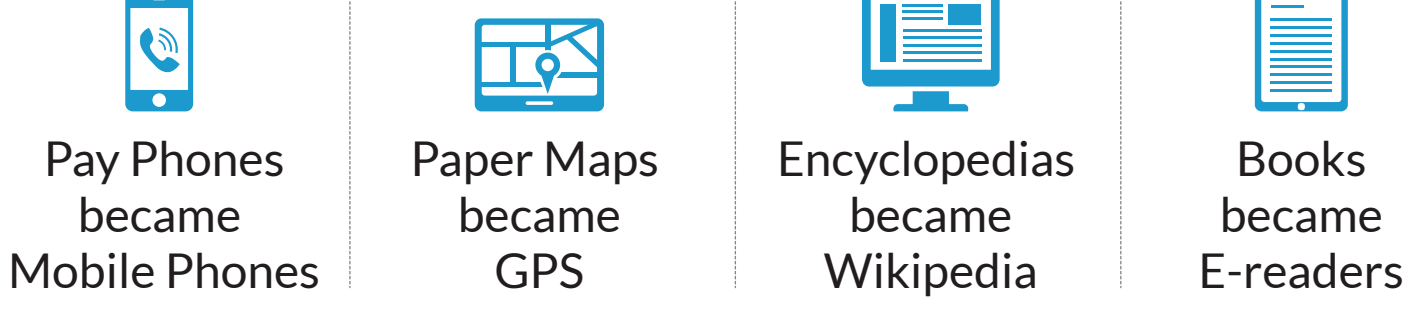


# Digital Disruption Demands Action!

## The History of Digital Disruption

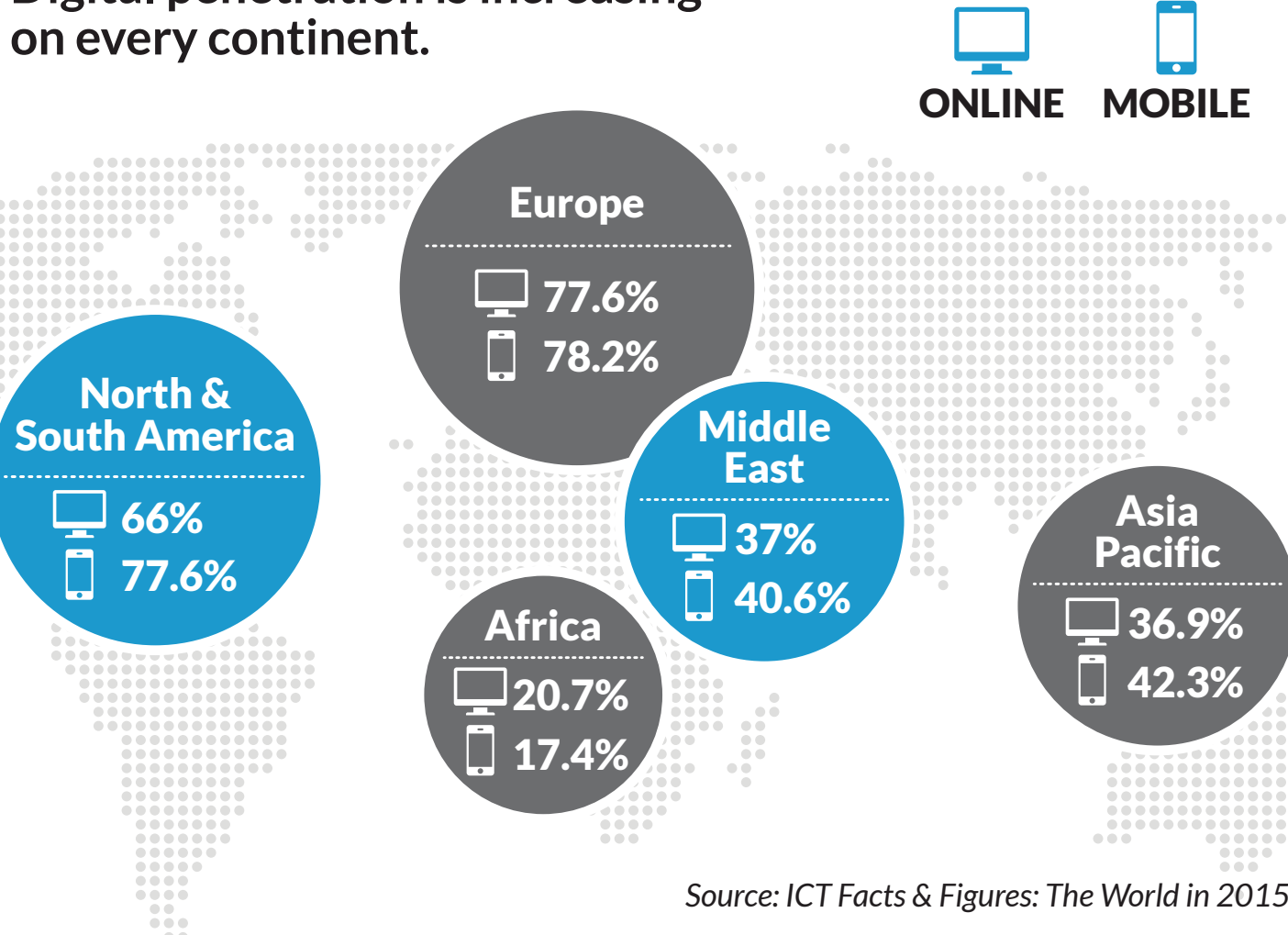
The last twenty years has seen digital technology upset existing markets, replacing traditional approaches and often times creating new industries.

