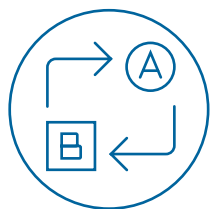


Victorious or vanquished?

Digital Reinvention in telecommunications

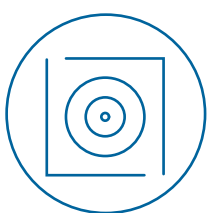
Disruption has fundamentally changed the telecommunications industry



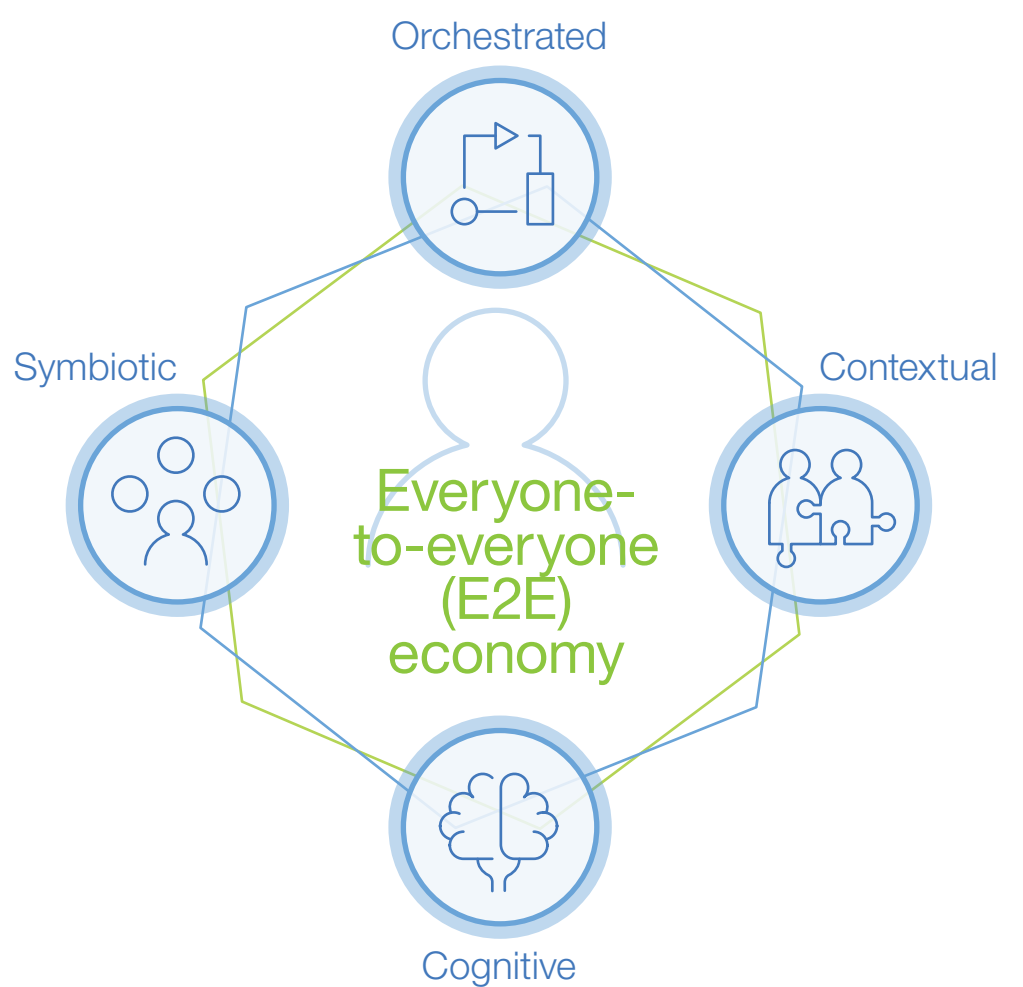
56% of global telecommunications executives say that traditional value chains are being replaced with new value models



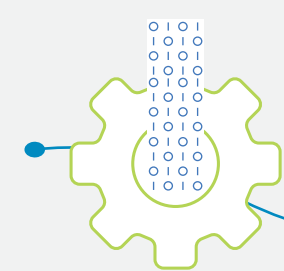
52% of global telecommunications executives tell us that the boundaries between industries are blurring



52% of global telecommunications executives report that competition is coming from new and unexpected places



Telecommunications executives recognize the imperative to digitally reinvent their business



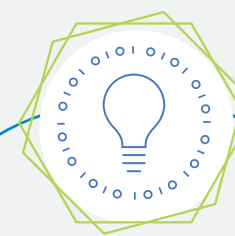
Digitization

Improve efficiency by applying technology to individual resources or processes



Digital transformation

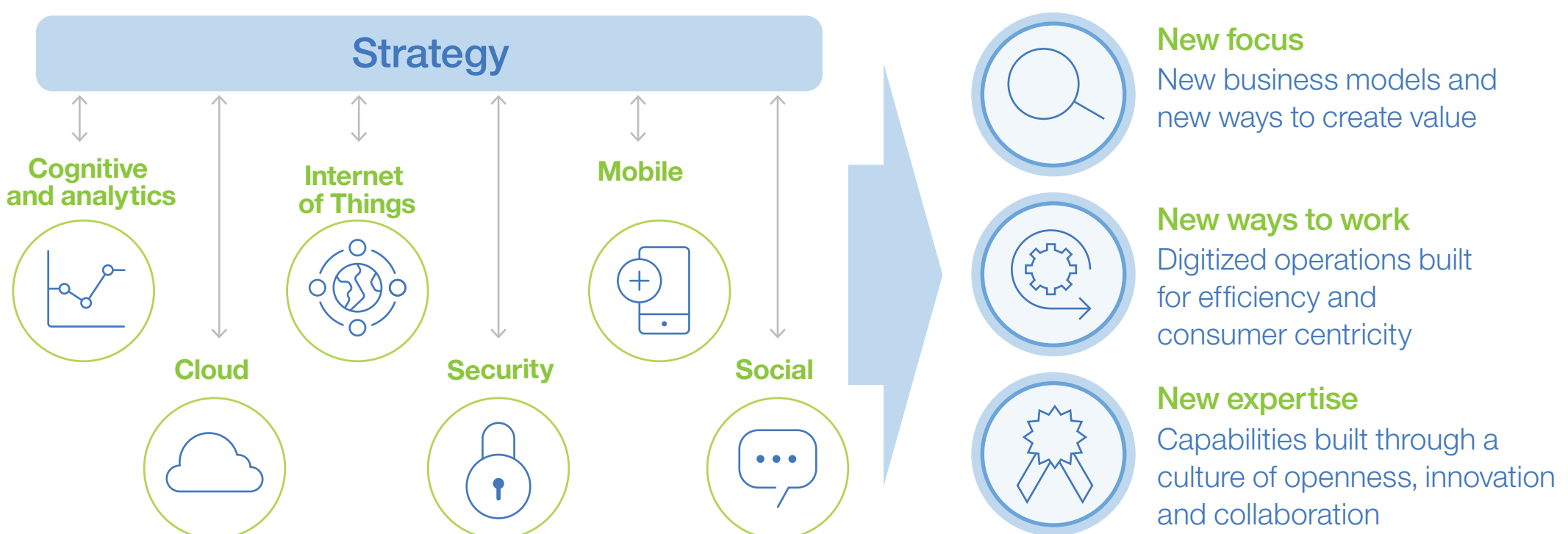
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



Digital Reinvention™

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

Telecommunications businesses need to seize a digital advantage



To learn more, please visit ibm.biz/dr/communications