



BUSINESS **DIGITAL COMPETITIVENESS**
INDEX



**GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS**



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COMPETITIVENESS



SKILLS



ANALYSIS



DIGITAL

The value of measuring "Business digital competitiveness"

The "**Business Digital Competitiveness Index**" studies the use and exploitation of the **digitization** of companies, cities and countries in the world.

The **GIDCOMP** was one of the pioneers of this approach, exploring the hypothesis regarding the competitiveness of regions or companies that allows the linking of highly efficient production systems. And like businesses, the strength or weakness of a locality in its competitiveness influences the attraction of talent and investments to choose them as attractive places to produce, live or invest. This gives countries or localities a competitive advantage in a global market.

During the last few years, the work we have carried out related to the understanding of **Digital competitiveness** in business has highlighted the increasing importance of understanding "**digital transformation**" as a source of strength for businesses, cities or countries.

We also seek to know if the strength of the localities can lead their business ecosystems towards global chains and be key pieces of international specialization. Finally, the nature of this study has shown that those companies, cities or countries with technological and digital factors are development poles and that they are located in higher positions of generation of well-being in their populations

"The **digitization** and use of technologies allow increased productivity, better jobs, higher income for governments and the well-being of localities"



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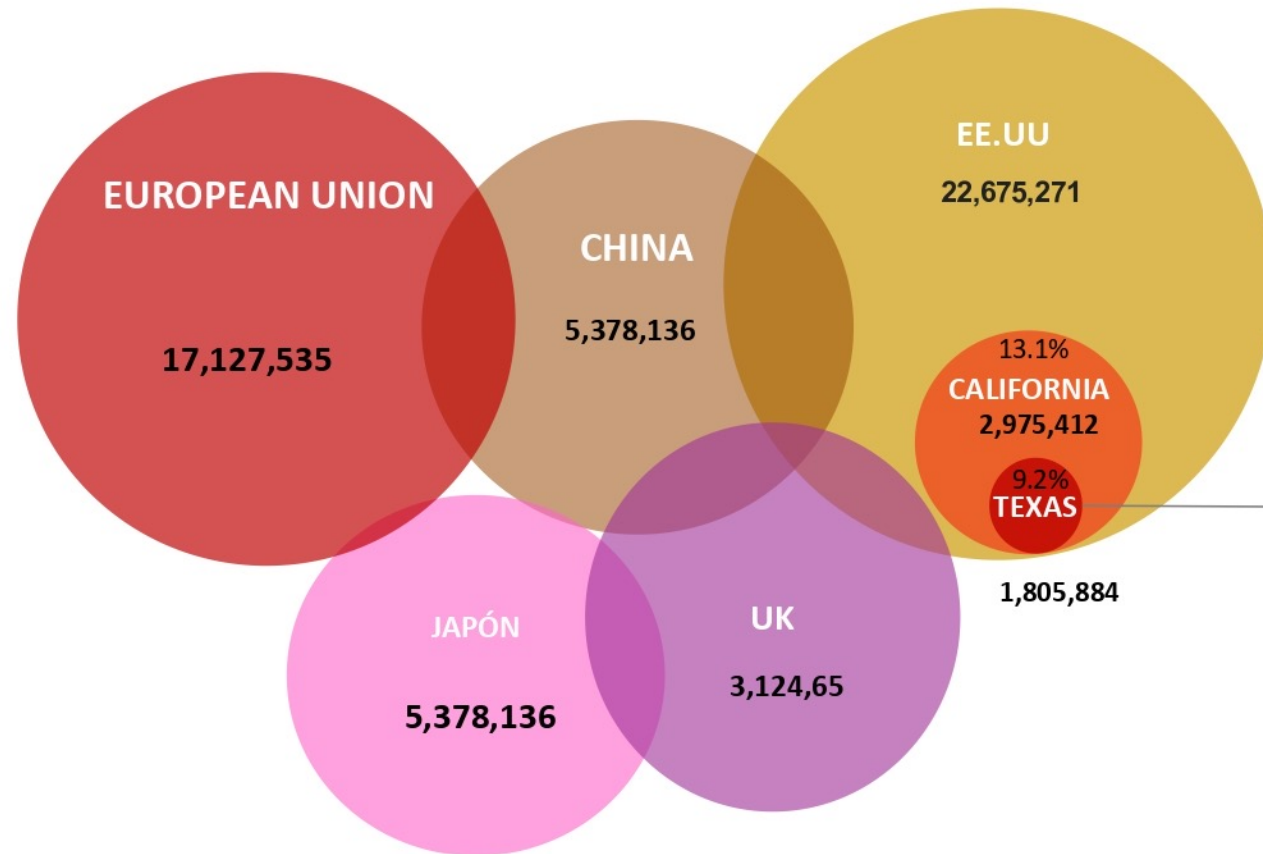


ANALYSIS



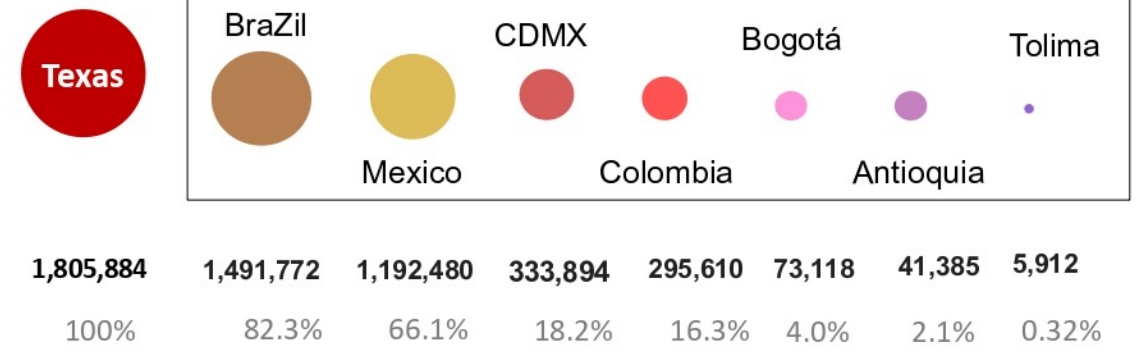
DIGITAL

TOP 5 Global economies Gross domestic product



*Figures expressed in billions of dollars

Relative economic size Gross domestic product



What makes these locations so competitive?
What role does digitization and technology play in your companies?

