NASSCOM HOSTS C SUMMIT TO PROMOTE US-INDIA DIGITAL COLLABORATION IN IT
Platform for showcasing use case learning on digital technology adoption with global enterprises

The first edition of **'The NASSCOM C Summit'** was held on **1-2 June, 2017,** at the **InterContinental Times Square, New York**. The summit, the first of its kind was hosted by NASSCOM and was aimed towards creating an annual platform for discussing collaborative models for the digital economy.

With a rise in disruptive digital technologies transforming the way corporates function, global businesses across industries have recognized this opportunity and create new products that will transform and reshape organizations of the future. Digital technologies are also enabling a new business ecosystem of strategic growth partners that can help them derive distinct value in this increasingly competitive business ecosystem. The NASSCOM C Summit provided common ground for companies and solution provides to come together and collaborate for the future of the digital economy.

The C Summit served as a great opportunity for building a thought leadership platform wherein global corporates interacted with their peers and solution providers to understand use case adoption of digital and deliberate on the theme of `Collaborating for a Digital Tomorrow'. The summit was a huge success and was attended by the following

200+ CXO Delegates from multiple verticals

30+ speakers representing the best of global leaders, analysts and CXOs

10+ hours of curated content with clear takeaways

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Some key takeaways included:

1. Focus on Digital Transformation (DX) can have positive impact on individuals, corporations and countries. DX and the ability to disrupt transitional models are more an opportunity than a threat. Any business that does not have a pro-active DX strategy is in jeopardy. Incremental or reactive change is unlikely to succeed. Witness the rapid decline of an incredible percentage of Fortune 500 companies that have fallen off the charts in a very short period of time.

2. DX needs a collaborative approach for success. Users can't do it alone as they need to be external facing while having strong strategic partners like those represented at Nasscom, helping them with the change required. The precise role of partners (providers/users) varies significantly depending on the business domain and strategy of the user and the strengths brought to the table by the provider.

3. The unequivocal view emerging is that top quality tech talent is needed. Lack of skills is a key concern, especially because a whole array of skills is needed for a successful DX. Any interference around Visas etc will only delay their Company's and US progress in terms of leading the world of business. "Learnability" is a key attribute that is sought after in people - the ability to constantly learn and update. IT companies are investing and need to invest in design thinking and other methods to promote learnability.

4. The impact of DX on jobs is real and rapid. The net impact and the societal implications thereof need greater attention across geographies. Job losses happen only due to tech advancement and is collateral damage but as the industry grows, more jobs will be added. Artificial intelligence and RPA were the hottest areas users want to understand more about. These two areas are still being spoken about by CIOs at panels at 30000 ft and without really detailing out what initiatives should be driven to secure results. So AI and Robotics is a big opportunity but will probably impact traditional jobs. It is important to understand these areas better so that managers and companies are better equipped to deal with negative fallouts of engaging with strategic global partners
5. The bottom line of DX is business value, not adoption of tech for its own sake. Every change may not make business sense in every economy.