

# All Aboard

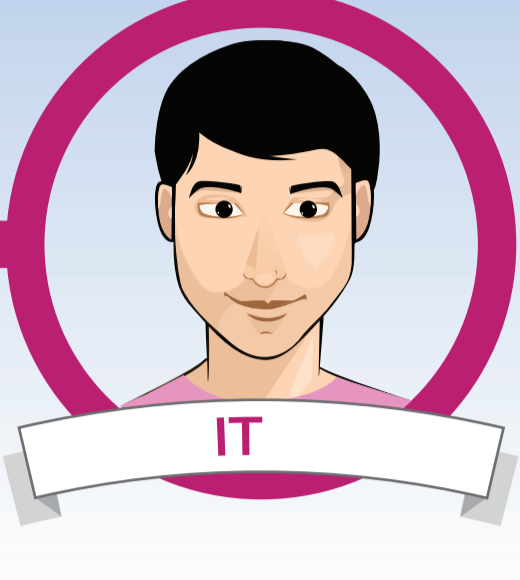
## Next Stop: Digital Transformation

The need for fully integrated digital customer experience is more universal and paramount than ever before. See how lines of business are coming together in new ways to deliver an engaging, end-to-end customer experience.



**87%** of companies think that digital transformation is a competitive opportunity.<sup>1</sup>

**I need** to drive better business outcomes by captivating customers and empowering employees with an integrated omni-channel digital experience.



**70%** of Business Leaders feel an Integrated and Mobile Experience is critical to their digital transformation efforts.<sup>2</sup>

**Cloud 82%** of companies reportedly saved money by moving to the cloud.<sup>4</sup>

**Mobile 60%** of global mobile consumers use their mobile device as their primary internet source.<sup>3</sup>



**I need** to create campaigns that deliver world-class omni-channel digital experiences that are adaptive, compelling, engaging and build lifelong relationships.



**27%** of senior executives rate digital transformation as now being "a matter of survival."<sup>5</sup>

**Content 65%** of organizations said they are creating more content this year than the year prior.<sup>6</sup>

**Analytics only 35%** of consumers said the communications from their preferred retailers are "usually relevant."<sup>7</sup>



**I need** to unleash the talent in my organization with the tools to find and share expertise to team effectively and increase productivity.

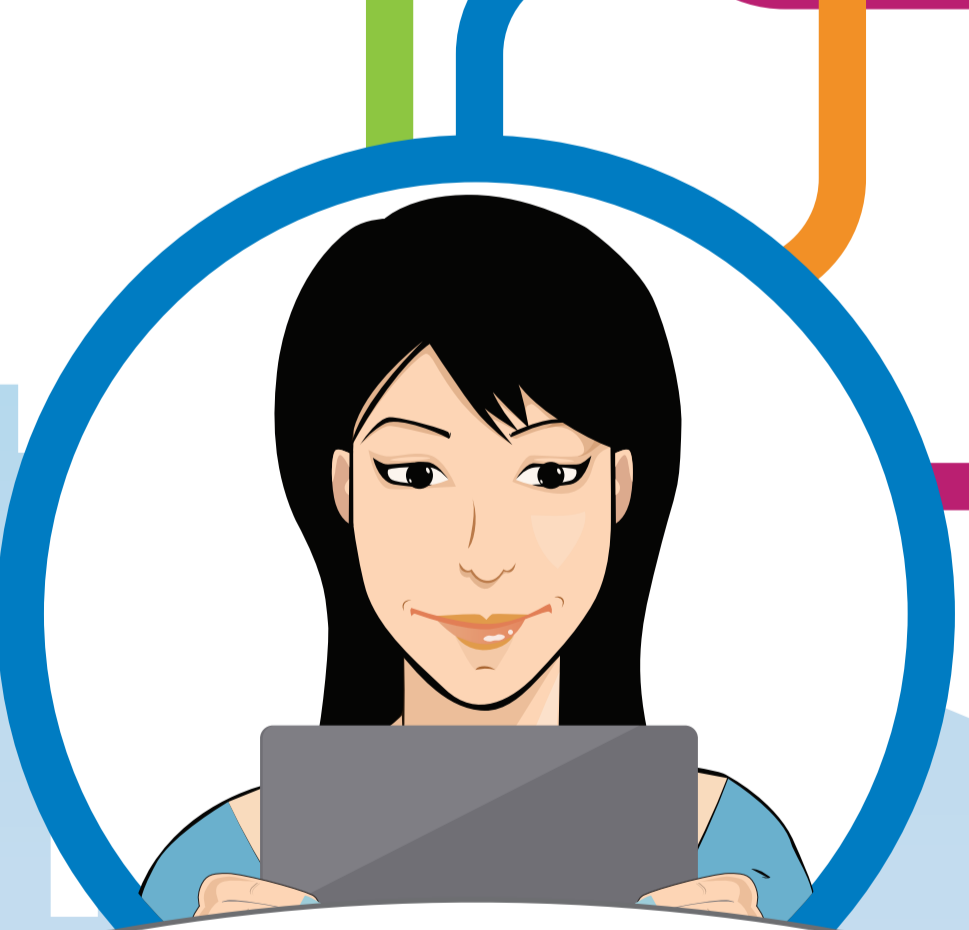


Companies with engaged employees outperform those without by up to **202%**.<sup>8</sup>

**Social** Talent development, employee engagement and commitment are already on CHRO's radar

- 87% Talent Development
- 80% Employee Engagement<sup>9</sup>

**IoT 63%** of customer surveyed said that further research into customer digital touch points was a priority.<sup>10</sup>



# You Have Arrived!

Join our market leading customers on this path to delivering the most integrated, highly personalized and adaptive digital experience in the market.