GIDCOMP seeks to support business ecosystems by providing greater value to their localities by identifying challenges, barriers and opportunities.



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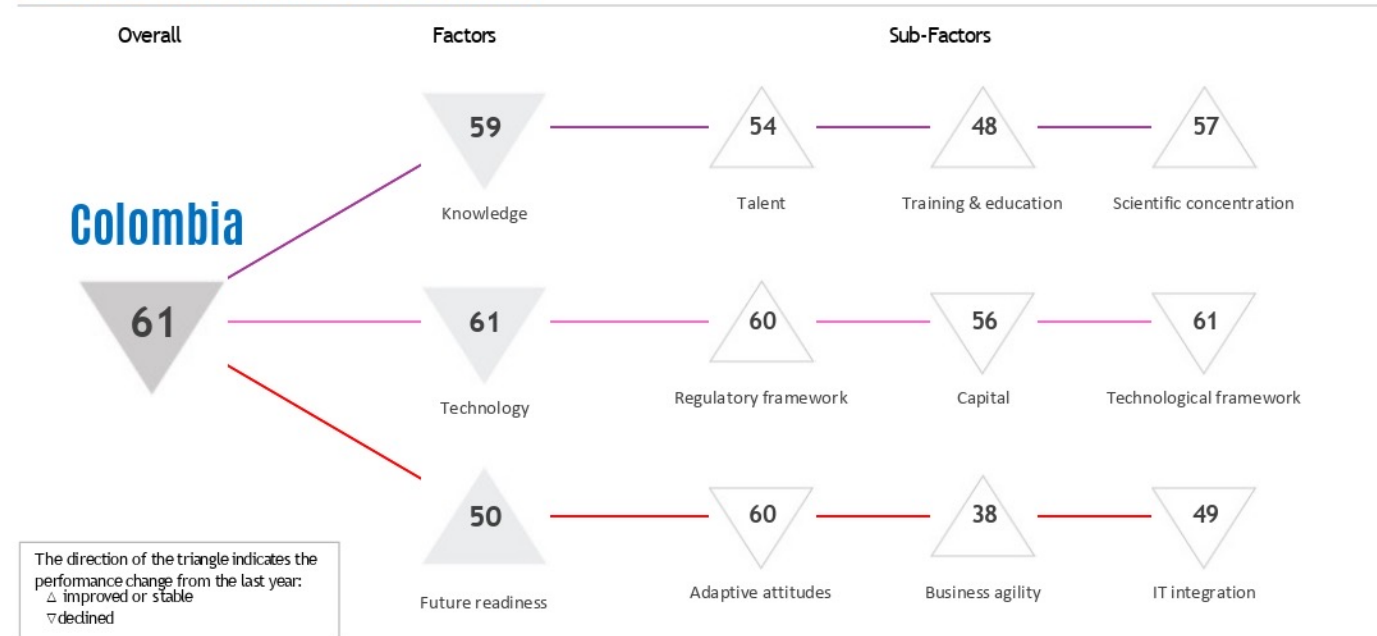
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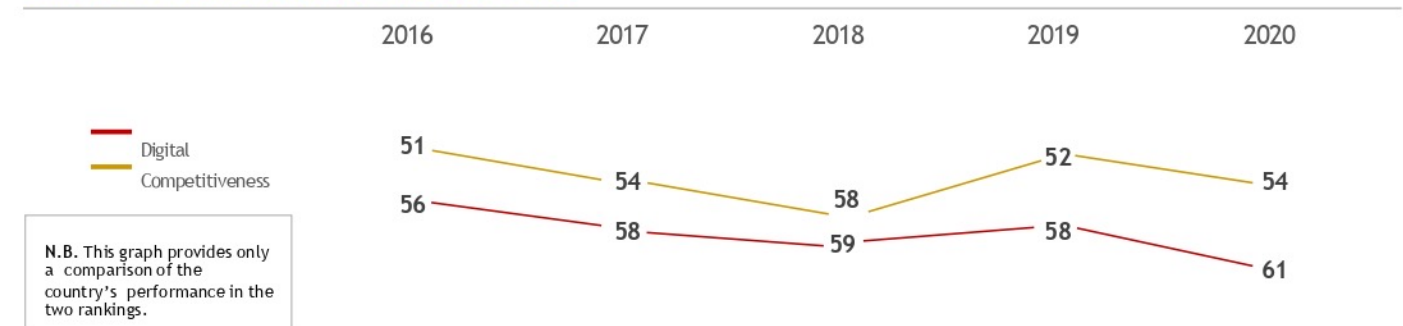
As of today we already know the position of **Digital Competitiveness** of **Colombia** with macroeconomic variables But the **drivers and routes for the improvement of business ecosystems are unknown**

OVERALL PERFORMANCE (63 countries)



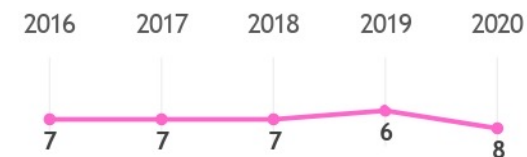
OVERALL & FACTORS - 5 years	2016	2017	2018	2019	2020
OVERALL	56	58	59	58	61
Knowledge	56	57	57	57	59
Technology	59	60	60	60	61
Future readiness	44	53	56	55	50

COMPETITIVENESS & DIGITAL RANKINGS



PEER GROUPS RANKINGS

THE AMERICAS (9 countries)



POPULATIONS > 20 MILLION (29 countries)





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STRUCTURAL MODEL OF THE BUSINESS DIGITAL COMPETITIVENESS INDEX - ICDE



1

DIGITAL USE

Do we know if companies use the most basic tools?