Some recent examples:



## Digital Disruption Today

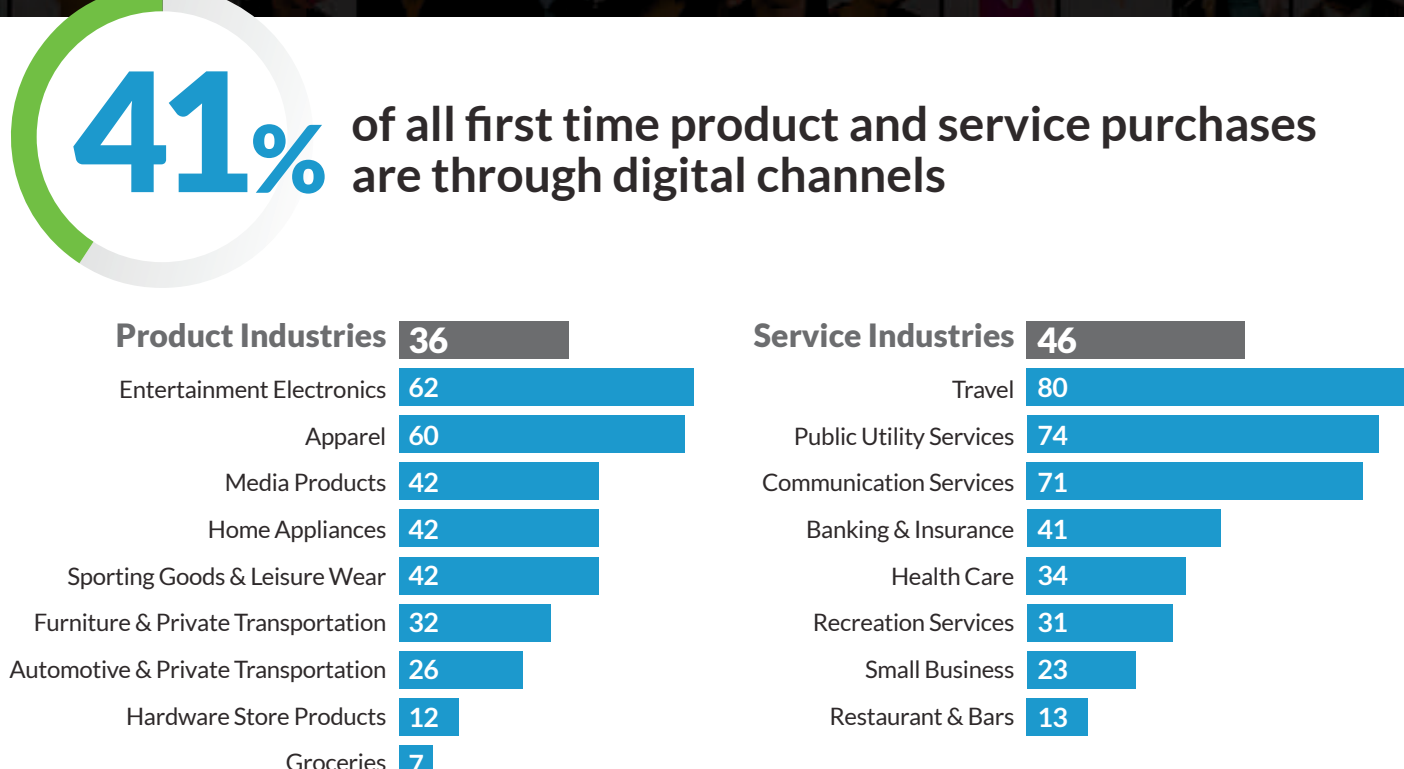
Digital penetration is increasing on every continent.



