



DIGITAL TRANSFORMATION SERIES

Technology and Digital Skills

Agenda

5 Minutes	Part One: Course Overview
20 minutes	Part Two: Technology Trends and Impacts
15 minutes	Part Three: Cybersecurity
15 Minutes	Part Four: Digital Literacy
5 Minutes	Workshop Wrap-Up

Part One: Course Overview

This course will introduce some technology trends and their impacts on Micro, Small, and Medium Enterprises (MSMEs), as well as discuss the importance of a cybersecurity plan and digital literacy.



Part One: Course Overview

Learning Objectives

 Name some emerging technology trends and how they can impact MSMEs

 Understand the importance of cybersecurity

 Define digital literacy and why it matters

Part Two:

Technology Trends and Impacts

This section will look at how companies can use artificial intelligence, e-commerce, and remote work tools to support their business needs.



Part Two: Technology Trends and Impacts

Artificial Intelligence

One trend for businesses of all sizes, including MSMEs, is AI (Artificial Intelligence).

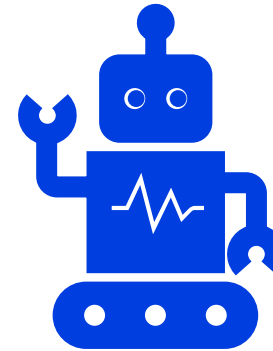
This includes such things as chatbots on company websites, automating manual tasks, and data collection.

Part Two: Technology Trends and Impacts

Artificial Intelligence



The current utilization of AI across Caribbean industry is poised to expand and if done properly, the industry sector should see more efficiencies and new industry opportunities unfold by 2030 due to data efficiency and management.



Automation and AI-assisted decision-making will enable businesses in the region to be more efficient and do more with less.

Part Two: Technology Trends and Impacts

Artificial Intelligence



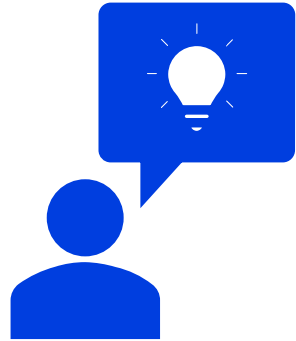
AI already has the ability to assist the tourism industry to take data and use it to predict a potential customer's preferences to sell them the vacation they desire.



So sophisticated have AI algorithms become that they already enable a seller to follow a traveller from when they first vaguely explore the idea of a vacation, to their activities and location when in-country and what they feel when they return, to then creating a personalised on-line approach that will cause them to return

Part Two: Technology Trends and Impacts

Artificial Intelligence



As with any developing technology, there are potential negative impacts and ethical issues to keep in mind, including biases in algorithms, privacy, and human job loss.

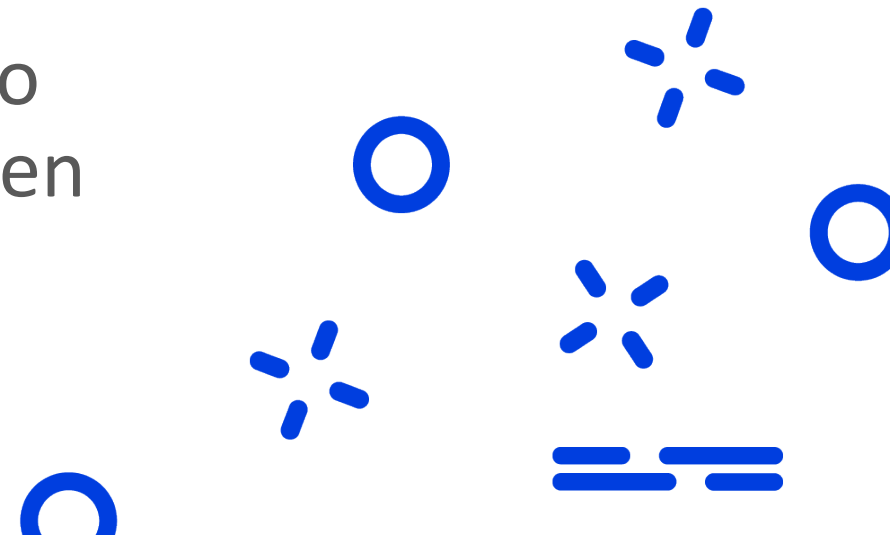


The UNESCO report stresses the importance of using AI to help people, instead of replacing them.

