

BOLETIN ADE ALERTA 18 (1º QUINCENA JUNIO 2016)

[Time to Accelerate in the Race Toward Industry 4.0](#)

Throughout the world, companies recognize that their success depends on adopting the new digital industrial technologies that are collectively known as Industry 4.0. To assess how quickly this fourth wave of technological advances is gaining momentum, The Boston Consulting Group recently studied the status of adoption in Germany and the US

Fuente: bcg perspectives

[El número de empresas de Castilla y León que usa banda ancha móvil crece un 7% en 4 años](#)

[Telefónica](#) invertirá más de 100 millones en 2016 en Castilla y León. Las previsiones de la compañía pasan por que antes de que acabe el año, la mitad de los ciudadanos de la región puedan tener acceso a fibra óptica hasta el hogar y un 85% de la población, a la tecnología móvil 4G. La Seguridad y el Big Data serán junto a las Redes de Ultra Banda Ancha los ejes estratégicos de la compañía en la región.

Fuente: castillayleoneconomica

[The new consumerism: Consumers embrace the circular economy](#)

The circular economy is one of the eight trends which we see as combining to create [The New Consumerism](#). The New Consumerism sees today's consumers reassessing their priorities and increasingly asking themselves what they truly value: Why own something that I only use sporadically? Why accumulate more belongings when I could be out experiencing life? Why pay for space I don't use? Why work 9-5?

Fuente: Euromonitor Internacional

[Sleeping giant: Europe as a global software competitor](#)

Software has an obvious home in the world of IT, and US tech firms are the most visible. Yet it's increasingly critical to production and manufacturing—which gives Europe the opportunity to be a global software contender.

Fuente: [McKinsey & Company Home](#)

[Las 10 cicatrices que deja en la economía de España un inicio de año de infarto](#)

Los mercados han vivido 23 sesiones desde que comenzó el año, un periodo que no ha dejado indiferente a prácticamente ningún activo. Los inversores han vendido, sobre todo, acciones, mientras que se han refugiado en la deuda (incluida la española) y el oro.

Fuente: Periodista Digital

[How Governments Can Get Technology Transformations Right](#)

When it comes to technology in the public sector, the buzz is all about the power of digital technologies to transform the ways governments operate and deliver services to citizens. Certainly, that shift is real and transformational.

Fuente: BCG Perspectives

[The Long-Term Challenges Affecting the Global Economy](#)

As the global economy continues its bumpy road to recovery following the financial crisis, new economic challenges are emerging or are coming into sharp relief.

Fuente: Euromonitor International

[La nueva vía de la internacionalización digital](#)

Los mercados electrónicos o marketplaces, como Alibaba y Amazon, se han convertido en un canal para la exportación de creciente importancia, y de amplias oportunidades cara al futuro. Pueden ser un canal especialmente útil para empresas medianas y pequeñas que carecen de recursos para abordar con éxito un proceso convencional de internacionalización. El reciente anuncio de un acuerdo entre Correos y el grupo chino Alibaba, que gestiona el mayor marketplace del mundo, es en sentido una noticia positiva.

Fuente: Real Instituto el Cano

[Strategic product value management: How companies can improve innovation, reduce costs and mitigate risk](#)

In a global economy characterized by growing competition, even market leaders struggle to achieve target growth rates through innovation. As cost pressures increase, companies have begun spending less on incremental innovation (modest advances to existing products and services) and allocating more of their declining research and development budgets to breakthrough innovation (bolder moves to develop radically different products and services). However, breakthrough innovation carries substantial risks. As a result, companies require a unique set of capabilities — which we refer to as strategic product value management — to manage these risks, reduce product costs, drive growth, and expand margins

Fuente: Strategy And