

# **ALGORITHMIC BUSINESS & THE PURSUIT OF DIGITAL HAPPINESS**





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# THE DAWN OF ALGORITHMIC BUSINESS

(IN THE AGE OF CUSTOMER OBSESSION WHERE YOU ARE EITHER PREDATOR OR PREY)

# **DIGITAL FUNDAMENTALLY CHANGES THE RELATIONSHIP WITH CUSTOMERS**

(RE-ENGINEER HOW BUSINESS CREATES VALUE IN THE DIGITAL AGE)

## **USE DIGITAL TO HELP CUSTOMERS GET TO THE OUTCOMES THEY DESIRE**

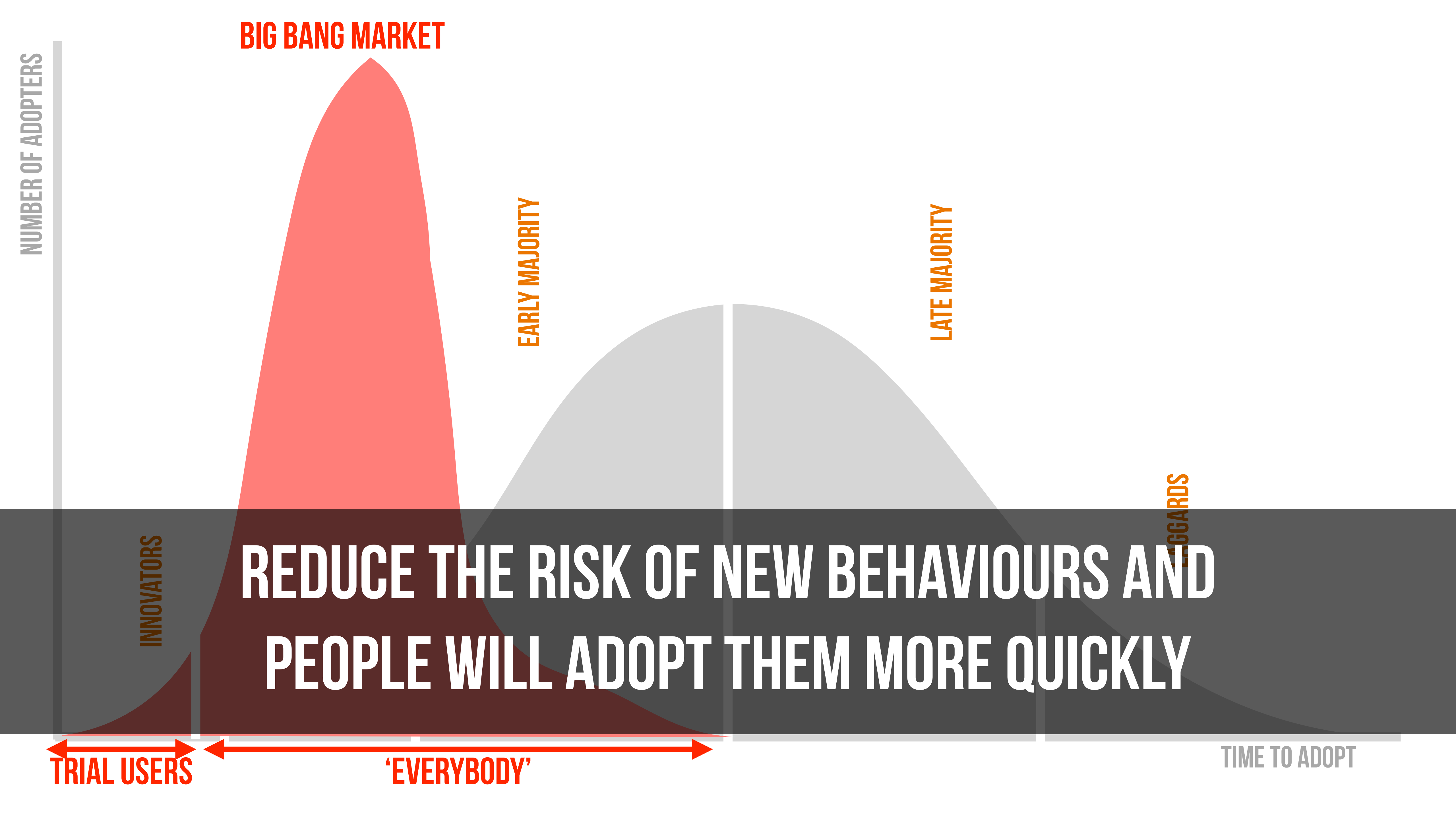
(EXPAND YOUR ROLE IN THE PERSONAL VALUE ECOSYSTEM OF YOUR CUSTOMER)

### **NOT JUST DCX**

(OPERATIONAL AGILITY - SPEED TO MARKET - EMPLOYEE PRODUCTIVITY - LEANER PROCESSES - MAXIMISE ASSET UTILISATION)

## **INNOVATE AT THE SPEED OF TECHNOLOGY CHANGE**

(AND ADOPTION BY THE CONSUMER)



# 900m



**MY CUSTOMER IS CHANGING FASTER THAN MY  
ORGANISATION**





**JACK WELSCH**

**“IF THE RATE OF CHANGE ON THE OUTSIDE EXCEEDS THE RATE OF  
CHANGE ON THE INSIDE, THE END IS NEAR”**





**MACHINE**

**PLATFORM**

**CROWD**

**INNOVATE AT THE SPEED OF TECHNOLOGY CHANGE**



# MACHINE







<b>OCTOBER 2015 - ALPHA GO VS FAN HUI</b>	<b>5 - 0</b>
<b>MARCH 2016 - ALPHA GO VS LEE SEDOL</b>	<b>4 - 1</b>
<b>MAY 2017 - ALPHA GO MASTER VS KE JIE</b>	<b>3 - 0</b>

