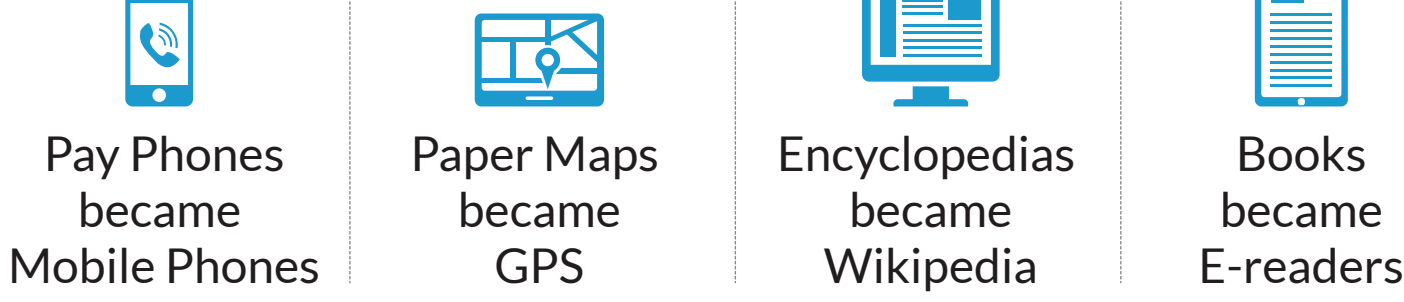


Digital Disruption Demands Action!

The History of Digital Disruption

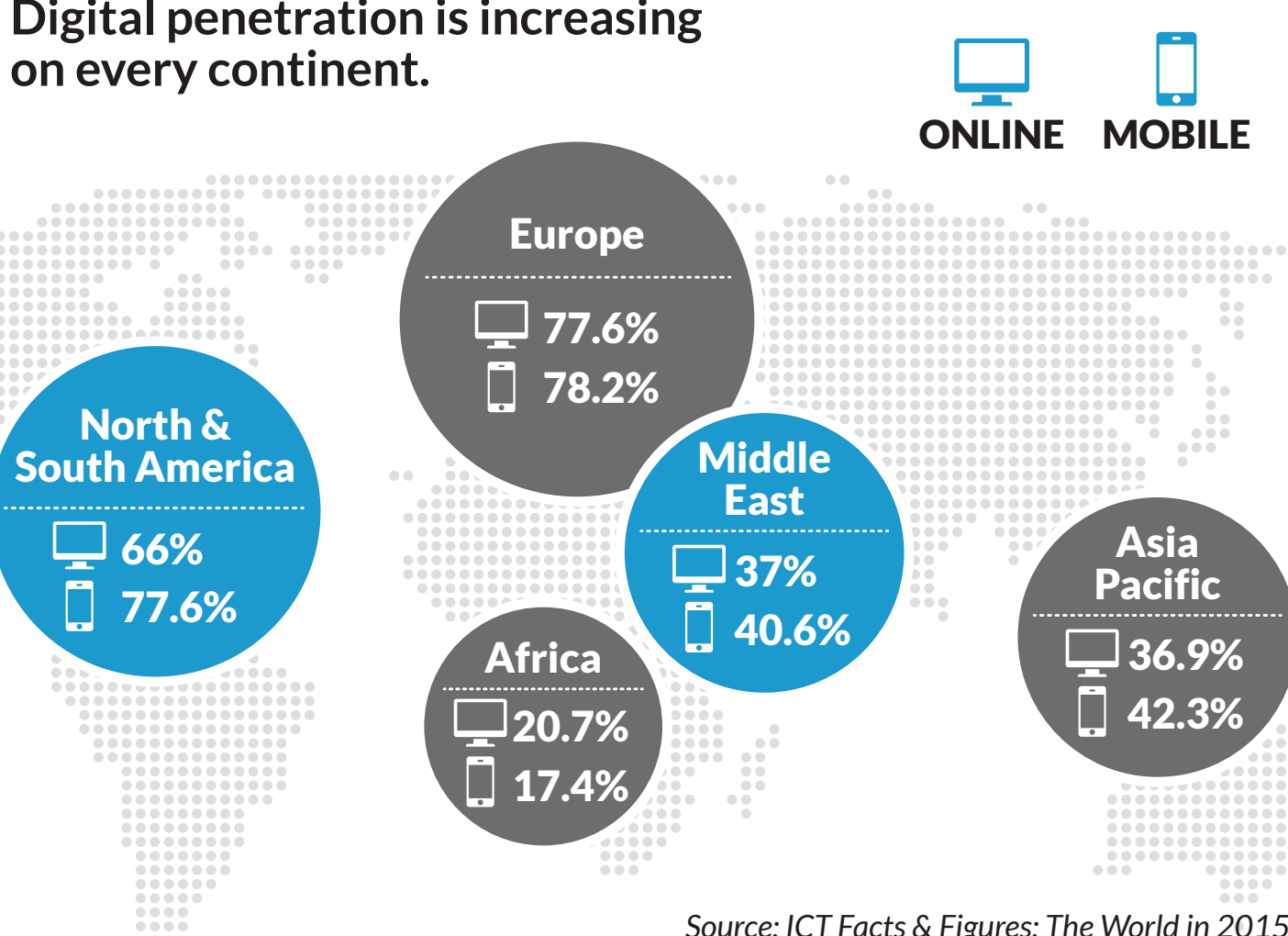
The last twenty years has seen digital technology upset existing markets, replacing traditional approaches and often times creating new industries.