Do they take advantage of technologies and platforms to increase their productivity?

2

DIGITAL EDUCATION

¿los empresarios están al día en temas digitales?

¿cuenta con las habilidades para operar en un mundo Físico y Digital?

3

DIGITAL STRATEGY

Do you operate with a Digital Transformation plan?

Do you take advantage of international technology

4

DIGITLIZATION OF PROCESSES

Do you have a strategy to generate value and operational efficiency?

Is your operation being automated?

5

DIGITALIZATION CORE

Have you started processes to improve and automate your core business points?

Are you constantly looking for ways to

6

TECHNOLOGICAL KNOWLEDGE

Is there a continuous training program to keep up?

Do you feel comfortable in a dynamic world and know about



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ICDE hierarchical decision model

DIGITAL USE

TECHNOLOGICAL KNOWLEDGE

DIGITAL USE	EDUCACIÓN DIGITAL	DIGITALIZATION STRATEGY	PROCESS DIGITALIZATION	DIGITALIZATION CORE	TECHNOLOGICAL KNOWLEDGE
View	training	Hybrid models	Costs reduction	Own technologies	Data Driven
Use and exploitation	Talent concentration	100% digital models	Productivity increase	Intellectual property	Technological structures

Base Vertex



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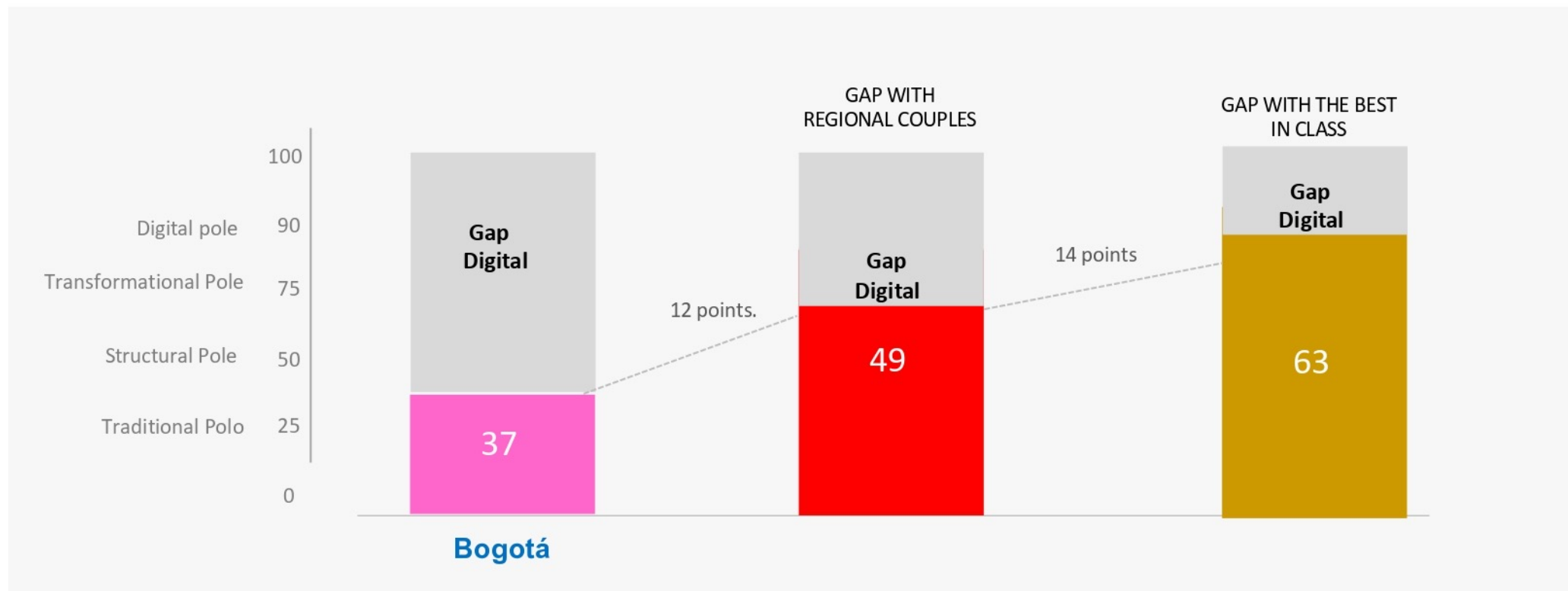


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The level of business digital competitiveness of the town is determined and its digital divide is known



Illustrative Examples

The Business Digital Competitiveness Index (ICDE) registers an average of 49 points in a scale from 0 to 100; which reveals that the level of progress of companies in their processes of digitization is located at a level of "Digital Intermediate"





