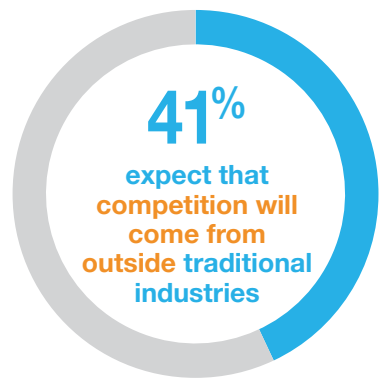
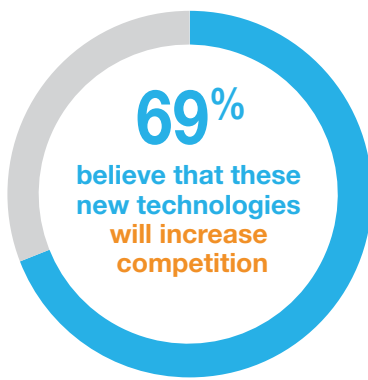
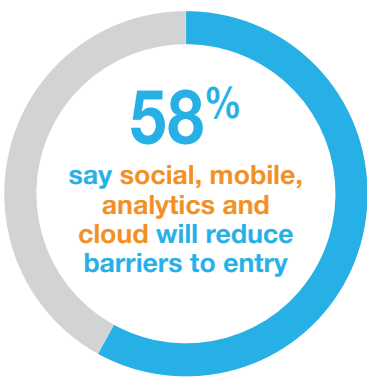


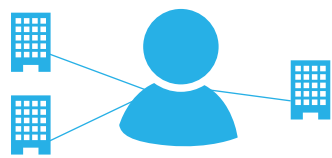
# Defining the everyone-to-everyone (E2E) economy

C-suite executives expect profound challenges from digital disruption over the next 5 years:

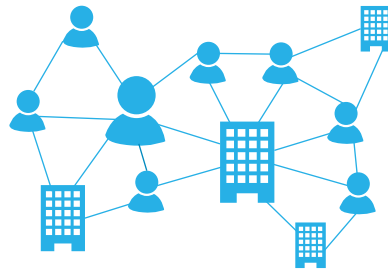


Uber-connected consumers will play a central role in all aspects of organizations

We are moving from an individual-centered economy...

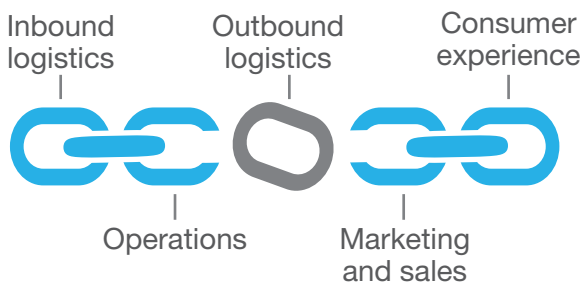


..to an E2E economy characterized by new ecosystems comprising organizations, individuals and others

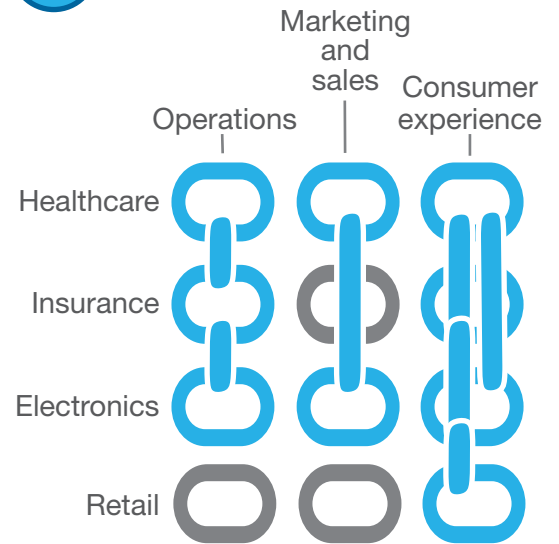


New and emerging technologies will have 3 powerful impacts on industries:

