

Catching *Digital!*

How to see your future in the digital blur,
create smarter strategies for your business,
and plan your Digital RoadMap for success

Richard Keeves

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What others are saying about **Catching Digital**

"If you didn't have a strategy for moving your business online before, you now have no excuse. Well explained, informative, comprehensive and sets you up for success on your digital pathway. A great read."

Wayne Spencer

Retail Traders' Association

"The ideas and thoughts Richard Keeves has packed into this book can help business owners build effective digital plans without getting overwhelmed. An essential tool for business."

Jim Wyatt

GM, Digital Economy Branch, Government of Western Australia

"It's not often you see big picture thinking and business planning clearly linked in insightful and practical ways, with opportunity as the focus."

Denny Sterley

Former Australian Practice Leader, Resilient Futures

"This book highlights trends that cannot be ignored. We need to plan our actions and need to create our own roadmaps to deal with business opportunities and threats that are now mission critical. Like it or not they are not going away, and are only getting bigger and faster."

John Clegg

Business Adviser, Omnivest Business Consultants

"There is no question Richard Keeves has a deep understanding of the nature of the digital tsunami that is shaping the way we all live, work and play. This book makes compelling reading."

David Shelton

Director, Transition Capital

"This is a 'must read' before making decisions about technology. Richard explains each digital trend with clarity, preparing you to focus on the big picture of where you are going before deciding on the tools to get there."

Mark Douglas

Managing Director, Francis A Jones

"This book makes me appreciate how much is changing and how much more I need to know. It can be scary, but by better understanding the trends, I can have better thoughts and can better assist my business. This is essential reading. Read it. Then read it again."

Colin Atkinson

Managing Director, CA Management Services

"Compulsory reading for any executive who is serious about understanding how digital communication is changing the world."

James Bull

Business Communication Professional, James Bull Consulting

"As the boundary between the online virtual worlds & our tangible 3D world relies increasingly on our own perceptions, any text we find that helps us clarify the distinctions & how to operate them better is a useful read. Richard Keeves writes clearly, cleanly, & without technobabble. Good stuff."

Annimac

Futurist & Trend Forecaster, www.annimac.com.au

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"What we see depends mainly on what we look for."

John Lubbock

The Digital Blur

*“How dreadful... to be caught up in a game
and have no idea of the rules.”*

Caroline Stevermer

Like it or not, the Digital Age is re-shaping the future of your business.

It's no secret that the world has changed massively since the commercial rollout of the Internet over the last 20 years. These changes have created new industries and new global business leaders, and challenged the very existence of previously dominant players.

Who knows what will happen over the next 20 years? Can you predict the future?

It seems there are opportunities everywhere for businesses to create new fortunes and digital empires. Threats and risks seem everywhere too, especially for existing businesses trapped in the legacies of the past or too slow to change despite the obvious warning signs.

How can you plan for change? How can you plan the best pathways for your business when everything changes so quickly? If only we had a crystal ball to see into the future. If only we could see what's coming tomorrow and in five, ten and twenty years' time...

Jeff Bezos, Founder and CEO of Amazon.com recently said businesses should base their strategies on things that won't change.

In a constantly changing world, finding things that won't change is easier said than done. Perhaps it's better to base your business strategies on change you can predict. In a nutshell, that is the purpose of this book.

Some people think their future is pre-determined with a destiny out of their control. I have a different view. Rather than people being victims in a pre-ordained Universe, I believe individuals have choices and can choose different pathways in life.

It's the same for businesses. The individuals driving a business can choose the destination to aim for, and can choose the pathways to take.

As individuals, where we are today is a result of choices we made in the past, and where we go in the future will be a result of choices we make today and on the journey into the future.

We're not victims without choices. Even in a world of uncertainty, if we can look into the future and see what is likely to be coming tomorrow and in ten years time, we can make better choices today.

If we can understand the long-term trends of the Digital Age, we can see the patterns for the future. Sure, you won't be able to see every detail, but if you can see the Big Picture future of your industry, profession and community,

you can use this view to plan a better roadmap with better pathways for your business today.