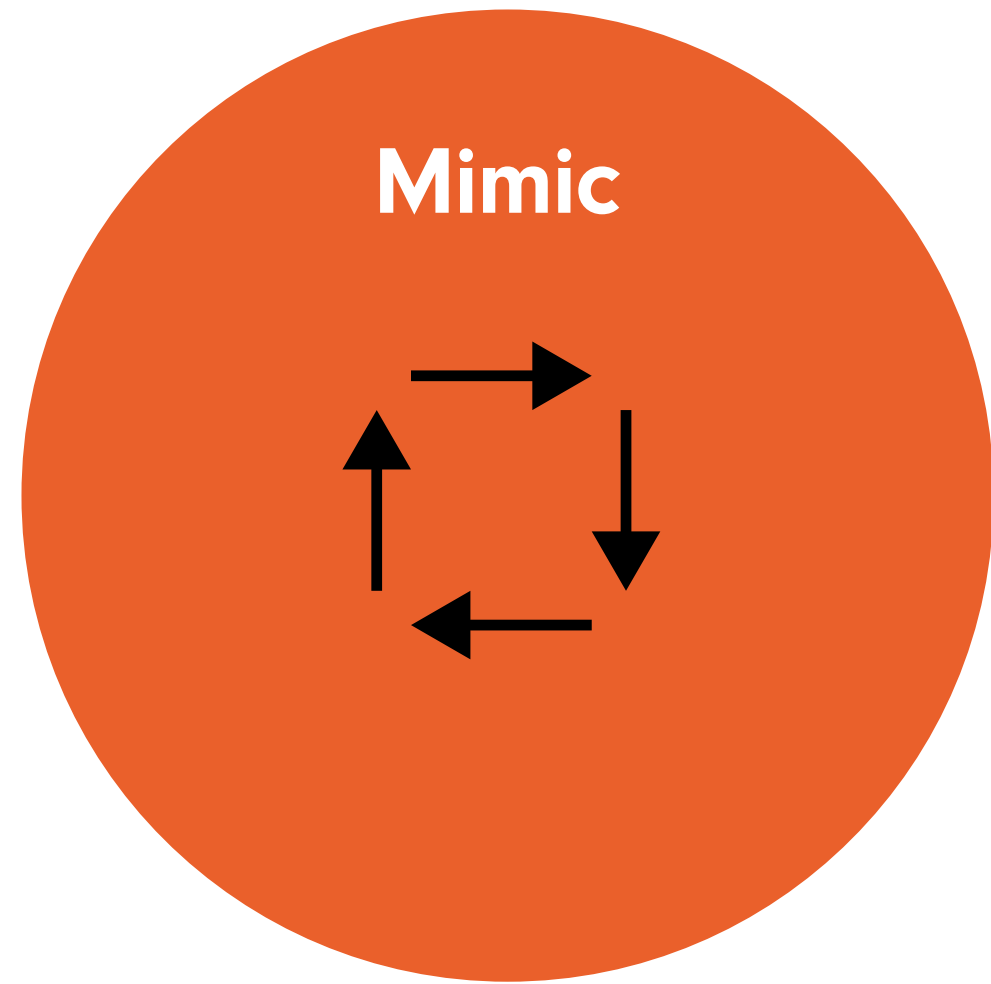




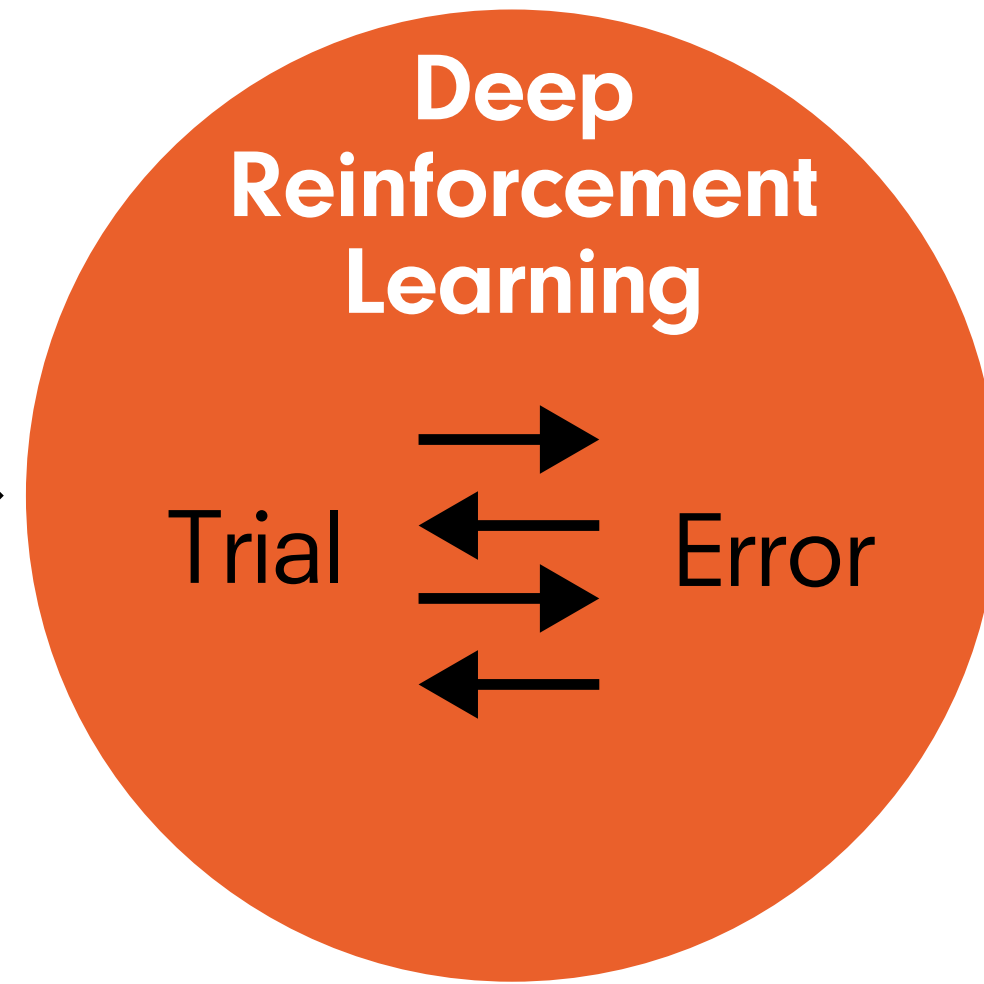
23-27 May 2017 - Ke Jie versus AlphaGo Master



