

How to survive (and thrive) going digital

Start here

Look at today's business world

Converging factors

Changing workforce

New technologies

Digital supply chain

Security & governance

Regulatory pressure

Digital disruption is toppling established market leaders

Digital customers

Forrester* says by 2020, every company that exists today will have become a digital predator or digital prey

Go digital to survive

40% of companies will be dead within 10 years

25% of the world's GDP will be digital by 2020

Digital leaders outperform their peers in every industry

Digital leaders are 26% more profitable than their competitors

Choose your digital path

Use the most complete digital platform

Begin your digital journey

Jump 2 spaces

Go back 4 spaces

Wing it

Go back 4 spaces

Your competition gets an extra turn

Uh-oh... we have silos

Use products from different vendors

Innovation suffers with no flexibility

Go back 3 spaces

Miss a turn while you try to find a status report

Cloud schmoud!

To cloud or not to cloud...

Processes are inefficient

Uh... information flow?

With flexible, secure solutions, you decide which data to move

Collect a high five!

Should you care how information flows through the enterprise?

Digitize processes on top of your new platform

Bonus points

Back up 4 spaces

No one is using the system

Do you have enough insight?

Take advantage of embedded analytics

It's about the back end, not the UI

Yep!

Skip ahead

What are my users doing?

Choose the right UI

What else is there to know?

You missed a key bit of information

Go back 4 spaces

OR GO BACK TO THE '90s

You've helped create a better way to work

Leapfrog your competitor

Turn around

Ack! Nothing works on mobile devices

No, I can do it all from my desk

Is mobility important?

Yes! Work anywhere, anytime, and on any device

Better innovation

Better productivity

Better engagement

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Better insight

Better control

You win!

#Release16



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Cloud



On-premise



Hybrid

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SOURCES: https://go.forrester.com/blogs/16-05-10-the_2016_guide_to_digital_predators_transformers_and_dinosaurs/
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