

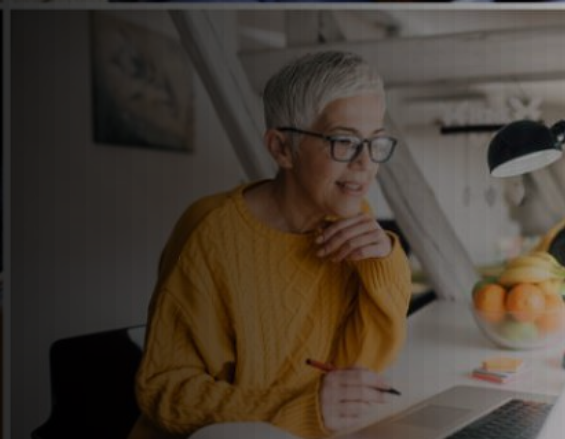
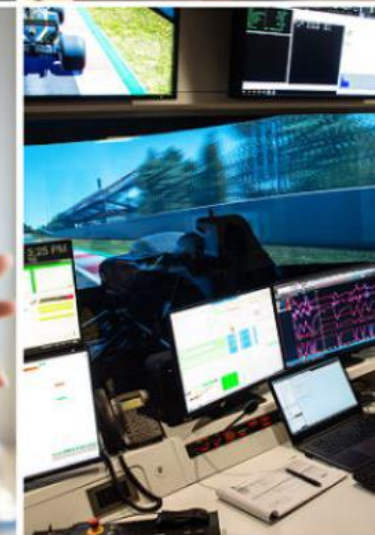
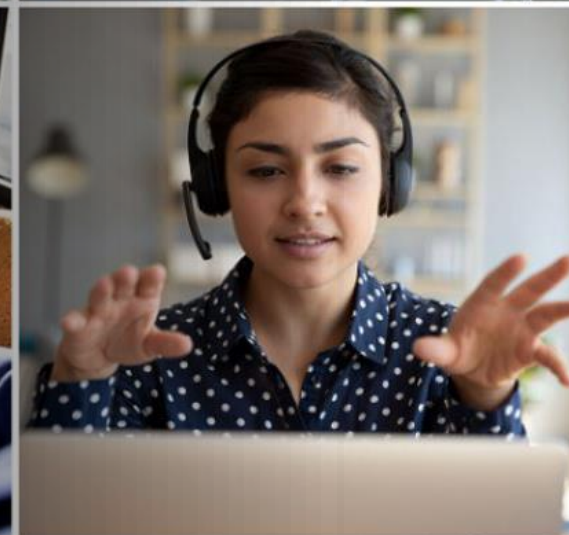
# 디지털 플랫폼과 대전환

## Digital Platform & Societal/Industrial Transformation

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**함상범**

*Standards Officer, AI Standards Architect*  
Microsoft





# 산업혁명

Steam

Water/Steam  
Mechanical  
Production  
equipment

1780s

Steam engine patent

Electricity

Electricity  
Mass Production  
Division of Labor

1870s

Commercial generator

Electronics & IT

Electronics  
IT, Automated  
production

1970s

First Internet ARPANET

Digital

Blurring the  
physical and  
the virtual  
divide

2016+



# A Story about Transformation



## River Rouge Complex

2.4 km wide by 1.6 km long, including 93 buildings with nearly 16 million square feet (1.5 km<sup>2</sup>) of factory floor space.