Learning from 100.000  
available online plays



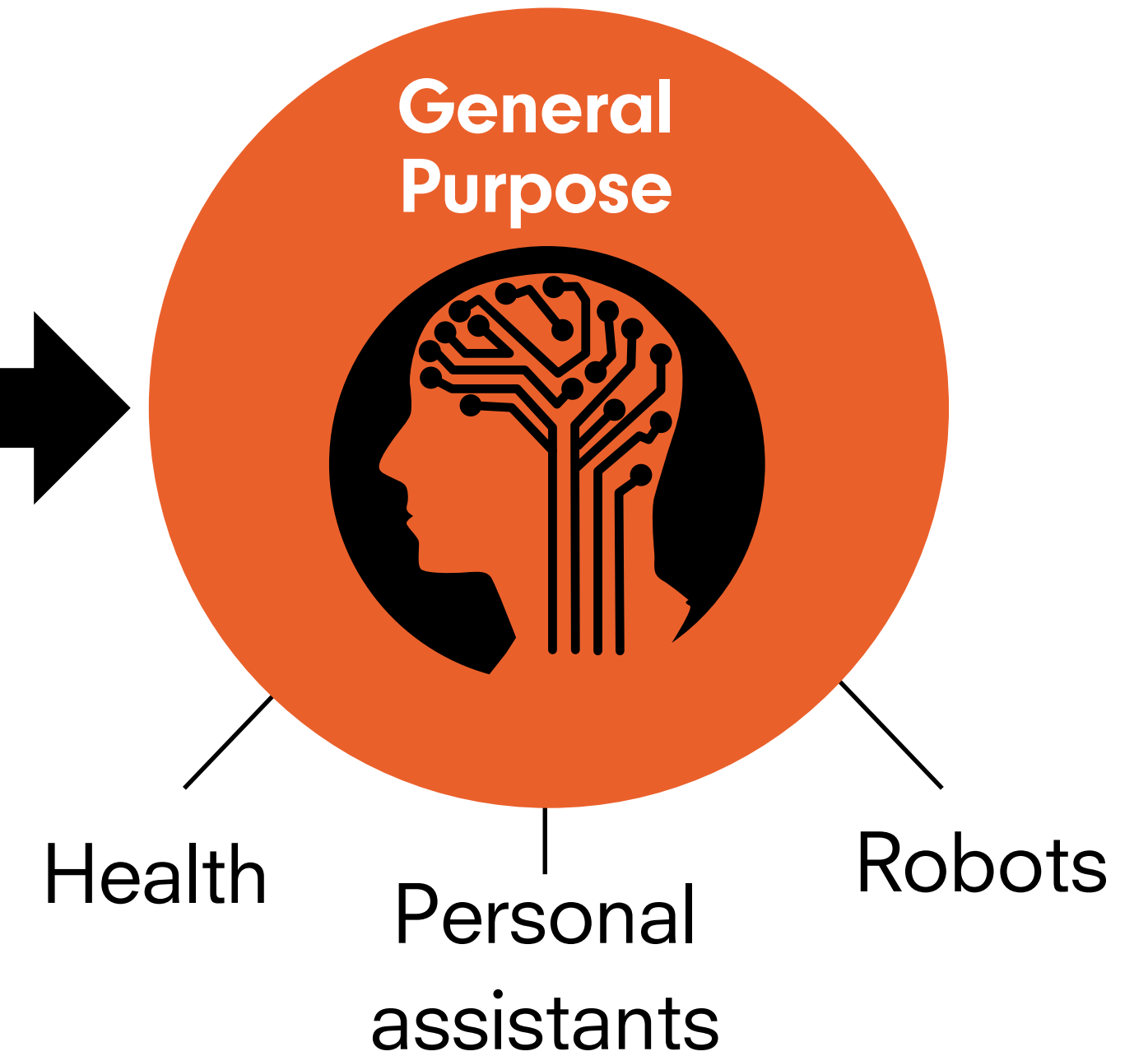
Playing 13 mln games  
against itself



Defeating the world  
champion



Applying the algorithm  
in new areas



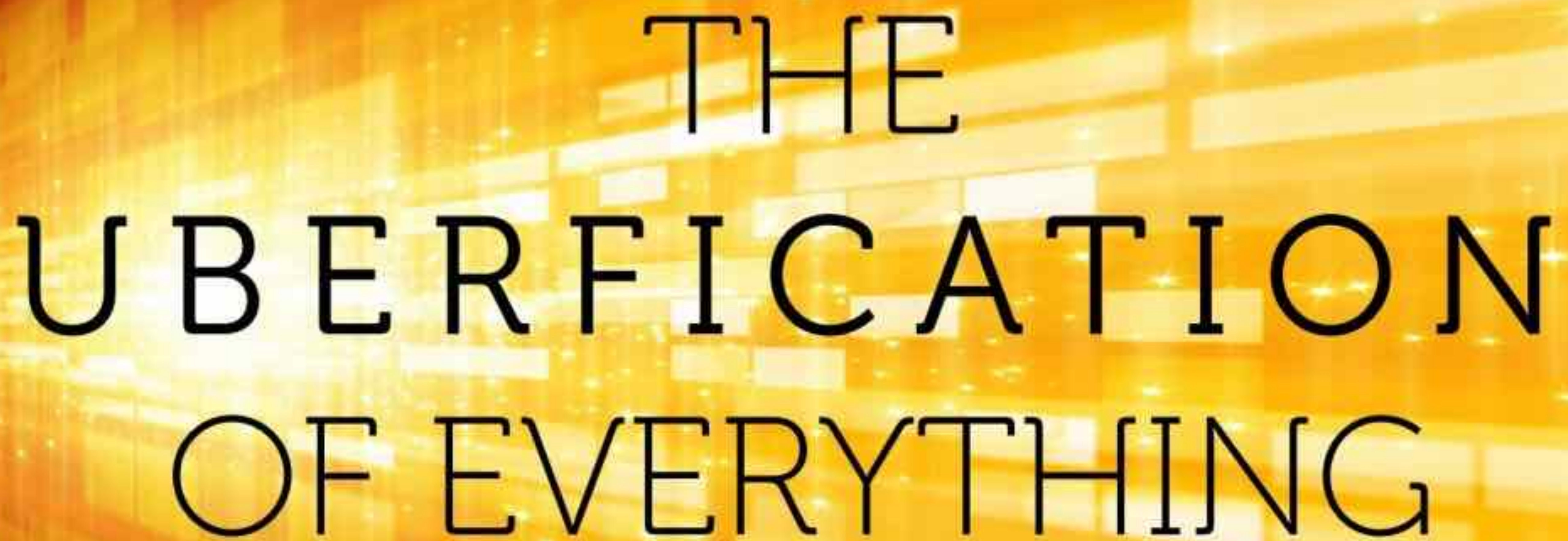
**TOWARDS MACHINES THAT DISCOVER  
AND AN INTERNET THAT LEARNS**

# PLATFORM



2





# THE UBERIFICATION OF EVERYTHING





# **TWO SIDED (PLATFORM) MARKETS**



# **PLATFORMS BEAT PRODUCT PIPELINES**

**WORLD'S LARGEST TAXI COMPANY OWNS NO TAXIS (UBER)**

**LARGEST ACCOMMODATION PROVIDER OWNS NO REAL ESTATE (AIRBNB)**

**LARGEST PHONE COMPANIES OWN NO TELCO INFRA (SKYPE, WECHAT)**

**WORLD'S MOST VALUABLE RETAILER HAS NO INVENTORY (ALIBABA)**

**MOST POPULAR MEDIA OWNER CREATES NO CONTENT (FACEBOOK)**

**WORLD'S LARGEST MOVIE HOUSE OWNS NO CINEMAS (NETFLIX)**

I do not need a drill.  
