

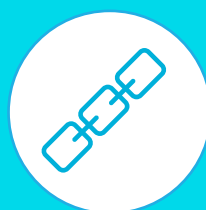
Digital Reinvention in action

What to do and how to make it happen

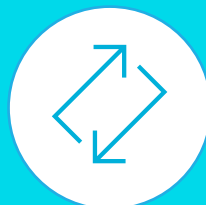
The everyone-to-everyone (E2E) economy
The four distinct characteristics of the E2E economy



Industry disruption
Value chains are fragmenting, traditional industries are converging and new ecosystems are emerging



55 percent
of global executives feel traditional value chains are being replaced

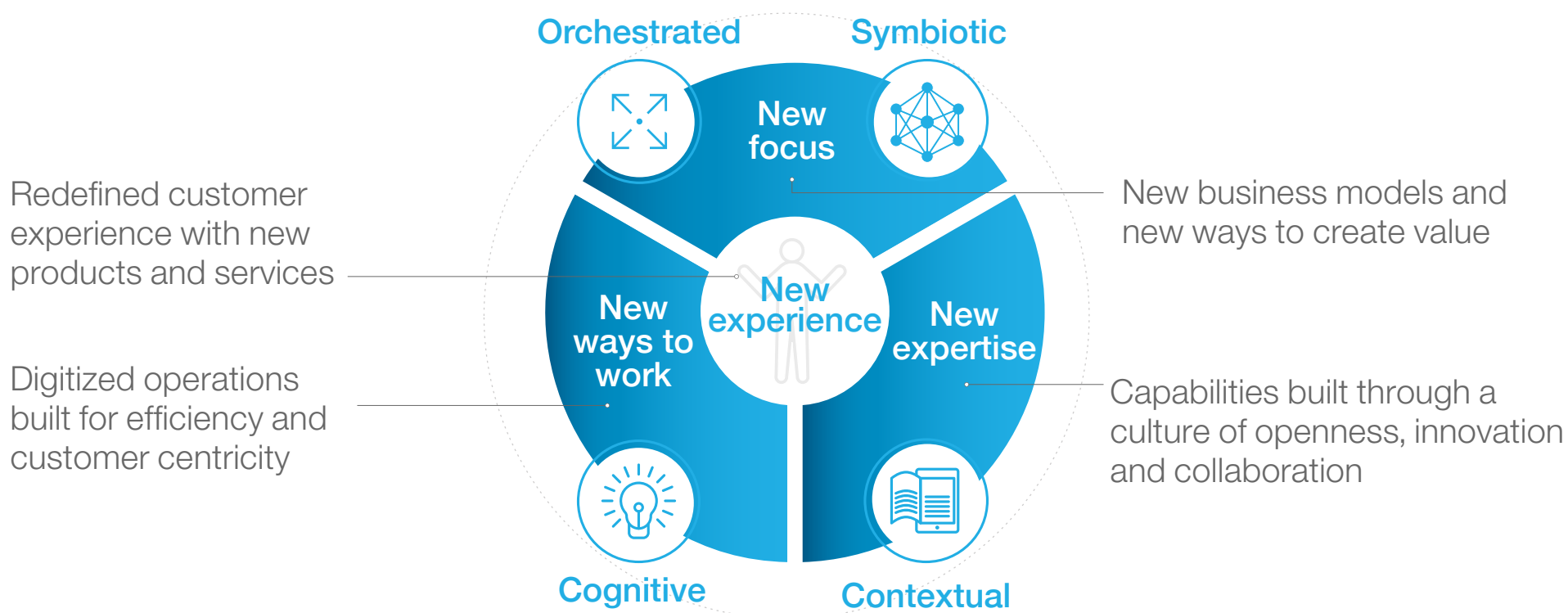


53 percent
of global executives feel the boundaries between industries are blurring

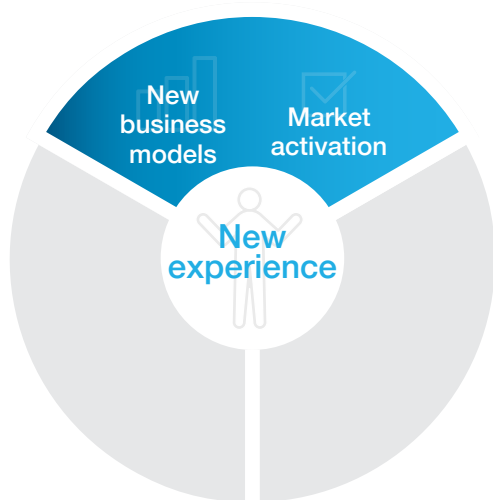


69 percent
of global CEOs rate ecosystems as the most impactful business trend

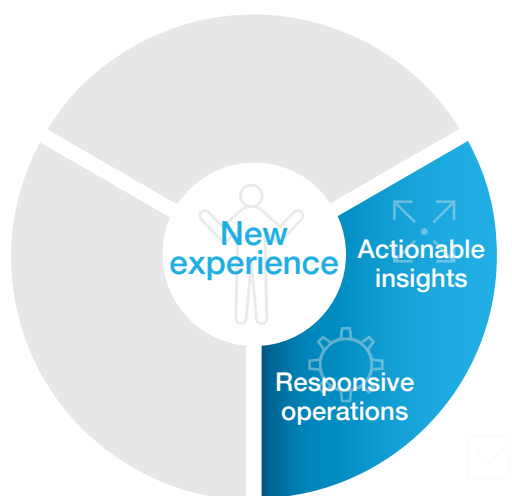
The Digital Reinvention™ operating environment



New focus



New expertise



New ways to work



To read the full report visit ibm.biz/digital-reinvention