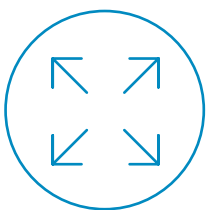


Using data by design

Digital Reinvention in electronics

Disruption has fundamentally changed the electronics industry



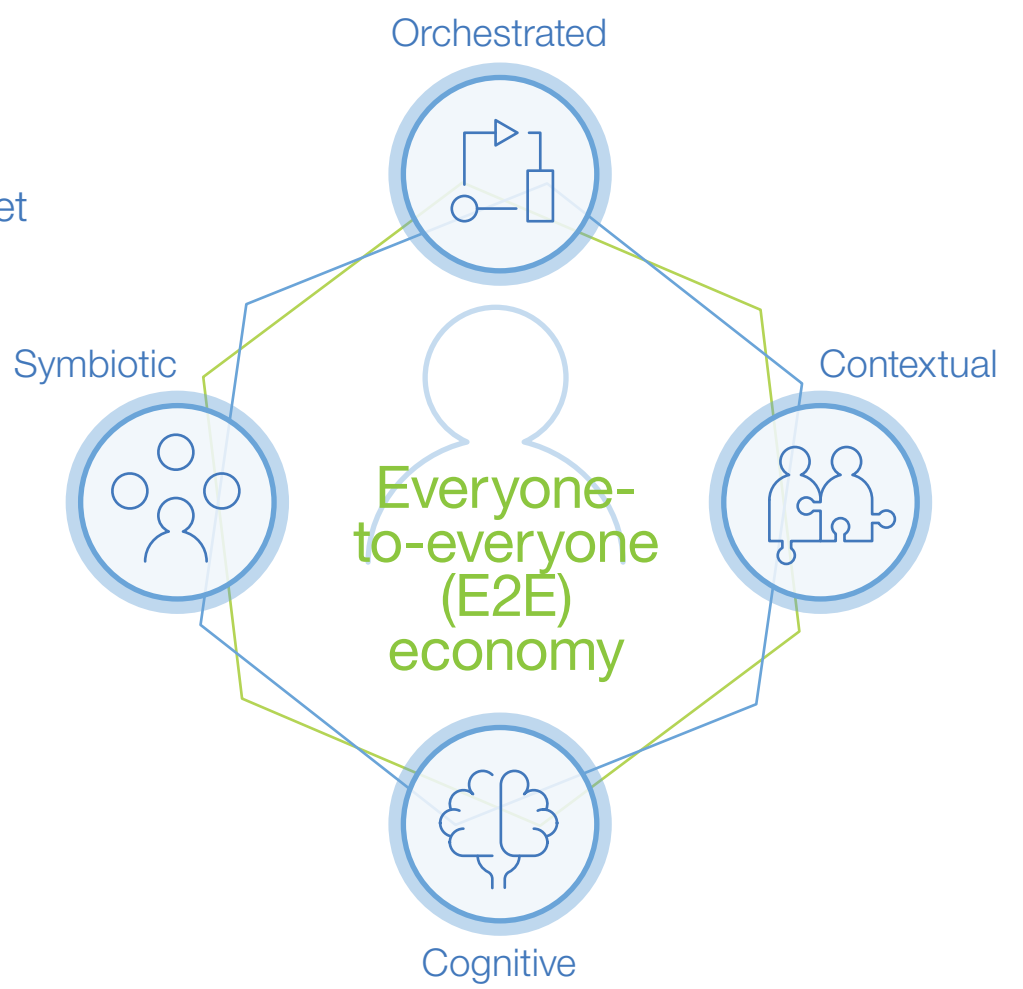
Electronics executives say that dramatic external forces will impact their business in the next two to three years: 76% cite market factors while 73% cite technology



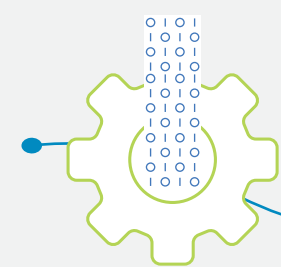
72% of electronics companies tell us the boundaries between industries are blurring



41% of electronics companies are launching or modifying new business models in the next two to three years to respond, compared to 17% that did so in the past two to three years



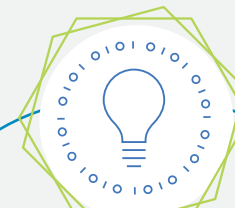
Electronics executives recognize the imperative to digitally reinvent their business



Digitization
Improve efficiency by applying technology to individual resources or processes

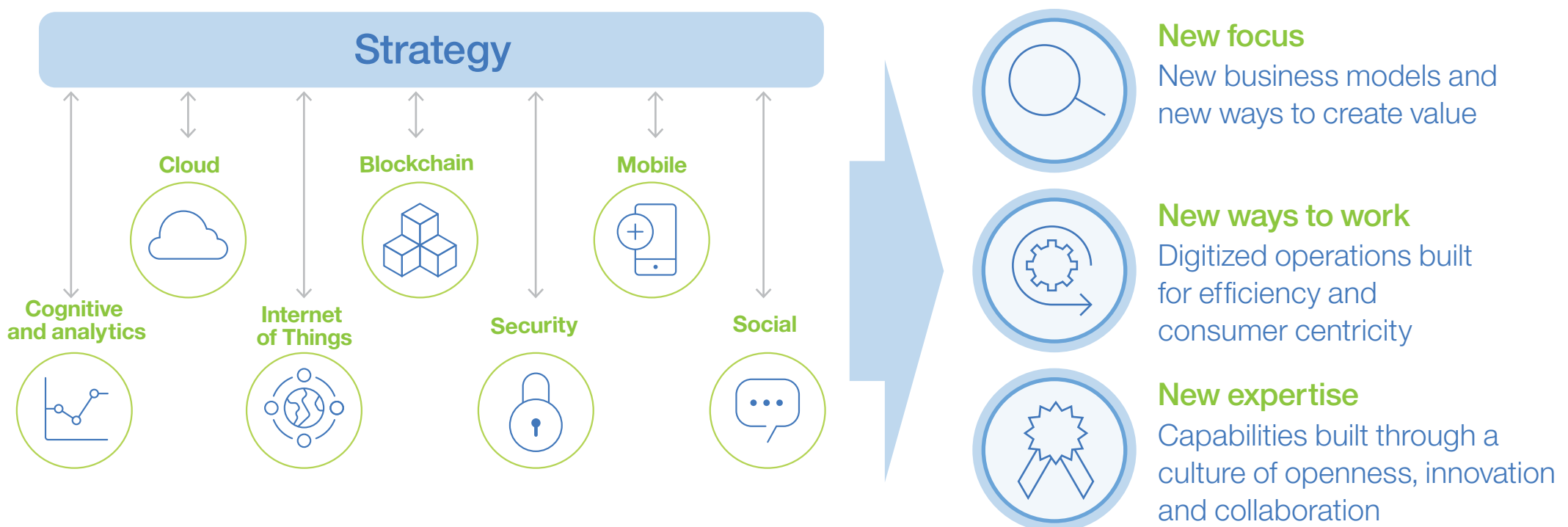


Digital transformation
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



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

Electronics businesses need to seize a digital advantage



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