How We Are The Same. And What this means for Business.

How global businesses take advantage of 'sameness'

SD5906



POP QUIZ

Name the 5 qualities of a Business that would make it truly Global

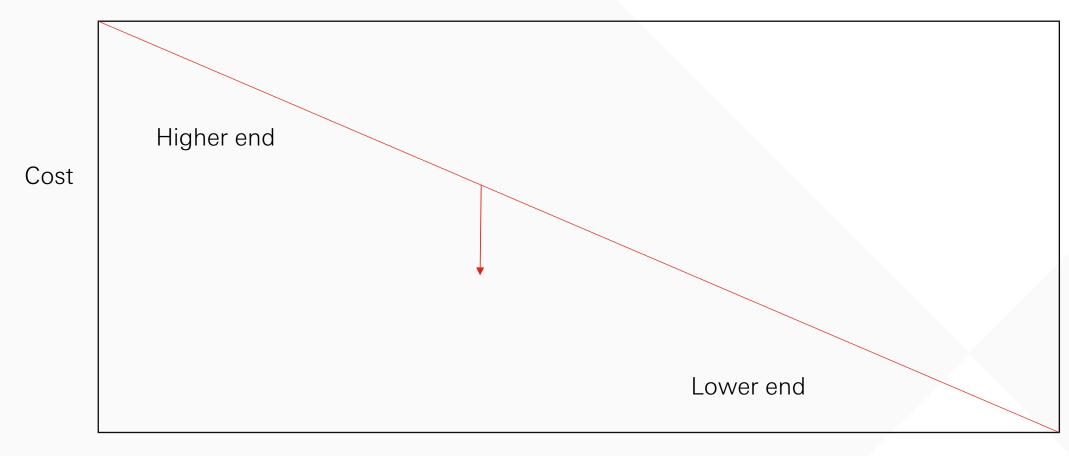
- 1. Presence... across the globe
- 2. Consistency... across the globe
- 3. Clear value proposition... across the globe
- 4. Recognized... across the globe
- 5. Coherency vs. consistency... across the globe

QUESTIONS TO ASK

- What do you standardize?
- When do you standardize?
- Why do you standardize?



