





#### **Technology**

**Doubling of computing** 

power every 2 years.



Moore





Continuous change.
New game.
New rules of working.



### Drop your tools.

(Thomas Sattelberger, retired Telekom COO)

### Some things come to an end.

Some things come to an end. and restart differently.



Proud associated partner of



We are Semikolon.

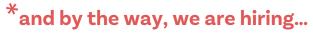
Things always keep going - different than before.

Together, we develop viable ways to enable tomorrow's growth - based on the brand heritage, a solid strategy and concrete potential for change.



#### Hi! We\* are enthusiasts for the different.







#strategist

#dog\_owner

#presentation\_nerd

#### My lessons learned in 40 years...

**#1** You need to embrace change if the alternative is disaster.

**#2** Change is easy-peasy with a destination at hand.

**#3** If change comes along with storm, set your sails!



#### When I started my professional career...



...this was my preferred communication tool.

#### ...after a long journey and some years later:



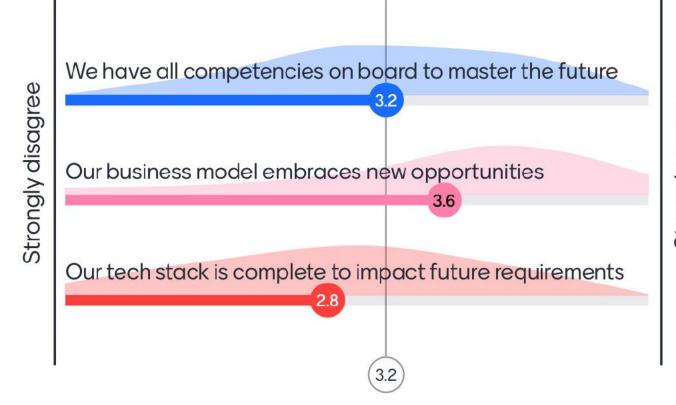
My insights (so far):

- Change is natural
- Exchange is essential
- Never rest, stay curious

...and human centricity first.

## J Nowit's your turn.











### REWIND



#### The agency model

Agencies...
...dead for decades.



#### The agency model - disruption (ok, evolution)

80'ies

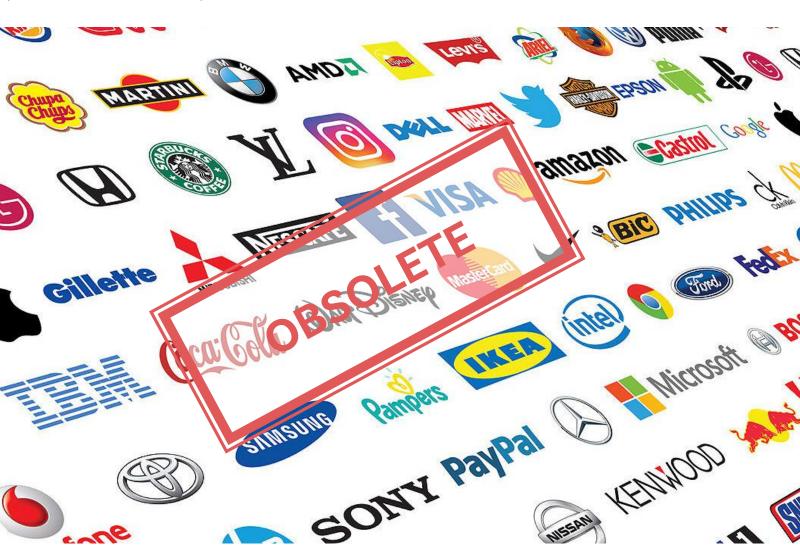
# HARMONIZED Services



#### The agency model - disruption (ok, evolution)

80'ies

90'ies









It was believed that increasing information and transparency would make the brand and marketing less and less important for decision-makers.

see »Information Rules«, Hal R. Varian (1999)





Later, ...we knew that brands are not useless. Brands/ Marketing offer important orientation in addition to the new exponential information precisely because of the high density of information digitally.

see »Absolute Value: What really influences in the age of (nearly) perfect information«, Simonsen/Rosen (2013)



