

# BE THE **NEW** DIGITAL ENTERPRISE VIDEO TRANSCRIPT

DIGITAL HAS  
REINVENTED THE  
ENTIRE BUSINESS  
LANDSCAPE.

The lines between industries, products and services have blurred.

Linear processes by function are dead.

And customers expect more than ever, so businesses must orient everything around delivering outcomes.

The reality? Be digital. Or be replaced.

Tremendous value is at stake.

Those that understand digital transformation earn 26% more profit.

Companies need to become digital inside to get to full value.

The C-suite can take on a new, more powerful role in leading the organization toward digital dominance.

Creating digital operations that break down walls and build up cross-function collaboration.

Designing a workforce of the future that balances humans with machines.

Unleashing technology to increase speed and responsiveness.

Forming new relationships to innovate and scale like never before.

The pace of change is faster and faster.

So you must accelerate gaining the agility needed to drive growth and productivity.

Become digital inside. Unlock value.