



DIGITAL DIALOGUES

VIDEO TRANSCRIPT

Ten years ago, who would have thought about proposing a business idea that involved a stranger sleeping in your bed, a taxi service where none of the drivers were taxi drivers, or re-usable space rockets? Today, companies like AirBnB, Uber and SpaceX are transforming industries with entirely new value propositions.

What's behind their transformation? Driven by the affordability of powerful and pervasive technologies, access to new pools of talent and the next generation's insatiable appetite for new experiences, these businesses are radically re-envisioning every part of their value chain.

Every industry and every business needs to find their opportunity to reinvent how you manufacture, how you engineer and how you design smart, connected products. Reimagine your entire customer experience, your services, your touch points, your personal touch. Redesign the way work gets done: faster, effortlessly and safely, across the entire organization. New possibilities. New growth. New Applied Now. Let's talk.

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