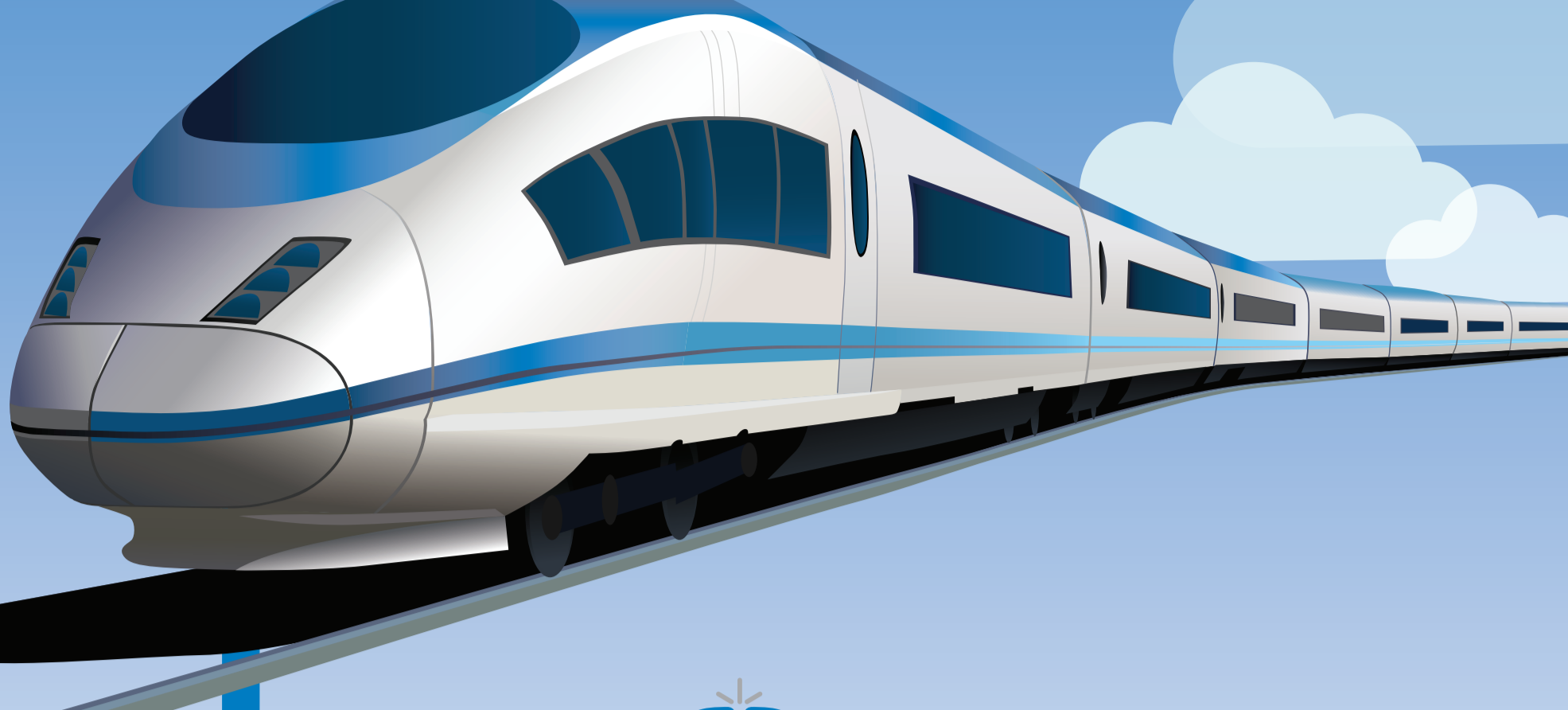


All Aboard

Next Stop: Digital Transformation

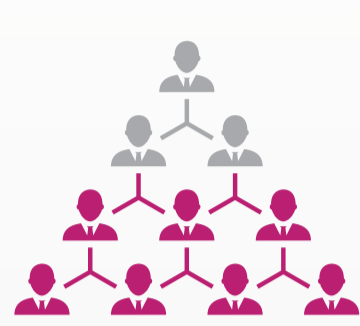
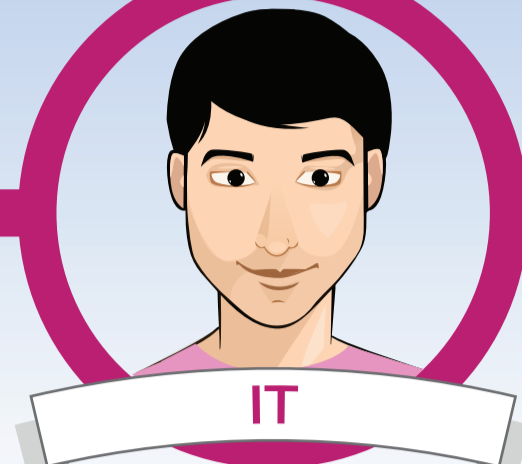
The need for fully integrated digital customer experience is more universal and paramount than ever before. See how lines of business are coming together in new ways to deliver an engaging, end-to-end customer experience.



87% 

of companies think that digital transformation is a competitive opportunity.¹

I need to drive better business outcomes by captivating customers and empowering employees with an integrated omni-channel digital experience.



70% of Business Leaders feel an Integrated and Mobile Experience is critical to their digital transformation efforts.²

Cloud 82% 

of companies reportedly saved money by moving to the cloud.⁴

Mobile 60% 

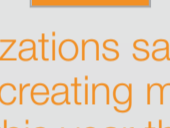
of global mobile consumers use their mobile device as their primary internet source.³



I need to create campaigns that deliver world-class omni-channel digital experiences that are adaptive, compelling, engaging and build lifelong relationships.



27% of senior executives rate digital transformation as now being "a matter of survival."⁵

Content 65% 

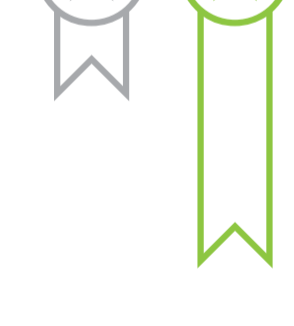
of organizations said they are creating more content this year than the year prior.⁶

Analytics only 35% 

of consumers said the communications from their preferred retailers are "usually relevant."⁷



I need to unleash the talent in my organization with the tools to find and share expertise to team effectively and increase productivity.



Companies with engaged employees outperform those without by up to **202%**.⁸

Social Talent development, employee engagement and commitment are already on CHRO's radar

- 87%** Talent Development
- 80%** Employee Engagement⁹

IoT 63% 

of that further research into customer digital touch points was a priority.¹⁰



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Join our market leading customers on this path to delivering the most integrated, highly personalized and adaptive digital experience in the market.

Learn more at <https://ibm.biz/BdXf7N>.

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