

L'Après-Demain du Digital ?



Marc Decorte

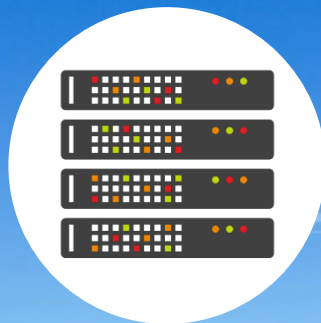
Founding Partner InnoWings
Former Global VP Digitalisation – Shell Group
Former CEO – Shell Belux

Digital technologies evolving at an accelerated pace, becoming more immersive & integrated

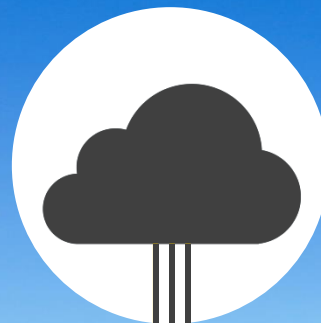
Mobile
Immersive mobile



High Performance
Computing



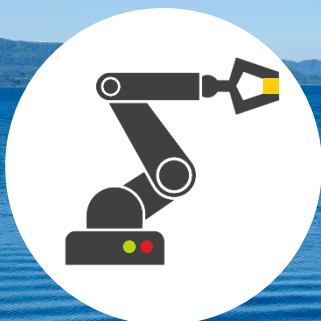
Internet of Things



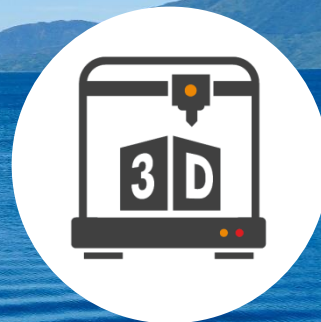
Advanced Analytics
Artificial Intelligence
Machine learning



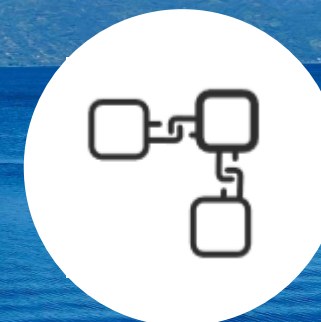
Wearables and
New Realities



Robotics
Drones



3D printing



Blockchain

The greatest shortcoming of the human race is our **inability** to understand the exponential function.

Albert Allen Bartlett



Linear versus exponential thinking

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Réseau-Club Euroltra & Drohme Business Club – 26 mars 2019 - Bruxelles

Linear
thinking

25 linear steps

Exponential thinking

25 exponential steps

How many kilometers with 1 liter of fuel ?



Digital Mandate 2011

- ✓ Get value from digital technologies beyond automation
- ✓ Pioneers of the future
- ✓ 2 + 3 years
- ✓ Forgiveness ... then live or die