#### The agency model - disruption (ok, evolution)

80'ies

90'ies

>2000

HARMONIZED
MEDIA
2010



https://youtu.be/ERGrSQoY5fs



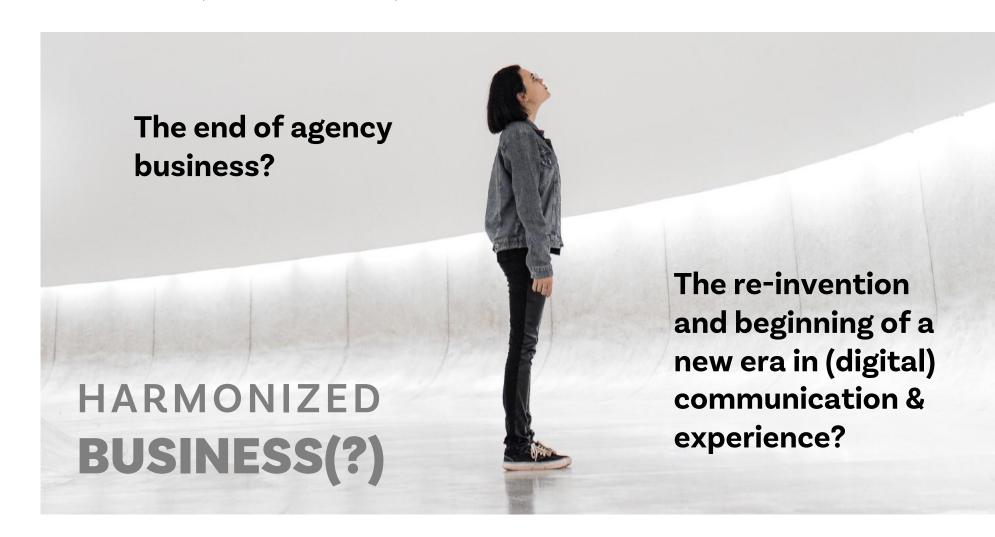
#### The agency model - disruption (ok, evolution)

80'ies

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>2000

**TODAY** 





# Agencies are natural born changers.

...with an enormous ability for transformation. Since decades!





PLAY



#### Try, try, try (TOGETHER)... Iterate to ideate!

»For solving complex problems, collaborative trying out is often more important than individual thinking.«

Arne Gillert, Kessels & Smit

5,127 trials (= 5,126 fails) to develop the Dyson



#### **VUCA takes over...**

... and everything is fuzzy.

#### Yesterday: Complicated

"We know exactly what to do."

"We have the right tools at hand."

"We've always done it that way!"

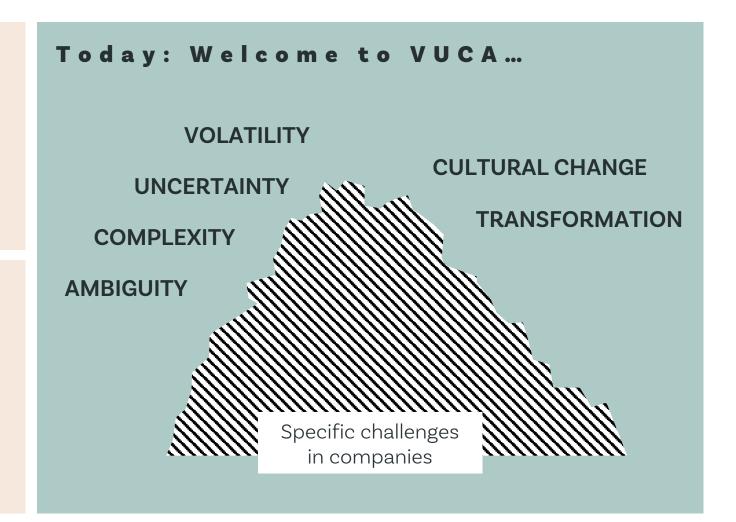
But:

"There are no experts of tomorrow, only of yesterday." Jack Ma



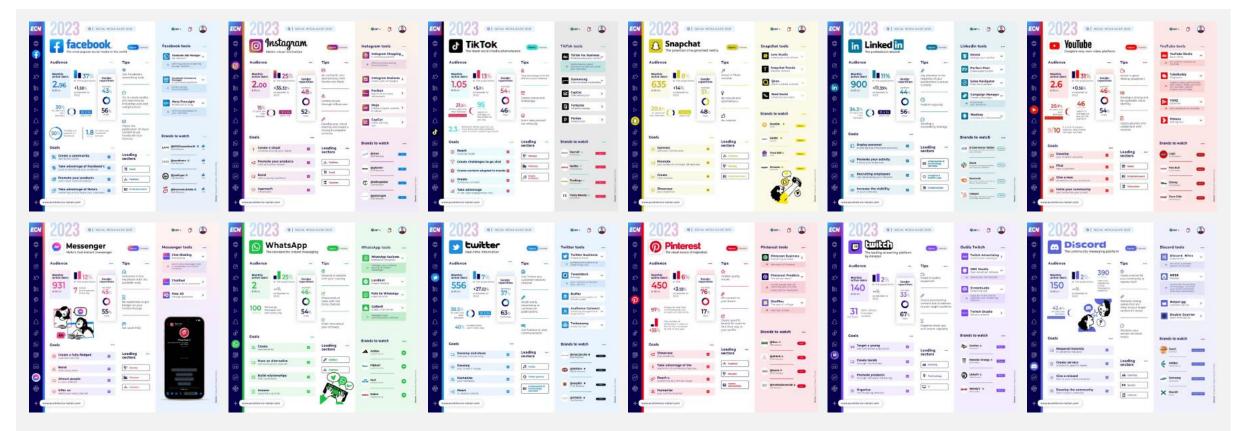


"The problem is not the problem. The problem is your attitude about the problem." Captain Jack Sparrow



#### Website is not the briefing and single channel anymore ...

... and digital branding/visibility needs a holistic approach.



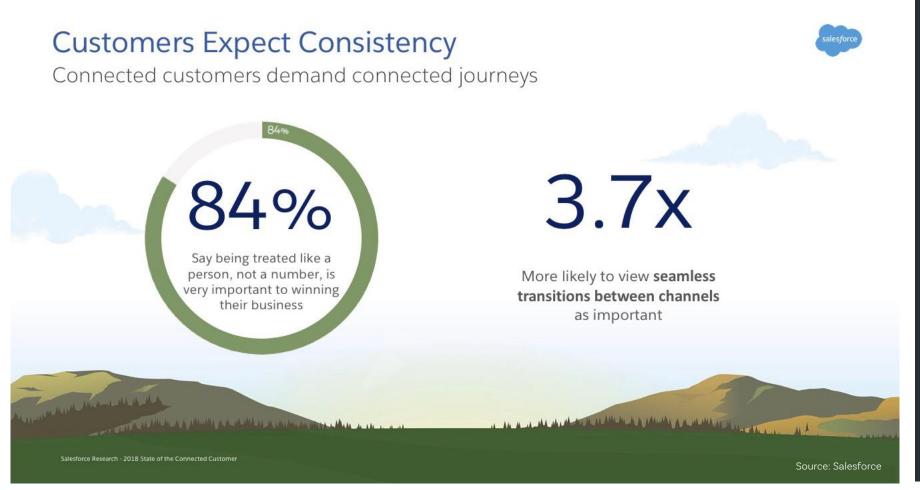
GRANULARITY OF CUSTOMER NEEDS · HORIZONTAL INFORMATION SEEKING · SPEED OF INFORMATION AND ATTENTION

Source: https://www.ecommerce-nation.com/social-media-guide-ecommerce/



#### E-Commerce is more than a web shop ...

... and personalized, omnichannel experiences gain relevance.



#### **ONE CUSTOMER**

VS.

- Multiple channels
- Multiple devices
- Multiple choices



#### Technology evolves ...

... and is more than a tool.



https://youtu.be/1qjnB2uZMqw

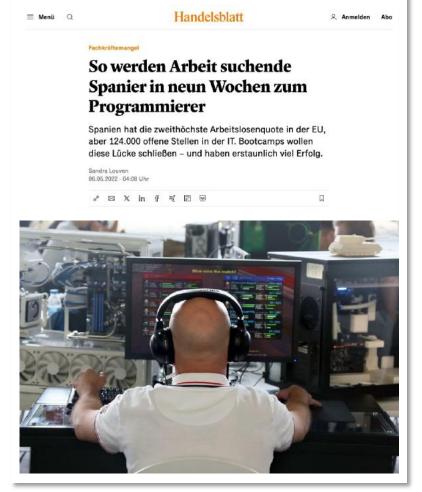


#### Limited access to qualified resources ...

... and limited growth by doing more of the same.