Some recent examples:



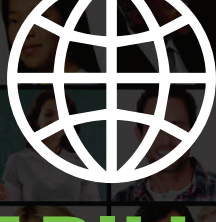
Digital Disruption Today

Digital penetration is increasing on every continent.



Source: ICT Facts & Figures: The World in 2015

We are witnessing the Digitalization of Communication



3.17 BILLION

Internet users in the world and counting



4.8 BILLION

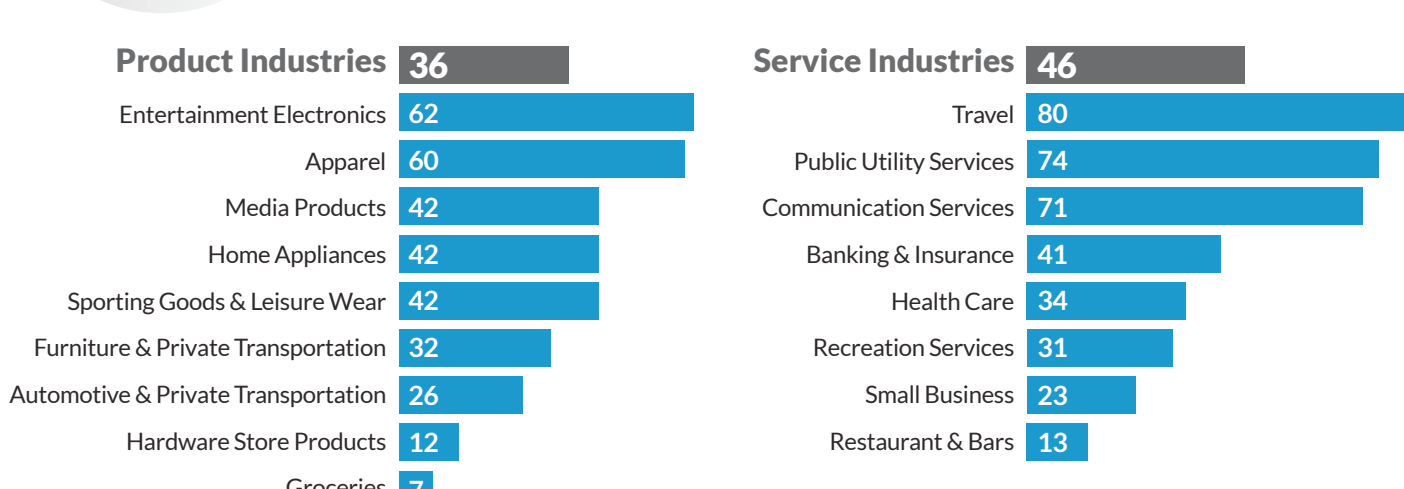
of people worldwide own mobile phones

Source: Statista 2015

and the Digitalization of Consumption.

41%

of all first time product and service purchases are through digital channels



Source: German digitalization consumer report 2014, Digitalization Think:Lab

The reality is that most of us already consider digital future technologies relevant to our personal lives. And, we are all actively connected and interconnected to the web thanks to the explosion of social media networks, social sharing, and social integrated devices.

Digital Disruption Demands Action

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.

27%

of Executives now rate the ability to manage digital disruption as a matter of survival.

46%

of organizations are investing in digital skills.

Source: "The State of Digital Business 2014", Forrester Research

The clock is ticking.
The digital short fuse is burning.

The time to act is now!

Navigating digital disruption and the needs of next-generation employees is forcing organizations to be more focused and responsive to the needs of customers and employees than ever before.

Successful organizations are retooling to best support employees and customers to become

[Seriously Smart Organizations]

positioned to deliver on their key customer and employee directives:

[know me] [understand me] [value me] [empower me]

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