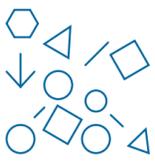


Realizing the future today

Digital Reinvention in consumer products

What consumer products executives see happening...



58 percent of consumer products executives surveyed say that traditional value chains are becoming fragmented and being replaced due to disruptive technologies

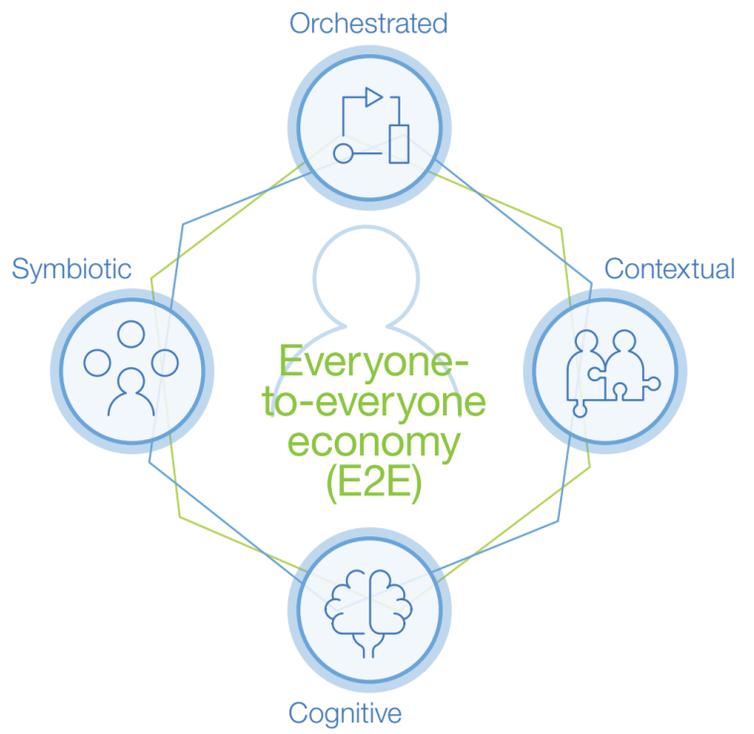


46 percent of consumer products executives surveyed indicate that boundaries between their industry and others are blurring



51 percent of consumer products executives surveyed say that competition from new and unexpected sources is beginning to impact their businesses

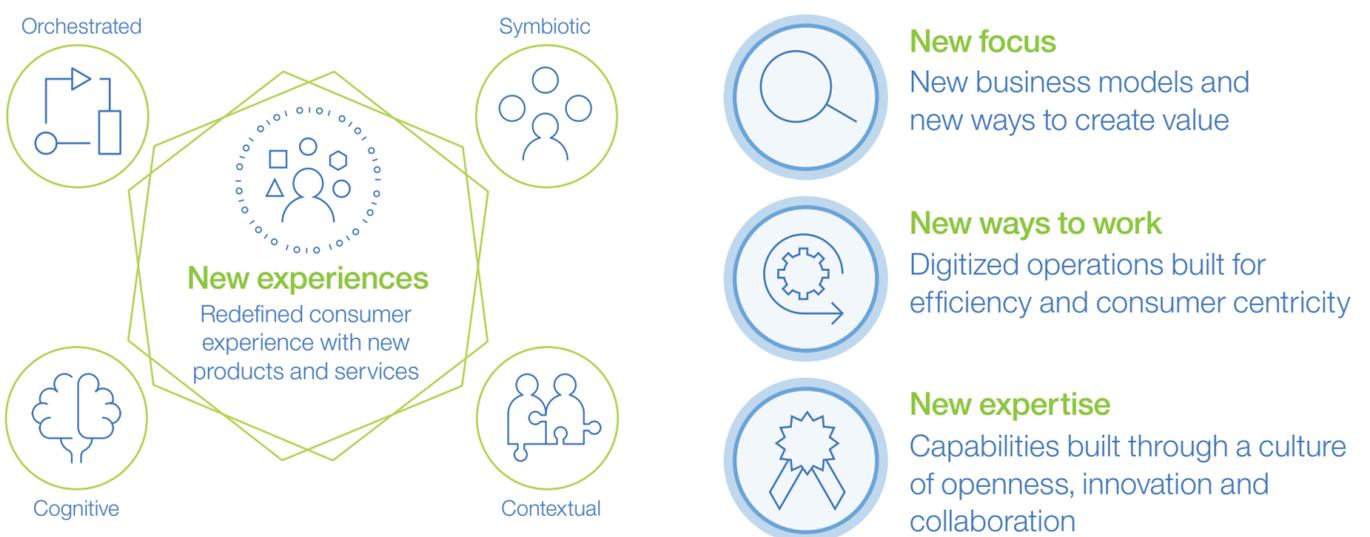
They see a new type of economy emerging



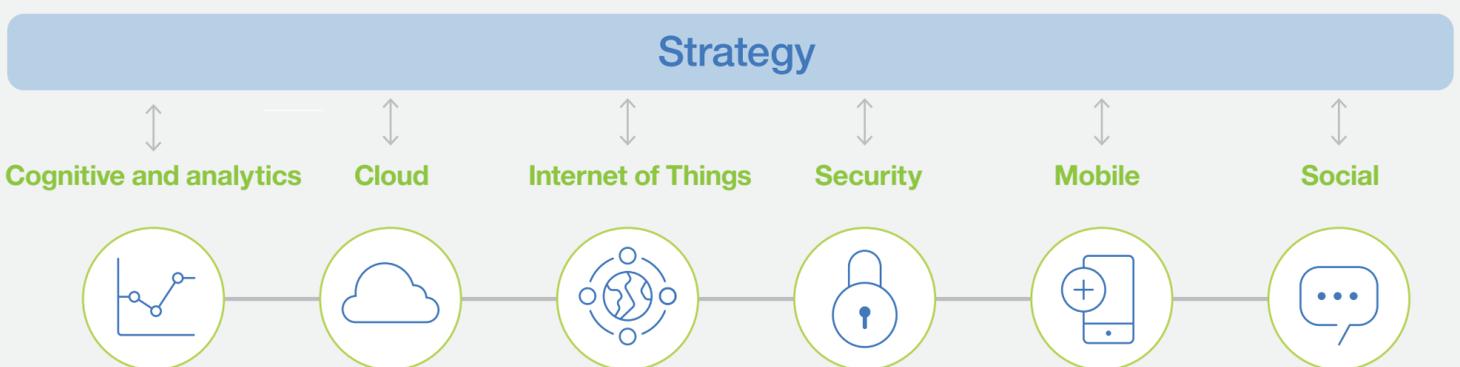
Consumer products executives recognize the imperative to digitally reinvent their business



Consumer products businesses need to seize a digital advantage



Strategy and technology make it happen



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