the  
Henry  
Ford®

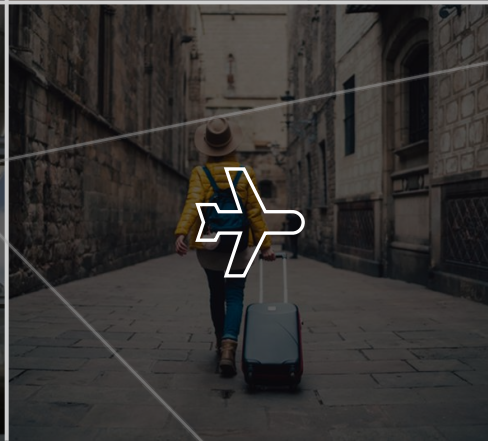
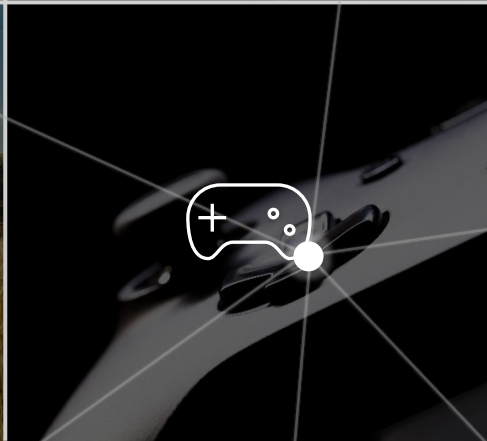
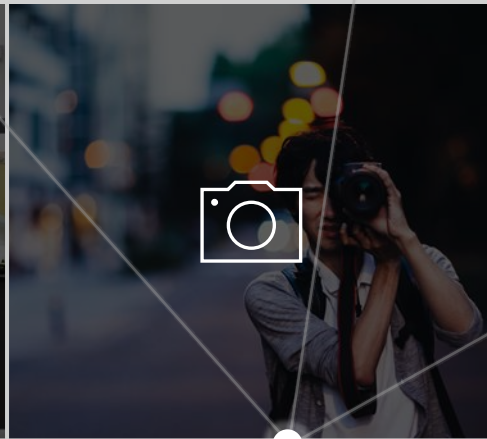
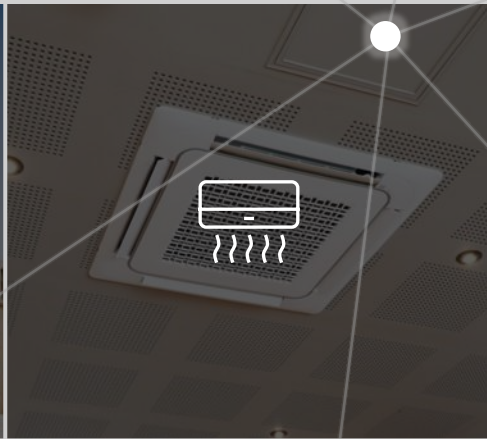
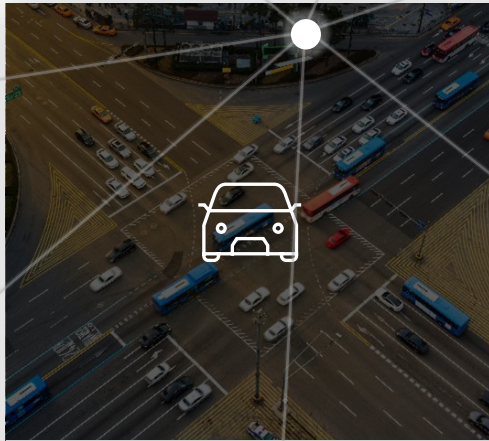












NETFLIX



amazon.com<sup>®</sup>





The background is a dark blue gradient. It features several stylized cloud shapes. Some clouds are composed of concentric dotted circles, while others are solid dark blue. Numerous vertical arrows of varying heights and colors (light blue, dark blue, and pink) point upwards, creating a sense of growth and connectivity. A large, stylized cloud shape at the bottom is composed of overlapping semi-circular outlines.

# Cloud Computing & Artificial Intelligence





**BLOCKBUSTER**  
**STORE CLOSING**

**EVERYTHING  
MUST  
GO!**

**STORE  
CLOSING**

**NOTHING  
HELD  
BACK!**

**DVDs  
\$4.99  
OR LESS**





We are living in a changed world.