I need a hole in the wall









# CROWD

3





**MIND**

**PROCESSES**

**MACHINE**

**PRODUCT**

**OFFERINGS**

**PLATFORM**

**CORE**

**ORGANISATION**

**CROWD**





**MIND**

**MACHINE**

**PRODUCT**

**PLATFORM**

**CORE**

**CROWD**







**TECHNOLOGICALLY  
POSSIBLE**

**FINANCIALLY  
FEASIBLE**

**SOCIALLY  
DESIRABLE**



**TECHNOLOGY** DECISIONS ARE **MORAL** DECISIONS

OUR CUSTOMER'S DIGITAL **HAPPINESS** IS OUR  
GUIDING PRINCIPLE

OUR **PROFITABLE** GROWTH IS OUR  
GUIDING PRINCIPLE

# DIGITAL HAPPINESS





**WHAT IS THE HAPPIEST  
COUNTRY IN THE WORLD?**



# WORLD HAPPINESS RANKING 2018

Figure 2.2: Ranking of Happiness 2015–2017 (Part 1)





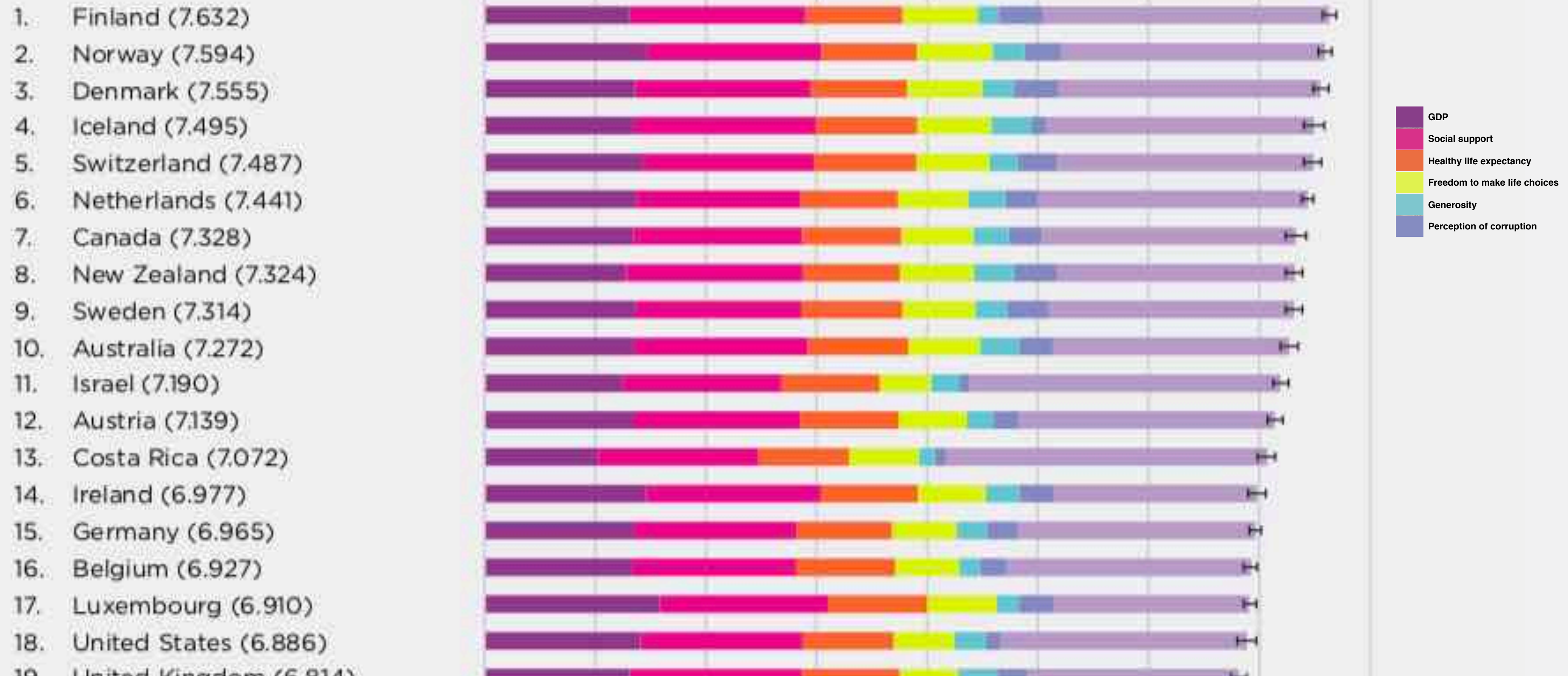
**WHERE IS YOUR COUNTRY  
ON THIS LIST?**





# WORLD HAPPINESS RANKING 2018

Figure 2.2: Ranking of Happiness 2015–2017 (Part 1)