Part Two: Technology Trends and Impacts

Artificial Intelligence

- AI education and development should be encouraged, and rewards put in place to build AI tools in service to humanity such as tools to reduce bias by testing algorithms before acquisition.
- The Caribbean is the perfect melting pot to ensure that this AI development can happen in this human-centric way,” says the Caribbean Artificial Intelligence Policy Roadmap.



Part Two: Technology Trends and Impacts

E-Commerce

E-commerce is the process of selling goods and services online, and transmitting funds electronically for those transactions.



Part Two: Technology Trends and Impacts

E-Commerce



A report for the Economic Commission for Latin America and the Caribbean explored what e-commerce looked like in the LAC (Latin America and the Caribbean) region from 2019 to 2021.

The study found that online traffic grew nearly 30 per cent in that time frame, mostly for existing online marketplaces, with the highest growth in Caribbean countries.

Part Two: Technology Trends and Impacts

E-Commerce



One local business taking advantage of the growth in online sales is Massy Stores.



In 2020, the supermarket chain began offering online ordering of grocery orders for delivery and curbside pick-up.



Massy Stores have reported two cybersecurity incidents since the launch, one of which closed multiple stores in Trinidad and Tobago for one day in 2022.

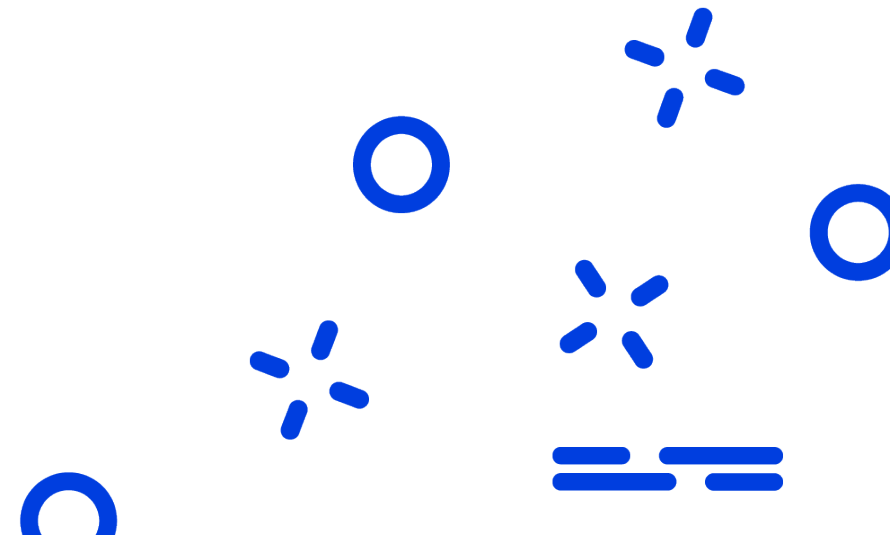


This underlies the importance for MSMEs to develop a cybersecurity plan, including a response in case an attack occurs.

Part Two: Technology Trends and Impacts

E-Commerce

In addition to monitoring the security of the systems already in place, it appears there are still areas for further development when it comes to e-commerce in the Caribbean region.



Part Two: Technology Trends and Impacts

E-Commerce

A consistent feature of the marketplace landscape in the Latin America and Caribbean (LAC) region is the prevalence of websites that do not allow users to finalize transactions digitally.

Most likely, this reflects gaps in the development and adoption of electronic payments solutions and integration of marketplaces with logistics solutions.