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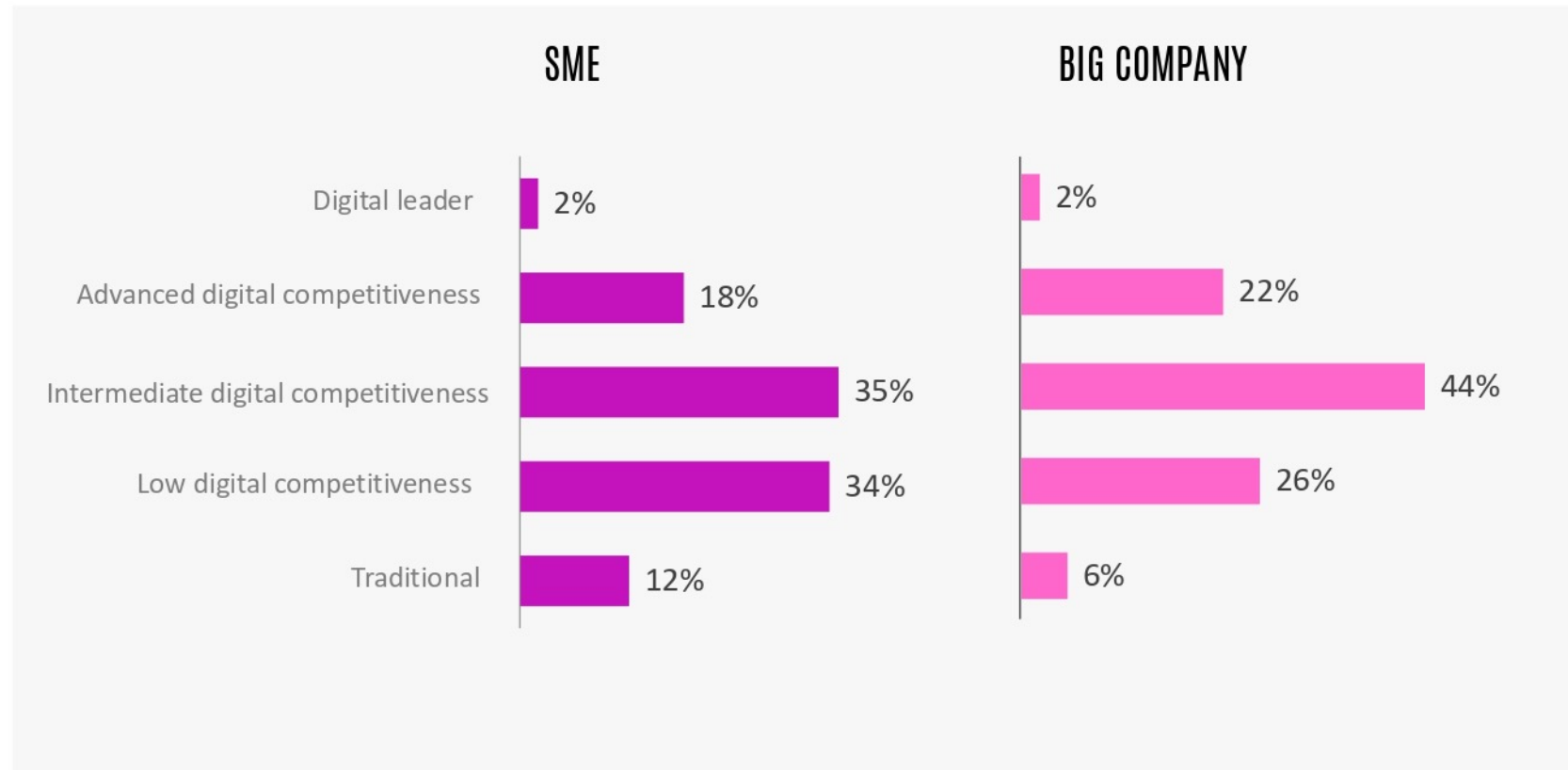


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How does the measurement work?

It shows the heterogeneity and level of digital competitiveness of the business ecosystems of the locality and at the same time generates a benchmark with other localities, which allows extrapolating good practices and working on the strengths of the locality by raising its levels of gross economic production.

Illustrative Examples



The figures show a relevant maturity gap between Large Companies and SMEs. 68% of Large Companies have an Intermediate or higher level of competitiveness, compared to 55% of SMEs.



