

Digital Disruption Demands Action!

The History of Digital Disruption The last twenty years has seen digital technology upset

existing markets, replacing traditional approaches and often times creating new industries.

became **Mobile Phones** became **GPS**



became Wikipedia



became E-readers

Digital penetration is increasing on every continent.

Europe 77.6% **78.2%** Middle East

37% 40.6% **Africa** 20.7% **17.4%**

Asia **Pacific** 36.9%

42.3%

ONLINE

Source: Statista 2015

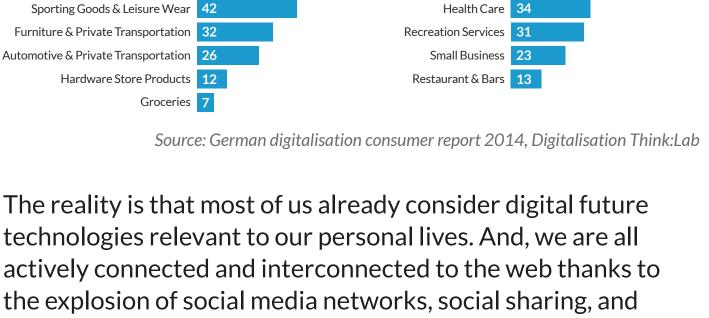
Home Appliances 42 Sporting Goods & Leisure Wear 42 Furniture & Private Transportation 32 Automotive & Private Transportation 26 Hardware Store Products 12 Groceries 7 The reality is that most of us already consider digital future

social integrated devices.

Apparel 60

Media Products 42

Entertainment Electronics 62



Public Utility Services 74

Banking & Insurance 41

Communication Services 71

Digital Disruption Demands Action

of Executives now rate the ability to manage digital disruption as a matter of survival. of organisations are investing in digital skills.

Source: "The Digital Advantage: How digital leaders out perform their peers in every industry,"

The digital short fuse is burning. The time to act is now!

next-generation employees is forcing organisations to be

more focused and responsive to the needs of customers and

Navigating digital disruption and the needs of

Successful organisations are retooling to best support employees and customers to

Find out how: www.verint.com/digital-disruption/anz

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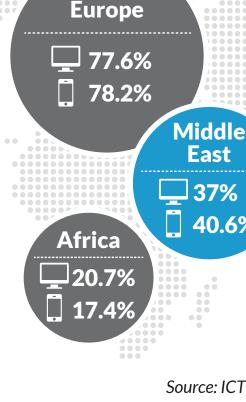
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North & **South America** 66% 77.6%



Source: ICT Facts & Figures: The World in 2015 We are witnessing the Digitalisation of Communication of people worldwide Internet users in the world and counting own mobile phones and the Digitalisation of Consumption. of all first time product and service purchases are through digital channels **Product Industries 36 Service Industries** 46

If the last decade is any indicator, another digital revolution is just around the bend...and these disruptions, when

embraced, can propel us into a barely imagined future.

The clock is ticking.

Capgemini Consulting

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employees than ever before.

positioned to deliver on their key customer and employee directives:

know me **understand me**