## Digital continues to disrupt

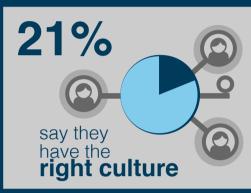


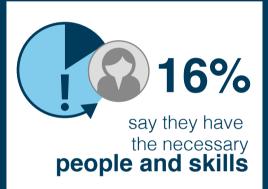


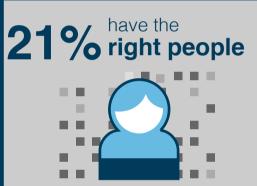
## But are they ready to execute digital transformation?

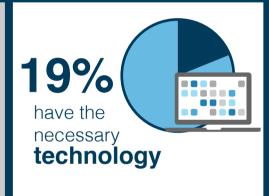


believe they have the right processes









## **Three Factors Determine Digital Business Success**

Delivering exceptional customer experience





1/2 of executives say data analytics is a critical skills gap necessary for mapping and improving customers' iourneys

Creating new sources of value for customers





**1/4** Just 25% of executives feel confident their company fully understands the **potential** for digital to change value creation.

Executive understanding and leadership





understand digital strategy



but only 1/3 of senior managers feel the same

Base: 478 survey executive respondents in companies with 250+ employees

\*Respondents were asked to estimate the total sales their business generated through digital products/services or products sold online (e.g. eCommerce, advertising, app sales, data)

Survey source: Forrester/Odgers Berndtson Q3 2015 Global Digital Business Online Survey

For more info on digital business: http://forr.com/digital2020 © 2016 Forrester Research, Inc.