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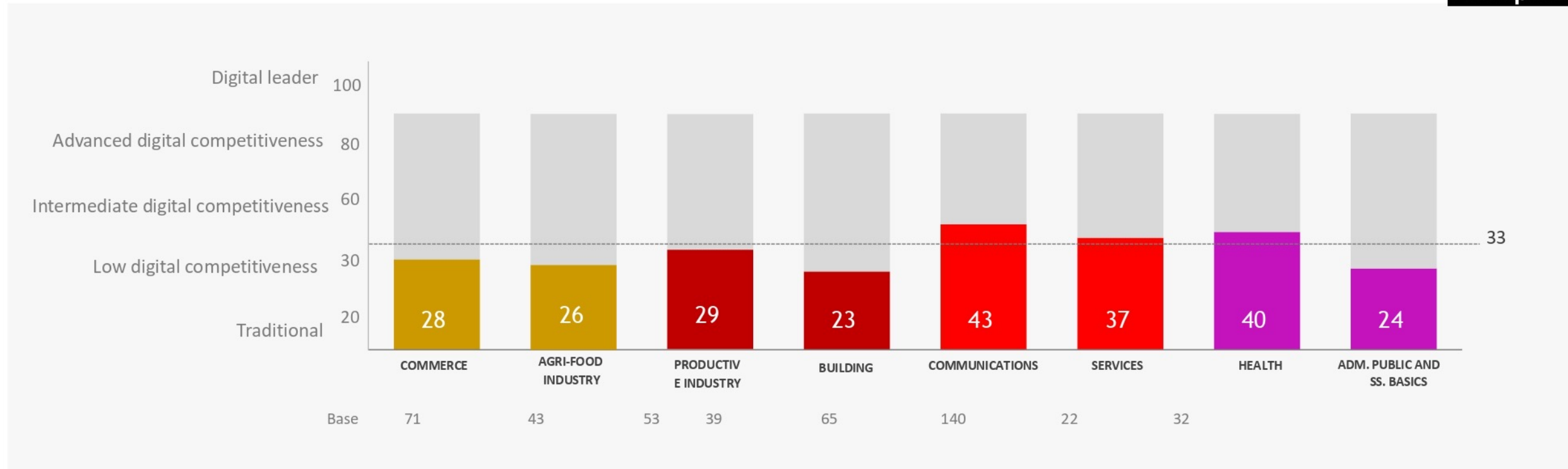
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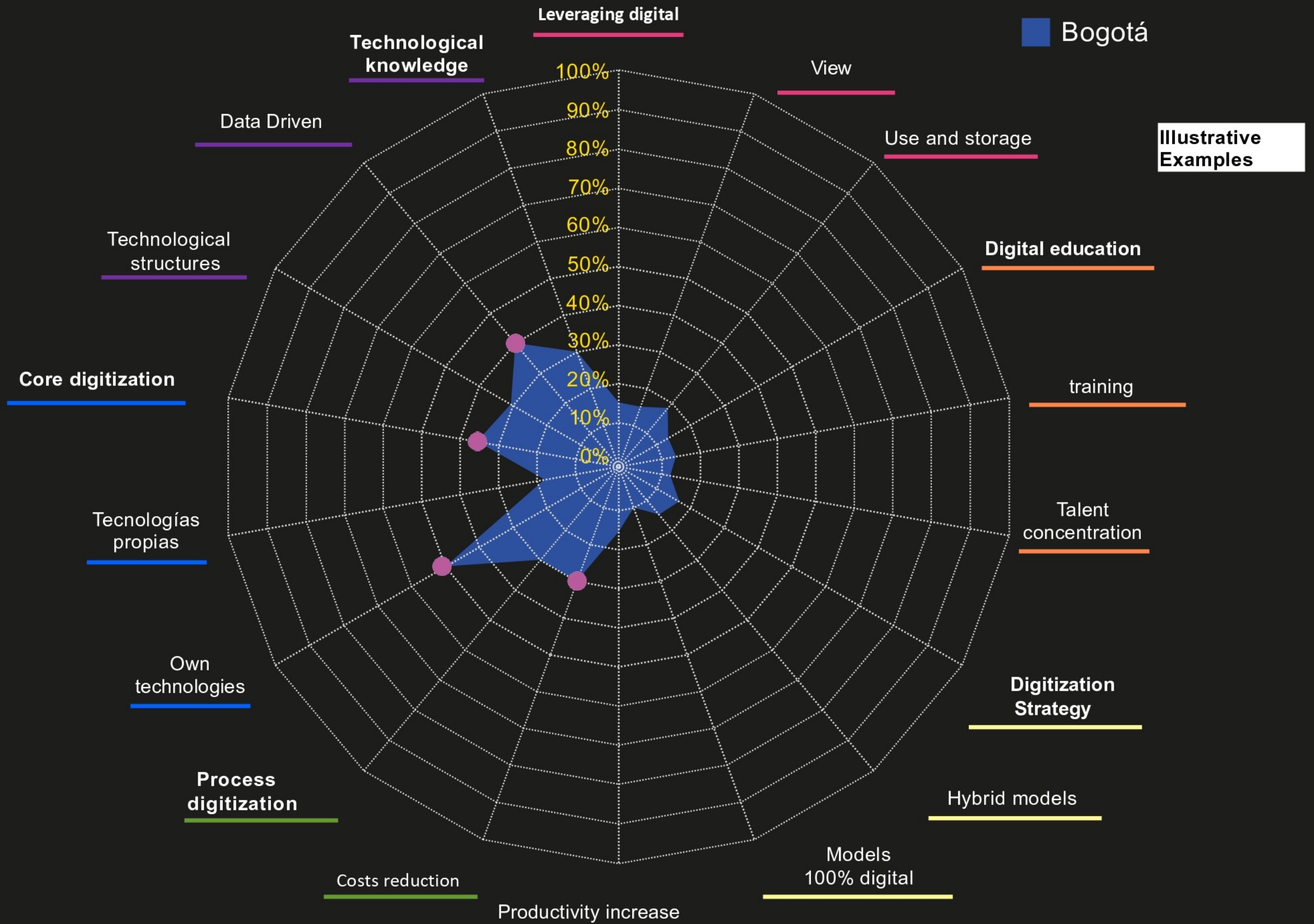
DIGITAL

Identifying the degree of digitization of the sectors, and most importantly those with high potential to be intervened according to the strengths of the locality

Illustrative Examples



The sectors with the lowest levels of digital competitiveness are the Public Administration and the Construction sector, the latter being the one with the lowest level. Communications, Health and the Services sector, on the other hand, are above the average.





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Comparativo Bogotá - San Francisco (Best in class)

