



Definition of Hard Digital Skills

Hard Digital Skills	Definition
Agile	"A time-boxed, iterative approach to development that divides a product or program into short phases of work, which is then tested early and often throughout the development lifecycle"
Analytics	"The systematic approach to transforming data into actionable insights to make datadriven decisions"
Artificial intelligence	"Software that enables computers to reproduce or surpass tasks that would require intelligence if human workers were performing them"
Augmented reality	"A live view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory inputs"
Automation	"Application of machines/computers to tasks in order to increase efficiency and reliability"
Behavioral sciences	"Combines knowledge of sociology, psychology, and anthropology with strong observation, research, and communication skills to examine human behavior and decision-making"
Big data	"Technology that enables the handling of massive amounts of structured and unstructured data (that cannot be handled by traditional database technologies) as well as their storage and analysis for better insights and decision-making"
Cloud computing	"The practice of using a network of remote servers hosted on the internet to store, manage, and process data rather than a local server or a personal computer"
Community management	"The process of creating or altering an existing social media community through content, messaging, interaction, moderating, etc. in an effort to make the community stronger"
Cybersecurity	"The protection of information systems from theft of/damage to the hardware, the software, or the information they contain"
Data science	"Field which employs statistics and computation to derive meaningful algorithms and business insights from data"
Digital manufacturing	"The use of an integrated, computer-based system comprised of simulation, three-dimensional (3D) visualization, analytics, and various collaboration tools to create product and manufacturing processes simultaneously"
Search engine optimization (SEO)	"The process of maximizing the number of visitors to a website by ensuring that the site figures high on the list of results returned by a search engine"
Innovation strategy	"Creating new products, services, and customer experiences in an effort to drive sustainable growth"
Master data management	"Ensuring the uniformity, accuracy, stewardship, consistency, and accountability of the enterprise's official shared master data assets"
"Mobile application design and development"	"The ability to create experiences end-to-end (conceptualize, design, build, test, run) for any device"
Robotics	"Technology dealing with the design and development of robots and the computer systems for their processing"

Source: The Digital Talent Gap, Capgemini Digital Transformation Institute