

Utilities and their
difficulties to adapt
to new digital world
order

TRANSFORM OR DIE

en.techbizdesign.com



"Metropolis" - Fritz Lang, 1927



**a new digital world
order**

**why Utilities should
transform themselves**



multiple possible futures



most optimistic ones



most pessimistic ones





Royal Dutch Shell

THE SCHELL SCENARIOS

From 70's, focus on Energy and
Environment

Helping decision making process and
anticipating critical events

A black and white portrait of Steve Jobs, looking directly at the camera with a serious expression. He has dark hair and is wearing a dark turtleneck sweater. His right hand is resting under his chin.

Steve Jobs

paranoia?

I DON'T THINK SO

“it’s crucial to question the pillars of today’s success and mentally prepare for your company’s demise”



Jeremy Rifkin

third industrial revolution



IoT



electric car



renewables

1. time

EXPONENTIAL

- To decode human genome
- To generate 5 Exabyte of raw data
- To double the transistor's velocity
- To double the worldwide economy rate



1. time

IMMEDIACY

Everything is now
Wait is no longer possible



Photo by Matheus Ferrero on Unsplash

2. value

THE PURPOSE ECONOMY

Commitment aligned with
consumers' values

It's not enough to build products
assuring quality



3. benefit

GLOBAL COLLABORATIVE COMMON

The end of capitalism

Social and environmental benefit
prior to economic gains



4. complexity

TECHNOLOGY

Until recently unimaginable things

Translate all Wikipedia to another language just in a blink

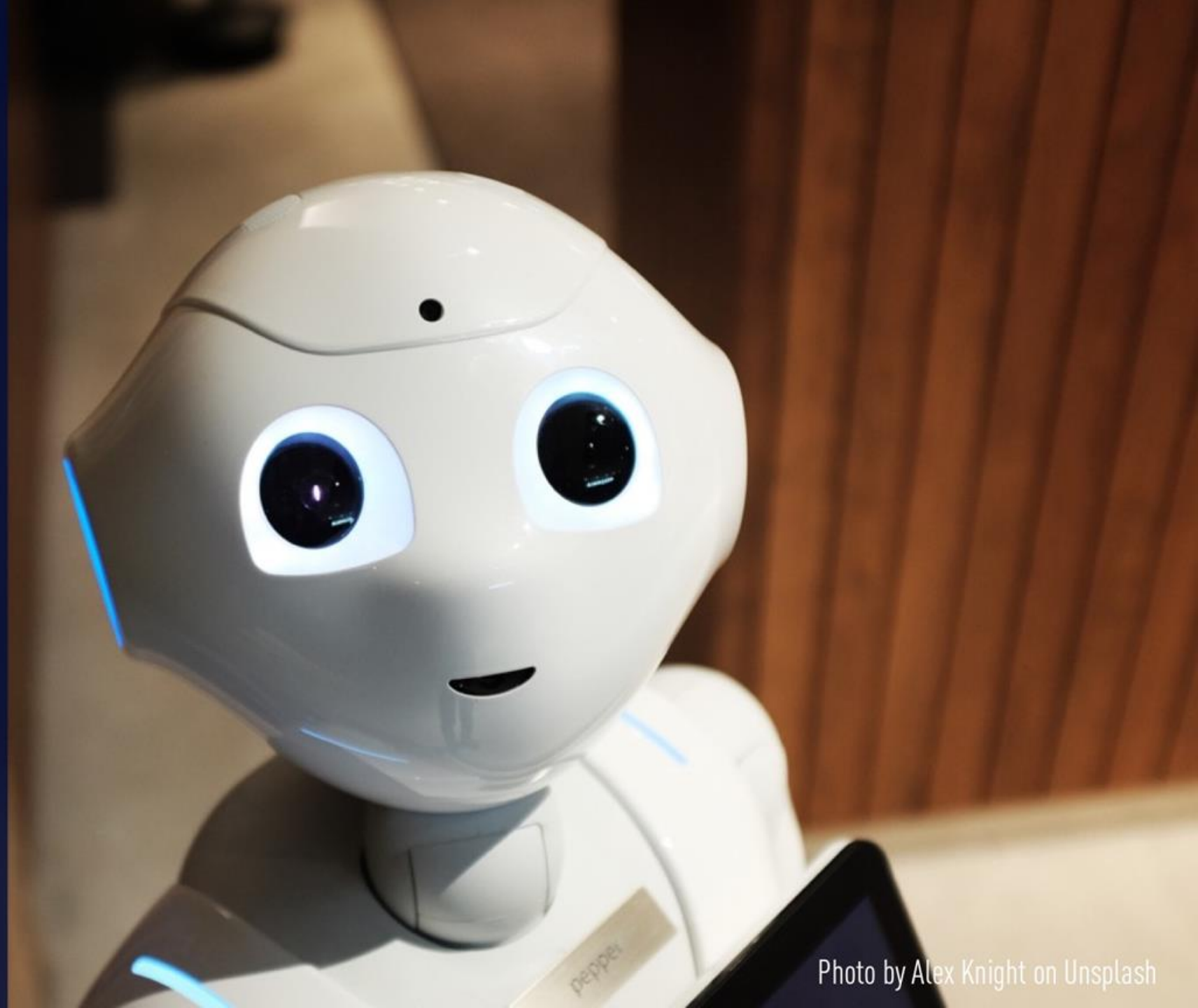


