

A woman with blonde hair is shown in profile, looking towards a large digital display. The display features a glowing white circuit board pattern with various lines and nodes. A large, thick red circle is drawn around the woman's hand and the display area. The background is dark with some blurred lights.

## Digital, Ready?

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**"Innovate and automate to survive in 2019"**



The world's gone **digital**

# Everything **connected**

**On demand**  
cloud  
connectivity

**Smart** buildings

**Artificial**  
intelligence  
and robotics

**Big data**  
and analytics

Automation

**Digital**  
workplace

Internet of **Things**

**Virtual** reality

**Data** sciences

**Augmented**  
reality

Blockchain



# 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



# Workforce trends

5

generations in  
the workplace

4.2

years average  
job tenure

40%

contingent  
workers by 2020

70%

organisations offering  
flexible working  
by 2020



# Technology trends

**20**<sub>bn</sub>

connected  
devices by 2020

**85%**

customer interaction  
automated  
by 2020

**\$195**<sub>bn</sub>

spending on  
public cloud  
by 2020

**6**<sub>bn</sub>

smartphones in  
circulation by 2020



# Digital, Ready?



# Recent research from **over 2000 UK** business leaders show

**79%**

of businesses see digital transformation as a strategic priority

**82%**

of businesses see investing in new technology as a priority

**69%**

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

**59%**

of businesses wish that they had started their digital transformation sooner

Research: [Press Release](#)



# Why digital, why now?





# Key benefits of digital transformation



## Speed

Deliver value faster and more efficiently



## Cost

Reduce costs, maximise revenue streams and capitalise on wider opportunities



## Risk

Reduce the risk employee & customer dissatisfaction

# Key business outcomes of digital transformation



**Increased**  
Profitability



**Boosting**  
Productivity



**Optimised**  
Customer  
Experience



**Reduced**  
Environmental  
Impact



**Enhanced**  
Security



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