From big data to business value

Real time rendering of
reservoir data



Making the most of existing data

Over the shoulder
coaching
Predictive Maintenance

Station locator

Best price station

Loyalty

Personalised
contextual offers

Fill-up & Go

Shell Drive

Connected customers



Connected cars

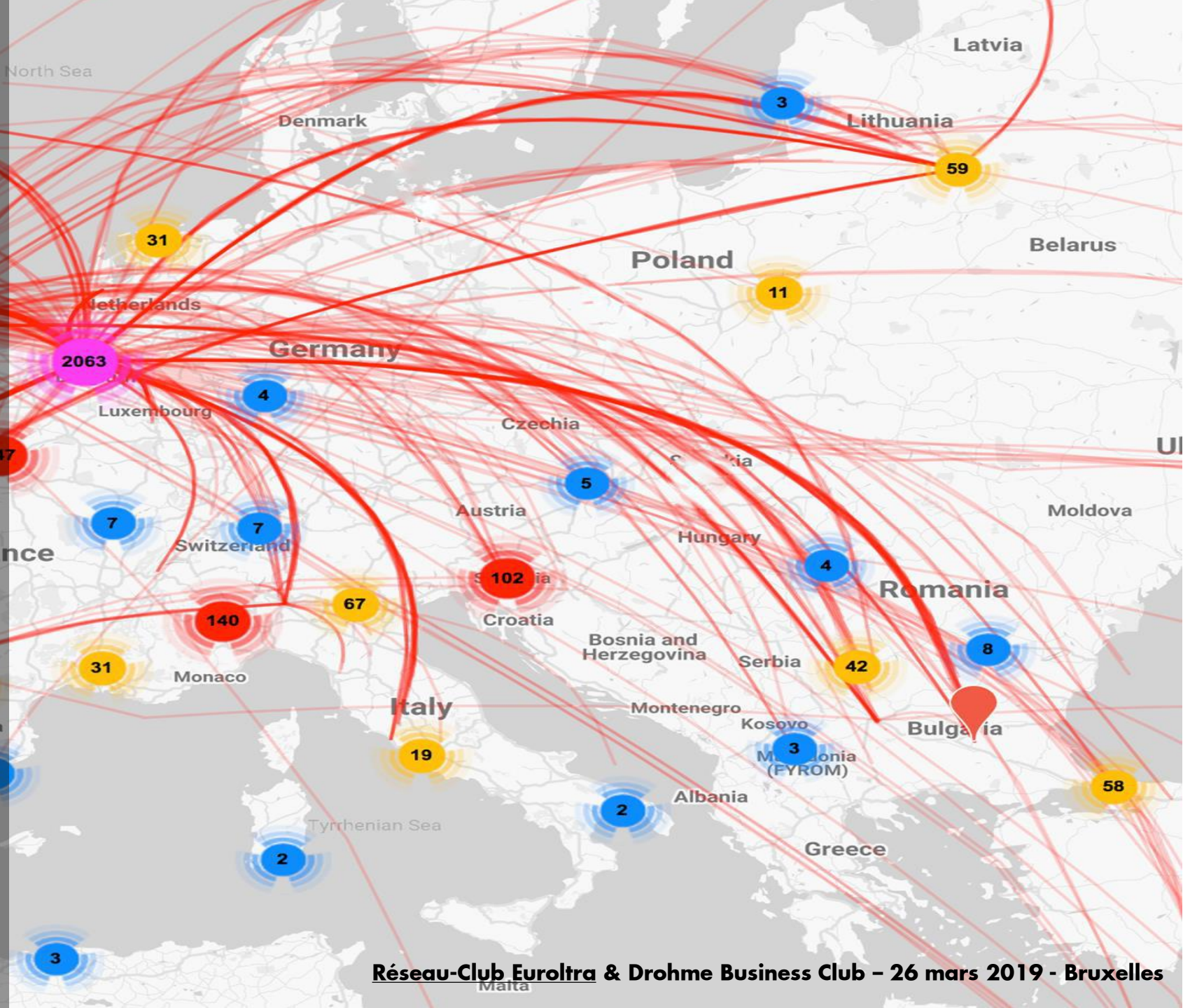




Cross-border business matching platform

Exponential network effect

AI for next best match





WORKFORCE
ANALYTICS
REWARD

UQ Career
Identifying Talent + Motivation +
ideal Role Profile via an intuitive
color based methodology

AI augmented coaching

Matching people personal DNA
with jobs of the future

Defining continuous learning
trajectories for yet unknown
competencies

Startup Mindset



- ✓ Customer / business intimacy
- ✓ Business transversality
- ✓ Global scale-up ambition
- ✓ Orchestrated innovation
- ✓ Dual mode organisation
- ✓ Value driven
- ✓ Time to market is prime
- ✓ New business models

✓ Not just a change
in Technology

✓ Delivering value
now & position
your business for
the future

Mindset

Business

Technology

Wish you success



in your digital dreams.

Marc Decorte
md@innowings.eu
+32 475 85 15 08