Governance Conference

The Digital Transformation of Pools
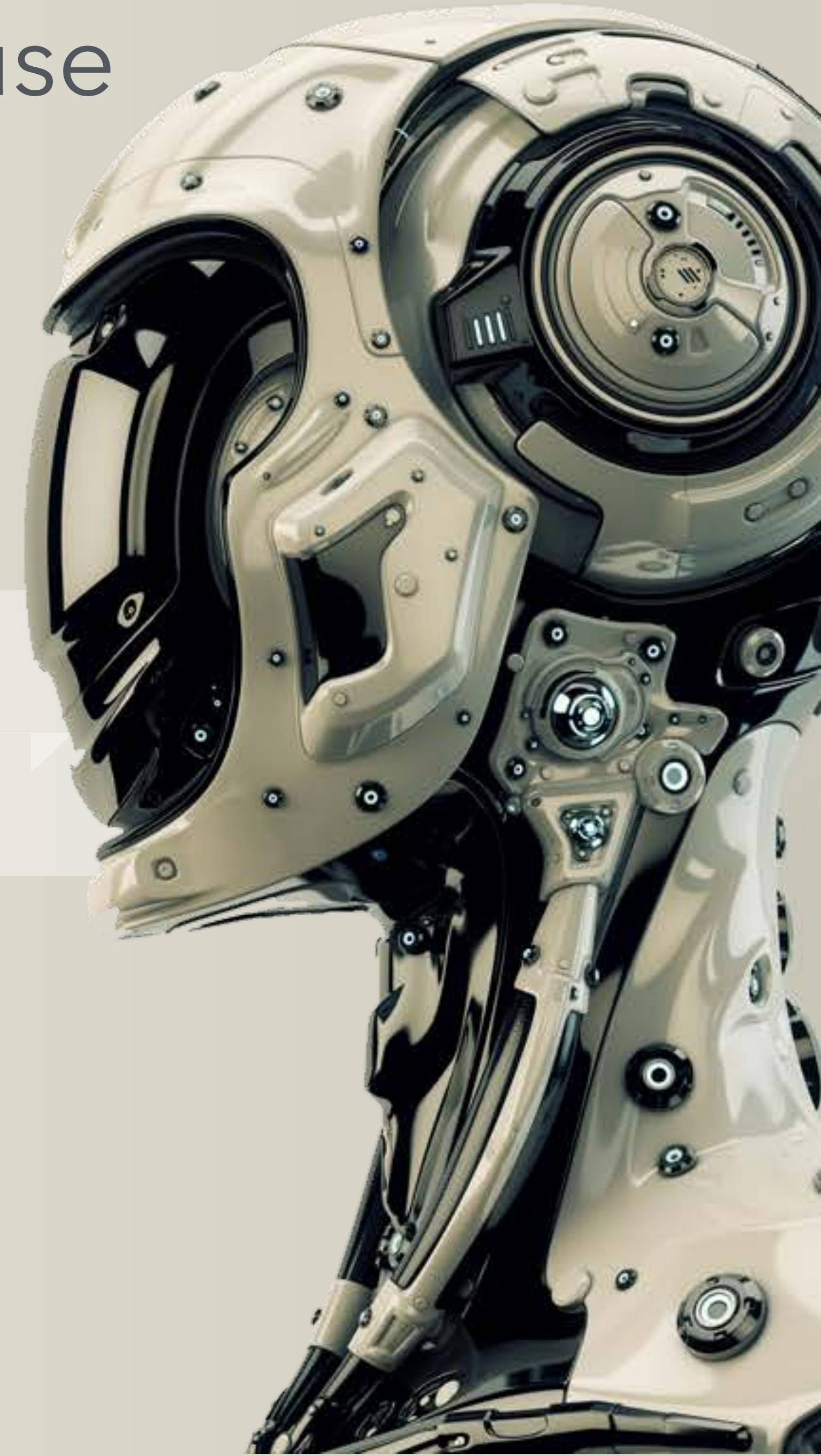
What is Transforming because of Digital Innovation?

HUMALOGY
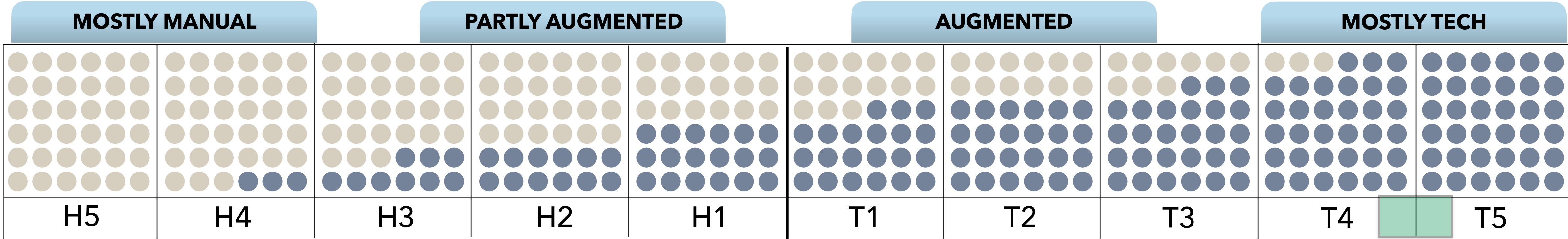
FIFTY YEARS OF DIGITAL ASSIMILATION