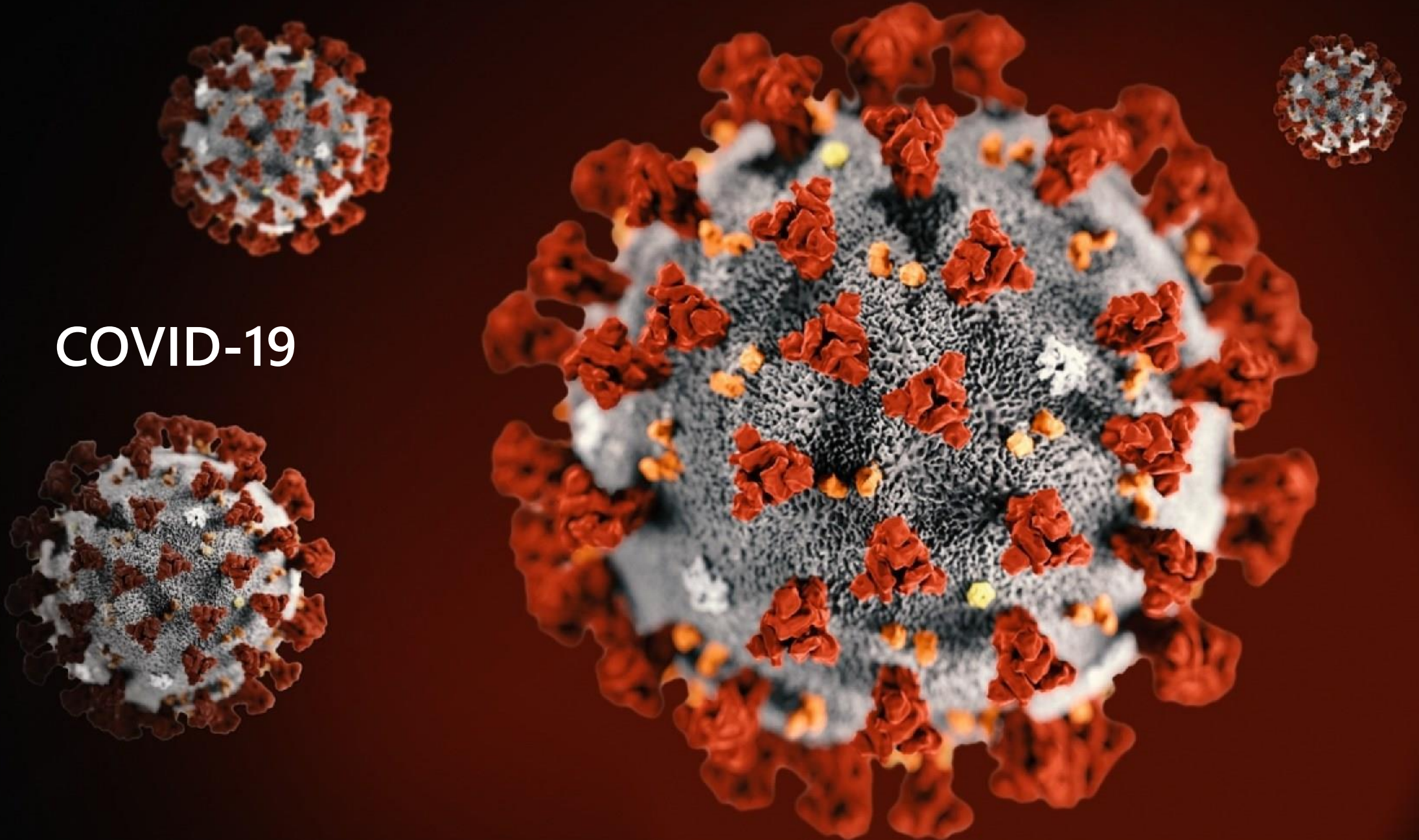


Rapid advancement in  
technology is changing  
how we live,  
how we work, and  
how we learn