Part Two: Technology Trends and Impacts

Remote Work Tools



Communication
problems



Scheduling



Project
management



File-sharing
and storage

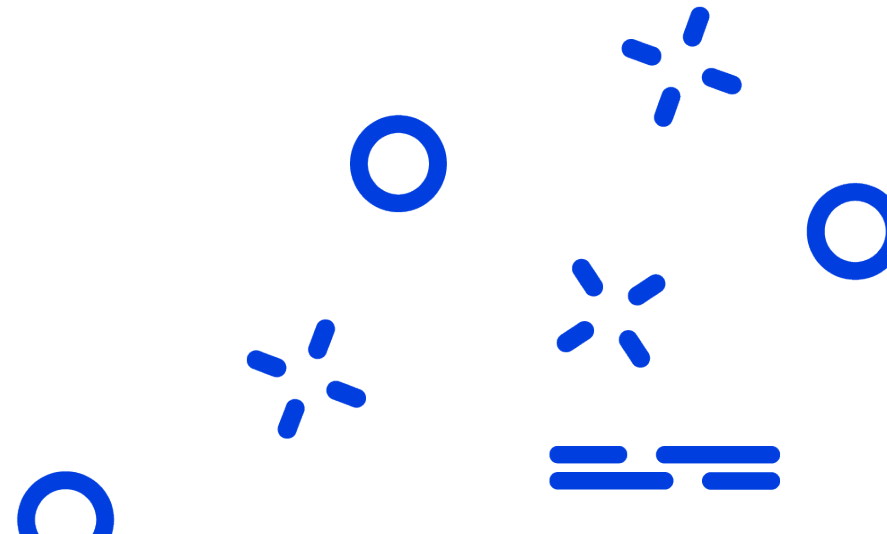


Time tracking

Part Two: Technology Trends and Impacts

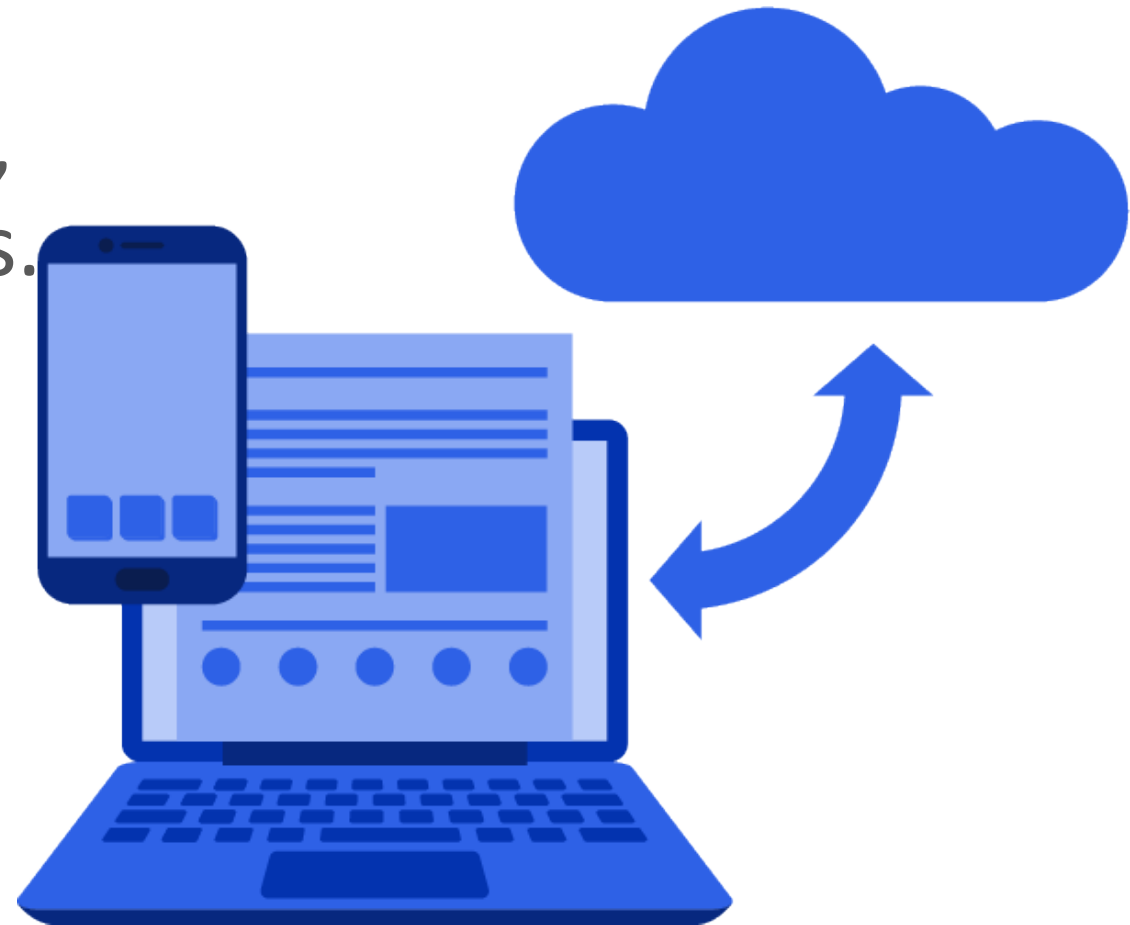
Technology Trends: E-commerce

Has the pandemic changed your online shopping behaviours?



Part Three: Cybersecurity

This session will discuss what to do to try to prevent cyberattacks, and how to respond if one occurs.



Part Three: Cybersecurity

Keeping Data Safe

If a business has any information transmitted digitally, cybersecurity is critical to consider.



This likely means hatching a plan for how to keep employee, customer, and company information safe – and how to minimize damage if an attack occurs.



What that plan looks like is going to depend on the individual business, but there are a few things any business can examine.

