



Digital Transformation

A man with a beard, wearing a dark jacket and a light-colored scarf, is shown in profile from the chest up, holding a tablet computer. He is looking towards the left. In the background, the Eiffel Tower is visible, slightly out of focus, against a bright, hazy sky. The overall scene suggests a modern, digital context.

Digital Business Models are
DISRUPTIVE.
The rules have CHANGED.

A man with a beard, wearing a dark jacket and a light-colored scarf, is shown in profile from the chest up, looking at a tablet computer. He is holding the tablet with both hands. The background is a soft-focus view of the Eiffel Tower in Paris, France, under a hazy sky. The overall tone is professional and modern.

Industry Boundaries are
BLURRING.

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Software runs the WORLD.
Every Company is now a
TECHNOLOGY
COMPANY.



**DIGITAL BUSINESS
REQUIRES
SPEED & AGILITY**

TECH TRENDS

*Transforming the way
we work, live and
communicate*

HYPERCONNECTIVITY

**BLOCK
CHAIN**



**SUPERCOMPUTING
DATA SCIENCE**

5

**SMARTER
WORLD**



CLOUD

Personalization

Collaboration

NEW BUSINESS CAPABILITIES

Affordable, Viable, Feasible

Real-Time

**Machine
Learning**

Predictive

DIGITAL TSUNAMI

HIGHER EDUCATION
MILLS & MINING • O&G
CHEMICALS • EC&O

HIGH WINDS 

LIFE SCIENCE / HEALTHCARE
SERVICES / TRANSPORTATION
CONSUMER GOODS / AFS
PUBLIC SECTOR • AUTO
UTILITIES • IM&C • A&D

SEVERE STORM 

BANKING
INSURANCE
HIGH TECH
TELCO
MEDIA
RETAIL / WHOLESALE
DEFENSE & SECURITY
SPORTS & ENTERTAINMENT

HURRICANE 

RE-IMAGINE

**BUSINESS
MODELS**

RE-IMAGINE

**BUSINESS
PROCESSES**

RE-IMAGINE

WORK