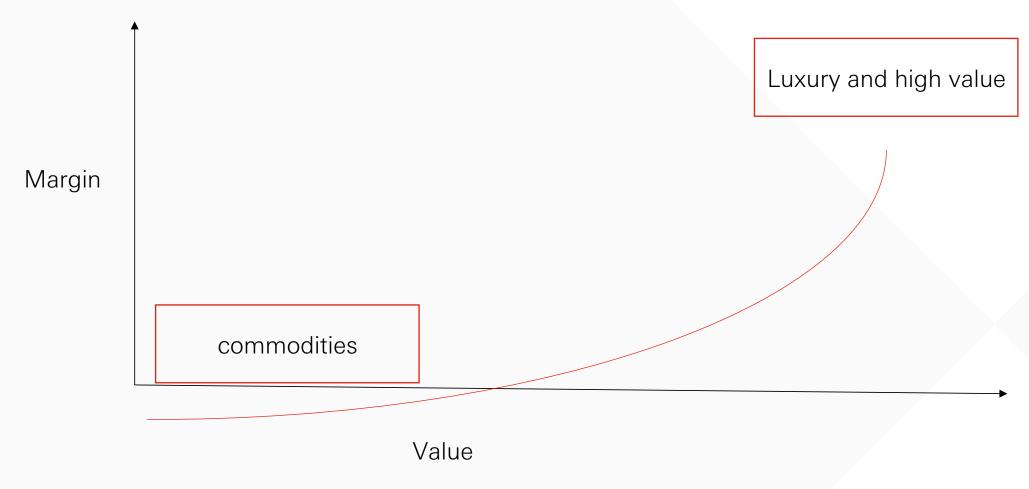
THE TRADE OFF



Customisation Standardization



THE BUSINESS VALUE





How Same-ness Goes Global

Food & Beverage





WYNDHAM

REWARDS

HOTELS: 8,145

ROOMS: 708,545

COUNTRIES: 78

BRANDS: 19

AmericInn

Baymont Inn & Suites

Days Inn

Dazzler Hotels

Dolce Hotels

& Resorts

Esplendor

Boutique Hotel

Hawthorn Suites

Howard Johnson

Knights Inn

Microtel Inn

& Suites

Ramada

Super 8

Trademark

Hotel Collection

Travelodge

TRYP

Wingate by

Wyndham

Wyndham

Wyndham Garden

Wyndham Grand

CHOICE

HOTELS: 6,557

ROOMS: 500,000

COUNTRIES: 40

Marriott

Westin

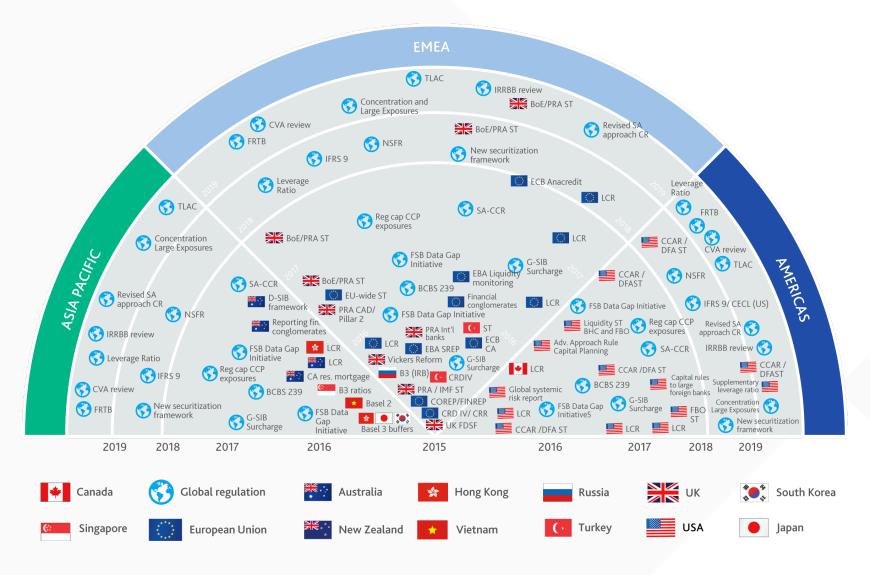
Hotels & Accommodation

BRANDS: 11 HOTELS: 6,200 BW (11) HOTELS: 5,272 Ascend Hotel ROOMS: 1.2 million Collection Best Hilton ROOMS: 785,544 COUNTRIES: 125 ACCOR HOTELS Western. Cambria **COUNTRIES: 100** BRANDS: 30* HOTELS: 5,100 Clarion HOTELS: 3,400 BRANDS: 12 Aloft HOTELS: 3,651 Comfort Inn ROOMS: 837,692 ROOMS: 597,132 Candlewood CARLSON" AC Hotels ROOMS: 295,878 Comfort Suites HOTELS: 2,106 COUNTRIES: 103 Suites HYATT COUNTRIES: 92 Autograph **COUNTRIES: 101** Econo Lodge ROOMS: 339,000 Crowne Plaza **BRANDS: 14** Collection **BRANDS: 17** HOTELS: 1,440 BRANDS: 12 MainStay Suites COUNTRIES: 119 Even Hotel Canopy BVLGARI HOTELS: 731 Adagio BW Core ROOMS: 230,000 Quality Holiday Inn BRANDS: 11* Conrad Courtyard ROOMS: 69,000 Adagio Access BW Plus Rodeway Inn COUNTRIES: 115 Holiday Inn Aloft Curio Collection Delta **COUNTRIES: 56** Fairmont **BW Premier** Club Vacation Sleep Inn BRANDS: 7 Design DoubleTree | Design Grand Mercure BRANDS: 13 **BW Premier** Holiday Inn Suburban Country Inns **Embassy Suites EDITION** Element HotelFI Collection Express Extended Stay Andaz & Suites Four Points Hampton Element Ibis **BW Signature** Holiday Inn Grand Hyatt Park Inn by Fairfield Inn Le Méridien Hilton Collection Resort Ibis Styles Radisson Hyatt & Suites Luxury Collection Hilton Garden Inn Executive Hotels Indigo Mama Shelter Park Plaza Hyatt Centric Four Points Residency Hilton Grand Sheraton Hualuxe Mercure Quorvus Hyatt House Executive Vacations Gaylord Collection St. Regis Intercontinental M Gallery Hyatt Place Residency Dual JW Marriott Home 2 Suites Tribute Portfolio Radisson Kimpton Novotel Branded Hyatt Regency Homewood Le Méridien W Hotels Staybridge Radisson Blu Pullman GLO Hyatt Residence Club Suites Luxury Collection Suites Radisson RED Westin Raffles SureStay Tapestry Marriott Collection Hyatt Zilara Sofitel SureStay Marriott Collection Hyatt Ziva Swissôtel Tru Executive SureStay Plus Miraval Thalassa Sea Waldorf Astoria Apartments Vib & Spa Park Hyatt Marriott The Sebel Vacation Club The Unbound Collection Moxy Protea Renaissance Residence Inn Ritz-Carlton *Due to the Sheraton Marriott/SPG SpringHill Suites merger, SPG St Regis brands are **TownePlace** also listed as Marriott brands. Suites but they do not Tribute participate in Portfolio each other's W Hotels

loyalty programs at this time.