COVID-19

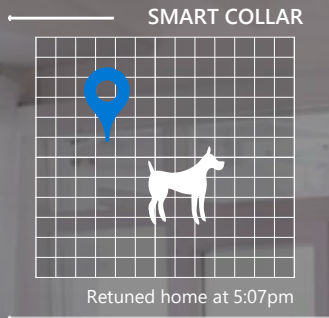




A high-angle photograph of a home office. A woman is seated at a wooden desk, viewed from behind, working on a computer with two monitors. The left monitor displays a data dashboard with various charts and tables, while the right monitor shows a Windows desktop. On the desk are a gold desk lamp, a white mug, sticky notes, a keyboard, and a mouse. To the left of the desk, a young girl with dark hair sits on a brown sofa, holding a tablet and looking towards the camera. The scene is lit by natural light from a window with white curtains in the background.

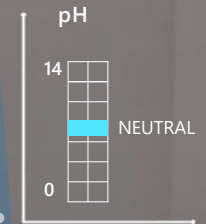
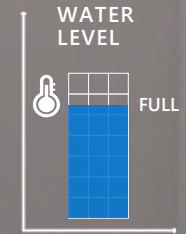
# NEW NORMAL






3 NEW MESSAGES  
Re: Medical Education

FAVORITE STATION  
Jazz Classics



26° INDOOR TEMPERATURE

MORNING COFFEE  
Normally wakes up at 7:00am

 PURCHASED ON AMAZON  
Reminder: Shall I reorder more detergent?

# THE DIGITAL ERA IS HERE

## What does this mean to you?

“ Every company is a software company. You have to start thinking and operating like a digital company. It’s no longer just about procuring one solution and deploying one. It’s really you, yourself, thinking of your own future as a digital company. ”

– Satya Nadella, Microsoft CEO



# Transformations



## 1980s: **PC**

- Basic compute
- Process automation
- Software ecosystem
- GUI



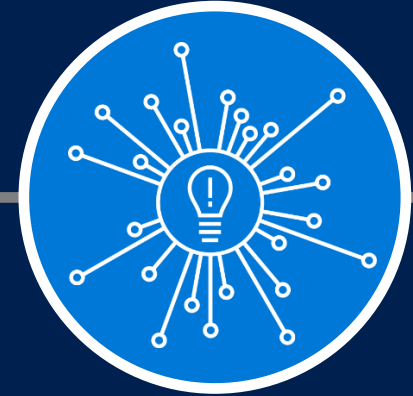
## 1990s: **Internet**

- Communications
- Content proliferation
- Distributed services
- Browsers



## 2000s: **Mobile**

- Cloud computing
- Ubiquitous access
- Data explosion
- App economy



## Now: **Artificial Intelligence**

- Deep learning
- Machine intelligence
  - Natural language and speech processing
  - Computer vision and recognition
  - Knowledge understanding and reasoning
- Autonomous agents, robotics
- Natural UI, immersive technologies





