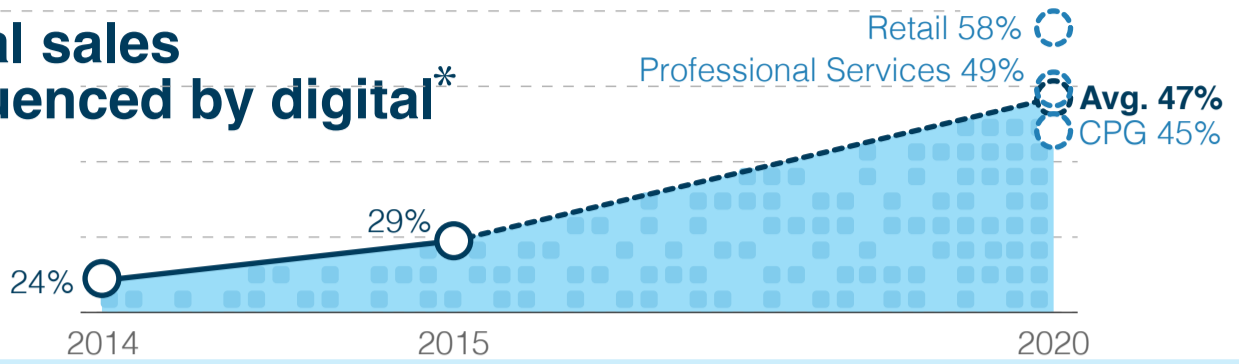




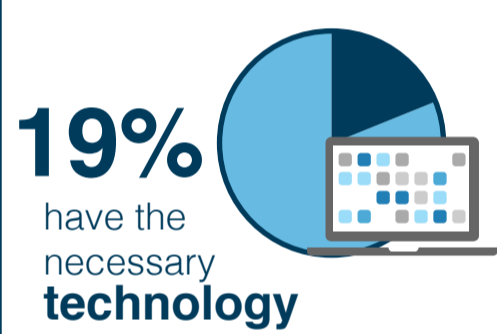
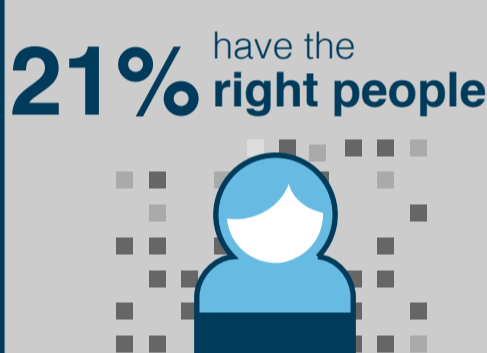
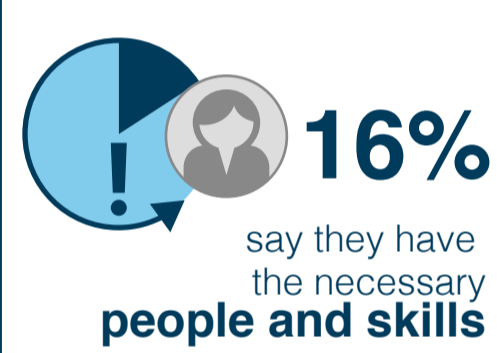
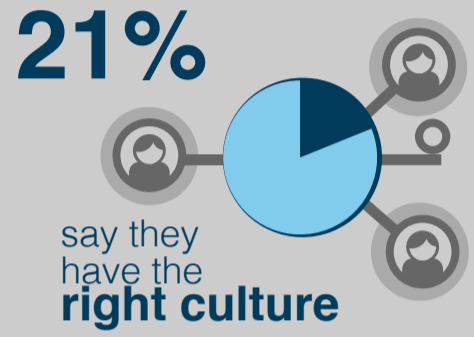
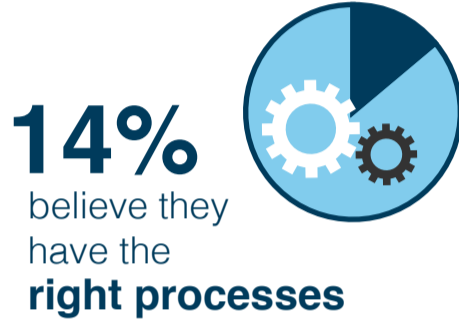
Digital continues to disrupt

By 2020 executives predict

47% of total sales will be influenced by digital*



But are they ready to execute digital transformation?

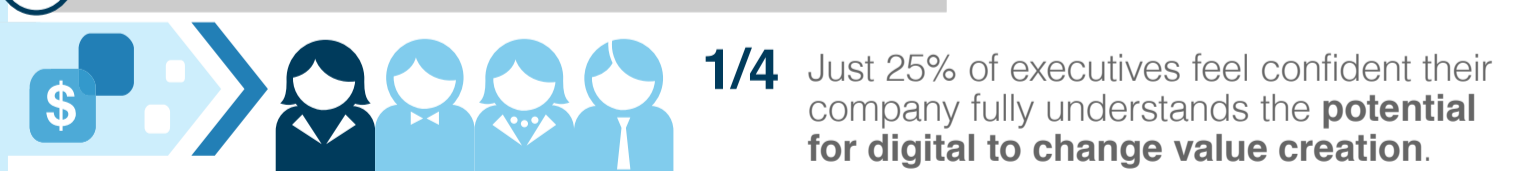


Three Factors Determine Digital Business Success

1. Delivering exceptional customer experience



2. Creating new sources of value for customers



3. Executive understanding and leadership



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>

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