Photo by Alex Knight on Unsplash

4. complexity

INFLATED EXPECTATIONS BUBBLE

Gartner's peak of inflated expectations

Serve me a kilo of Big Data and a half of Artificial Intelligence please

Gartner Hype Cycle for Emerging Technologies, 2016



Source: Gartner
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5. experience

USER CENTERED DESIGN AND AGILE PARADIGM

UX Designer, the most wanted
specimen in the world



Photo by Billetto Editorial on Unsplash

Are the Utilities ready for this shift in the game rules?



we're diplodocus in a velociraptors world

1. competition

STARTUPS

More than 10.000 in banking. 2.000
in Utilities, at least at present

Savage Innovation and
entrepreneurship

INVESTORS

The most interested in
Transformation



Photo by Scott Webb on Unsplash

2. individuality and self-sufficiency

SELF-SUFFICIENCY

Do it yourself

People against large
corporations control



Photo by Elaine Casap on Unsplash

2. individuality and self-sufficiency

SHARING ECONOMY

Decision power

Self-consumption

3D printing

Distributed generation
(Renewables)



3. transparency

BLOCKCHAIN

The new internet of value

Distributed trust

3. transparency

A NEW INFORMATION DEMOCRACY

Now information flows freely
Informative bubbles and fake
news proliferation



4. creativity

CHILLING ABSENCE

NASA creativity experiment in
1990

3-5 years 98%

8-10 years 32%

13-15 years 10%

More than 16 years 2%



Photo by Robert Collins on Unsplash

5. tradition

THE USUAL STUFF

Our industry is different...
That's how business works
Customers wouldn't accept this
or that...



