

# Digital Value Proposition

Creating Innovative Digital Transformation that is Valuable

Logarajah Thambyrajah

A PUBLIC WEBINAR  
From The  
MANAGEMENT MASTERCLASS PROGRAMS

# Digital Value Proposition Webinar · Overview

## Key Takeaways



### JTBD and the Value Proposition

Know what a product does with JTBD framework



### Digital Transformation

The impact of digital on value proposition



### Value Proposition Analysis

Review a product's value proposition

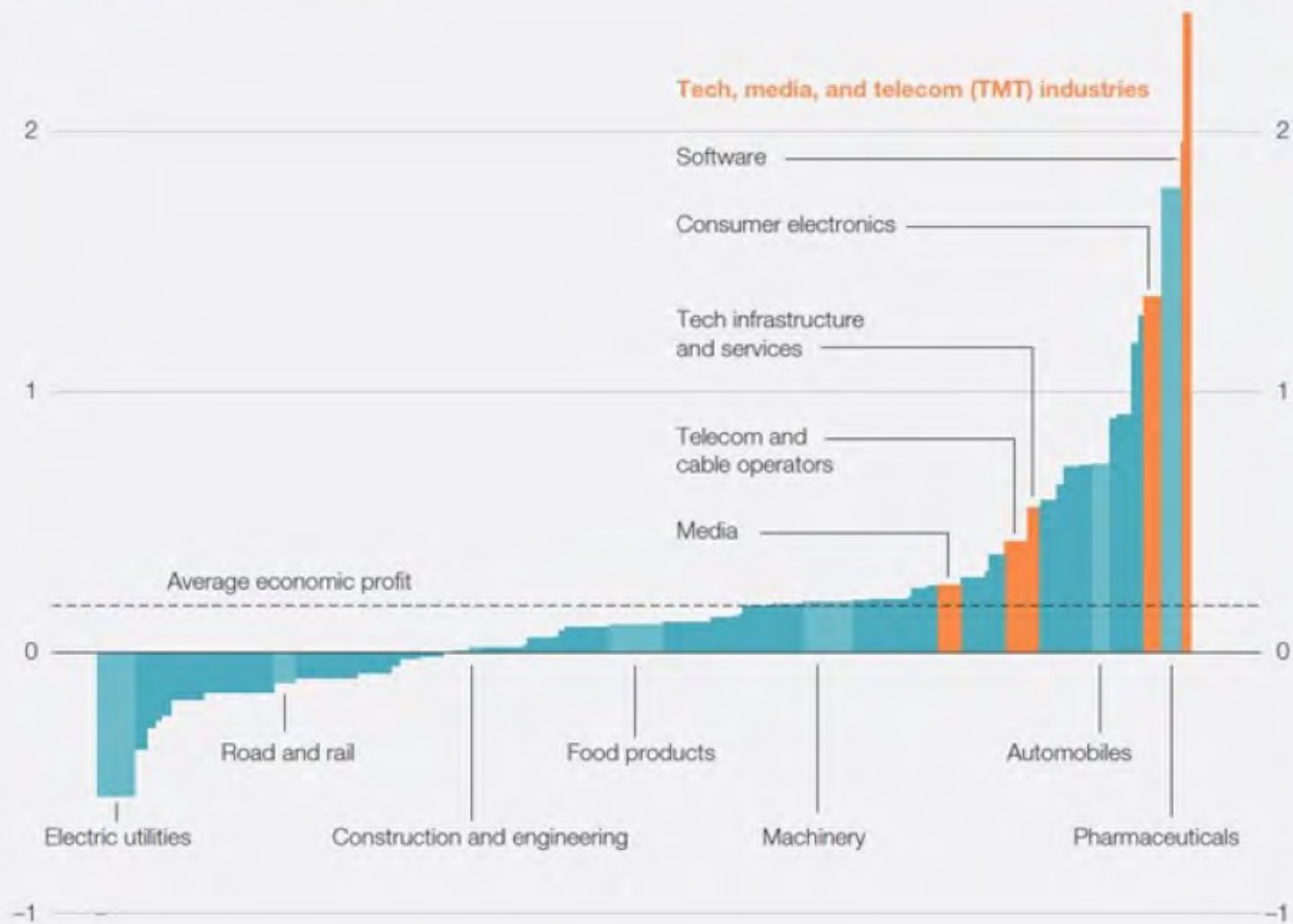


### Identifying a Digital Value Proposition

Steps to create a digital value proposition



Average economic profit by industry, 2010–14, \$ billion



Source: McKinsey analysis of 2,414 public companies across 59 industries from 2000–14.

