

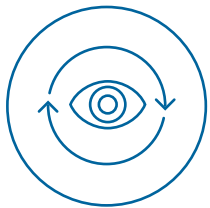
# Converting to the digital formula

## Digital Reinvention in chemicals

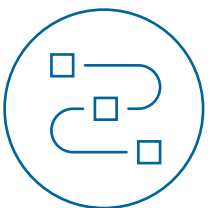
### What chemical executives see happening



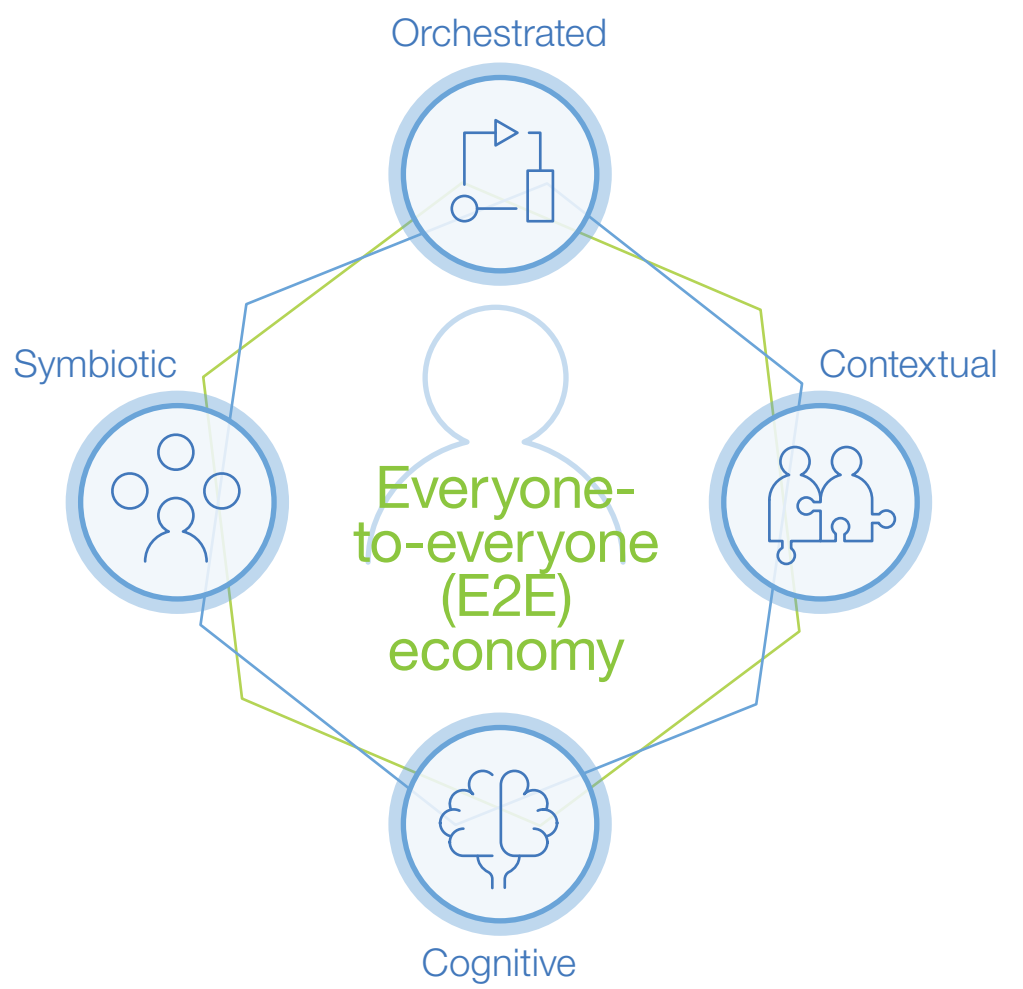
**91%** of chemical executives surveyed say cloud is their most strategically important technology



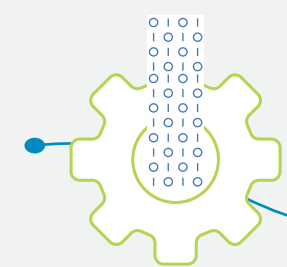
**74%** of outperforming organizations surveyed have a transformational vision for digital technologies



**84%** of outperforming organizations surveyed use digital technologies in distribution and logistics



### Chemical industry executives recognize the imperative to digitally reinvent their business



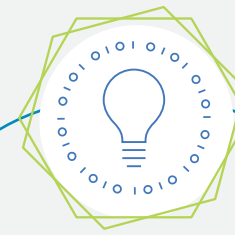
#### Digitization

Improve efficiency by applying technology to individual resources or processes



#### Digital transformation

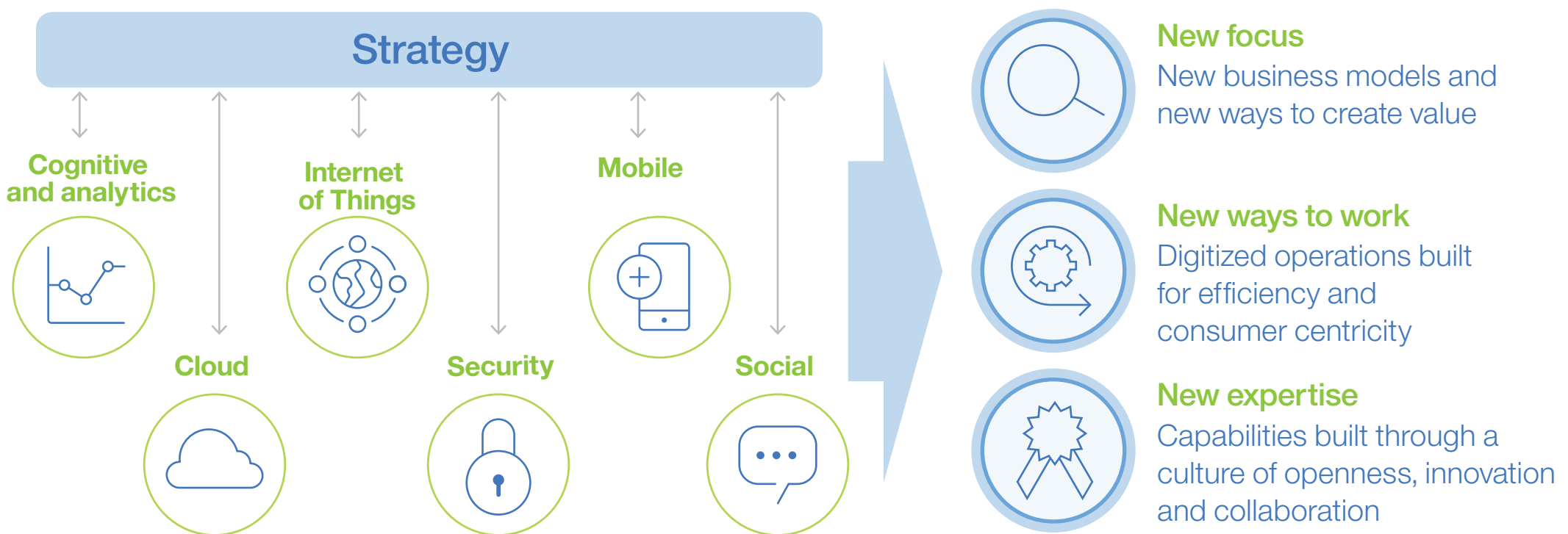
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



#### Digital Reinvention™

Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

### Chemical organizations need to seize a digital advantage



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