Defining the everyone-to-everyone (E2E) economy

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

- 58% say social, mobile, analytics and cloud will reduce barriers to entry
- 69% believe that these new technologies will increase competition
- 41% expect that competition will come from outside traditional industries

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**
   - Inbound logistics
   - Outbound logistics
   - Consumer experience
   - Operations
   - Marketing and sales

2. **Functional specialists will start competing in other industries**
   - Marketing and sales
   - Operations
   - Consumer experience
   - Healthcare
   - Insurance
   - Electronics
   - Retail

3. **Ecosystems will emerge, cutting across industries and masking complexity**
   - Travel distribution
   - Ticketing/Baggage
   - Services
   - Airline/hotel/Other
   - Logistics
   - Retail

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

- The ecosystem is collaborative and seamless
- Learning and predictive capabilities are self-supported
- Everyone and everything is mutually interdependent
- Present actions and needs calibrate the experience

Learn more about how digital reinvention is creating a very different tomorrow.
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