# Jobs To Be Done

# JTBD Framework for Products

- Theory of Jobs
  - Planning Disruptive Innovation
  - The Job Construct
- Jobs To Be Done
  - Functional
  - Social
  - Emotional
- JTBD Mapping
  - Work Processes
    - ITTOs
  - Mapping Tools
    - Ishikawa Diagram
    - Value Chains



## Competing Against Luck

THE STORY *of* INNOVATION  
*and* CUSTOMER CHOICE

**CLAYTON M.  
CHRISTENSEN**

Taddy Hall, Karen Dillon,  
*and* David S. Duncan

# Value

# Values of Satisfaction

## Utility Value

- Job To Be Done
  - Functional Use Case
- Examples
  - Plain T-Shirt
  - Instant Noodles
  - Recon Computers
- Baseline
  - Price
  - Better Price



## Happiness Value

- Job To Be Done
  - Social Acceptance
  - Emotional States
- Examples
  - Branded T-Shirt
  - Social Media Feed
  - Affordable Luxuries
- Baseline
  - Perception
  - Stories

# Value Proposition

## Utility Value

- Job To Be Done
  - Functional Use Case
- Product
  - Pain Relievers
  - Gain Creators
- Baseline
  - Price
  - Better Price

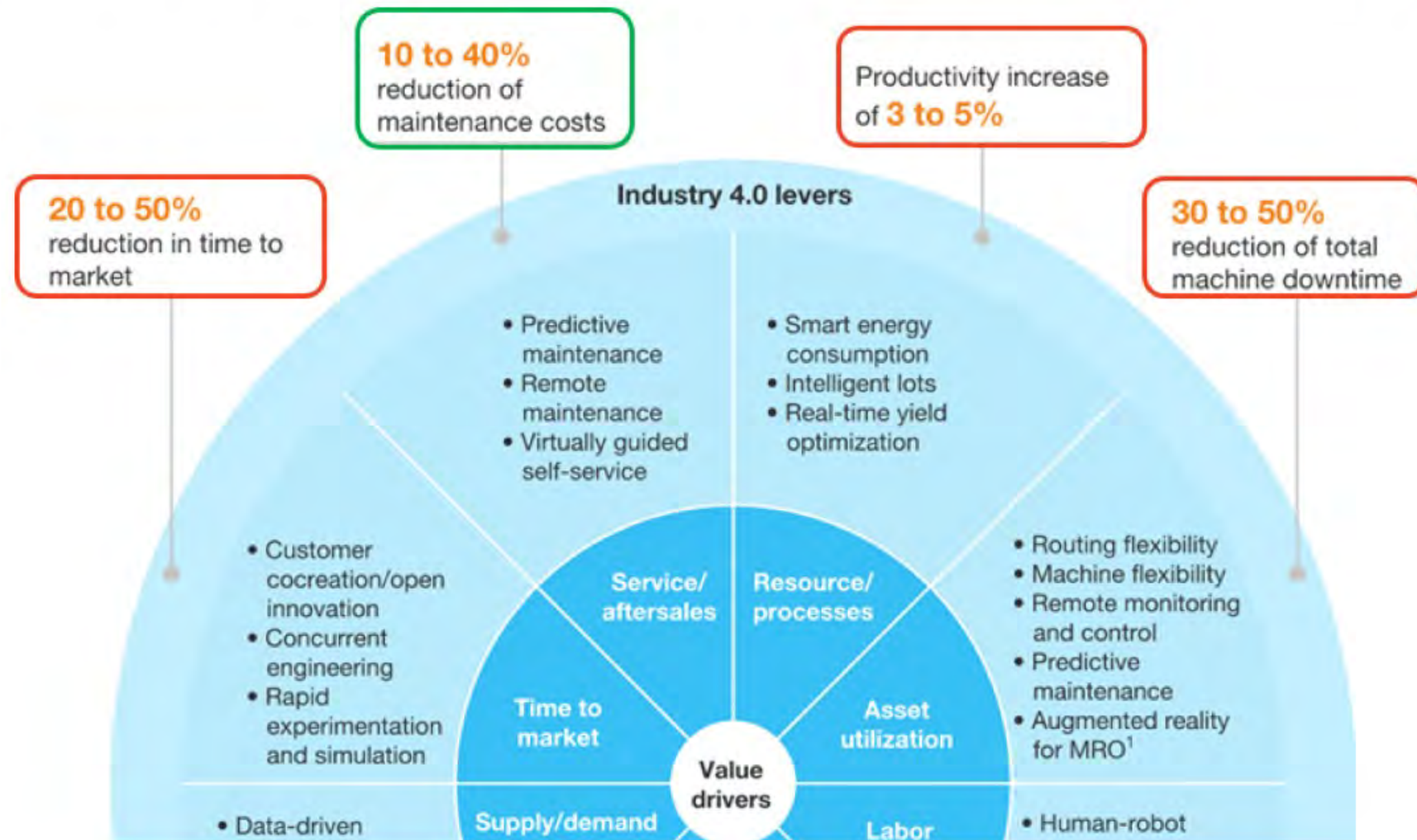


## Happiness Value

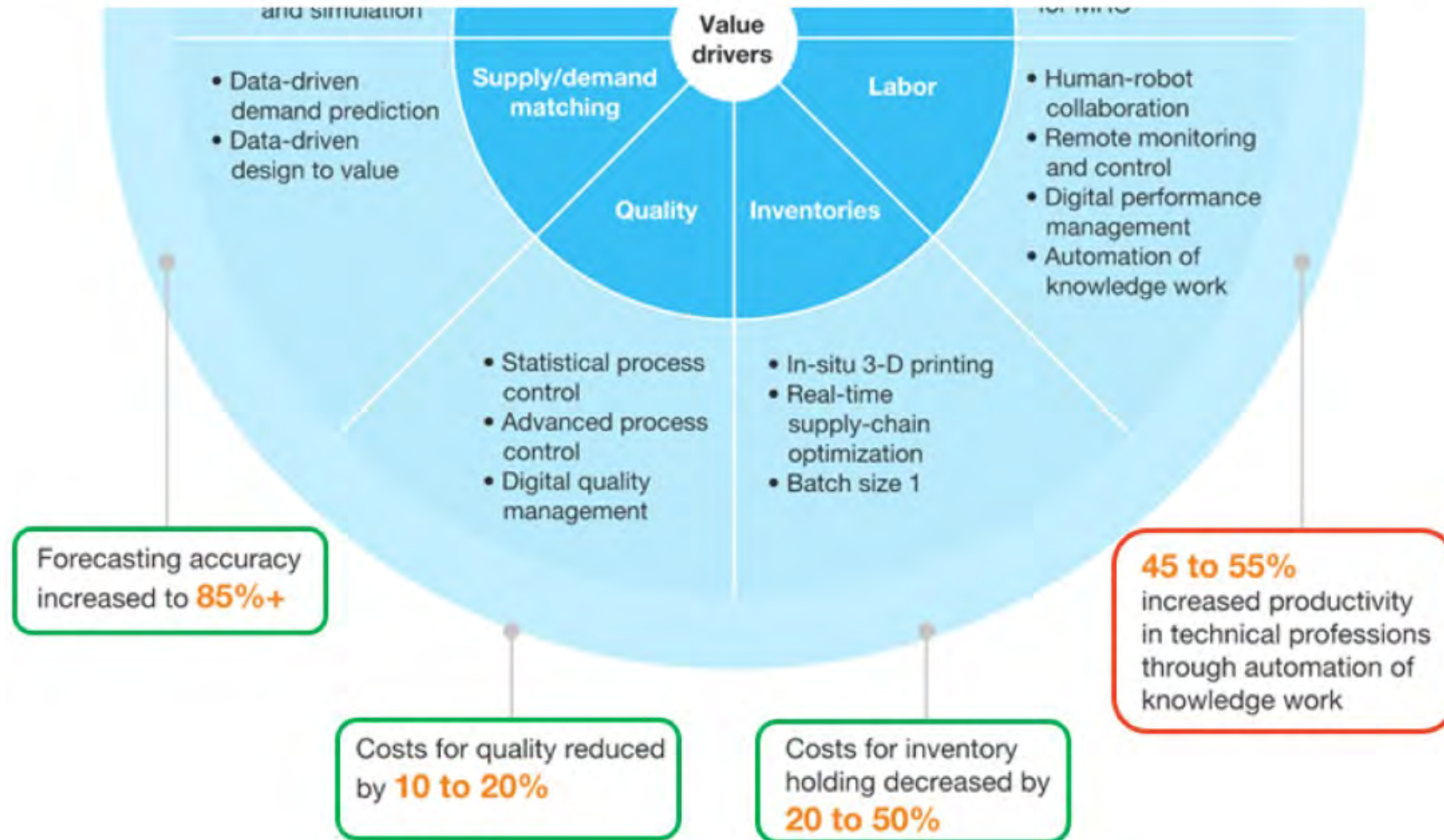
- Job To Be Done
  - Social Acceptance
  - Emotional States
- Product
  - Pain Relievers
  - Gain Creators
- Baseline
  - Perception
  - Stories