**HAPPINESS IS THE GRADUAL AND  
INCREMENTAL FULFILMENT OF HOPE**

**HOPE IS A CONFIDENT RELATIONSHIP  
WITH THE UNKNOWN**





H=HOPE  
D=DESIRE  
B=BELIEFS

$$H_{ap} \longleftrightarrow D_{ap} \wedge B_{ap}$$





**SIGMUND FREUD**

**MOMENTS**



**WILLIAM JAMES**

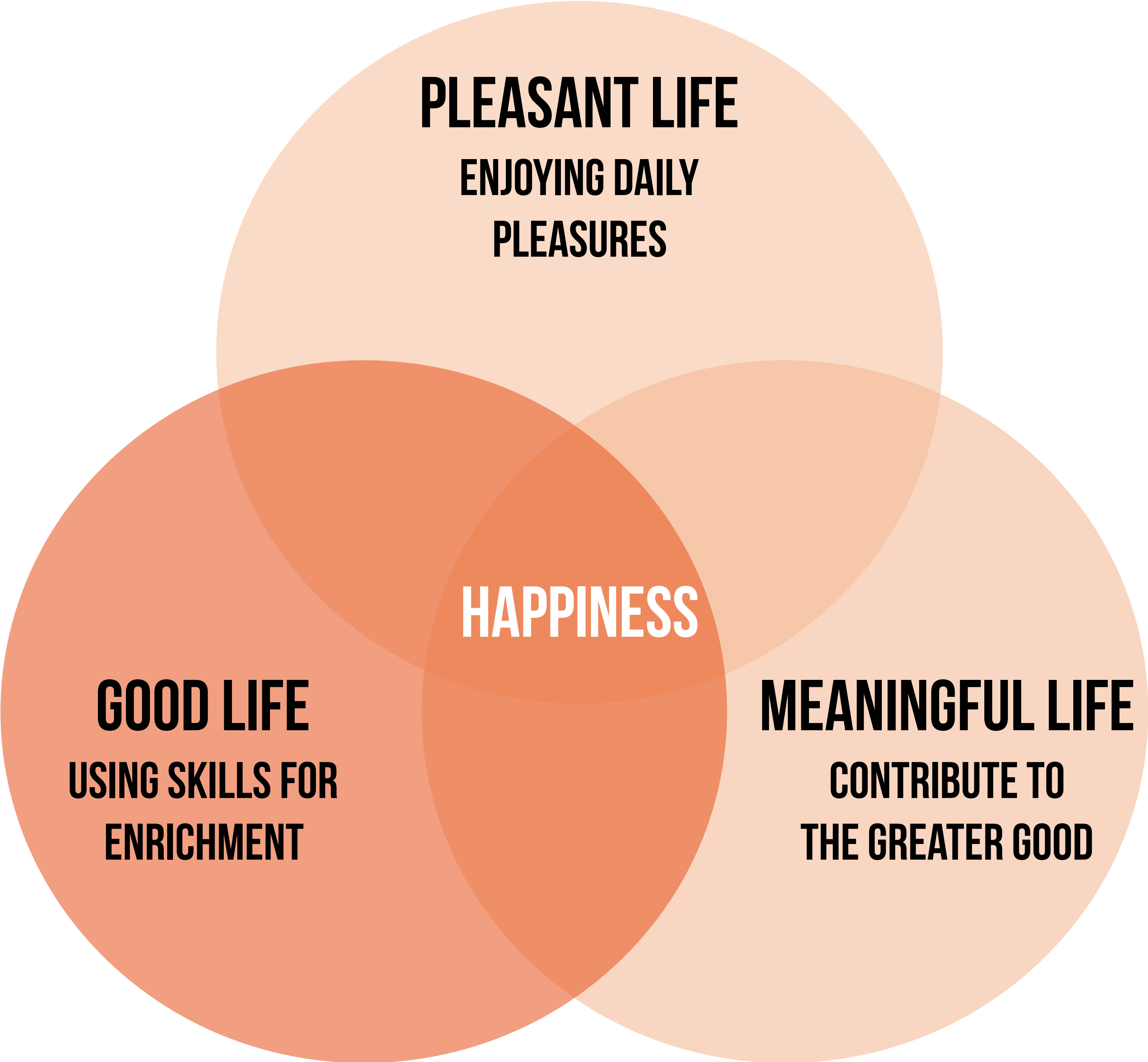
**ABSENCE OF NEGATIVE SENSATIONS**



**MARTIN SELIGMAN**

**PLEASANT  
GOOD  
MEANINGFUL**





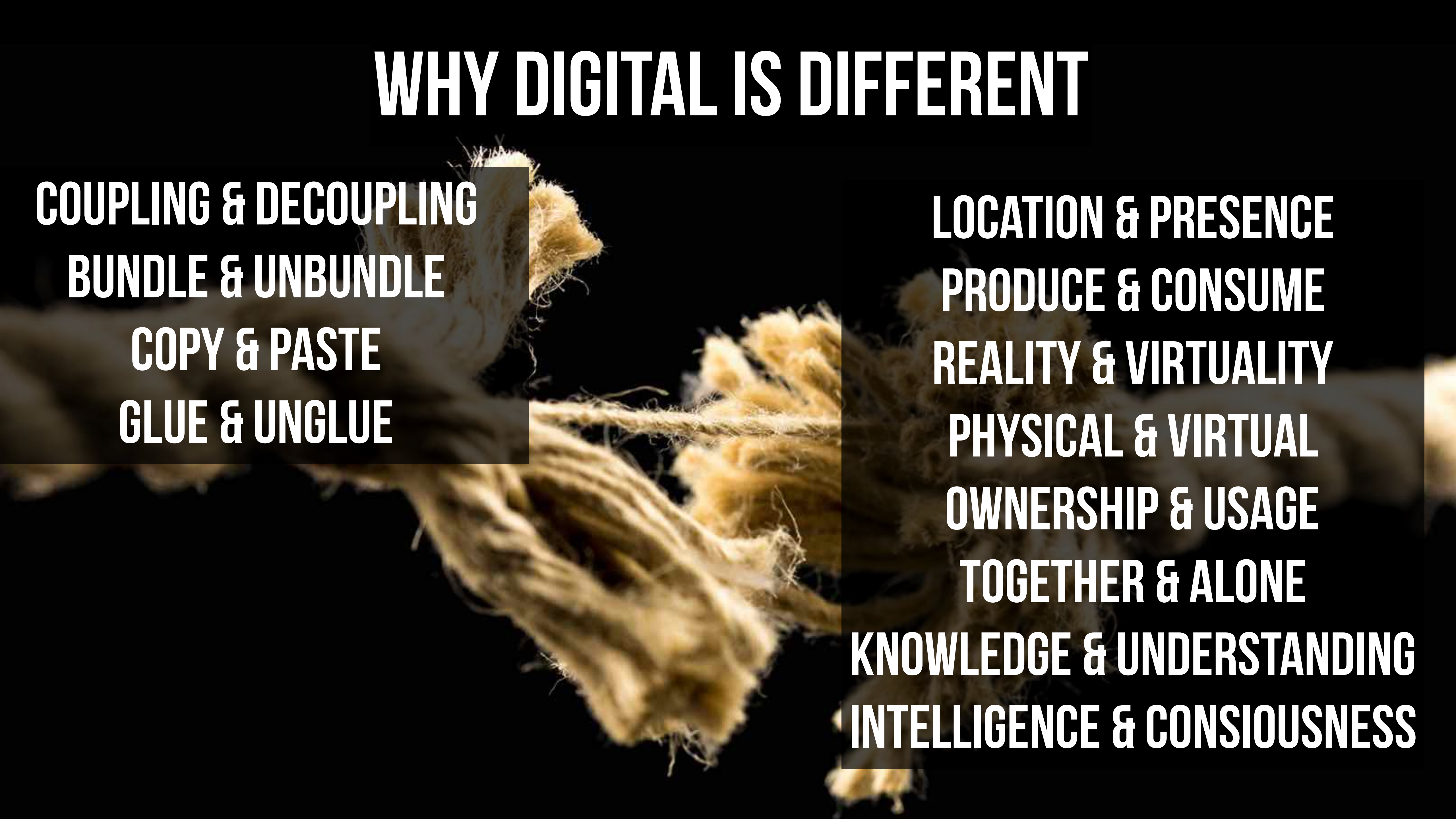


**DIGITAL is DIFFERENT**





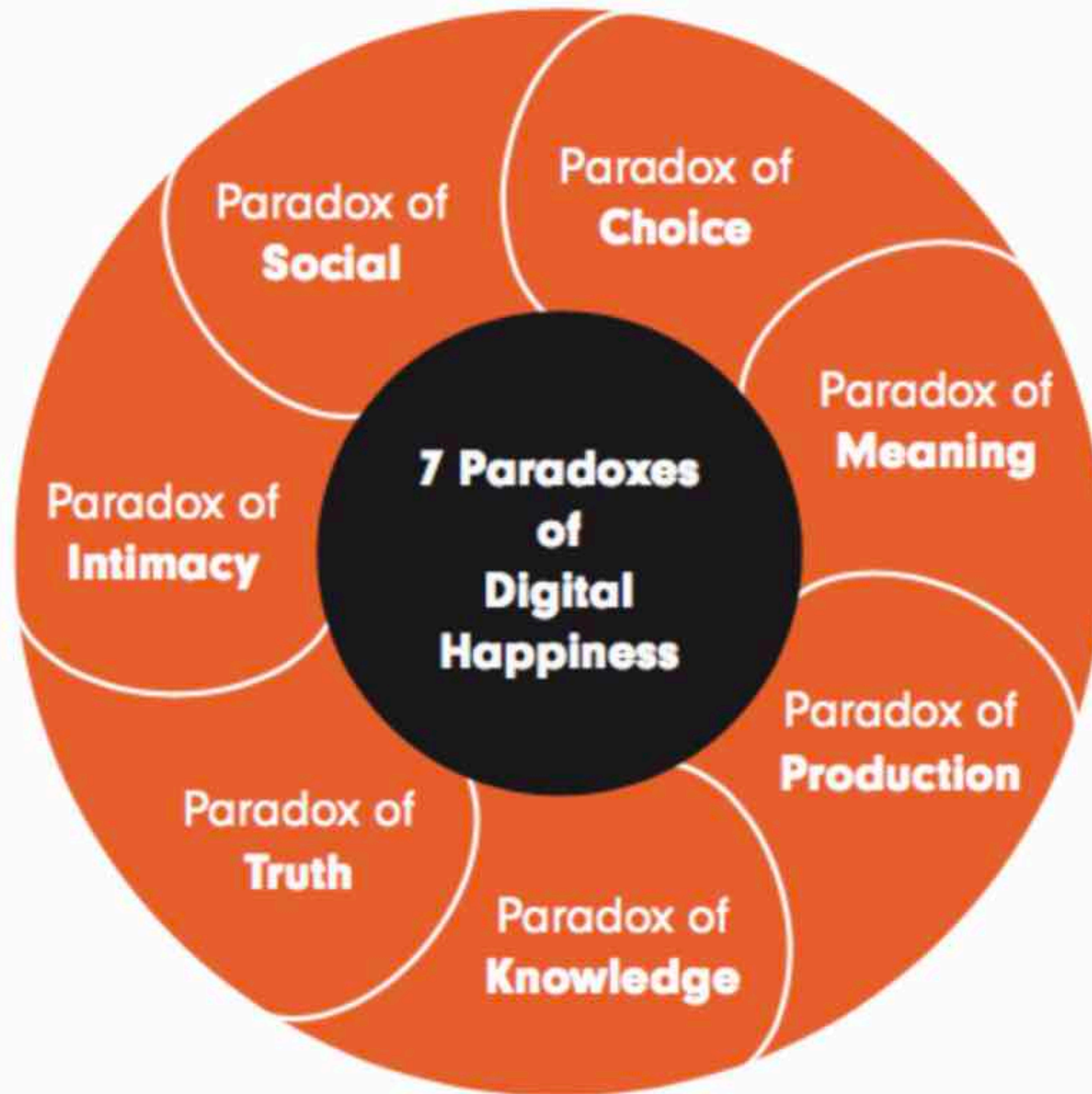
# WHY DIGITAL IS DIFFERENT



**COUPLING & DECOUPLING**  
**BUNDLE & UNBUNDLE**  
**COPY & PASTE**  
**GLUE & UNGLUE**

**LOCATION & PRESENCE**  
**PRODUCE & CONSUME**  
**REALITY & VIRTUALITY**  
**PHYSICAL & VIRTUAL**  
**OWNERSHIP & USAGE**  
**TOGETHER & ALONE**  
**KNOWLEDGE & UNDERSTANDING**  
**INTELLIGENCE & CONSCIOUSNESS**









LESS





TOGETHER



**INTELLIGENCE**

**CONSCIOUSNESS**



THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

**SYSTEM 1**  
**FAST**  
**AUTOMATIC**  
**INTUITIVE**  
**PRIMARY**  
**RAPID**  
**BLIND**  
**ERROR PRONE**  
**“WYSIATI”**

**SYSTEM 2**  
**SLOW**  
**CONSIDERED**  
**EFFORTFUL**  
**FOCUSED**  
**CONCIOUS**  
**COMPLEX DECISIONS**  
**RELIABLE**  
**LAZY**



