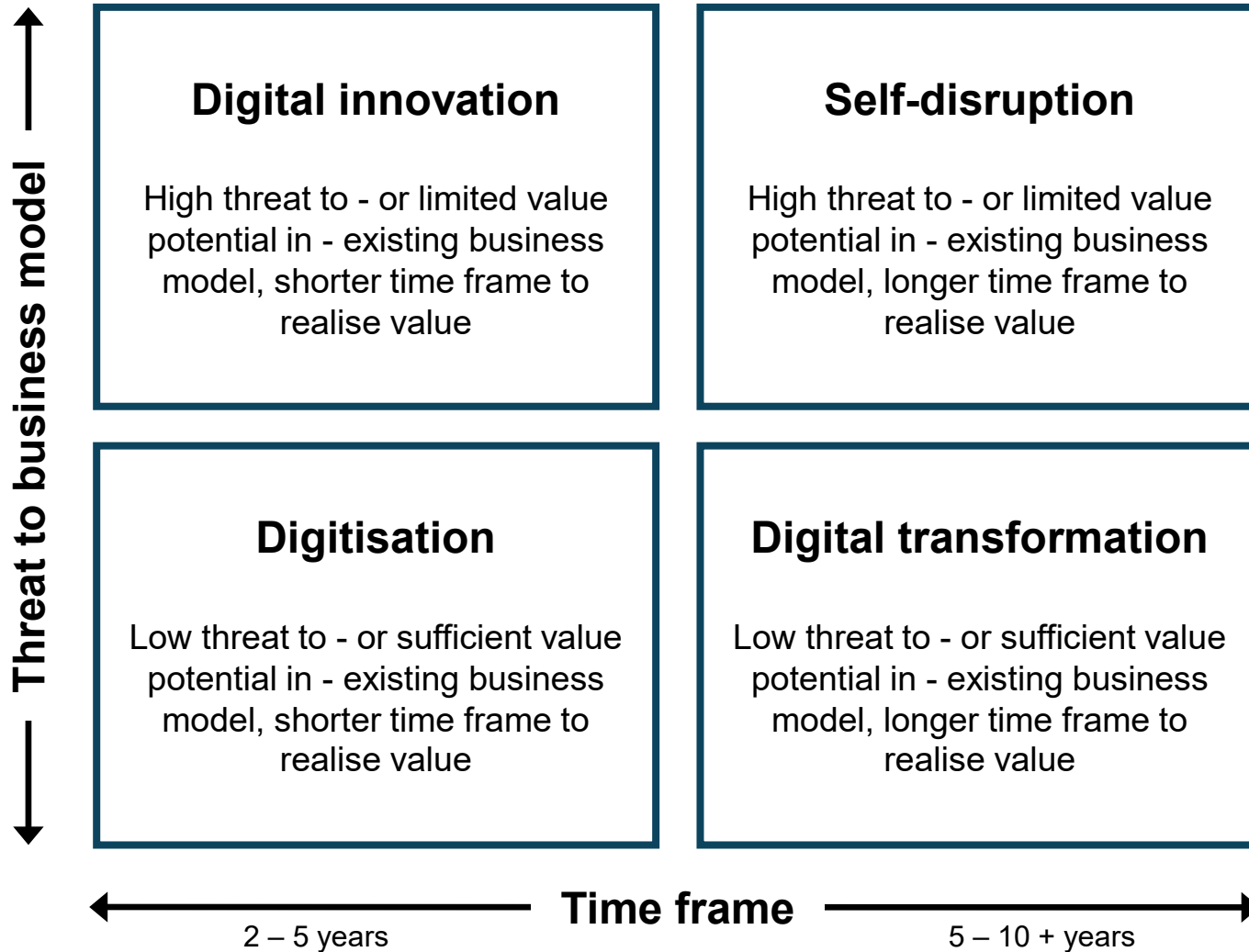
3,969 JPY

+2,595.67 (189.01%) ↑ all time

03 Sept, 15:15 GMT+9 • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max





showmax



Be this guy

Thank you

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mikestopforth.com/newsletter