# Digital Transformation

# McKinsey Research · Digital Transformation



# McKinsey Research · Digital Transformation



# Step By Step Process

# 1

## STANDARDIZATION

### DIGITIZATION

- Converting into 1 and 0
- Analogue Items into Digital Items

# 2

## INTEGRATIONS

### DIGITALIZATION

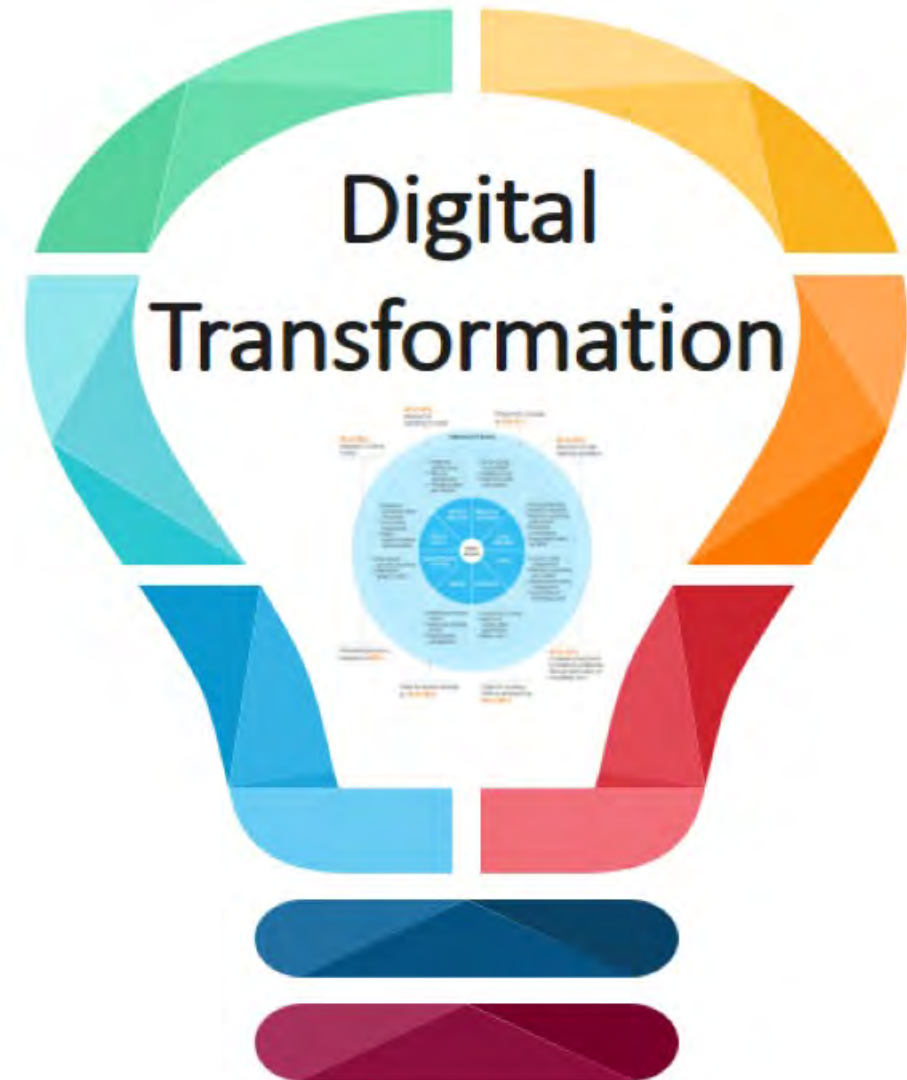
- [IO Workflow](#) Decision Trees
- If This, Then This
- Past Data

# 3

## PROBABILITIES

### AUTONOMOUS DECISIONS

- Machine Learning
- Self Adjusting
- Real Time and Past Data



# Digital Transformation Examples



# 1

## STANDARDIZATION

### DIGITIZATION

- Sign-in to Scan-in
- Film to DVD, JPG, MP4
- Paper to PDF, DOCX

# 2

## INTEGRATIONS

### DIGITALIZATION

- PDF to Webpages
- Paper Money to DuitNow, TnG
- DVD to IFLIX, Netflix, Viu

# 3

## PROBABILITIES

### AUTONOMOUS DECISIONS

- **Virtual World**
  - Fraud Checking
  - Connections
- **Physical World with AI**
  - POSless Checkouts

# The Digital Product · JTBD

Productivity Value · Satisfaction with Speed



# 1

## IO PRODUCT

- Digitized Data as Input
- Data is Processed to be Presented
- A Component of JTBD Processes
- Presentation as Output

# 2

## INTERMEDIATE PRODUCT

- For The Next Step In A Workflow
- Where will its output be consumed?
- Part of an Innovation Chain
- Move the bottlenecks

# 3

## PLATFORM

- An Integrated Ecosystem of JTBD
- Enabling A Last Mile Solution
- Satisfaction

# The Digital Product · JTBD Examples

Productivity Value · Satisfaction with Speed



## 1

### API

- Integrates Cross Platform Data Flow Automatically
- Interconnect Functionality JTBD
- *Stripe API, CRM API, Maps API*

## 2

### SOFTWARE, EXTENSIONS, PLUGINS

- Data Processing on a Platform
- Specific FSE JTBD, App Marketplace
- *Browser, Chats, Recording, Microservices*

