



# Digital Transformation: Take it ...or leave!

# KEY STEPS TO DIGITAL TRANSFORMATION

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ARTIFICIAL COMPUTING

REALITY  
ARTIFICIAL

INTELLIGENCE

WEARABLES REALITY LEARNING

INTERNET

CLOUD  
COMPUTING

OF

THINGS

REALITY

WEARABLES

VIRTUAL  
REALITY

AI

CLOUD

COMPUTING

ARTIFICIAL

MACHINE LEARNING



# INDUSTRY 4.0





# DIGITAL TRANSFORMATION





Engage Customers



Empower Employees

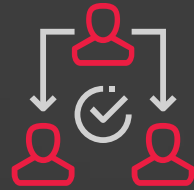


Optimise Operations



Transform Products

# Digital Capabilities



DIGITAL DEXTERITY



# NEXT GENERATION CUSTOMER EXPERIENCES







OPTIMISATION FOCUS

PERSONAS

LINEAR

SEPARATE CHANNEL APPROACH

NOW  
FUNCTIONAL

SURVEY & HEURISTIC BASED

STATIC

EPISODIC DESIGN

STRATEGIC FOCUS

BEHAVIOUR-BASED SEGMENTS

UNPREDICTABLE — SHARED

OMNI-CHANNEL APPROACH

NEXT GENERATION  
EMOTIONAL

DATA BASED

DYNAMIC REAL-TIME

CONTINUOUS DESIGN

# ATCOM

MARKET ORIENTED CREATIVE TRANSFORMATION AGENCY

[mocha.gr](https://mocha.gr)





# WHAT IF...

THE RESTAURANT OF THE FUTURE

# THANK YOU



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