**Take a look at solutions to create Engaging Employee experiences**

© Copyright IBM Corporation 2015. IBM, the IBM logo, are trademarks of IBM Corp., registered in many jurisdictions worldwide. All other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

1. Altimeter Group Digital Transformation Survey, 2014
2. Internet Retailer - <http://www.socialmediatoday.com/content/10-incredible-mobile-marketing-stats-2015-infographic>
3. Statistics You Didn't Know About Cloud Computing, IT Consultants' Insight on Business Technology | NSK Inc., 2013 <http://blog.nskinc.com/IT-Services-Boston/bid/1180777-Statistics-You-Didn-t-Know-About-Cloud-Computing>
4. The Digital Advantage: How digital leaders outperform their peers in every industry <http://ebooks.cappgemini-consulting.com/The-Digital-Advantage/index.html#5/zoomed>
5. B2B Enterprise Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America
6. [http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCYQFJAB&url=http%3A%2F%2Fcontentmarketinginstitute.com%2Fwp-content%2Fuploads%2F2014%2F10%2F2015\\_B2B\\_Research.pdf&ei=oPpovIGuMouSAW\\_tod4AQ&usq=AFQjCNHgrwVRIleV91tCkU6R9BU-thjIA&sig2=s\\_MkBOGrp52\\_K7rws8aIOA&bw=bu94455598.d.b2w](http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCYQFJAB&url=http%3A%2F%2Fcontentmarketinginstitute.com%2Fwp-content%2Fuploads%2F2014%2F10%2F2015_B2B_Research.pdf&ei=oPpovIGuMouSAW_tod4AQ&usq=AFQjCNHgrwVRIleV91tCkU6R9BU-thjIA&sig2=s_MkBOGrp52_K7rws8aIOA&bw=bu94455598.d.b2w)
7. <http://www-03.ibm.com/press/us/en/pressrelease/46454.wss>
8. [http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CB9QFJAA&url=http%3A%2F%2Fwww.dale Carnegie.com%2Femployee-engagement%2Fengaged-employees-infographic%2F&ei=uvtoVaCDMIHBSQWK6IAI&usq=AFQjCNHz9TZ1rKZ2gouPMYzUj0HtHwvRQ&sig2=5644yxlUoOq\\_kgXrFv7qk&bw=bu94455598.d.b2w](http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CB9QFJAA&url=http%3A%2F%2Fwww.dale Carnegie.com%2Femployee-engagement%2Fengaged-employees-infographic%2F&ei=uvtoVaCDMIHBSQWK6IAI&usq=AFQjCNHz9TZ1rKZ2gouPMYzUj0HtHwvRQ&sig2=5644yxlUoOq_kgXrFv7qk&bw=bu94455598.d.b2w)
9. [http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CB4QFJAA&url=http%3A%2F%2Fwww-304.ibm.com%2FFeasyaccess%2Ffileserve%3Fcontentid%3D253037&ei=ftoVaDvBYadsAWXoYDI&ag&usq=AFQjCNG-Yww\\_mh2aieUcdZJ4GQyneYue5w&sig2=ujO9qNzclMzFcl.p2f4oQg&bw=bu94455598.d.b2w](http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CB4QFJAA&url=http%3A%2F%2Fwww-304.ibm.com%2FFeasyaccess%2Ffileserve%3Fcontentid%3D253037&ei=ftoVaDvBYadsAWXoYDI&ag&usq=AFQjCNG-Yww_mh2aieUcdZJ4GQyneYue5w&sig2=ujO9qNzclMzFcl.p2f4oQg&bw=bu94455598.d.b2w)
10. [http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0CCkQFJAC&url=http%3A%2F%2Fwww.altimetergroup.com%2F2014%2F07%2Fthe-2014-state-of-digital-transformation%2F&ei=5Vx-oVagShqmyEg\\_ygNA&usq=AFQjCNGW5025cA3r95PuFZ2wjlth4SGlg&sig2=Zx1zQDf7X6nTJ6tiHARFQ&bw=bu944455598.d.b2w](http://www.google.com/url?sa=t&ct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0CCkQFJAC&url=http%3A%2F%2Fwww.altimetergroup.com%2F2014%2F07%2Fthe-2014-state-of-digital-transformation%2F&ei=5Vx-oVagShqmyEg_ygNA&usq=AFQjCNGW5025cA3r95PuFZ2wjlth4SGlg&sig2=Zx1zQDf7X6nTJ6tiHARFQ&bw=bu944455598.d.b2w)
11. Customer Case Studies References: Wimbledon, Performance Bicycle, Blue Shield of California, Jyske Bank