## 3

### Platform Ecosystem

- CMS, Laptop, Smartphone, MFP
- *Cloud XAAS, Websites, Device OS*

# Value Proposition Analysis

# Activity



We Will Go Through Some Products



The JTBD Of The Product



The JTBD Pains



The JTBD Gains



# JTBD Value Proposition

- Remote Presentations



# Remote Presentations Workflow

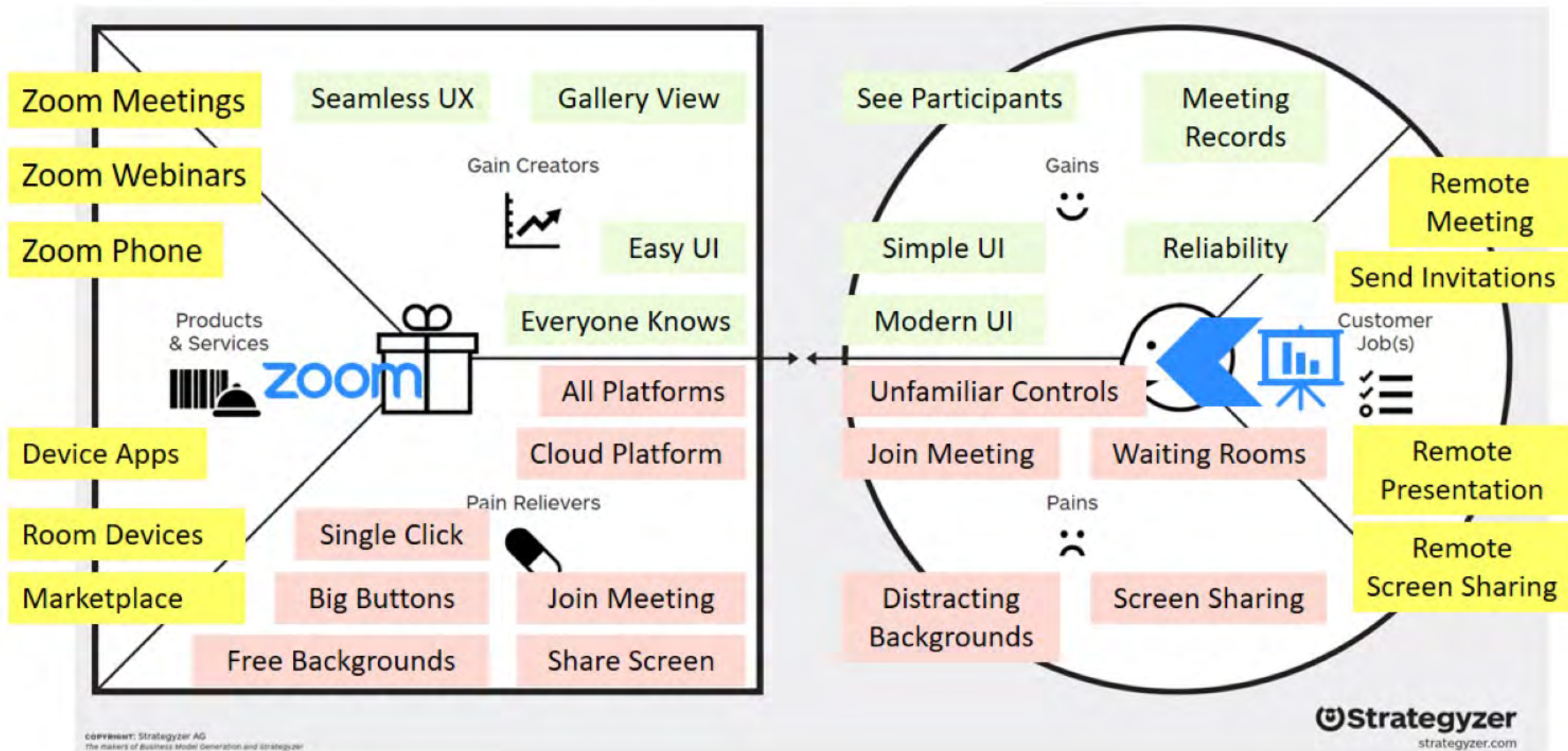
## Video Meetings Workflow



Eric Yuan  
B Maths, ME, MBA



# Value Proposition Canvas · Remote Presentations



# JTBD Use Cases · Vision & Execution

Gartner Magic Quadrant | Two Categories **zoom**



Meeting Solutions



Magic Quadrant for UCaaS, Worldwide