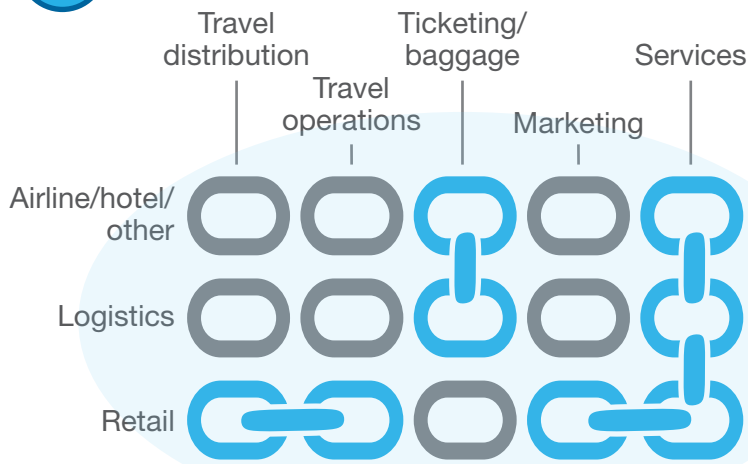
## 1 Value chains will become more transparent and easier to decompose



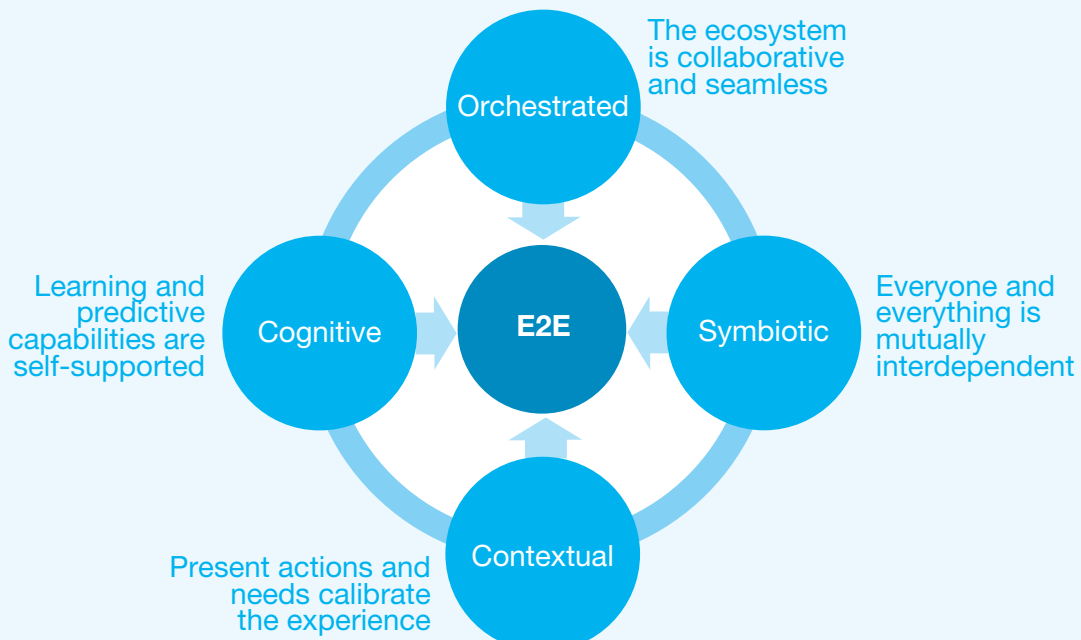
## 2 Functional specialists will start competing in other industries



## 3 Ecosystems will emerge, cutting across industries and masking complexity



The E2E economy will be orchestrated, symbiotic, contextual and cognitive



Learn more about how digital reinvention is creating a very different tomorrow.  
[ibm.com/gbs/disruption](http://ibm.com/gbs/disruption)