

Conquer disruption with digital reinvention

The digital economy is creating unparalleled opportunities for innovation



But increased innovation means more competition

69% of surveyed C-suite executives expect new technologies to increase cross-industry competition.¹

64% of executives believe new business models will impact their industries more profoundly than ever before.²

58% of surveyed executives expect new technologies to reduce barriers to entry.³

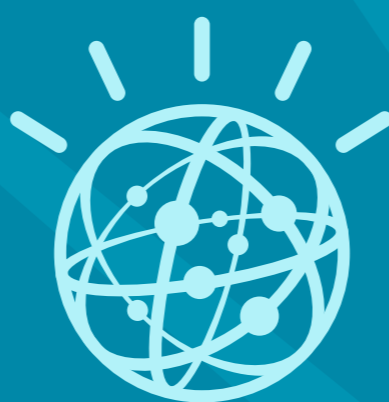
or in other words...

Disruption

The solution: digital reinvention.



Let inventive and restless talent spawn new business models.



Innovate via advanced analytics, cognitive computing and Internet of Things solutions.



Employ predictive analytics to enhance the customer experience and thrive in the cognitive era.

Embrace digital | Challenge the status quo

BECOME the disruptor

For more information, contact your IBM representative or visit:

ibm.com/services/us/en/sap/digital_reinvention

1 IBM Institute for Business Value: "Digital reinvention: Preparing for a very different tomorrow," December 2013. http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=X-B&infotype=PM&appname=GBSE_GB_SC_US&htmlfid=GBE03583USEN

2 Ibid.

3 Ibid.

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