

Going Digital: For Disruption or Competitive Advantage?

A graphic with a blue background. On the left is a portrait of Amit Shah, Editor of CFO Insights. To the right, the text reads: 'CFO INSIGHTS' in white on a red background, 'EDITOR'S NOTE' in blue on a white background, and 'GOING DIGITAL: FOR DISRUPTION OR COMPETITIVE ADVANTAGE?' in white on a blue background.

CFO INSIGHTS

EDITOR'S NOTE

**GOING DIGITAL:
FOR DISRUPTION OR
COMPETITIVE
ADVANTAGE?**

Amit Shah
Editor, CFO Insights

With the onset of the New Year, we thank our readers and contributors without whom the publication could not have completed another successful year.

Any publication in print this month cannot NOT talk of Demonetization, a once in a lifetime event of humungous proportions which has impacted every strata and segment of our country. The tailwinds of Demonetization are surely going to accelerate the adoption of digitally enabled services and catalyze the process of digitization in the economy. It was only coincidental that while brainstorming during the last week of October, we decided to focus on digital innovation in the new edition.

Digitization in business is an inevitable reality today. Boardrooms and C-suites world over are as much gung-ho about seizing the opportunity as they are bedeviled by the ensuing dichotomy. Do we disrupt the business with digital innovation and change the rules of the game altogether? Do we build unique competitive advantage and stay ahead of the curve?

Google has been a disruptor and impacted our lives in profound ways. Social media is changing the way businesses reach out to their customers. On the other end of the spectrum is the automobile industry. Ramping up production with robots and sensors and with ERP and analytics to strengthen the supply chain, auto giants have been still been able to cement their leadership over the decades.

Whereas the binary digits, 0 and 1, are driving the digital wave, the conundrum can also be dissected through the binary lenses of disruption or competitive advantage. Through this edition we bring to you the insights of business leaders dealing with the new paradigm as also that of captains of technology industry who play an important role in enabling this transformation.

In this edition, we have interviews and articles from Banmali Agrawala, President & CEO, GE South Asia; T. V. Narendran, Managing Director, Tata Steel India & South East Asia; Krishnakumar Natarajan, Executive Chairman, Mindtree; R. Chandrashekar, President, NASSCOM; Dr. Ludo Van der Heyden, Professor, INSEAD; Dr. Ashok Jhunjhunwala, Professor, IIT Madras; Bharati Jacob, Co-Founder & Managing Partner, Seedfund and many more.

We have also included features consonant with the edition's theme. I am sure you would find them interesting to read. Notable among them are on Hyderabad's potential to become the next startup capital of India, and the profiles of some innovative startups at the forefront of digital disruption in India.

While we were putting this edition together, we were left pondering whether digital innovation does throw up a dichotomy or there is overlap between the two perspectives. I hope you will enjoy reading this edition and would be left with food for thought as we were. As always, I look forward to your comments and suggestions.