Illustrative Examples

Key strengths of the region

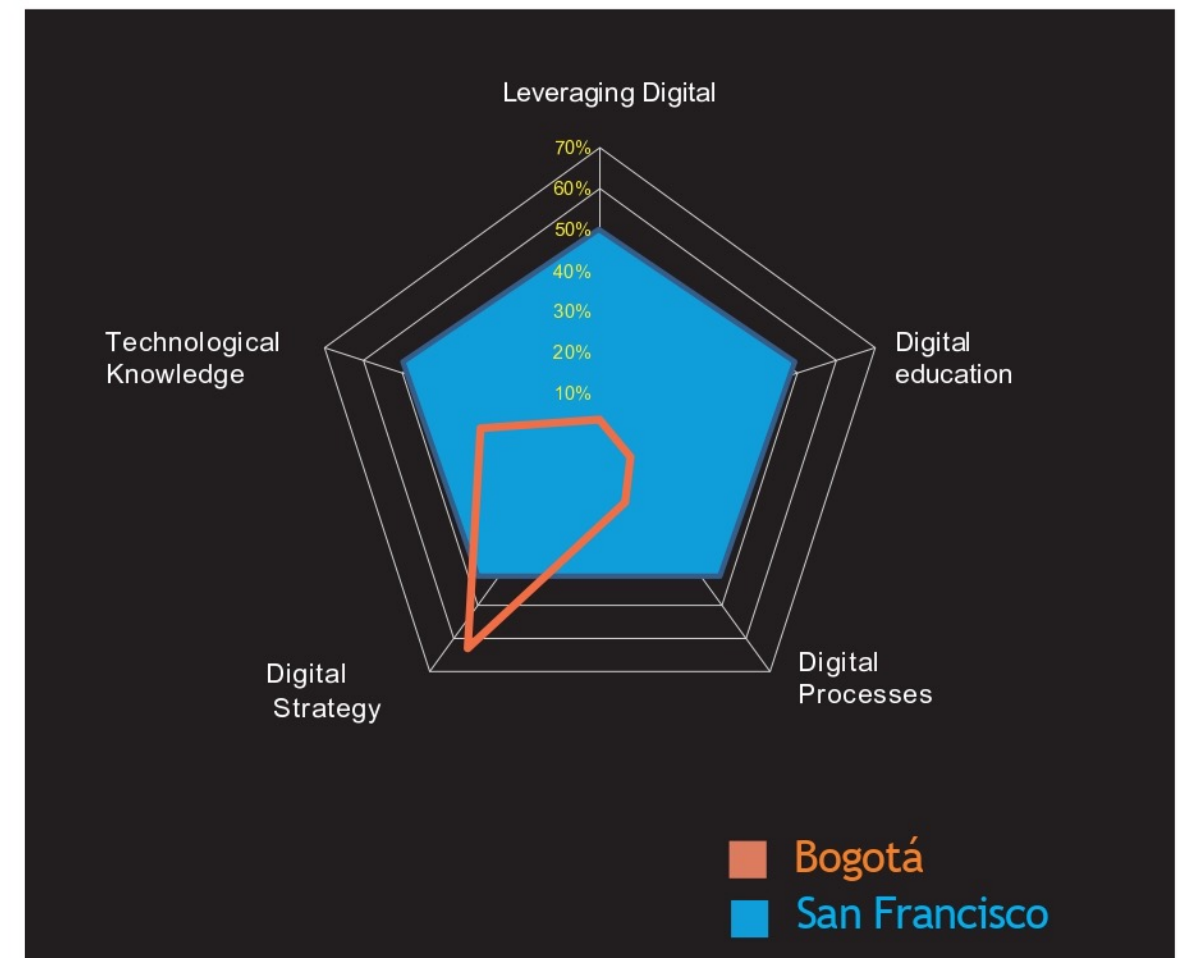
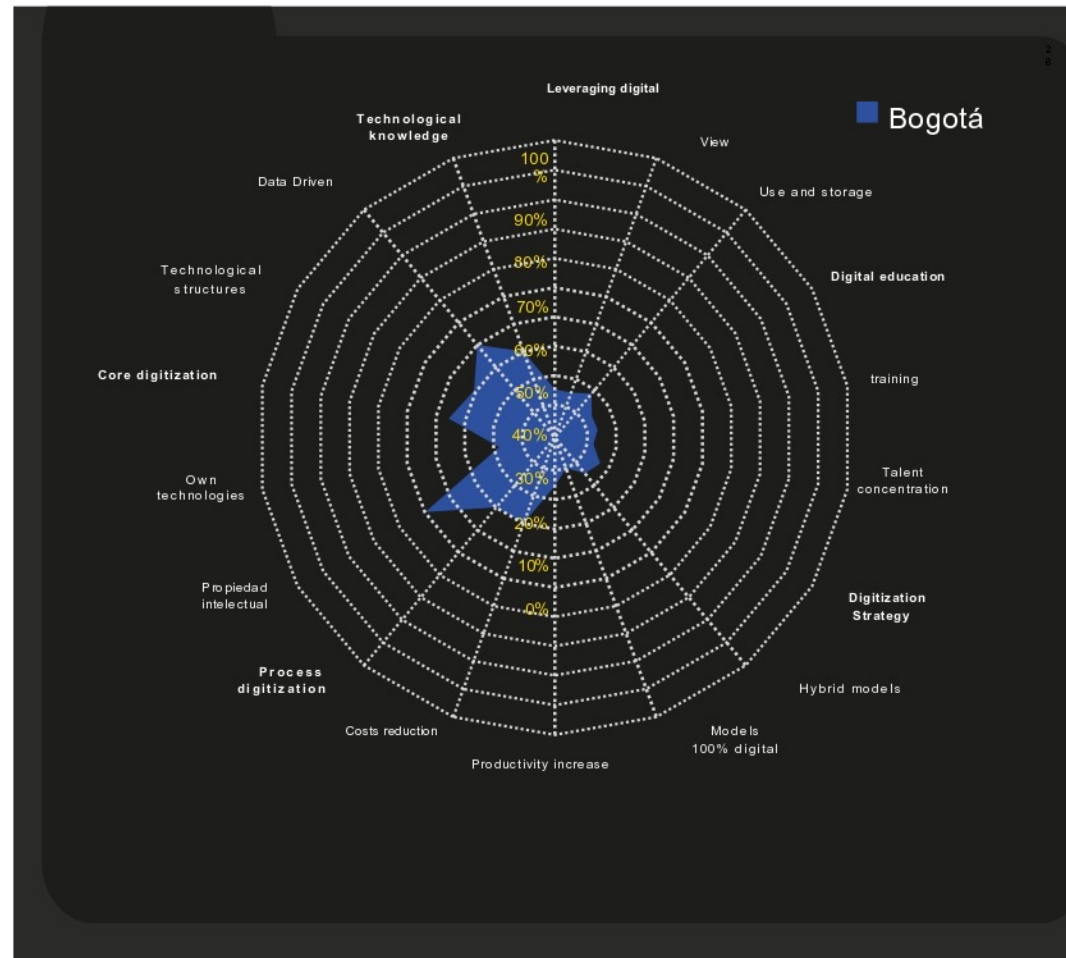