Banking & Regulation





Case: How Samsung changed

Old Samsung

- Marketing fragmentation
- Brand inconsistency
- Cheap commodity
- R&D-cost
- Korean Manufacturing Company
- Products standalone
- OEM

New Samsung

- Single brand agency
- Single brand identity
- High Quality products
- R&D
- Integration / Digital World
- OBM



How Startups are doing it?

Process

Understand the Need / Problem Develop and test a solution

Scale



Unbundling The Automobile

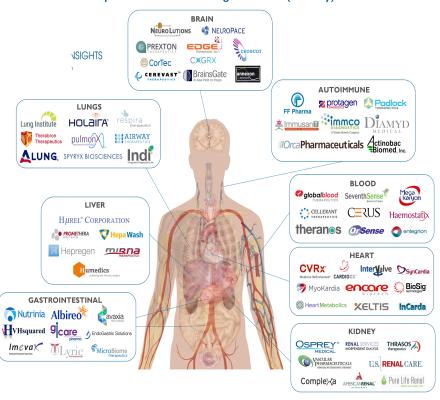


Intelligent Autos

"by 2020 we'll have cars capable of being fully autonomous in certain circumstances, most likely rural interstates with minimal variables (and no inclement weather)."

THE ANATOMY OF HEALTHCARE STARTUPS

69 Companies That Could Change Your Life (Literally)

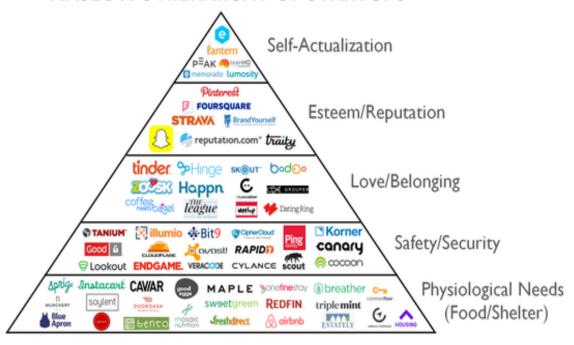


Healthcare

The X Prize Foundation, an innovation organization led by Dr. Peter Diamandis, is offering a \$10 million award to the first team to deliver a working "tricorder,"" the handheld diagnostic device used by medical officers in Star Trek to detect diseases.

source:

MASLOW'S HIERARCHY OF STARTUPS



Emotion

"Most branded content will come from consumers."

Source

You Must Understand 'Desire'

Desire

Desire is a sense of longing or hoping for a person, object, or outcome. The same sense is expressed by emotions such as "craving". When a person desires something or someone, their sense of longing is excited by the enjoyment or the thought of the item or person, and they want to take actions to obtain their goal. The motivational aspect of desire has long been noted by philosophers; **Thomas Hobbes (1588–1679) asserted that human desire is the fundamental motivation of all human action.**

https://en.wikipedia.org/wiki/Desire



You Must Understand 'Desire'

There will be one desire that your product or service will 'speak to' most powerfully. What is it?



- Survival enjoyment of life life extension
- 2) Enjoyment of food and beverages
- 3) Freedom from fear pain and danger
- 4) Sexual companionship
- 5) Comfortable living conditions
- 6) To be superior winning keeping up with the Jones
- 7) Care and protection of loved ones
- 8) Social approval



- To be informed
- 2) Curiosity
- 3) Cleanliness of body and surroundings
- 4) Efficiency
- 5) Convenience
- 6) Dependability / quality
- 7) Expression of beauty and style
- 8) Economy / profit
- 9) Bargains



Takeaways

- 1) Your Product or service will always trade off between Cost / customization.
- 2) Standardization is hard, but offers commercial advantages.
- 3) We share 8 basic human desires, and we have 9 learned desires.
- 4) Finding ways to offer personalization, while enabling standards is the magic sweet spot for any product or service.
- 5) Not every business is suitable for Globalization.