# JTBD Value Proposition · Deliveries

# Deliveries Workflow

Postal, Courier Workflow



# Deliveries Workflow

## Postal, Courier Workflow



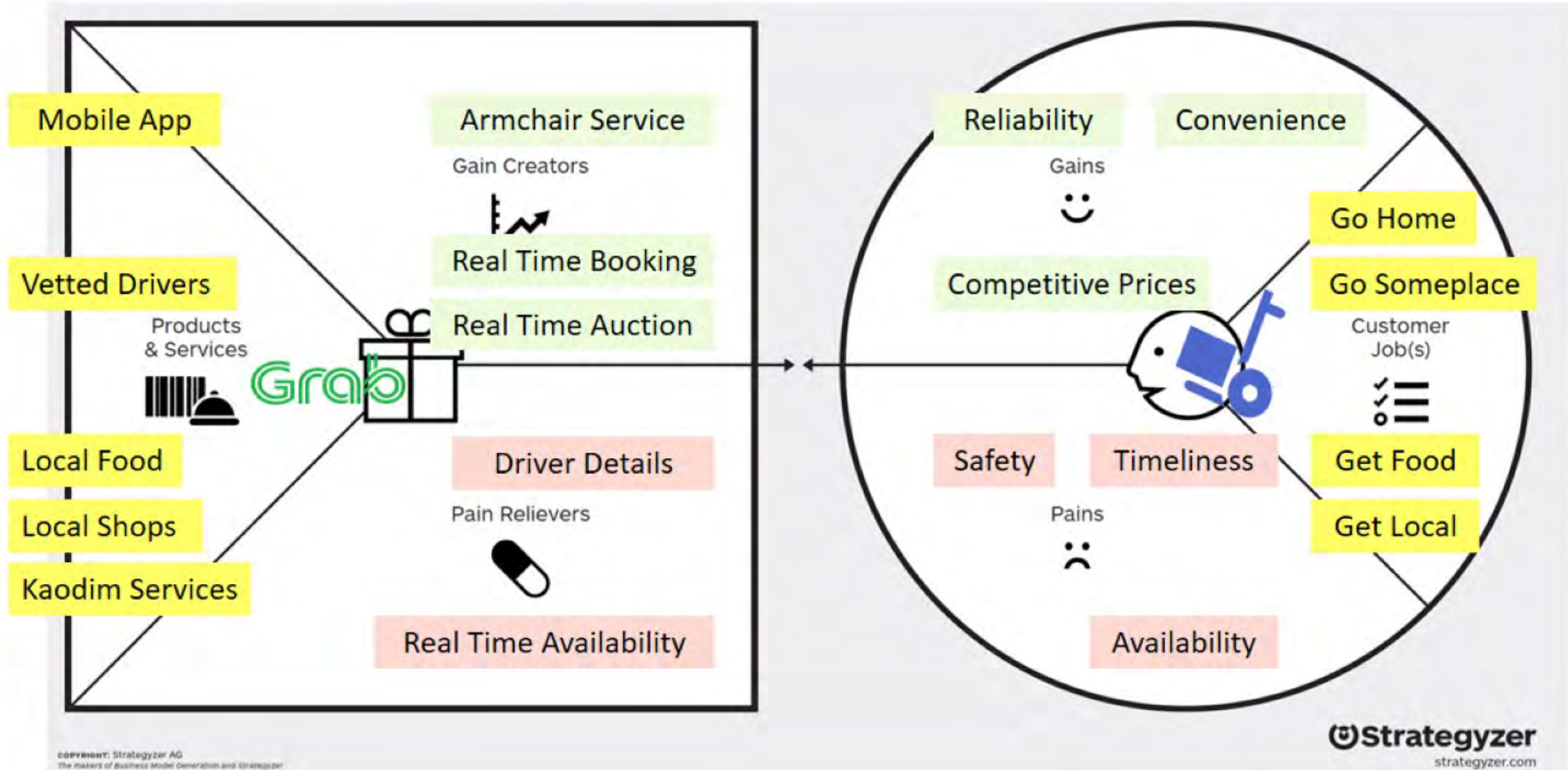
## Local Delivery Workflow



One JTBD Removed

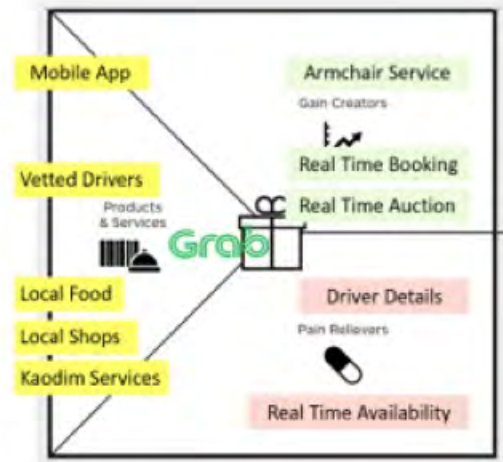


# Value Proposition Canvas · Deliveries



# Deliveries Workflow · Grab

Based on Local Delivery Workflow



Tan Hui Ling  
BEng, MBA

## Utility Value Proposition

- Real Time Booking Auction
- Real Time Availability
  - Location
  - Time



## Happiness Value Proposition

- Safety
- 1x1 Personal Interaction
- Armchair Service
- Familiar and Widely Accepted



