

## IT Business And Prospects

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During the lecture, several topics were covered. It was mentioned that the future tends to repeat historical trends, drawing parallels to the Prometheus story. The importance of AI was explained, highlighting its significance in various aspects. A video titled "CHANGE^2" showcased the power of digitisation, automation, augmented reality, and the exponential nature of change, mentioning quantum computing fueling big data. The discussion shifted to digital transformation and customer experience management (CXM), noting that many shoppers are trying new shopping methods and emphasising the increasing importance of digital solutions for businesses. The speaker also highlighted the relationship between valued and innovative brands.

The stories of Amazon and Tesla were shared, focusing on Amazon's growth, business model, and various ventures such as Kindle, AWS, and music, as well as Jeff Bezos' approach to turning cost centres into revenue centres. Tesla's remarkable vision and its impact on the value of General Motors were also discussed. The lack of insights into linkages between metrics and the need to understand customers and market parameters was mentioned.

The lecture touched on the high consumer trust but increasing competition in the direct-to-consumer (D2C) space. Changes in profit pools and revenue drivers in the BFSI (Banking, Financial Services, and Insurance) sector were highlighted, with a specific mention of the digital share income of DBS Bank. The speaker concluded by sharing the GTM (Go-to-Market) strategy, emphasising the importance of defining the offering, identifying the target customers, and choosing the right channels for distribution.