Plattform



Operating System



U B E R



Marketplace

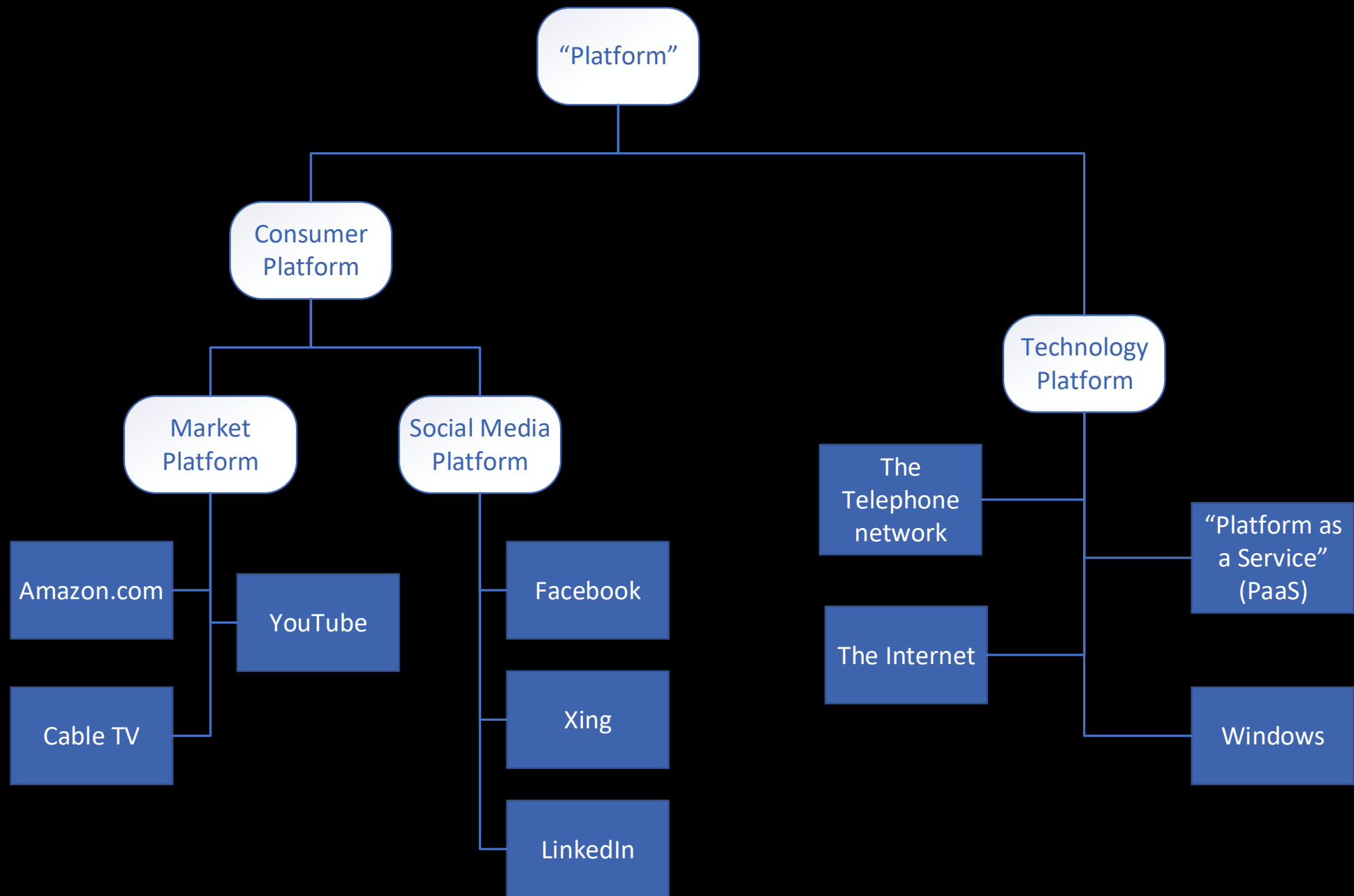
Social Network



Search Engine







[Source] ISO/IEC AWI TS 5928 Taxonomy for digital platforms, **MODIFIED**



**Legislation**

**Regulator**





# Gatekeeper

A company can only be classified as a gatekeeper for an exhaustive list of “core platform services” set out in the DMA (Article 2(2)): online search engines, online intermediation services, online social networking services, video-sharing platforms, operating systems, interpersonal communication services, cloud computing and advertising.

A photograph of a space shuttle launching at night. The shuttle is positioned vertically in the center, with a large, bright plume of fire and smoke at its base. The launch pad structure is visible to the left, and a large, billowing cloud of smoke and fire extends to the right. The background is dark, and the overall scene is illuminated by the intense light of the engines.

**NEW OPPORTUNITY**



# The Call to Action is Clear

// Every organization will need to have what I describe as **tech intensity** ... every organization will need to be a **fast adopter of digital technology** ... every organization will need to **build their own proprietary digital capability.** //

// Today **every company is a digital company**, and every organization will need **tech intensity to compete and grow.**

It's a simple formula! //

Tech intensity = (Tech adoption x Tech capability)<sup>Trust</sup>



# 감사합니다

Thank You!