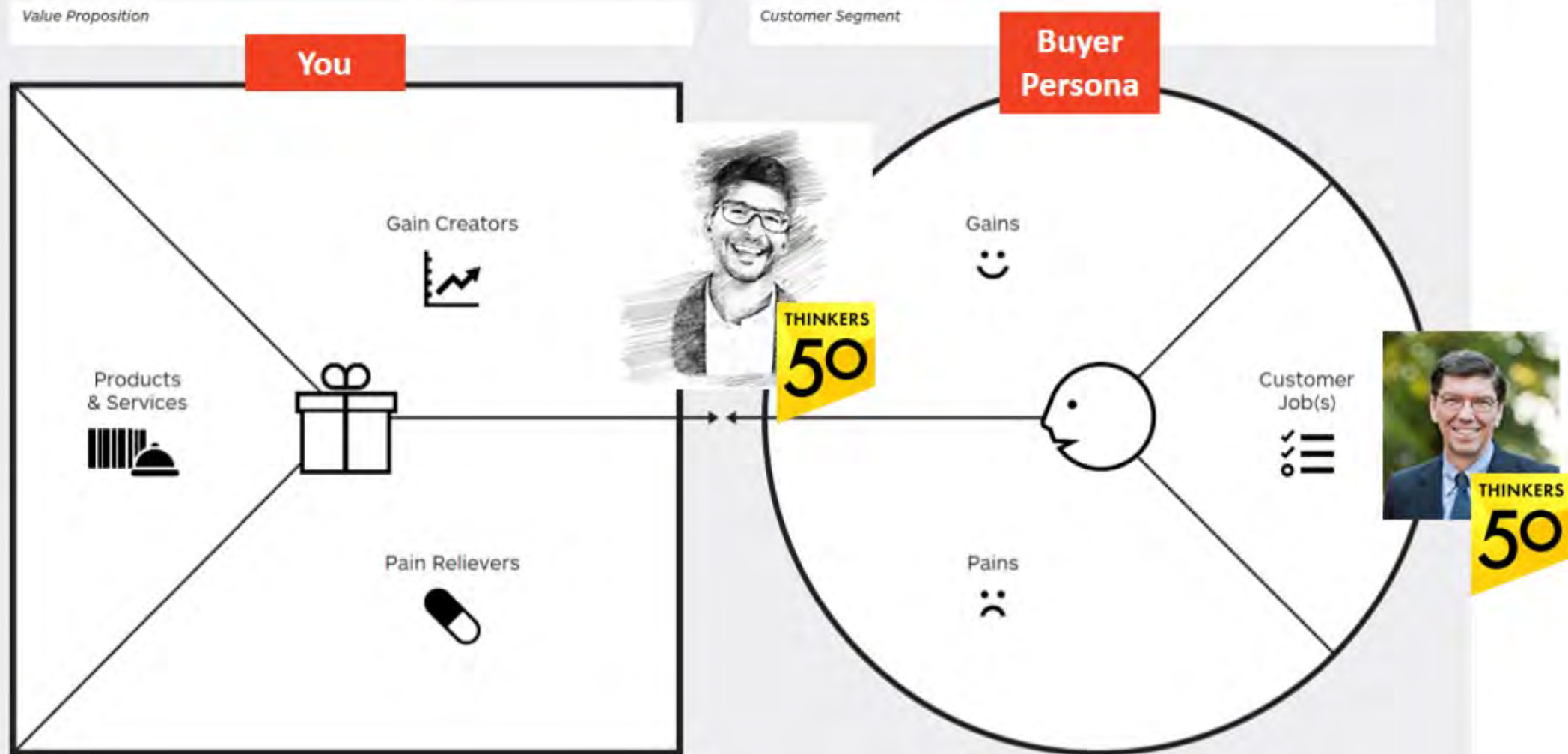
Anthony Tan  
BA, MBA

# Identifying A Value Proposition

# Alexander Osterwalder et al



# The Value Proposition Canvas



# Getting Innovation Done Successfully

Gartner Magic **Quadrant** + JTBD

# 1

## IDEA

### Vision and Strategy

- Which **Workflow** Has Pains
- Which **JTBD** Needs Pain Relievers

# 2

## SOLUTION

### What Do We Need To Do

- To Deliver Pain Relief · Requirements
- And To Get It Done · Action Plan

# 3

## IMPLEMENT

### Plan and Just Do It

- Plan Resources
- Execute, Monitor and Control
- Adapt to Situations



# Digital Value Proposition Webinar · Review

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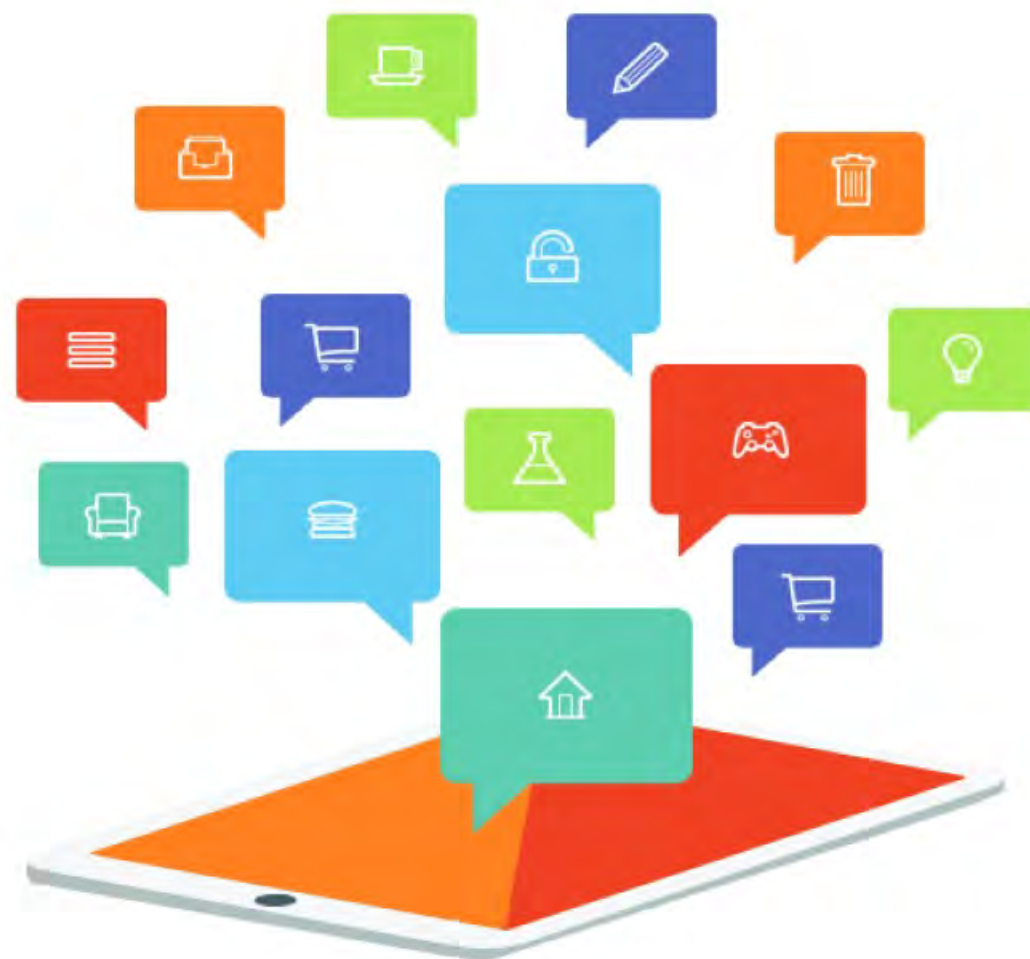
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### Identifying a Digital Value Proposition

