# NEXT. DGGTAL NORNAL



### Introduction

Digital transformation has entered a significant phase of change, impacting every aspect of our lives due to the rapid advancement of technology and the necessities brought about by the pandemic. The "Next Digital Normal" refers to the predictions about how digital transformation will shape the future and the social, economic, and technological impacts of these changes. This report covers the history of digital transformation, the changes experienced during the pandemic, new digital norms, and what awaits us in the future.

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The Next Digital Normal will require all of us to develop digital dexterity. The success of organisations in the future will be defined by their knowledge and preparedness to embrace new technologies.

SHARAD AGARWAL

Founder - Cyber Gear



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### A Brief History of Digital Transformation

Digital transformation has a long history of how technology has changed business operations and daily life. The invention of computers and the internet has formed the cornerstone of this transformation. In the 1990s, with the proliferation of the internet, digitalization accelerated, and in the 2000s, it deepened further with the widespread use of mobile devices and social media.

#### The Rise of Computers

The development of computer technology marked the first steps of digital transformation. In the 1960s and 1970s, the use of computers in workplaces increased, and in the 1980s, personal computers (PCs) began entering homes. This was a significant turning point in terms of increasing computing capacity and easing data management.

#### The Proliferation of the Internet

The widespread use of the internet in the 1990s was another significant step in digital transformation. The internet facilitated access to information, accelerated communication, and enabled the emergence of new business models. Email, websites, and e-commerce were just a few of the rapidly spreading applications of this period.

#### Mobile Technologies and Social Media

In the 2000s, the proliferation of mobile technologies and social media further accelerated digital transformation.

Smartphones, mobile internet, and social media platforms provided access to information anytime, anywhere, fundamentally changing our communication and interaction patterns.





### Pandemic and Digital Transformation

The COVID-19 pandemic has been a major catalyst in accelerating digital transformation. During the pandemic, digital solutions such as remote work, online education, e-commerce, and telehealth became an integral part of our lives. During this period, we better understood the importance of digitalization, and the concept of a "new normal" emerged, indicating that these changes would be permanent. During the pandemic, the necessity to reduce physical contact accelerated the adoption of digital solutions. Remote work tools, video conferencing applications, and cloud-based collaboration platforms quickly became widespread in the business world. Similarly, online shopping, digital health services, and digital education platforms became significant parts of daily life.

During the pandemic, digital transformation occurred faster than expected in many sectors. Companies had to strengthen their digital infrastructures and adapt to digital business models. The rapid digitalization experienced during this period also serves as a significant reference point for future digital transformation processes.





### New Digital Norms: Key Trends

Key trends are significant tendencies that define developments and changes in a specific area. These trends can emerge in a wide range of areas, from technological advancements to social and economic shifts. Key trends make it possible to foresee future opportunities and risks, providing guidance for individuals and businesses in making strategic decisions. Therefore, it is crucial to continuously monitor and analyze them.



#### **Remote Work**

During the pandemic, many companies allowed their employees to work from home, transitioning to a remote work model. This has significantly changed office culture and sparked discussions about the impact of remote work on productivity. In the future, hybrid working models are expected to become more widespread.



#### **Advantages of Remote Work**

Remote work offers many advantages for both employees and employers. Employees save time on commuting and have more flexible working hours. Employers can reduce office costs and access a broader talent pool.



#### **Challenges of Remote Work**

Remote work also brings some challenges. Feelings of isolation among employees, communication and collaboration issues within teams, and balancing work-life boundaries are some of the primary challenges of remote work. Therefore, developing effective remote work strategies and tools is essential.



#### The Rise of E-commerce

E-commerce has gained significant momentum during the pandemic. Consumers' online shopping habits have become permanent, accelerating digital transformation in the retail sector. Global e-commerce sales increased by 27% in 2020, and this trend continues. E-commerce platforms also allow small and medium-sized enterprises to participate in the digital market, contributing to economic growth.

E-commerce experienced significant growth during the pandemic. Consumers accessed products and services online, shifting their shopping habits to the digital realm. This contributed to the rapid development of e-commerce platforms and online payment systems.





### Digitalization in the Retail Sector

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## **Digital Education**

Remote education is one of the most noticeable impacts of digitalization in education. Online classes, digital materials, Digitalization in Health Services, and educational platforms have created a new normal in education. In 2020, 1.6 billion students worldwide transitioned to remote education. Digital education platforms offer flexible learning opportunities, personalizing the learning process and increasing accessibility. Digital health services, with innovations such as telemedicine and remote patient monitoring, have undergone significant transformation in the health sector. Telemedicine applications have made it easier for patients to reach their doctors online, facilitating access to healthcare services. Additionally, digital health records and health apps allow patients to track their health data and manage their health better.





### Online Education Platforms

Online education platforms support the educational process by providing students and teachers with digital tools and resources. Video lectures, interactive materials, and virtual classrooms enrich the learning experience and offer students flexible learning opportunities. Digital education also brings some challenges. Technological infrastructure deficiencies, digital literacy issues, and maintaining student motivation are some of the primary challenges affecting the effectiveness of digital education. Therefore, strategic approaches and investments are necessary to enhance quality in digital education.





### Digitalization in Healthcare Services

Telehealth and digital health services gained significant importance during the pandemic. The ability for patients to receive remote consultation services and manage health data digitally has created a substantial transformation in the healthcare sector. This trend is expected to continue in the future, with digital health solutions becoming more widespread.



### **Telehealth Services**

Telehealth services enable patients to communicate with doctors remotely and access healthcare services more easily. Video conferencing, online appointment systems, and digital health records are essential components of telehealth services. These services provide a significant advantage, especially for patients living in rural areas and those with mobility restrictions.



### **Digital Health Data**

Digital health data offers the ability to store and manage patient health information in a digital environment. This data ensures the effective and rapid delivery of healthcare services and provides valuable information for medical research. However, the security of digital health data against cyber-attacks is a critical concern.



## **Technological Innovations**

In the future, technologies such as artificial intelligence, blockchain, IoT, and augmented reality (AR) are expected to become more widespread. Al will provide businesses with a competitive advantage by automating business processes and enabling smarter decisions through data analytics. Blockchain technology will revolutionize areas such as financial services and supply chain management by providing secure and transparent transactions. The Next Digital Normal signifies a permanent transformation in various aspects of life, catalyzed by the rapid technological advancements and the COVID-19 pandemic. Remote work, e-commerce, digital education, and digital health services are just a few key trends that have redefined how we live and work.

As we move forward, these digital norms are expected to continue evolving, shaping a future that is more interconnected, efficient, and digitally oriented. Embracing these changes and addressing the associated challenges will be crucial for businesses, individuals, and societies to thrive in the new digital era.

