



Revisit your digital ambitions.

Build a Customer-activated Enterprise

C-suite Studies

Smarter business for a Smarter Planet:

The IBM C-suite Study is a result of analyzing our conversations with 4,183 leaders in 70 countries. We spoke with a cross-section of C-suite executives in more than 20 industries: Chief Executive Officers, Chief Financial Officers, Chief Human Resource Officers, Chief Information Officers, Chief Marketing Officers and Chief Supply Chain Officers.

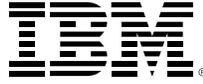
This Study, “The Customer-activated Enterprise” offers insight into how these leaders view the world, their priorities and how they are preparing for the future. Three major themes emerged. Today’s C-suite must:

- Open up to customer influence
- Pioneer digital-physical innovation
- Craft engaging customer experiences.

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