THINKING,  
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**LAZY**

**WE DESPERATELY NEED ALL THE COGNITIVE HELP  
WE CAN GET TO IMPROVE OUR DECISION MAKING**



# HAPPINESS BY DESIGN





# Time Well Spent

## ADDICTION DESIGN



**AUTOPLAYS THE NEXT VIDEO WITHIN SECONDS, EVEN IF IT  
EATS INTO OUR SLEEP**



snapchat

**URNS CONVERSATIONS INTO STREAKS, REDEFINING HOW  
CHILDREN MEASURE FRIENDSHIP**



**SEGREGATES US INTO ECHO CHAMBERS, FRAGMENTING  
OUR COMMUNITIES**

**Tristan Harris**





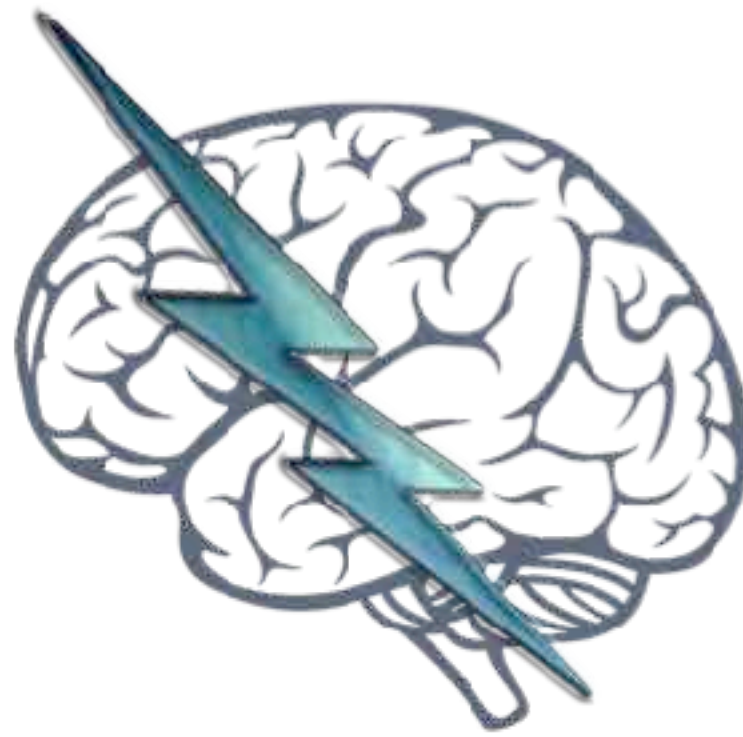


# POSITIVE COMPUTING

Technology for Wellbeing  
and Human Potential

Rafael Calvo





**PSYCHOLOGY:**  
FOCUS ON MENTAL  
DISORDERS



**POSITIVE  
PSYCHOLOGY:**  
FOCUS ON  
HAPPINESS



**ECONOMY:**  
FOCUS ON  
WEALTH



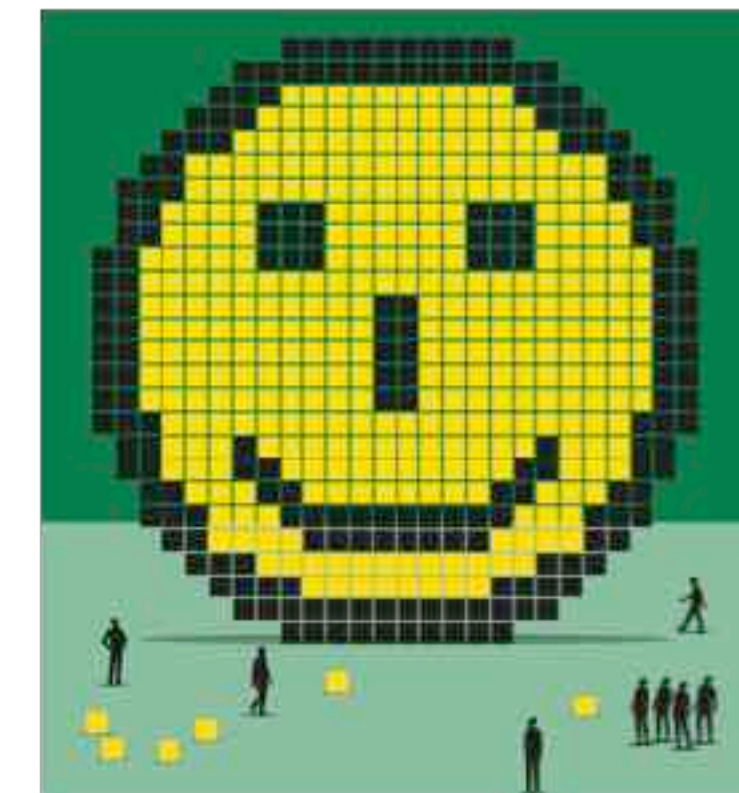
**HAPPINESS  
ECONOMICS:**  
FOCUS ON  
WELL BEING



