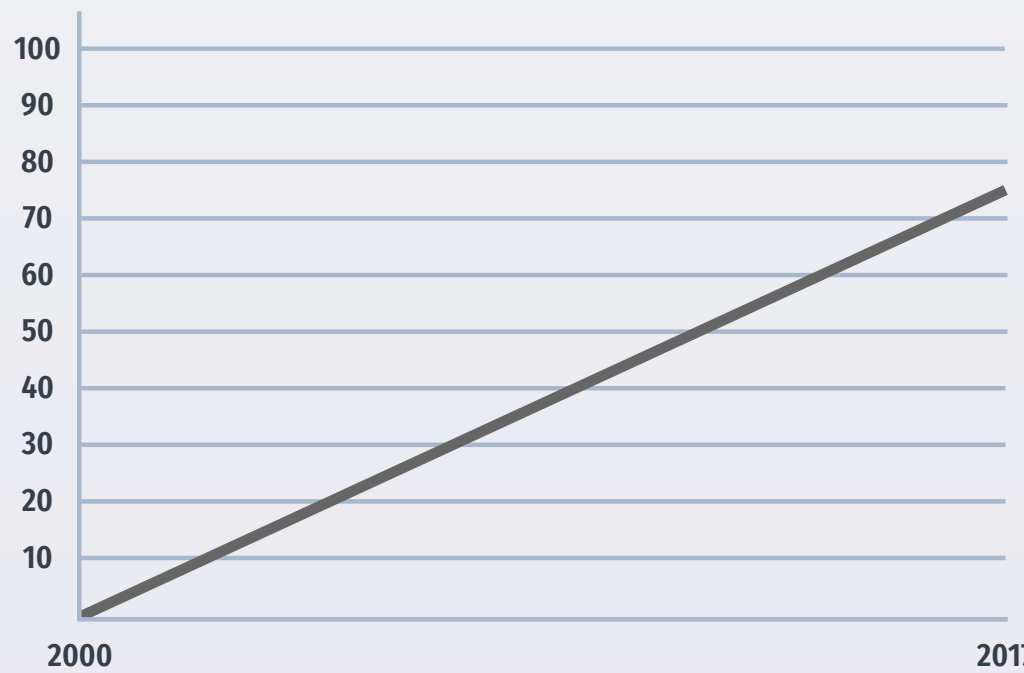


MAKING SENSE OF THE DIGITAL TRANSFORMATION FOR ENTERPRISES

1 Don't get left behind

IDC predicts that by the end of 2017, two-thirds of Global 2000 companies will have Digital Transformation at the centre of their corporate strategy.



Digital technology and the digitization of business processes is the top investment priority for surveyed CEO's in 2017.

Why transform?

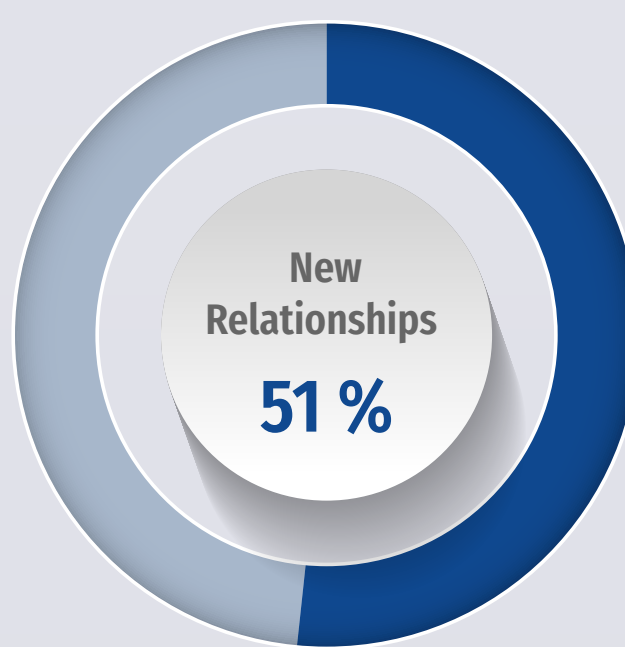
2



3 The State of Digital Transformation in Canada



Digital transformation is reducing the physical assets needed by the organization



Reinventing relationships with customers through digital transformation initiatives



Using DX initiatives to reinvent workflows and processes to reduce costs and increase productivity

Where should you start?

4

Successful Digital Reinvention will involve a fundamental reimagining of how an organization operates and how it engages with its environment. Follow this sequence to start the digital transformation in your enterprise.

- Begin in familiar territory such as web or cloud
- Continue toward newer terrain, like open source and next-gen apps
- Enter new world of advanced data analytics, predictive analytics, and cognitive analytics

To learn more about how to begin the digital transformation in your enterprise, read this full white paper: <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=POL03269USEN>