

Workshop 2

Digital Ecosystem and its opportunities

ADDRESS by Venkateshwaran

During the lecture, Mr. Pruthvee Seth began with an intriguing case study about Domino's Pizza in 2008-09 when the company faced bankruptcy. He shared how the CEO at the time, Patrick Doyle, took responsibility for the quality and delivery issues and planned to revive the company. Doyle redefined Domino's objectives, branding it as a technology company that sells pizza. He utilised technology to make ordering seamless through apps, calls, and websites, aiming to receive orders within 17 seconds. Mr. Seth emphasised how Domino's embraced technology and digital changes, transforming its operations and employee mindset. He highlighted that Domino's success story demonstrates the significance of leveraging technology for business growth.

Mr. Seth further discussed how Domino's continues to lead in technology adoption, such as using e-vehicles and exploring delivery automation. He mentioned their collaboration with IRCTC to reach new customers and gather data on customer preferences for personalised experiences. The lecture emphasised the characteristics of a digital ecosystem, including exceptional customer experience, data-centricity, operational efficiency, insights-driven decision-making, integration, omnichannel engagement, and a culture of collaboration and continuous learning.

The lecture highlighted the positive outcomes of a successful digital ecosystem, such as improved operational efficiency, customer retention, expansion of networks and portfolios, and generating revenue from new products and services. The case study of Domino's Pizza showcased the transformative power of technology and its impact on entrepreneurship in the digital era.