## We are witnessing the Digitalisation of Communication



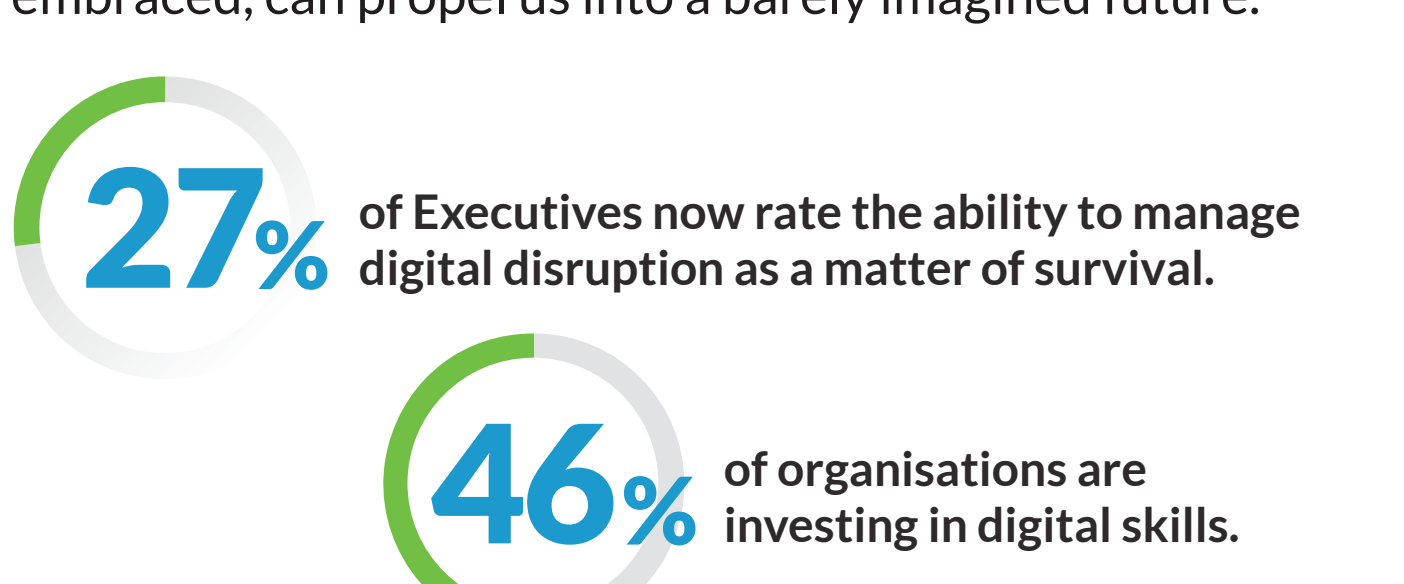
## and the Digitalisation of Consumption.



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.



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 organisations to be more focused and responsive to the needs of customers and employees than ever before.

Successful organisations are retooling to best support employees and customers to become **"Seriously Smart Organisations"**, positioned to deliver on their key customer and employee directives:



Find out how:  
[www.verint.com/digital-disruption/anz](http://www.verint.com/digital-disruption/anz)