Steps to create a digital value proposition



# Q&A Time



# Thank You!



Logga

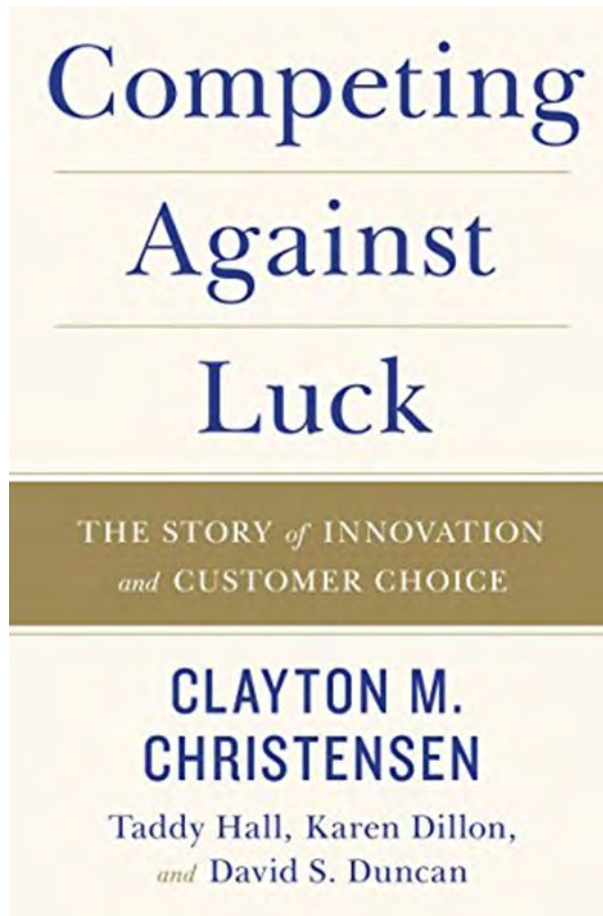
[enquiry@kognifi.my](mailto:enquiry@kognifi.my)



[Webinar Blog Post for Slides Download](#)

# References

# Reference Books



Click On Picture For Book  
Reviews On Amazon



# Trainer · Logarajah Thambyrajah MBA, PMP

## 30 Years Track Record in Fortune 400 Companies



- **B. Braun Melsungen AG · Private · Rev \$8.6 Billion**

- 1994 – 2000 · Product Manager · Asia-Pacific
- B. Braun Surgical Products
- Manage Divisional Annual Planning Exercise
  - Across AP export and sales companies
  - DEM100 million+ Asia-Pacific
- Launched 4 New Products
  - Aligning and calibrating teams
  - Design, production, quality, supply chain and sales
  - Europe and Asia-Pacific manufacturing sites
  - Asia-Pacific in-country sales development

- **Medtronic PLC (fka TYCO) · NYSE · Rev \$30.5 Billion**

- 2000 – 2004
  - Product Manager - Asia
  - Country Manager - Malaysia
  - Regional Manager – ASEAN and Indian Subcontinent
- Hospital Technologies and Consumables
  - Grew EBITA by 130% and revenues by 72%
  - Realigned Malaysian business for profitability

- **Dell Technologies INC · NYSE · Rev \$90.6 Billion**

- 2004 – 2006 · Brand and Sales Senior Manager
- ASEAN and India
- Dell Displays, Projectors, Printers and PDAs
- Initiated And Drove Brand Actions
  - Grow displays sales 4x over 7 quarters
- Aligned With Dell Sales Leaders
  - Develop product mix within their portfolio
  - Grew sales and margins across segments and regions

- **Flextronics LTD · NASDAQ · Rev \$26.3 Billion**

- 2007 – 2011 · Global Program Director
- Xerox Global Account Management
  - Support the Xerox Copier Production Globally
  - Cost down manufacturing to lower cost sites
- Align and Calibrate Teams Across the World
  - Flextronics 5 manufacturing sites
  - Xerox's 3 design centers and 4 procurement offices

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more details:

