

A transformação digital disruptiva: Impacto no negócio da energia

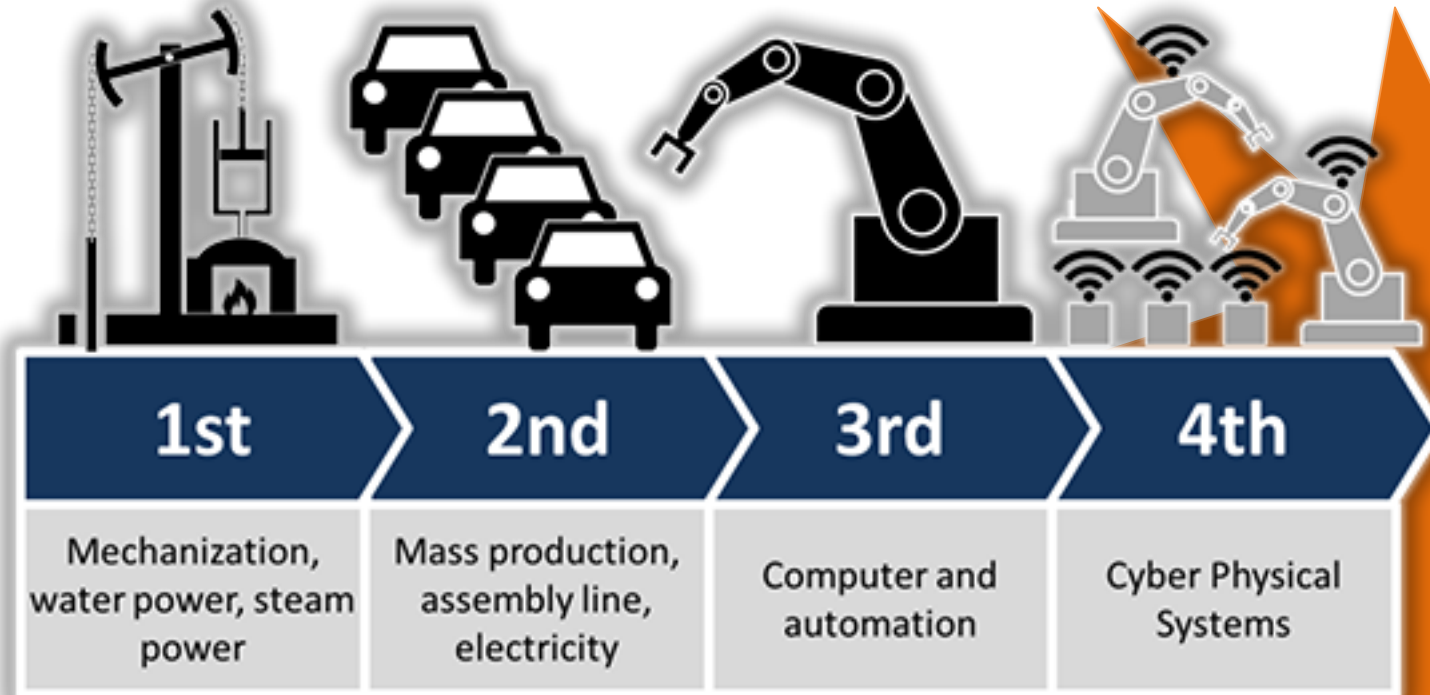
Jorge Portugal

GÁS NATURAL | 20 anos a construir o futuro

2016

Encontro Anual > 30 novembro > Centro Cultural de Belém

AGN - Associação Portuguesa das Empresas de Gás Natural



1 *Performance*

2 *Unbundling*

3 *Redesigning*

1

Performance

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Mass-Customization



IT STARTS WITH THE STYLE

Burberry's classic women's Wiltshire trench starts at \$1,995. Tricking it out with options brings the total price to \$3,343.



Belt

The bridle leather wrap belt, compatible with the double cuff straps, adds \$250 to the tab.

Fur collar

The black fox overcollar is a \$395 option. Alternatives are curly black shearling at \$295, or black mink at \$795. The black leather aviator-strap throat latch adds another \$150.



Buttons

Options are Burberry-branded horn buttons, shown, or metallic military buttons.



Cuffs

The double black bridle leather cuff straps correspond with leather epaulets and add \$395 to the cost.

Building the Coat

Shoppers can create one of almost 12 million trench coat combinations using the online Burberry Bespoke program. Burberry prevents certain combinations that it deems unfashionable.







OTTO

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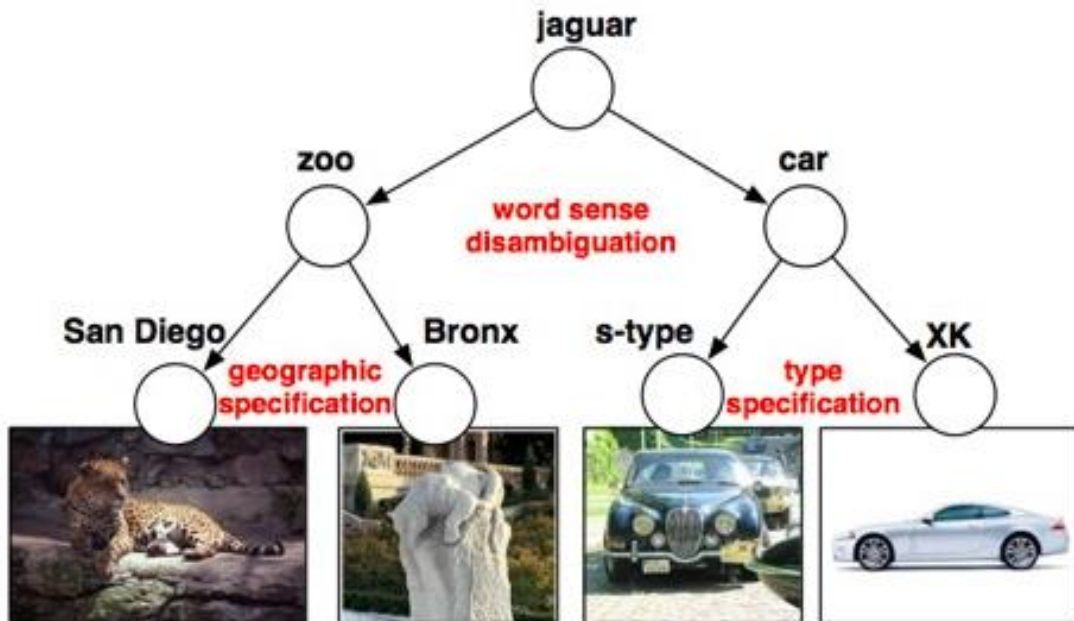


10.400 GB/dia

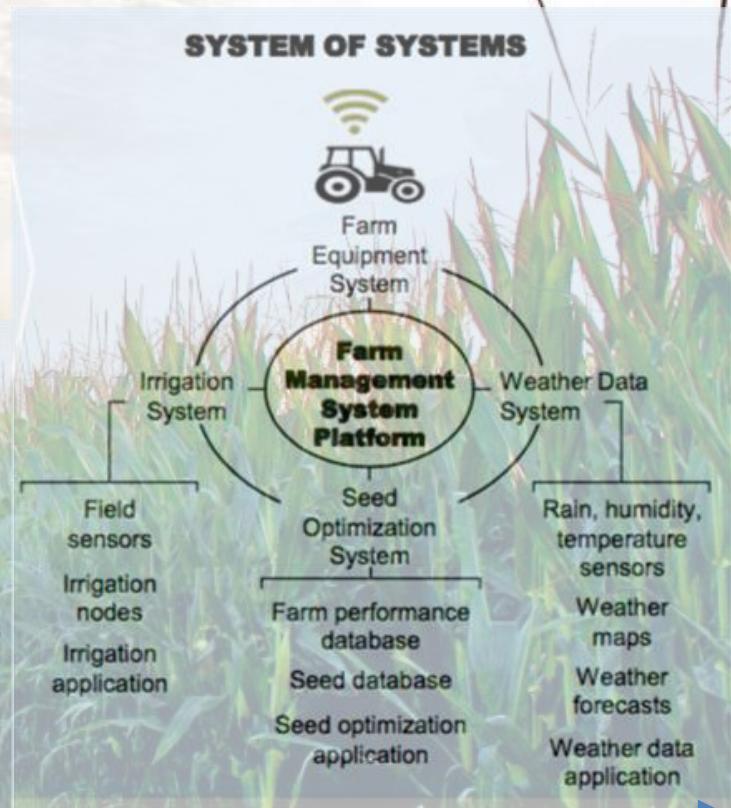
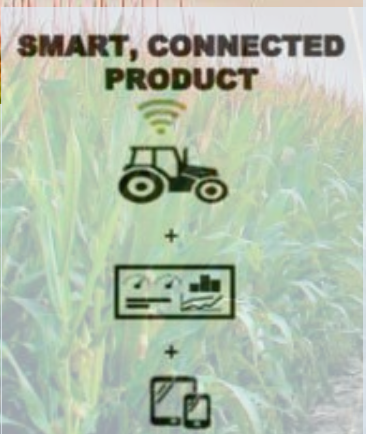


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VALOR

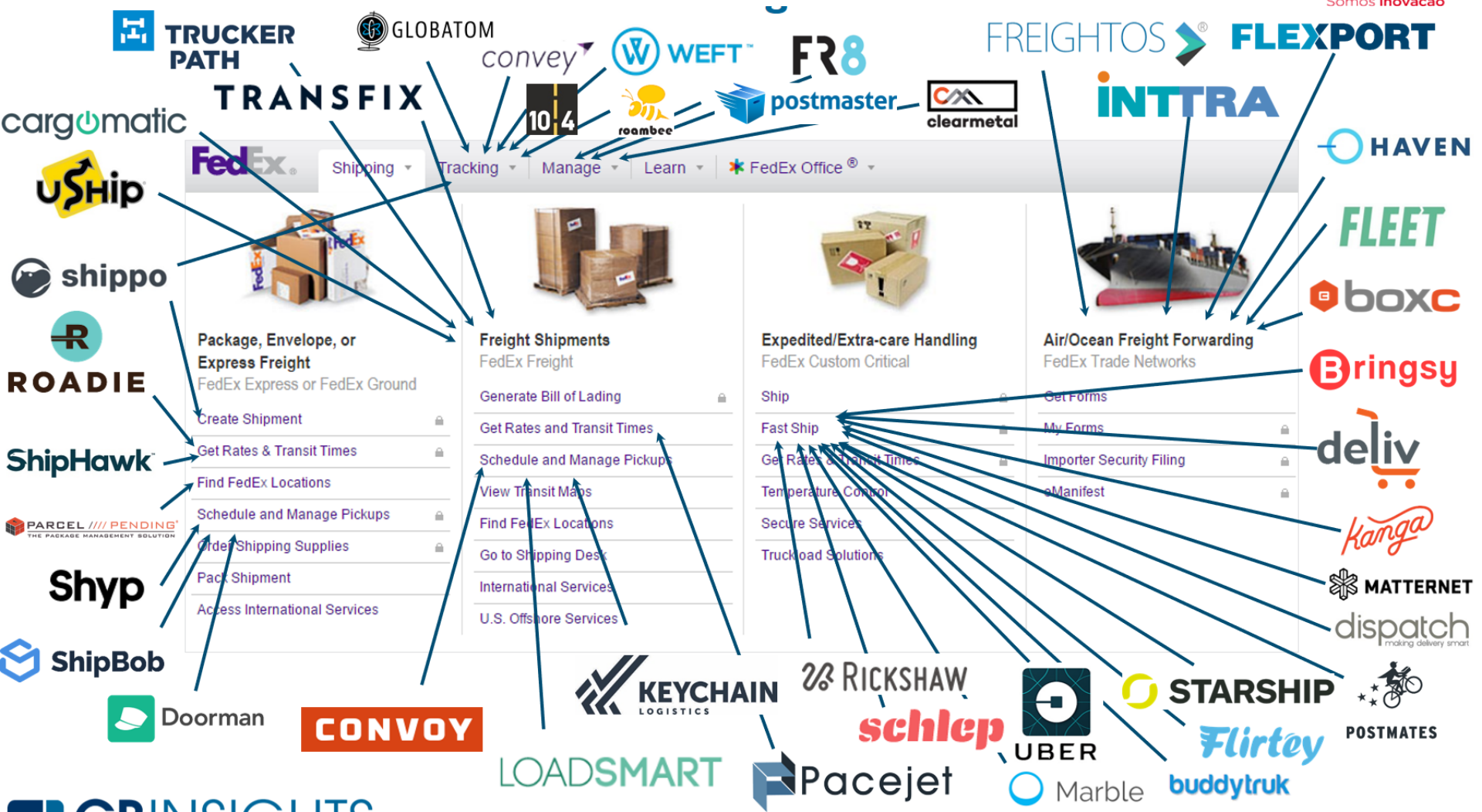


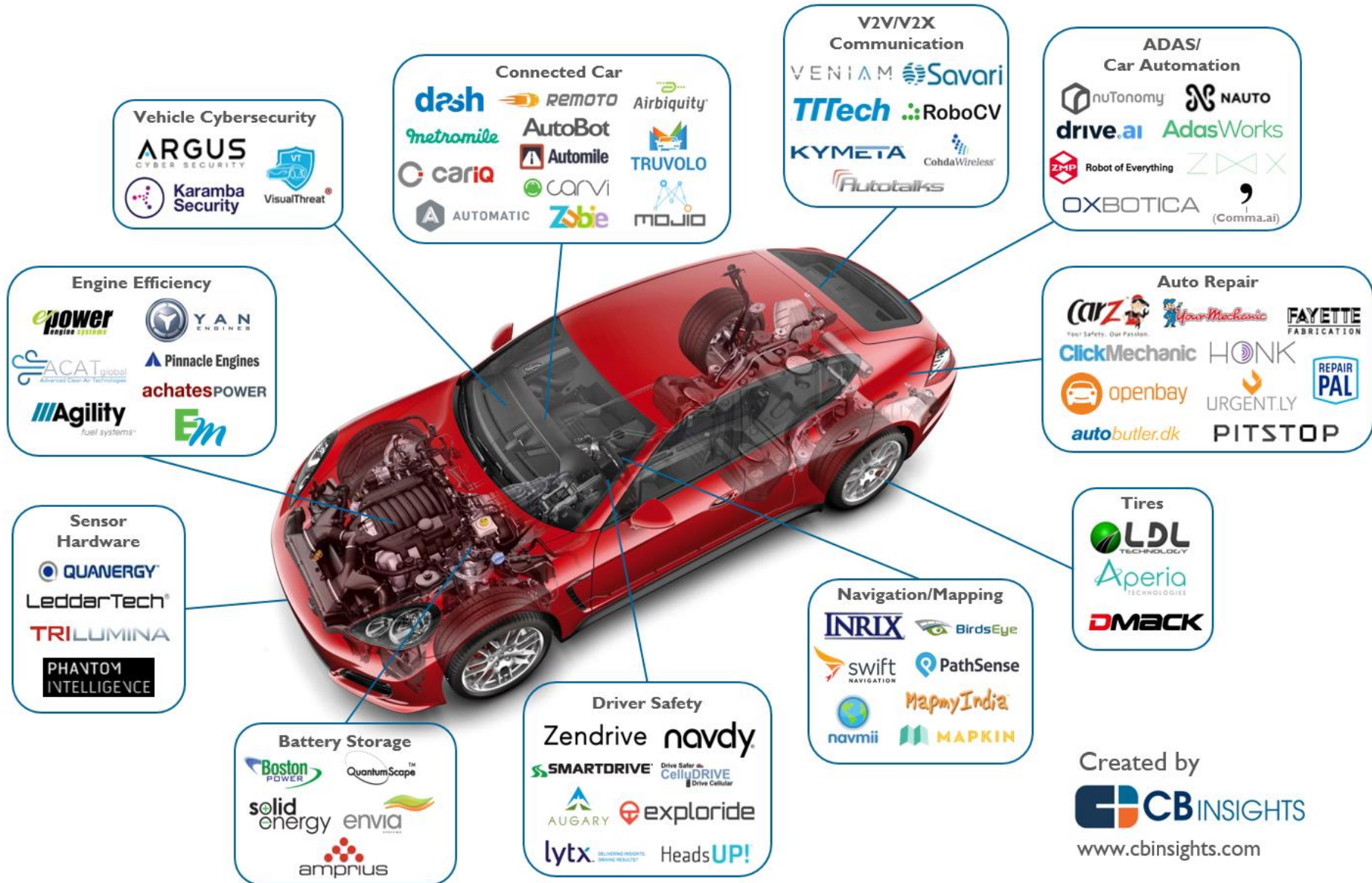
INTEGRAÇÃO DIGITAL

Fonte: M Porter

2

Unbundling





Ford is becoming both an **auto and a mobility company** through Ford Smart Mobility – the company’s plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience and data and analytics.

Ken Washington, Ford vice president **April 2016**

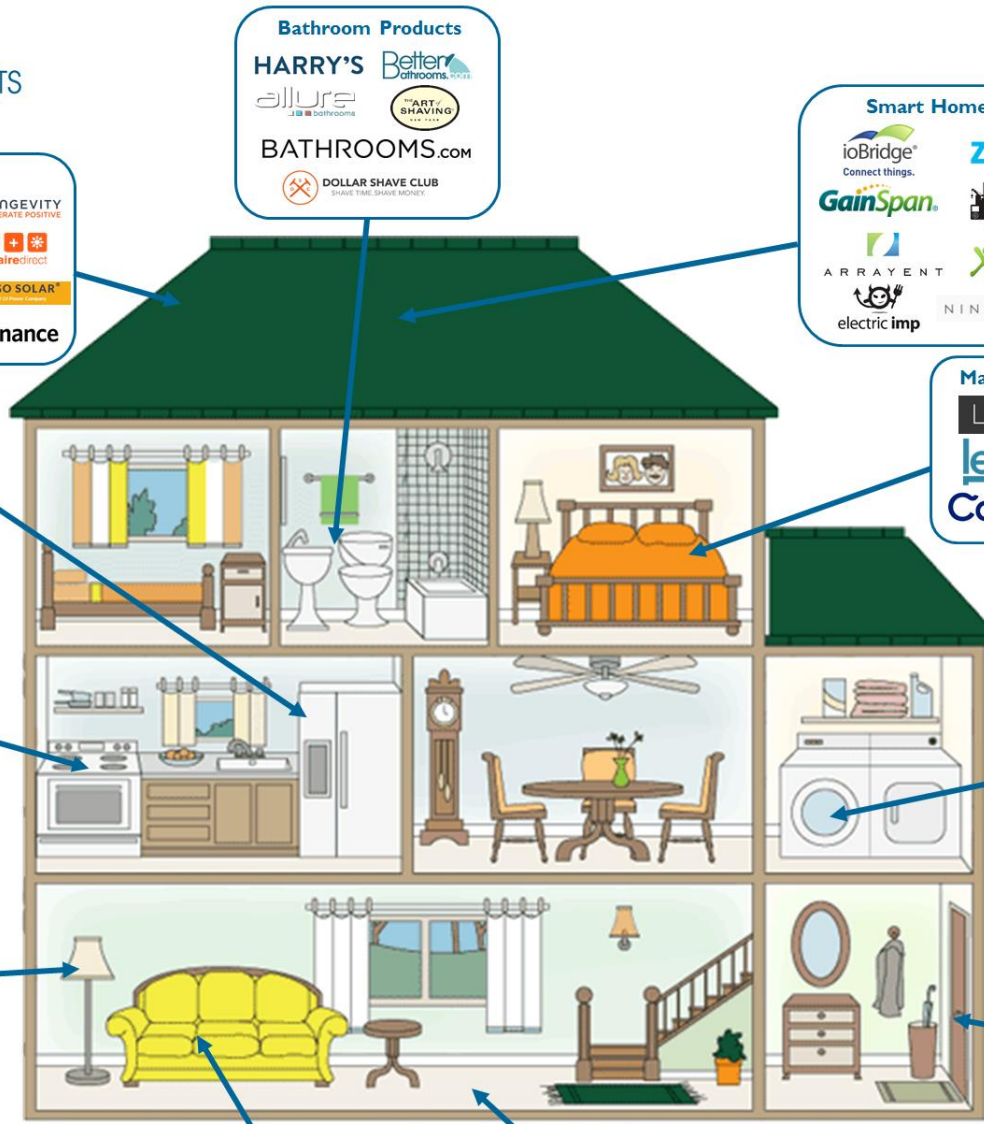


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 Clean Power Finance

Mattresses

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Washing Clothes

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Home Care/Cleaning

