

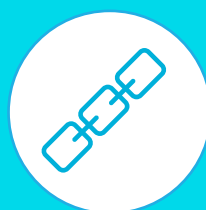
# Digital Reinvention in action

What to do and how to make it happen

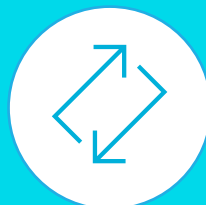
The everyone-to-everyone (E2E) economy  
The four distinct characteristics of the E2E economy



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

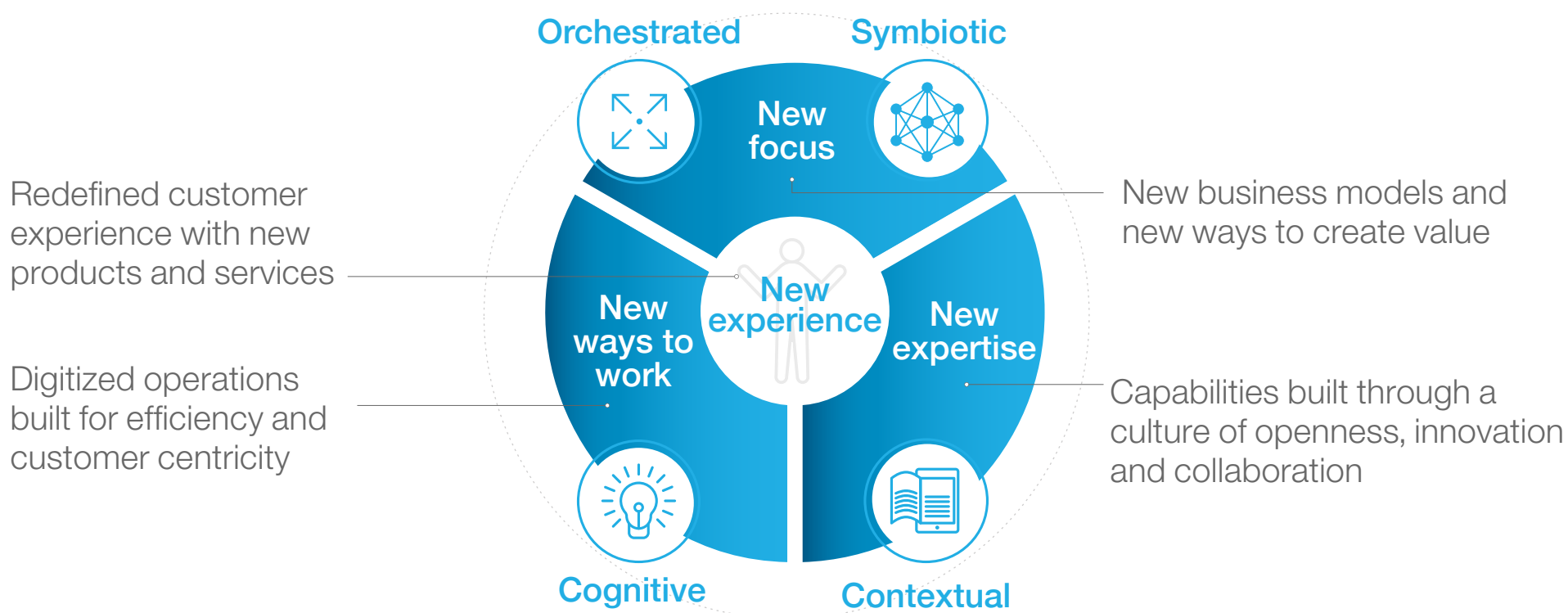


**53 percent**  
of global executives feel the boundaries between industries are blurring

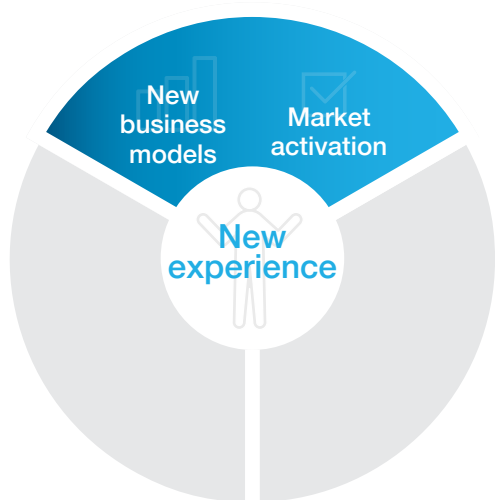


**69 percent**  
of global CEOs rate ecosystems as the most impactful business trend

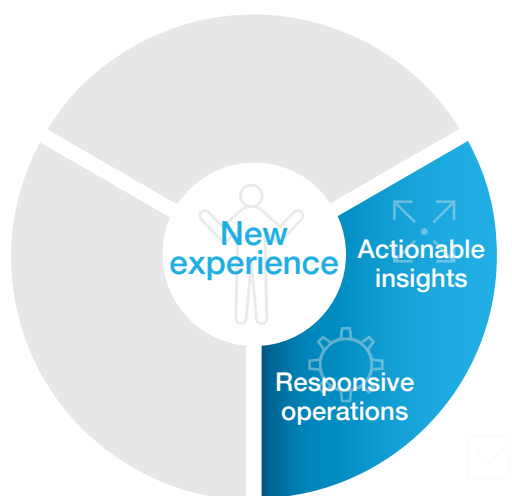
## The Digital Reinvention™ operating environment



### New focus



### New expertise



### New ways to work



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