Web 1.0 - Connected Organizations - Dial In
Websites & Search • Digital Marketing • eCommerce

2000 THE TIPPING POINT (OF NO RETURN)

Web 2.0 - Connected People - 3G
Social Technologies • Media • Networking Communication

2010

Web 3.0 - Connected Things - 5G
Smart Devices • IoT & M2M • Ambient Computing Mesh

2020

Web 4.0 - Virtual Intelligence - 8G?
AI, ML, DL Ecosystem • Ambient Intelligence Mesh

2028

Web 5.0 - Augmented Capabilities - 10G?
Wearables/Implantables • Transhumanism

2045

FIFTY YEARS OF DIGITAL ASSIMILATION

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VIRUSES

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SOCIAL ENGINEERING

Web 3.0 - Connected Things - 5G
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2020

DEVICE TAKEOVER

Web 4.0 - Virtual Intelligence - 8G?
AI, ML, DL Ecosystem • Ambient Intelligence Mesh

2028

MI EXTORTION/CORRUPTION

Web 5.0 - Augmented Capabilities - 10G?
Wearables/Implantables • Transhumanism

2045

AUGMENTATION EXTORTION/CONTROL

DIGITAL RISK GROWS

OFFENSE AND DEFENSE

DIGITAL RELATIONSHIPS

DATA ACTIVATION

DIGITAL EFFICIENCIES

AI CYBER DEFENSES

DIGITAL RISK ANALYSIS

DIGITAL RESPONSE PROGRAM

POOL DIGITAL PROFICIENCIES

Individual Digital Competencies

Commitment to Digital Governance

Robust Cybersecurity Policies and Practices

Documented, Modernized Enterprise Architecture

Activated Data

Enhanced Member Digital Experiences

Increased Task Automation Within Business Processes

Integrated Machine Intelligence

Pool Digital Transformation **RISKS**

Risks are characteristics, situations or dynamics that hold pools back in fully embracing digital transformation

CYBERSECURITY VULNERABILITIES

- **Breaches at contracted third-party agencies**
- **Human-driven security vulnerabilities**
- **Weaknesses in security governance**
- **Lacking cyber insurance**

RISKS

Pool Digital Transformation RISKS

Risks are characteristics, situations or dynamics that hold pools back in fully embracing digital transformation

LACK OF A COMPREHENSIVE DIGITAL STRATEGY ROADMAP

RISKS

- **Poor modernization capabilities**

- **Lack of integration between business and digital strategies**

Pool Digital Transformation **RISKS**

Risks are characteristics, situations or dynamics that hold pools back in fully embracing digital transformation

GAPS IN DIGITAL SKILLS

RISKS

- **Using service providers with substandard digital skills**

- **Not having appropriately skilled internal IT staff**

- **Business-side team members lacking needed digital skills**

- **Pool leaders and governing bodies with minimal digital skills**

Pool Digital Transformation OPPORTUNITIES

Opportunities are activities pools can do to facilitate an improved digital transformation outcome

INCREASE DIGITAL AUTOMATION

- **Invest in the unique skills required for automation**

- **Have a pool budgeting strategy that supports automation investment and experimentation**

OPPORTUNITIES

Pool Digital Transformation OPPORTUNITIES

Opportunities are activities pools can do to facilitate an improved digital transformation outcome

OPPORTUNITIES

IMPROVE DIGITAL EDUCATION OF POOL STAFF

- **Clear ownership of education expectations**

Pool Digital Transformation OPPORTUNITIES

Opportunities are activities pools can do to facilitate an improved digital transformation outcome

ACTIVATE POOL DATA

- **Build a digital backbone that is designed to gather, store and use data in valuable ways**

- **Create a team of part-time data scientists**

OPPORTUNITIES

Pool Digital Transformation OPPORTUNITIES

Opportunities are activities pools can do to facilitate an improved digital transformation outcome

OPPORTUNITIES

INCREASE MEMBER SELF-SERVICE & IMPROVE DIGITAL RELATIONSHIPS

- **Upgrade software applications and web properties**

A DIGITAL LEGACY

- BUILDING DIGITAL MATURITY
- ADDING DIGITAL SKILLS TO THE TEAM
- EARNING A DIGITAL HALO FROM MEMBERS
- BUILDING A DIGITAL RISK MODEL