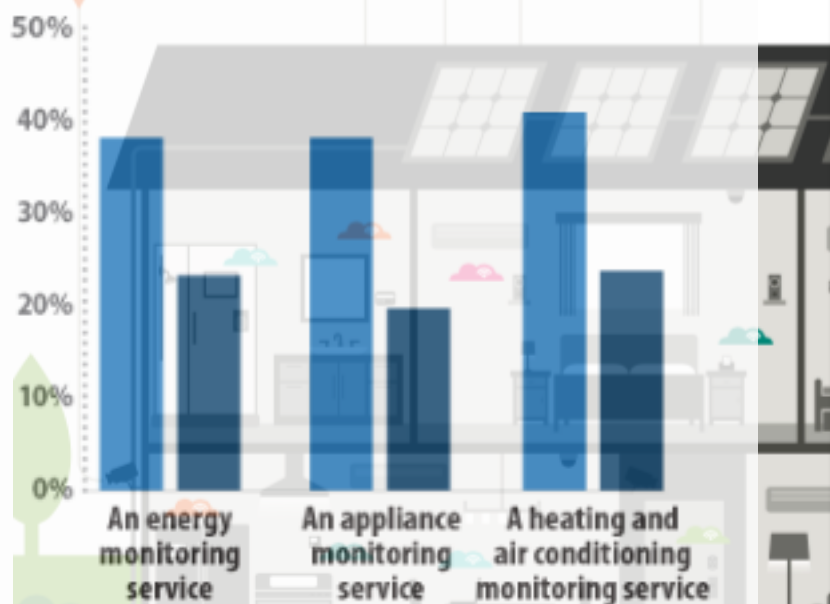
BOOK A TIGER.
 housejoy
 HANDY
 housekeep
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 LAWN LOVE
 paintzen
 Helping

3

redesigning

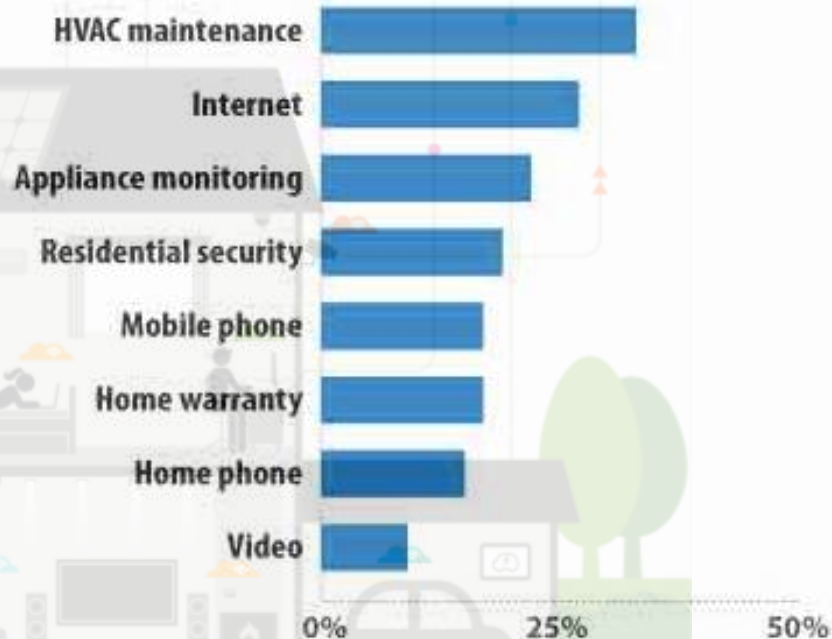
Appeal of Value-Added Monitoring Services by Smart Home Device Ownership

