

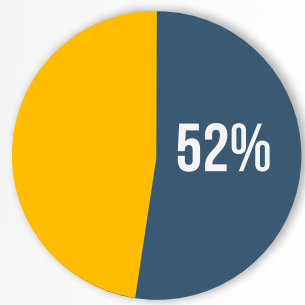
DIGITAL TRANSFORMATION

LEARN WHY DIGITAL TRANSFORMATION IS NOT A NICE TO HAVE - BUT A MUST HAVE NOW

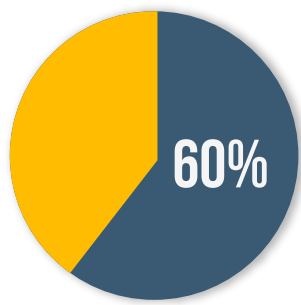
THERE ARE ONLY GOING TO BE TWO TYPES OF COMPANIES THOSE THAT SURVIVE DIGITAL TRANSFORMATION... AND THOSE THAT DON'T



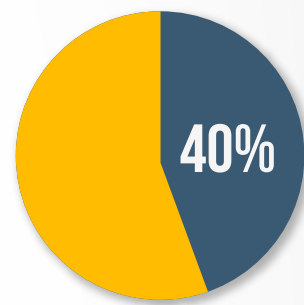
The disruptive impact of digital transformation is about to be felt in every industry as enterprises 'flip the switch' and massively scale up their Digital Transformation initiatives to secure a leadership role in the Digital Economy," IDC.



Have Gone Out of Business
Since 2000, 52% of the Fortune 500 have gone out of business in large part due to the disruption by digital. Accenture

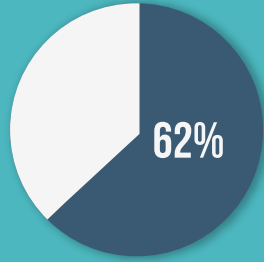


Are Already Behind
Three out of five companies in our survey rate their customer-facing digital presence as average to poor. Information Week

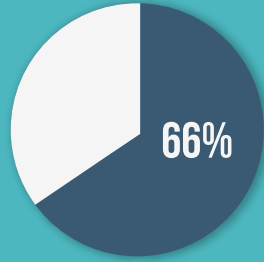


Will not Survive the Transition
40% of today's enterprise businesses will not survive through the next decade..companies that don't reinvent themselves may get left behind during the rapid market transition to "digital first." John Chambers Cisco

FIND OUT HOW BUSINESSES ARE TAKING ACTION NOW



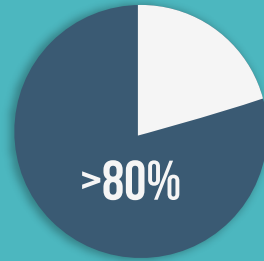
Of Companies are Investing in Digital Technologies. Accenture



Of Global CEO's will put Digital Transformation at the center of their growth & profitability strategies. IDC



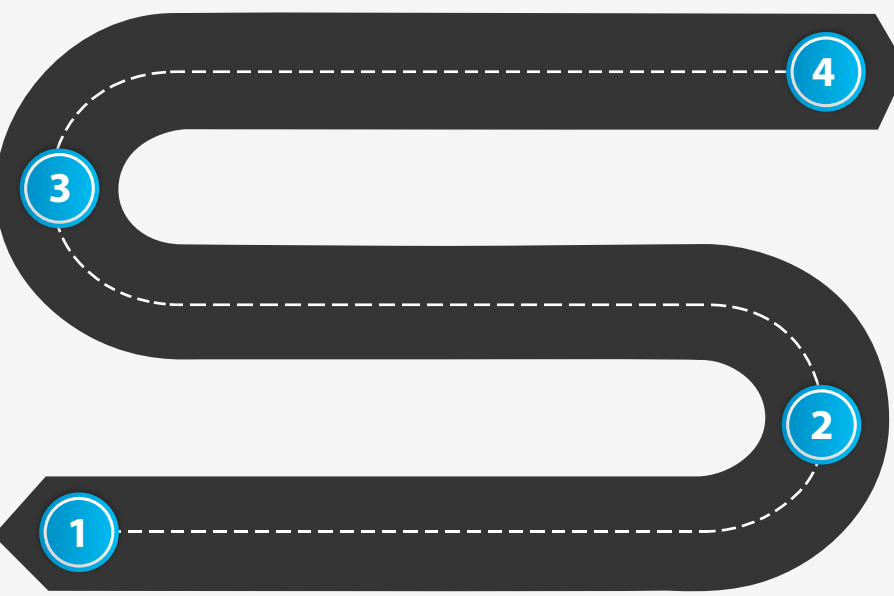
>2X
The percentage of enterprises with advanced Digital Transformation Strategies & implementation will more than double by the end of this decade. IDC



>80%
More than 80% of decision makers noted a clear or pressing need for Digital Transaction Management. Forrester

ROADBLOCKS TO DIGITAL FIRST

LACK SKILLS
45% of Decision Makers Identified Lack of Skills in shifting to Digital Transactions. Forrester.



TOO FAST
As in Previous Waves of Manufacturing Automation change happens faster than institutions can adjust to. McKinsey.

WRONG PEOPLE
"Only 17.3% of companies say their employees have the skills needed for digital transformation." Technical University of Munich

LACK VISION
35% of Decision Makers Identified Lack of Vision. Forrester

DIGITAL FIRST REMOVES HIGH-TOUCH MANUAL WORK

- 9%** OF WORKERS ARE KNOWLEDGE WORKERS
9% of the global workforce totaling 230 Million Workers are Knowledge Workers. McKinsey.
- 50%** OF WORK IS RULES BASED AND REPETITIVE
Up to 50-70% of work performed by Knowledge Workers is rules based and repetitive.
- 78%** SAY DIGITAL WORKERS ARE THE KEY
78% agree that successful businesses will manage employees alongside intelligent machines ensuring collaboration between the two. Accenture

DIGITAL TRANSFORMATION SCALES YOUR BUSINESS PROFITABLY

As the Digital Transformation economy compresses pricing in many sectors, 60% of B2B and 80% of B2C enterprises will overhaul their "digital front doors" - and the customer engagement systems behind them - to support 1,000 to 10,000 times more customers and customer touchpoints than they do today. IDC

3 PILLARS OF DIGITAL TRANSFORMATION

THE DIGITAL DISRUPTION HAS CHANGED

1

How your customers want to interact with you in the front office

2

The back office speed required to remain competitive

3

The awareness & decision velocity needed to adapt to marketplace changes

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