Part Three: Cybersecurity

Keeping Data Safe



Identify all
potential threat
vectors



Figure out your
legal obligations



Assess assets
and risks



Make a plan



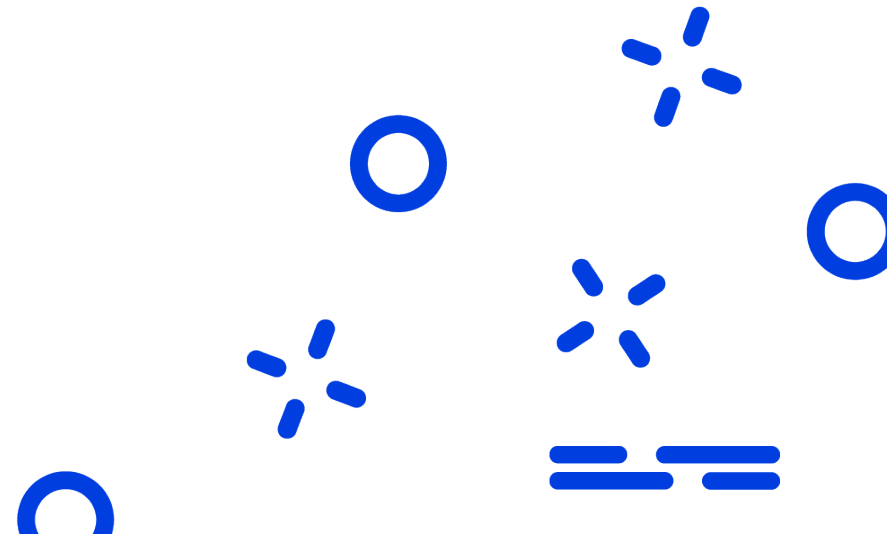
Test the plan

Part Three: Cybersecurity

Keeping Data Safe

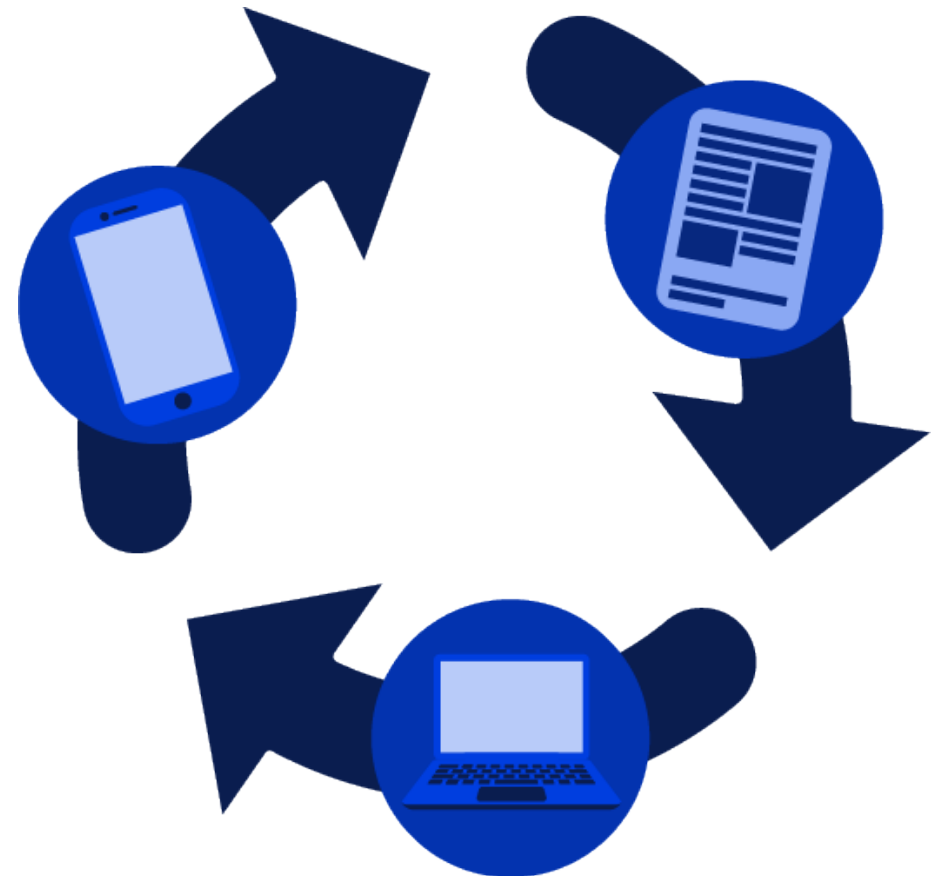
How safe is your business?

<https://umbrella.cisco.com/blog/cisco-umbrella-top-10-cybersecurity-tips>



Part Four: Digital Literacy

This session will explore what it means to have digital literacy, how it impacts the economy, and where to obtain the necessary skills.



Part Four: Digital Literacy

What is It?

Digital literacy is the ability to use and adapt to information and communication technology.

In workplaces, it means having the skills to use the business' current digital tools – communication platforms, software, point-of-sale systems, etc. – while also being able and willing to adopt new technology.

Part Four: Digital Literacy

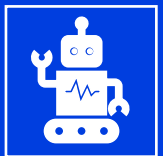
What is It?



The McKinsey Global Institute (MGI) predicts automation could impact 50 per cent of the world's economy in the next 15 years or so.



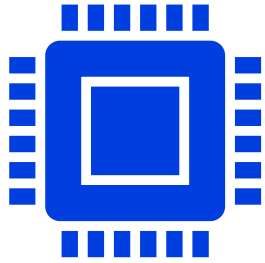
It does not mean there will be a catastrophic loss of jobs - many jobs created in the past few decades did not exist previously, such as positions in the development and management of information technology.



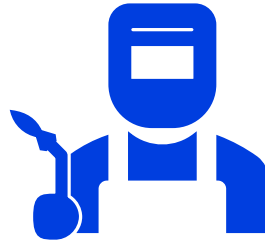
The World Economic Forum reiterates that the adoption of automated technology will change the workplace, not eliminate positions for human workers.

Part Four: Digital Literacy

What is It?



Rather than being replaced by computers, most workers will instead work alongside rapidly evolving machines.



The future of work will see a shift in demand away from office support positions, machine operators, and other low-skill professions – and towards technology professionals such as computer engineers and information communication technology (ICT) specialists.



They stress the importance of digital upskilling, and suggest that vulnerable populations are disproportionately impacted by a lack of learning opportunities to gain those skills.

Where To Get the Skills

Locally, there are initiatives underway to improve digital literacy

- Flow Foundation
- The Caribbean School of Data (CSOD)
 - In addition to their partners in Jamaica, the CSOD's program is offered by educational and training facilities in Dominican Republic, Guyana, Puerto Rico, and St. Lucia.

Part Four: Digital Literacy

Digital Literacy

What does digital literacy look like in your everyday life?

How does it impact your life?



