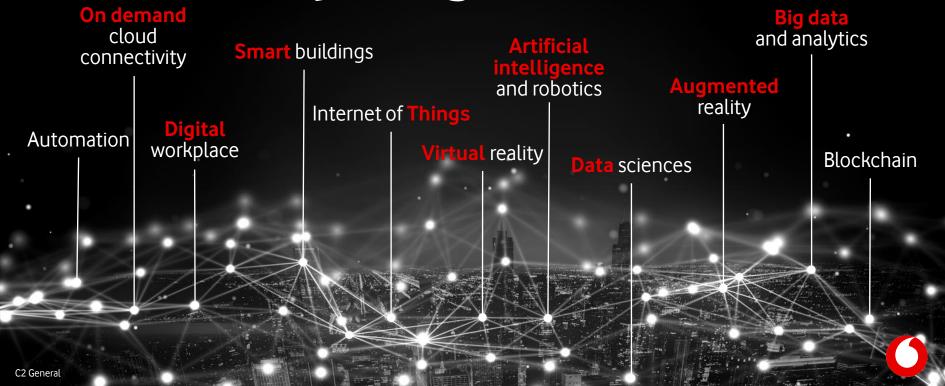


The world's gone digital

Everything connected



What is **Digital Transformation?**

- Integration of digital technology into all areas of an organisation, fundamentally changing how you operate and deliver value to citizens
- A constant, on-going technological evolution
- A never-ending experiment with a simple aim to make customer journeys more intuitive, simple and enjoyable; to make experiences more enriching and rewarding









Recent research from over 2000 UK business leaders show



of businesses see digital transformation as a strategic priority 82%

of businesses see investing in new technology as a priority



of businesses say if they don't embrace digital transformation they won't survive



of businesses wish that they had started their digital transformation sooner

Research: Press Releas

Research conducted by Circle Research in August 2018. All 2001 respondents were involved in strategy and/or technology decision making at their organisation and reached through an online quantitative survey.



Why digital, why now?



Key benefits of digital transformation

Key business outcomes of digital transformation



Speed

Deliver value faster and more efficiently



Cost

Reduce costs, maximise revenue streams and capitalise on wider opportunities



Rick

Reduce the risk employee & customer dissatisfaction



Increased Profitability



X

Customer Experience



Reduced

Environmental Impact



Enhanced

Security