Process digitization

Key weaknesses of the region



Digital education
Digital strategy





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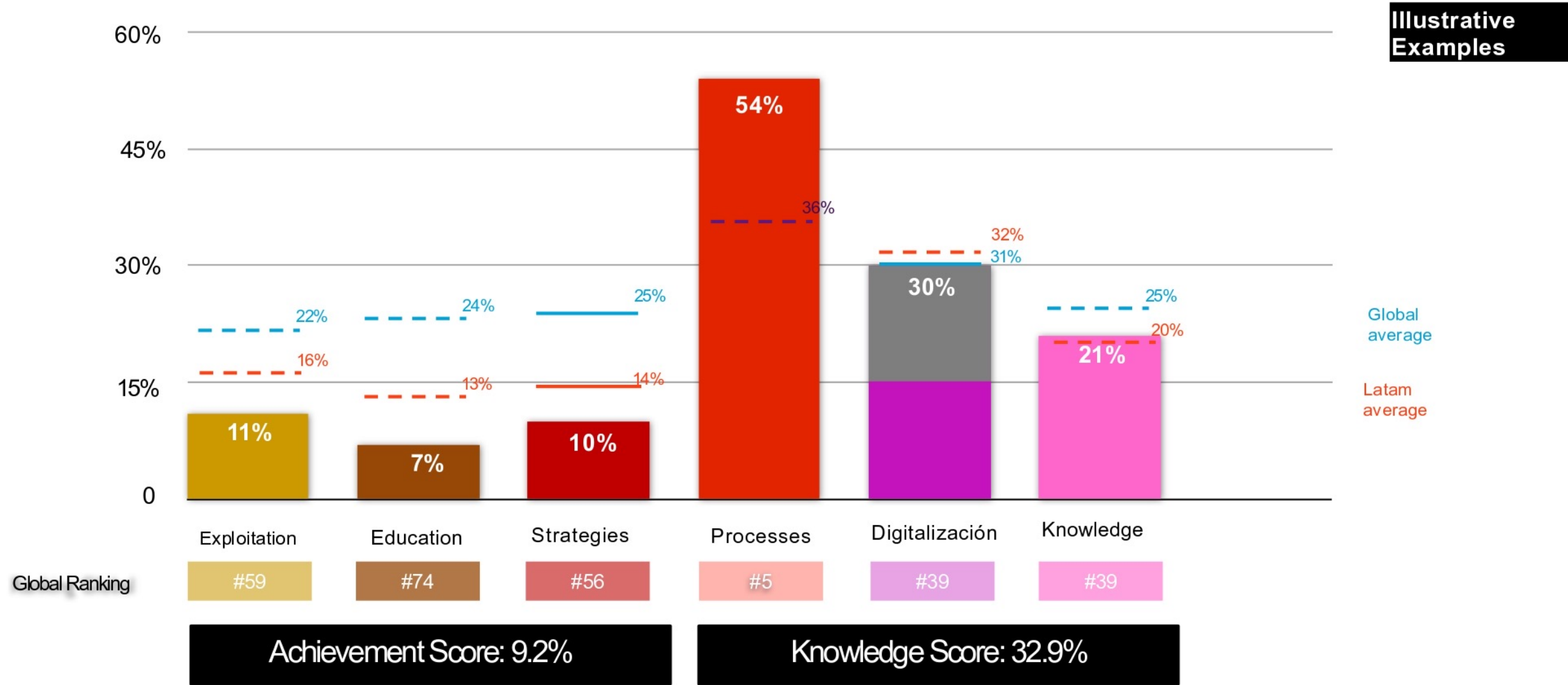
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Gaps in the dimensions of business Digital competitiveness

Digital processes is the only dimension above the global and Latam average.



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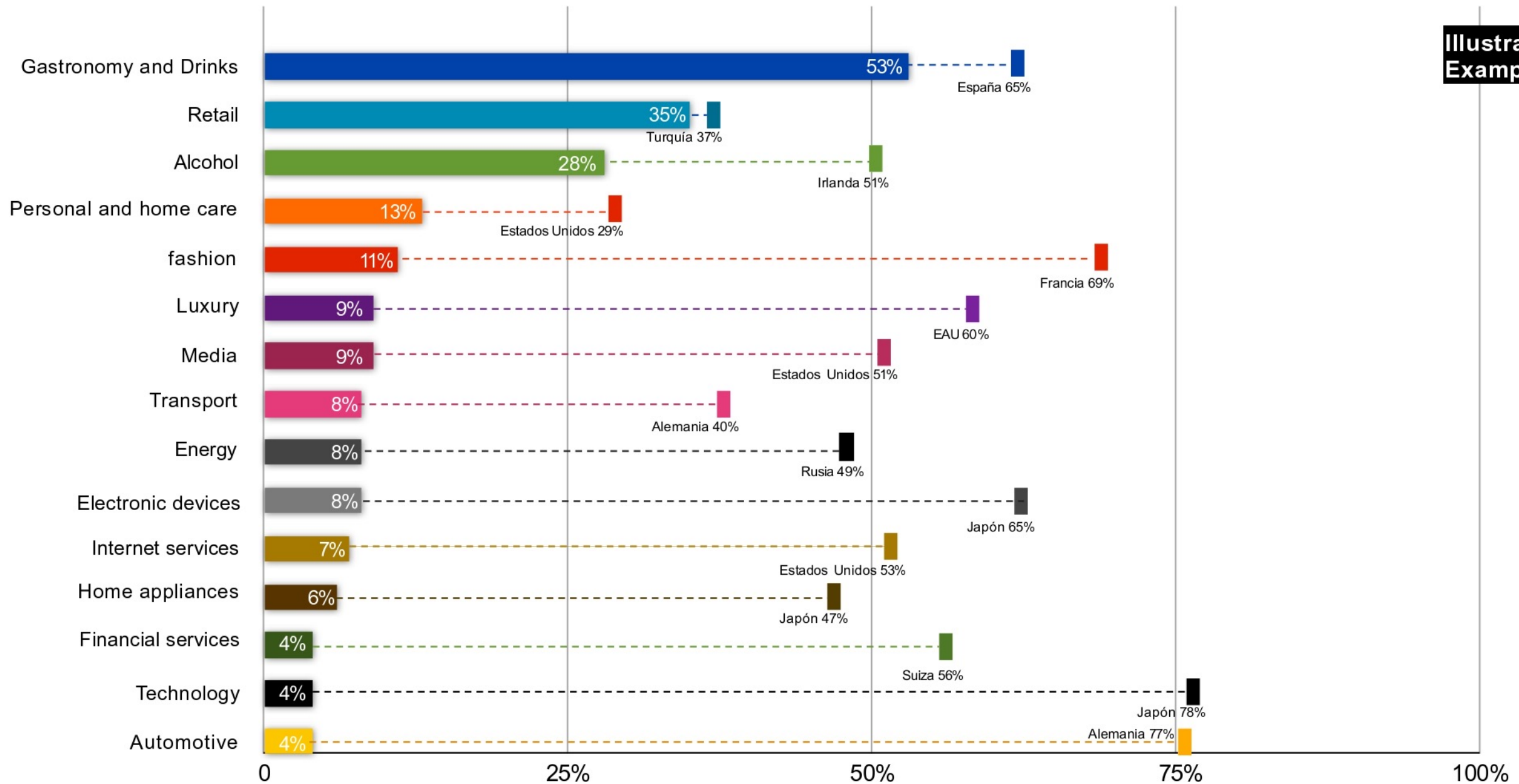