If we can see the long-term trends, it would be silly to ignore them. Trying to fight against them is too hard. Working with the trends and catching the waves they create is much easier and much smarter.

How you choose to work with the trends is, of course, up to you. Different businesses see different opportunities and take different approaches.

Opportunities, strategies and tactics vary even within the same type of industry as entrepreneurs explore niches in different ways that make sense for them.

Fighting the forces of the trends is tough, but cleverly catching and riding the trends can fast-track your business growth and success.

This book highlights 10 Action Principles and 25 Trend waves that have changed the world over the past 20 years and I believe will continue to change the world over the next 20 years. If you are going to base your business strategies on change you can predict, then start with these Big Picture changes of the Digital Age.

The book also outlines a business planning process you can use to create your own digital roadmap. Your roadmap is your pathway to the future you want. It starts with making sense of the rapidly changing and often confusing digital blur.

About The Author

Richard Keeves is an independent digital strategist and business advisor. He is a digital business guide for CEOs and senior management teams as well as an accomplished speaker, trainer and author.

Richard was the founder and Managing Director of the Internet Business Corporation Ltd from its missionary beginnings in 1995 to its successful sale in 2008. IBC was one of Australia's first and longest-lasting web consulting, web development and digital marketing businesses with a diverse client base locally, nationally and internationally.

Prior to IBC, from 1987 to 1995 Richard was the founder, Managing Director and Editor of Business Directions, the Perth-based nationally distributed SME business magazine.

In 1991-92, Richard conducted early research into the future of electronic publishing and electronic business. In 1993, Richard's publishing company was selected for the Australian government's Best Practice Demonstration Program which extended his research program globally, and resulted in Richard becoming an early evangelist for the strategic use of the Internet in business in 1994-95.

Richard has been prominent in the Internet industry in Australia since its early commercialization. He was the keynote speaker at the ground-breaking Information Superhighway Conference in Sydney in 1995 and since then has spoken at Internet business seminars, conference and workshops throughout Australia, New Zealand, the USA and in Asia.

Richard was President of the Western Australian Internet Association from 2004 to 2008. He has served on various industry boards and committees including the Australian Information Industry Association and the Information Industry Forum. He was a Founding Board member of the ICT Industry Collaboration Centre and was the Chair of the Ecommerce Special Interest Group for the Australian Institute of Management.

Richard is a Fellow of the Australian Institute of Management, a Fellow of the Australian Institute of Company Directors, and a Fellow of the Customer Service Institute of Australia.

Richard's deep insights on the Digital Age, his business focus and his straight talking approach makes him in demand as an advisor, workshop presenter and keynote conference speaker.

Richard's website SmarterWebStrategies.com provides a variety of smarter business resources to help business owners and managers plan and implement their Digital RoadMaps.

He provides independent advice and guidance on digital strategy, website planning, technology selection and web partner selection. See Richard's USA on the final page.

Visit www.SmarterWebStrategies.com

Follow Richard on Twitter: @RichardKeeves

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Wayne Spencer, Retail Traders' Association

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David Shelton, Director, Transition Capital

"Essential reading. Read it. Then read it again. Use it."

Colin Atkinson, CEO, CA Management Services

"An essential tool for business."

Jim Wyatt, Digital Economy Branch, Western Australian Government

Why fight the Digital Age? Start Catching Digital and make the Digital Age work for you!

Get up to speed with the waves of change and discover how to catch digital for your business future. You can create the future you want.

Use this practical guidebook to find better pathways for your business. Learn to ask better questions and find better answers. Plan your digital roadmap with smarter strategies that make sense for your business.

About The Author

Richard Keeves is a successful business owner, author, speaker, trainer and digital business guide for CEOs and senior management teams.

An online business specialist and Internet industry leader for nearly 20 years, Richard was the founder of one of Australia's earliest web consulting, web development and online marketing companies.

Now you can use Richard's independent unbiased guidance and profound business insights to gain the clarity you need to prosper in the Digital world.



**"Your guide for smarter business
in the Digital Age"**