**TECHNOLOGY:**  
FOCUS ON  
EFFICIENCY  
AND EFFECTIVITY



**POSITIVE  
COMPUTING:**  
FOCUS ON  
HAPPINESS





**COMPASSION**

**EMPATHY**

**MEANING**

**COMPETENCE**

**AUTONOMY**

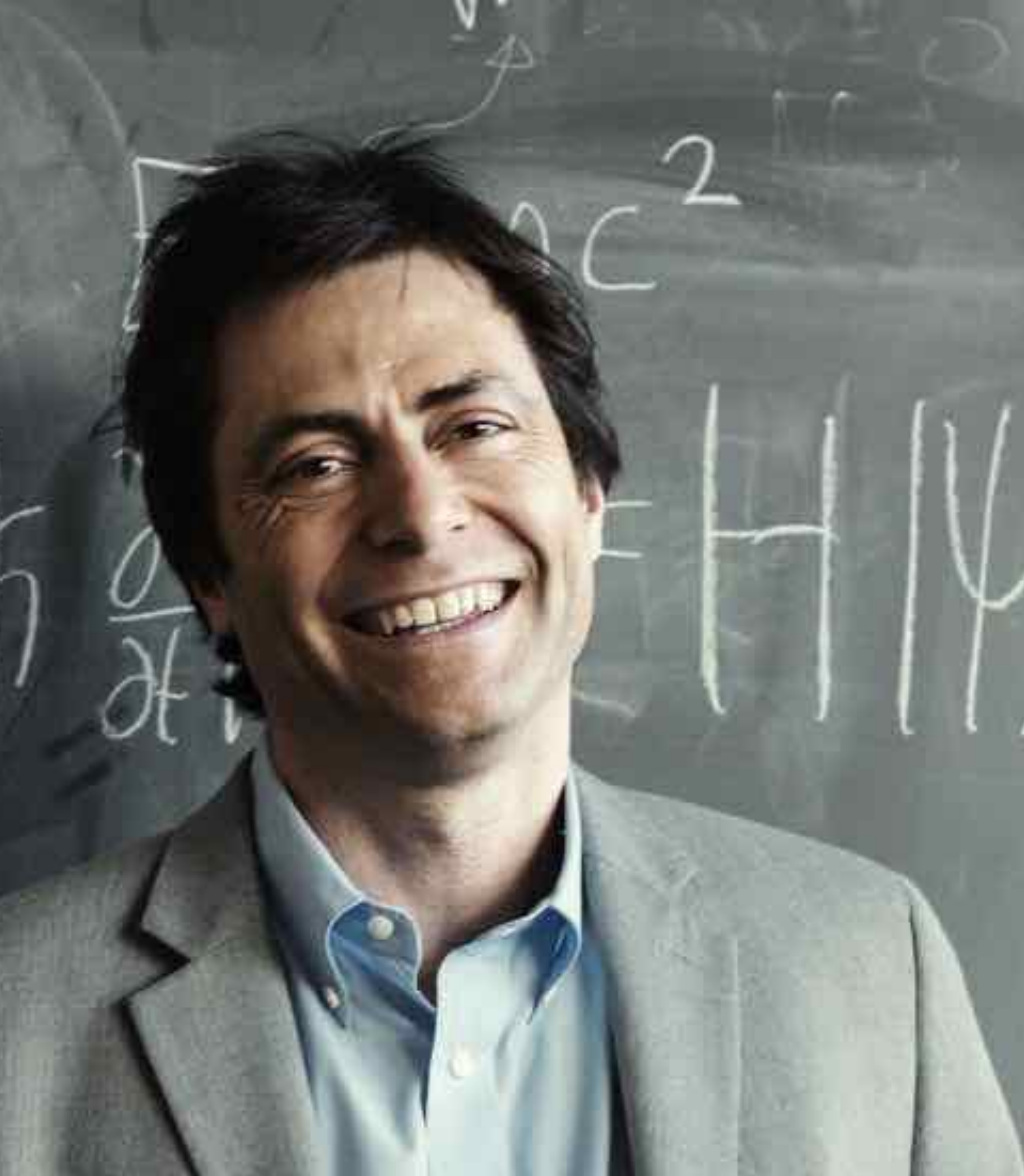
**FUN**

**FLOW**

**DATA**



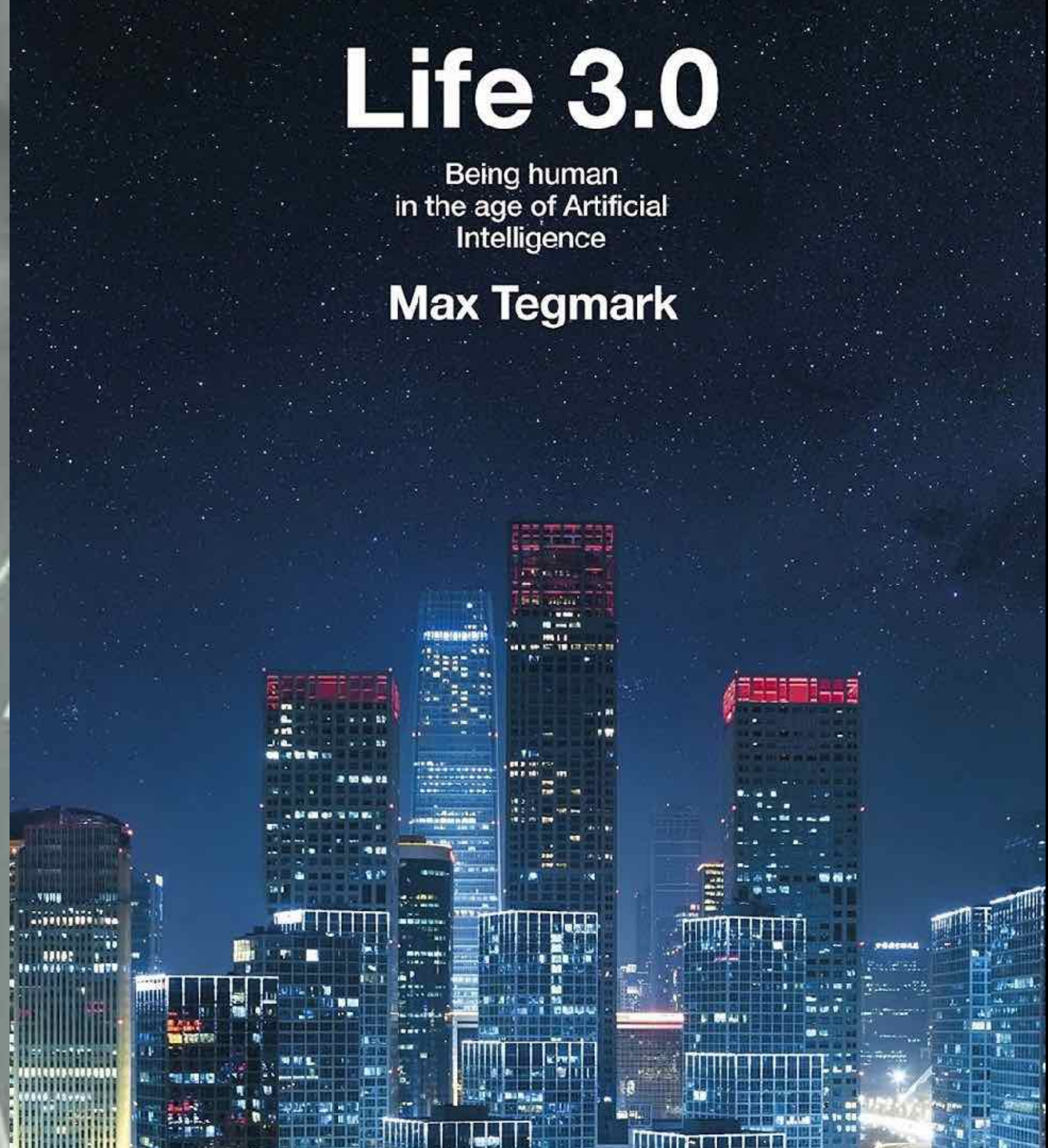




# Life 3.0

Being human  
in the age of Artificial  
Intelligence

**Max Tegmark**





**THE GOAL** OF AI RESEARCH **SHOULD BE** TO CREATE  
**NOT UNDIRECTED** INTELLIGENCE,  
**BUT BENEFICIAL** INTELLIGENCE

**THE 23 ASILOMAR PRINCIPLES OF ARTIFICIAL INTELLIGENCE**





# THE GUARDIAN OF HAPPINESS





# **UNIFIED DIGITAL PLATFORM**

**MICRO-SERVICE ARCHITECTURE - INTEGRATION STRATEGY - GOVERNANCE CONSTITUTION**  
**PERFECT COMPUTING - (CLOUD, SECURITY & QUALITY BY DESIGN)**

## **AGILE SOLUTION DELIVERY**

**ABILITY TO EXPLORE AND EXPERIMENT**

## **ADVANCED ANALYTICS CAPABILITY**

**INSIGHTS & DATA TO UNDERSTAND CUSTOMERS NEEDS, PREFERENCES AND BEHAVIOUR**

## **BUSINESS AND IT INTEGRATION**

**THE INNOVATION READY ENTERPRISE THAT MOVES AT THE RATE OF TECHNOLOGY CHANGE**



# TOWARDS **ALGORITHMIC** BUSINESS

**INNOVATE** AT THE SPEED OF TECHNOLOGY CHANGE

**BALANCE** MACHINE - PLATFORM - CROWD

DESIGN TO BE THE **GUARDIAN** OF DIGITAL HAPPINESS

BUILD YOUR **DIGITAL** ASSETS



A black and white photograph of Tom Peters, an older man with glasses, wearing a suit and tie. He is gesturing with his right hand, pointing upwards. The background is dark and out of focus.

**“IF YOU ARE NOT CONFUSED, YOU ARE NOT PAYING ATTENTION”**

**TOM PETERS**