Digital Reinvention and B2B

Digitally reinventing heavy industries

What industrial products executives see happening...

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51 percent

of industrial products executives report that traditional value chains are becoming fragmented and being replaced due to disruptive technologies



57 percent

of industrial products executives indicate that boundaries between their industry and others are blurring



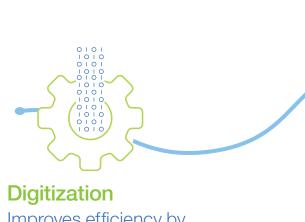
63 percent

of industrial products executives say that competition from new and unexpected sources is beginning to impact their businesses

They see a new type of economy emerging



Industrial products executives recognize the imperative to digitally reinvent their business



Improves efficiency by applying technology to individual resources or processes

Digital transformation

1010

1010

Digitizes entire aspects of a business producing customer experiences that support individuals' needs or wants

Digital Reinvention™

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

Industrial businesses need to seize a digital advantage





New focus

New business models and new ways to create value



New ways to work

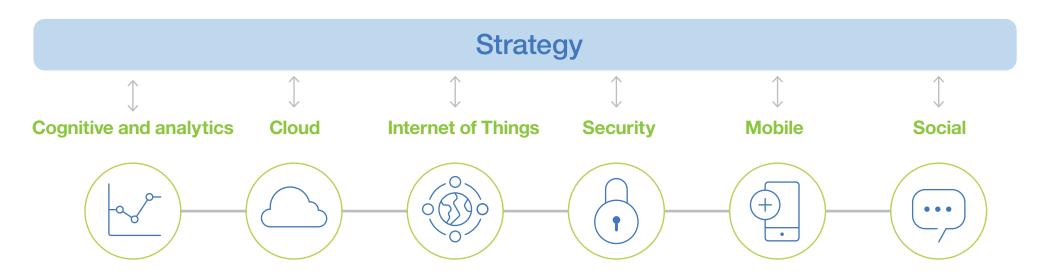
Digitized operations built for efficiency and customer centricity



New expertise

Capabilities built through a culture of openness, innovation and collaboration

Strategy and technology make it happen



To learn more, please visit ibm.biz/industrialDR

