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:

- Pay Phones became Mobile Phones
- Paper Maps became GPS
- Books became E-readers
- Encyclopedias became Wikipedia

Digital Disruption Demands Action

We are witnessing the Digitalization of Communication and the Digitalization of Consumption.

- Digital penetration is increasing on every continent.
- Product Industries: Entertainment Electronics, Apparel, Media Products
- Service Industries: Travel, Public Utility Services, Communication Services, Banking & Insurance, Health Care, Recreation Services, Small Business, Restaurant & Bars

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.

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:

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

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

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

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