5. tradition

COGNITIVE PREJUDICES

Risk aversion

The sunk costs

Validation by frequency effect





the fat smoker syndrome

SHORT-TERM STRATEGIES
DON'T EXIST

NEITHER MIRACULOUS
TREATMENTS

innovation

You  Tube

tumblr

flickr

 FeedBurner

vineo

 slideshare

airbnb

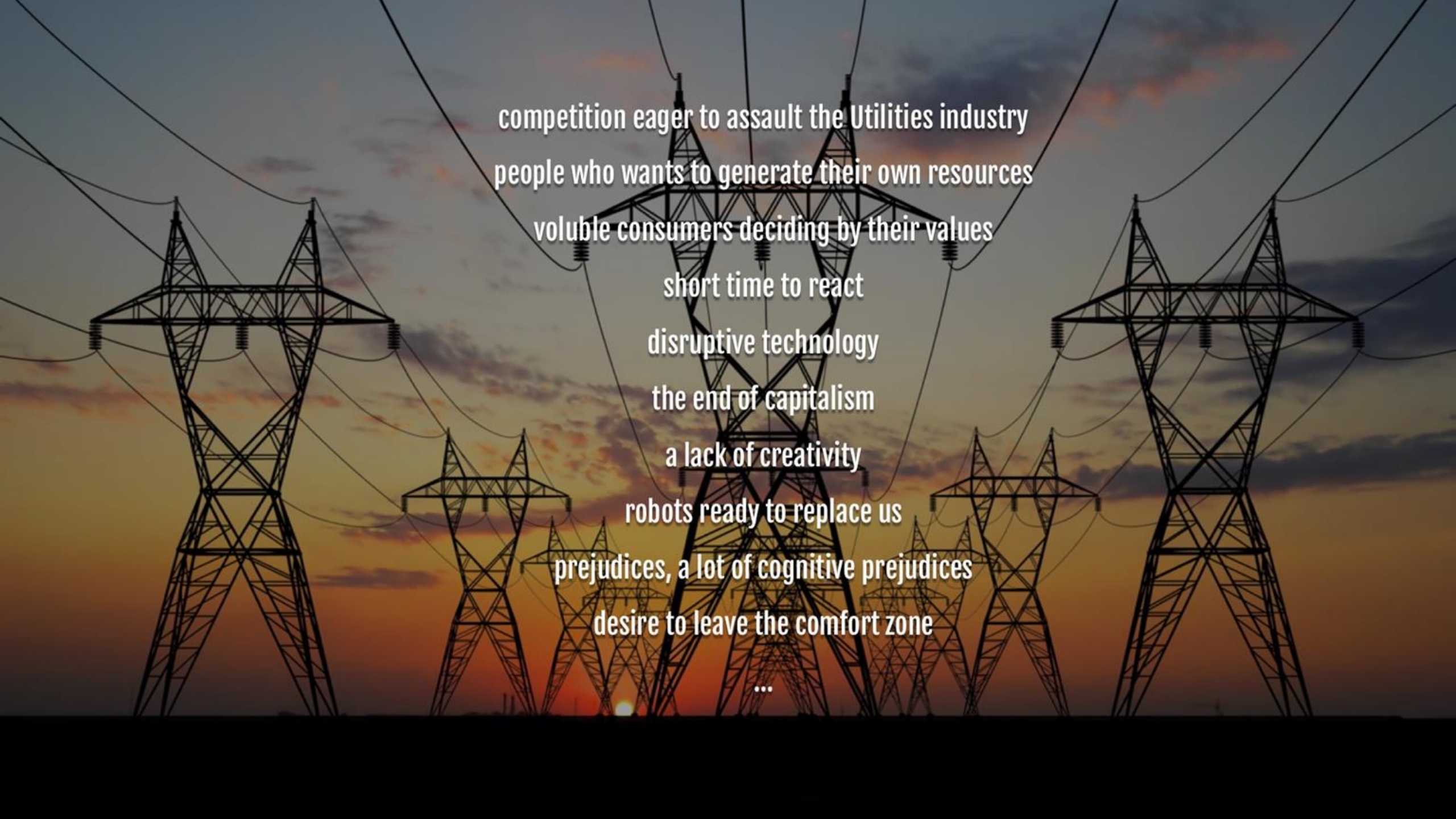
BUSINESS MODEL
INNOVATION vs PRODUCTS
AND SERVICES INNOVATION

90% - 10%

RPAs for everybody

Geeks and designers

Thick Data

The background of the image shows several high-voltage power line towers (pylons) silhouetted against a sunset sky. The sky transitions from a deep orange near the horizon to a darker blue at the top. The towers are arranged in a receding line, creating a sense of depth. The text is overlaid in the center of the image.

competition eager to assault the Utilities industry
people who wants to generate their own resources

voluble consumers deciding by their values

short time to react

disruptive technology

the end of capitalism

a lack of creativity

robots ready to replace us

prejudices, a lot of cognitive prejudices

desire to leave the comfort zone

...

**let's be paranoids
and start now to change the future**

**Thanks for
your attention**

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