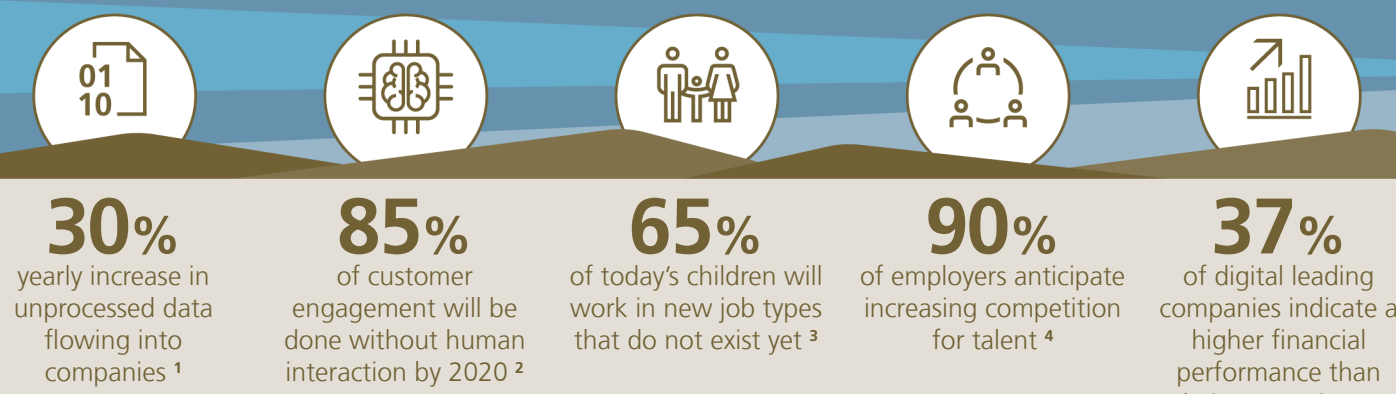


# DIGITAL ENTERPRISE MOVING FROM EXPERIMENTATION TO TRANSFORMATION

## THE DIGITAL HORIZON



## CONNECTING WITH CONSEQUENCES

Creating a Digital Enterprise has become a C-Level topic and enablers can turbocharge a transformation



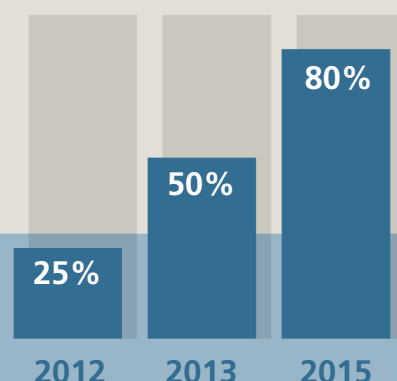
### Facebook's Mobile Focus

Mark Zuckerberg urged a 'mobile-first' focus and instructed that product developers should be proposing mobile products.