Among Respondents in Specified Groups



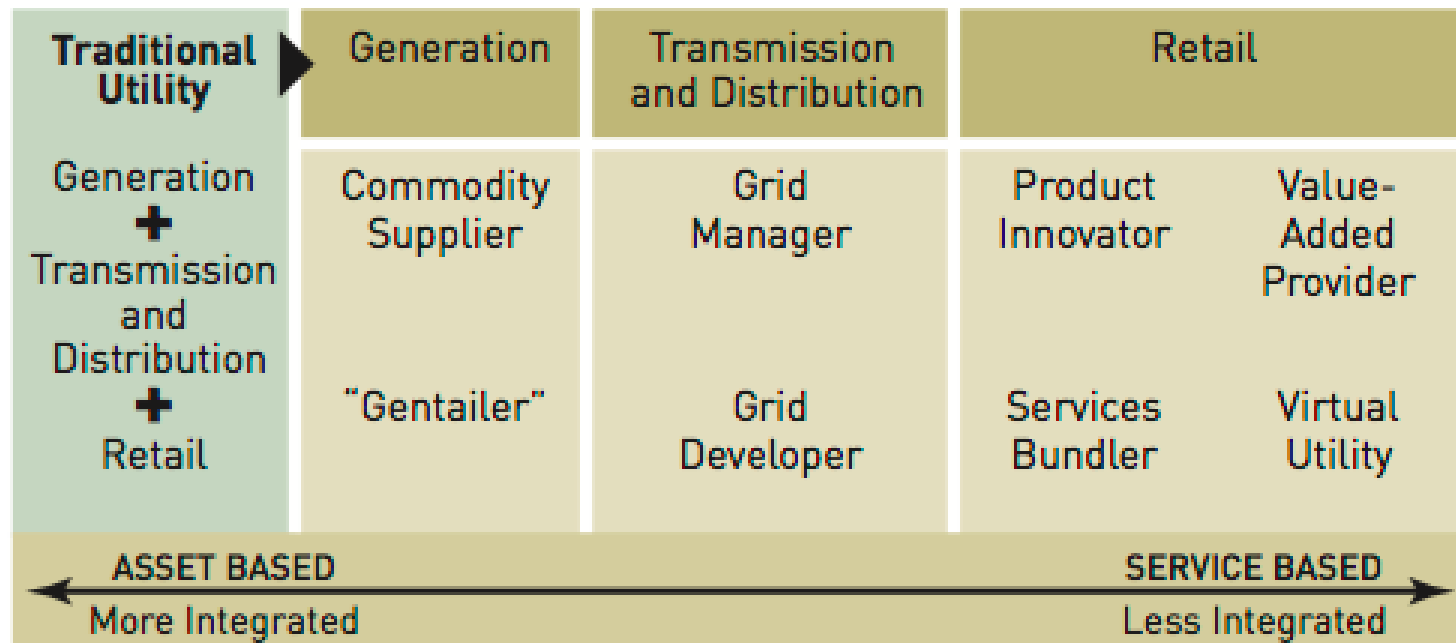
Appeal of Bundling Other Services with Electricity Service

U.S. Broadband Households



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Source: Strategy&

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40%

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Would
YOU
buy a



Source: Deloitte

Síntese

Integração e coordenação

DISRUPÇÃO

Digitalização

Circularidade

Uma economia digital é
uma economia de serviços