









Digital Transformation Avoid Becoming Digital Prey

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CLOUDDEVELOPERS







These guys screwed up everything!



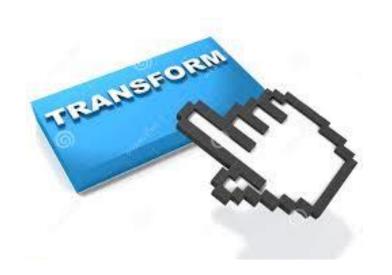


If you're not born digital, you need to...





What is digital transformation?



Redesigning business models and processes, while leveraging new technologies, to improve engagement with your employees, partners and ultimately your customers.



Your customer is your compass





The time is now

90%+ of executives believe their businesses will be disrupted in the next 12 months – Forrester survey¹

- Five years after the financial crisis: the mood is swinging from cost cutting to innovation
- A collective realization that companies are behind the digitalization curve



¹Source: Forrester Research, inc -- The Future Of Business Is Digital; March 10, 2014 By Nigel Fenwick, Martin Gill with Josh Bernoff, Elizabeth Ryckewaert, Nancy Wang

Disrupters













What if you don't?



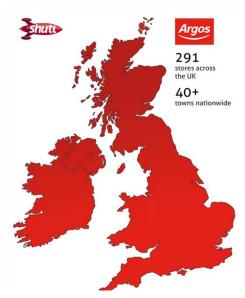






New Revenue streams









What technologies will you draw on?















What does this mean for mainstream organizations

- Integrating digital touch points
- New revenue streams, business / operating models
- Ecosystem of partners
- New players on the team
- More data and insights



-> Greater agility, innovation and growth



Thank you

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Questions? Contact barton_george@dell.com