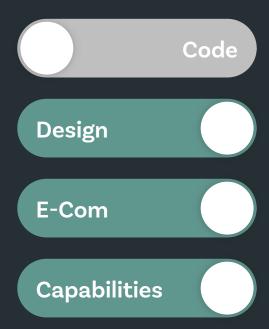




#### Inventory of competencies



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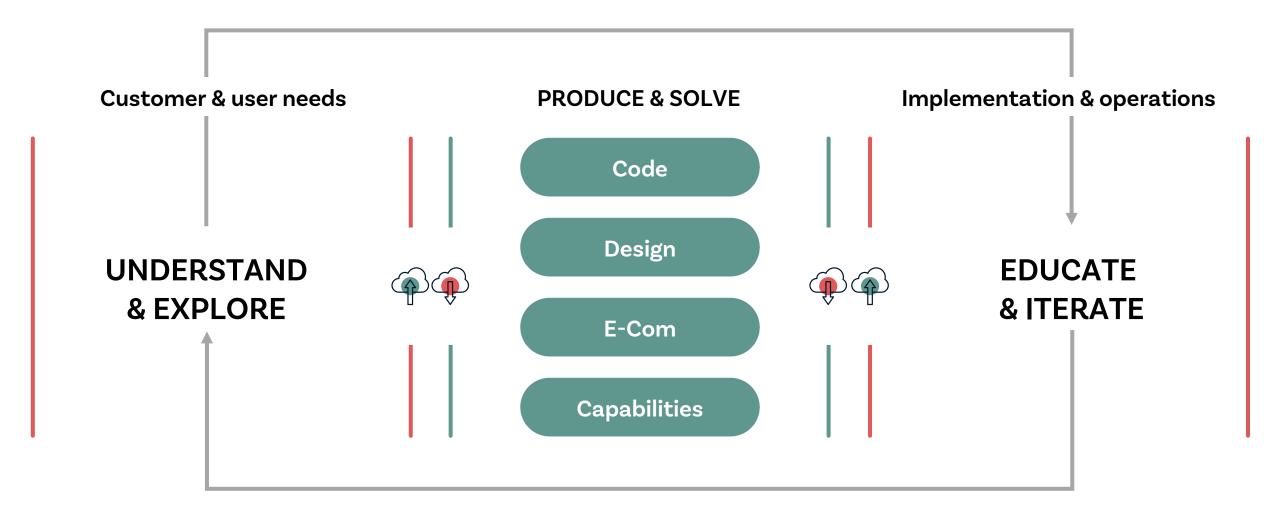


#### Inventory of competencies





#### Increase solution bandwidth - without owning the services



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Digital agencies require extended collaborative skills. ...to manage forward and backward integration.



### In short:

The quality of network and access to multiple resources determinates the agency's success in a harmonized world.

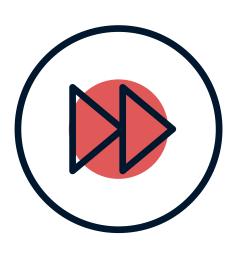


#### In <u>really</u> short...

How to handle future challenges in a harmonized agency world:

»GET OUT OF YOUR KNOWN
TERRITORY AND BUILD
LASTING RELATIONS TO
OTHER DISCIPLINES.«



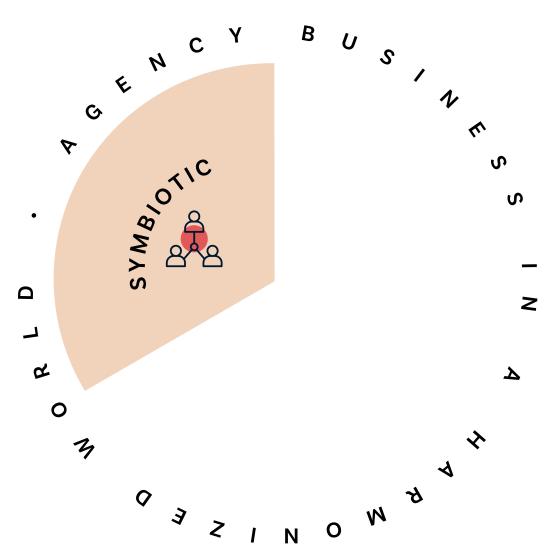


### FAST FORWARD





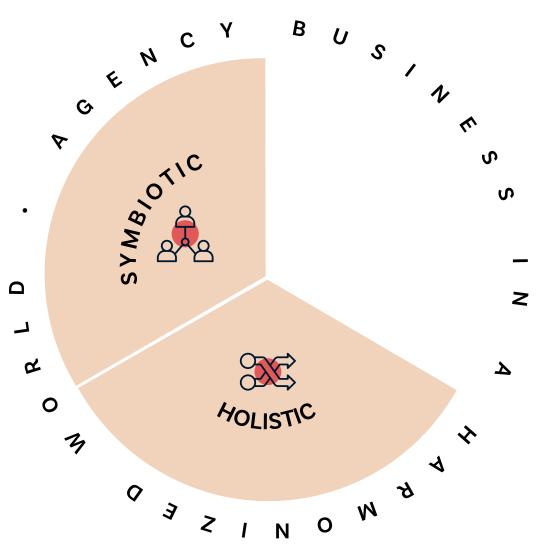
#### Agency business in a harmonized world



#### **CONNECT TO INTERACT**

- Establish and foster creative networks
- Know about synergies and potential
- Grow interdisciplinary knowledge

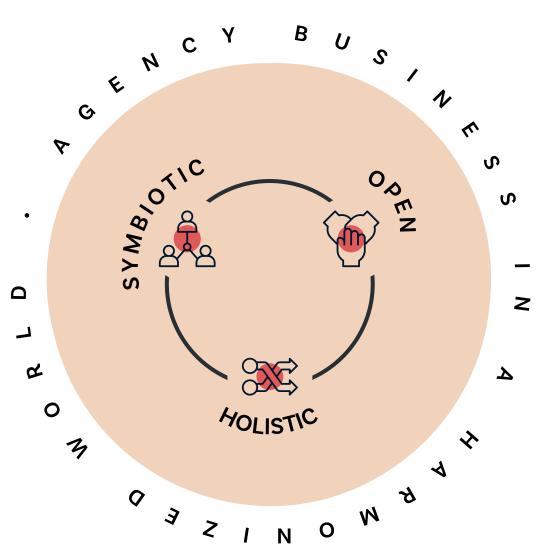
#### Agency business in a harmonized world



#### **AGILE FOR REAL**

- Master complex requirements
- Extend Dev Teams' members
- Synchronize all involved parties

#### Agency business in a harmonized world



#### **COLLABORATE TO COMPETE**

- Break the geek silos and attitudes
- Share resources and capacities
- Build joint business models





# Mastering complexity, facilitate the new.

...will be the new master skill for (digital) agencies.





### Let's have a look at the TYPO3 community:



Digital Xperience Platform

Digital Xpert Partners

**Digital Xternal Participation** 

**Digital Xitement Portfolio** 

Digital Xtension Portals

**Digital Xchannel Promotion** 

Digital Xcceleration Professionals

**Digital Xtraordinary Passion** 

# JOURNEY

### Collaborate to compete.

## Committed to (r)evolutionize.

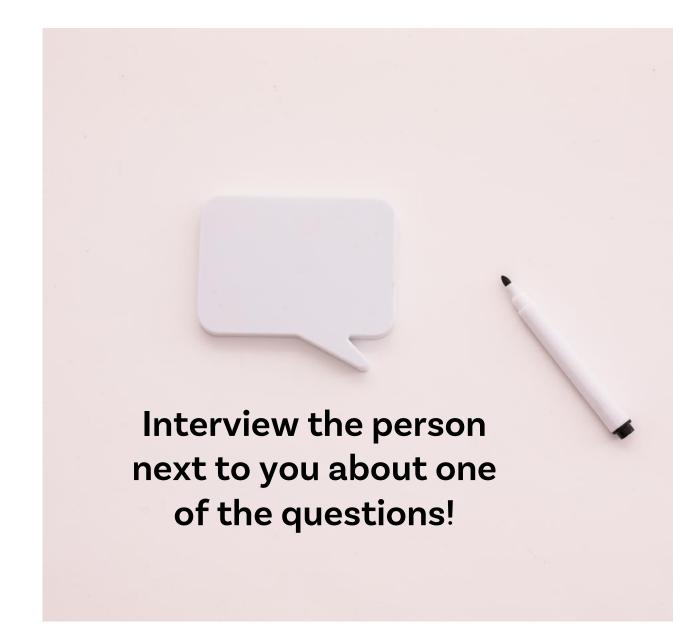


#### **Reverse Q&A**

#### We have three questions for you:

- Which partner is the most important in your ecosystem?
- How do you foster external collaboration?
- What is your perspective on the agency business of the future?

  Dead or alive?





#### Thank you! Feel free to follow us on LinkedIn.