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Productive specialization of Bogotá



Illustrative Examples

* The rectangles show the country with the best score in each category



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ABOUT THE GIDCOMP



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Strategic projects at the research center

Our main objective

Understand the companies capabilities in order to understand in a deeply way the reduction of the productivity levels, efficiency, effectiveness, and adjacent advantages that allow to compete in regional and global markets.



Business escalation analysis



SMEs Growth Factors



New energies and sustainability



Disruptive technologies



Research of growth factors



Social innovation & CSR



Global Corporate Happiness Index



Digital Business Competitiveness Index



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UNDERSTANDING THE FACTORS THAT ALLOW TO INCREASE BUSINESS COMPETITIVENESS OUR SERVICES SEEN FROM A PROBLEMS AND SOLUTIONS OPTICS

SOLUTION

- 1. Business competitiveness factors
- 2. Business intelligence
- 3. Links with research centers
- 4. Data science as a service

PROBLEMATIC

There is no access to the tools and practices to grow businesses in a systematic way

Organizational culture that conforms to standard results

There is a tendency to want to solve and work individually without taking advantage of highly specialized organizations

There is a lack of information that promotes decision-making in an assertive and consistent manner.

SOLUTION

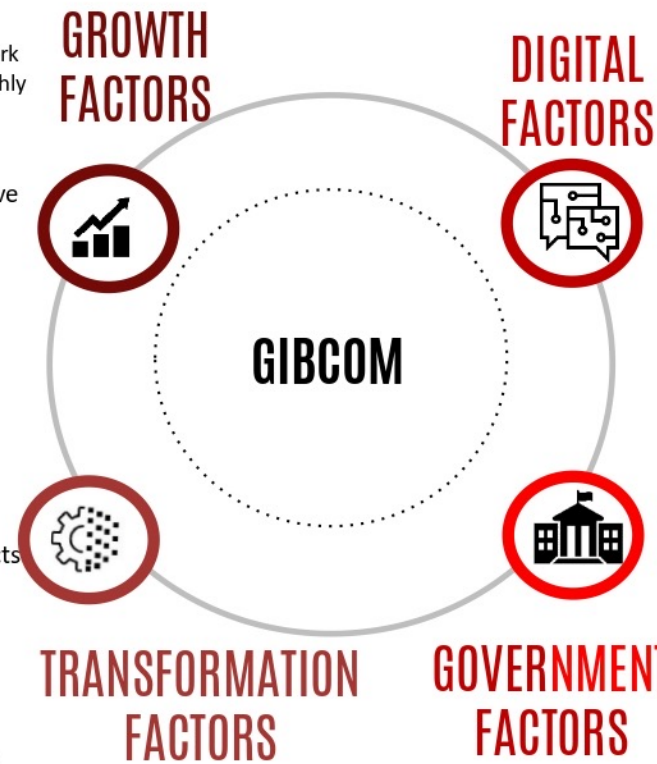
- 5. Business research and development laboratory
- 6. Data driven innovation
- 7. Competitive Intelligence Program

PROBLEMATIC

Inefficient tools to check market impacts and demand shift through controlled tests

Decisions are based on unverifiable empirical experience.

As owner or top management, growth alternatives have been tried without effectiveness.



SOLUTION

- 8. Tech amplification
- 9. Digital competitiveness academy
- 10. Marketing digital
- 11. E commerce

PROBLEMATIC

They operate with traditional models of value generation

It operates with a traditional business vision without taking advantage of advances in technology

Objective third-party evaluations are lacking to see the conversion efficiency of investments.

I have an e-commerce on my website but no clients arrive.

SOLUTION

- 12. Support for Economic Development
- 13. Strengthening of the business network
- 14. Partnerships for business development

PROBLEMATIC

The attraction of investment and business growth is neglected as a factor for the welfare of the population

A location with few capacities provides little added value and well-being

Local business development is left to chance by wasting triple-tier initiatives.



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