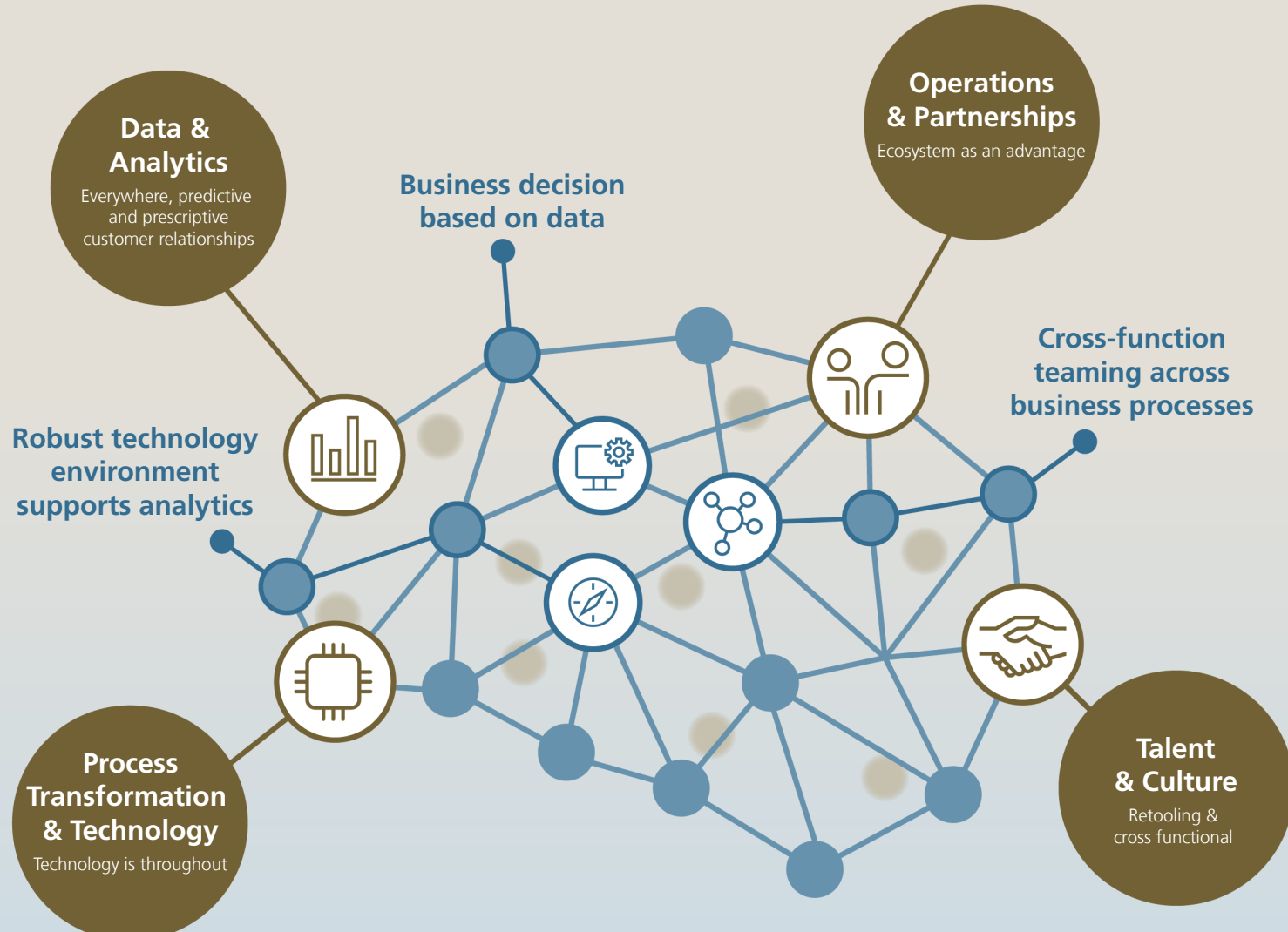
Revenue from mobile advertising consequently grew to 25% of total revenue by the end of 2012 and to 50% the following year. By 2015 it was 80%.

Sources: M. Rosoff, "Facebook is officially a mobile-first company", Business Insider UK, 5 November 2015; M. Ingram, "What Media Companies Can Learn From Facebook's Incredible Mobile Turnaround", Fortune.com, 28 January 2016"

### Facebook's Mobile Revenue



## THINKING OF THE DIGITAL ECO SYSTEM



## BUILDING A DIGITAL FOUNDATION WITH AN END-TO-END VIEW FOR A JOINT EXPERIENCE

# THINK IN ORDER TO CREATE

- ... holistically about the information flowing through the organization
- ... agile, with BPaaS approaches that can implement new solutions without tearing up the existing infrastructure
- ... automation to remove manual touchpoints that create bottlenecks
- Data availability in any format by digitizing, indexing and storing incoming document data
- Real-time access to customer data across multiple touchpoints
- In-depth and predictive insights

### Digital Enterprise

PROFILE DATABASE	REPORTING	ARCHIVE
BILLING & RATING	OMS	USER MANAGEMENT
USER AND SYSTEM AUDIT	MESSAGE CENTER	QUERY MANAGEMENT

Currently companies support an average of **9 channels** but the number is increasing

### Customer Choice

Omni Channel Communications

**Customer**

**65%** of households pay at least one bill a month by mail...<sup>8</sup>

...and still receive **15.8 bn** mailed items a year <sup>9</sup>

Sources: 1 – IDC; 2 – Bain & Company; 3 – WEG; 4 – Mercer via Forbes; 5 – DXC; 6 – Pentadoc; 7 – Forrester; 8 – United States Postal Service 2017; 9 – PostNL

**For further information**  
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