

# DIGITAL ENTERPRISE MOVING FROM EXPERIMENTATION TO TRANSFORMATION

## THE DIGITAL HORIZON



**30%**  
yearly increase in unprocessed data flowing into companies <sup>1</sup>



**85%**  
of customer engagement will be done without human interaction by 2020 <sup>2</sup>



**65%**  
of today's children will work in new job types that do not exist yet <sup>3</sup>



**90%**  
of employers anticipate increasing competition for talent <sup>4</sup>



**37%**  
of digital leading companies indicate a higher financial performance than their competitors <sup>5</sup>



## CONNECTING WITH CONSEQUENCES

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



**52%**  
of the world's CEOs expect digitization to transform their industry ... <sup>6</sup>



...but only **27%**  
of businesses have a coherent digital strategy in place <sup>7</sup>

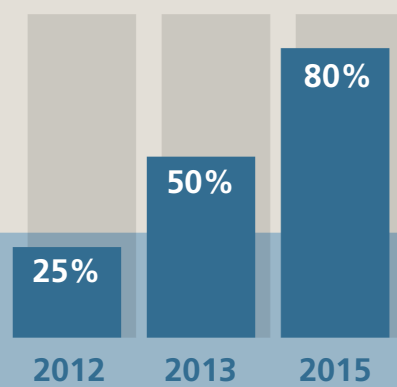
### Facebook's Mobile Focus

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

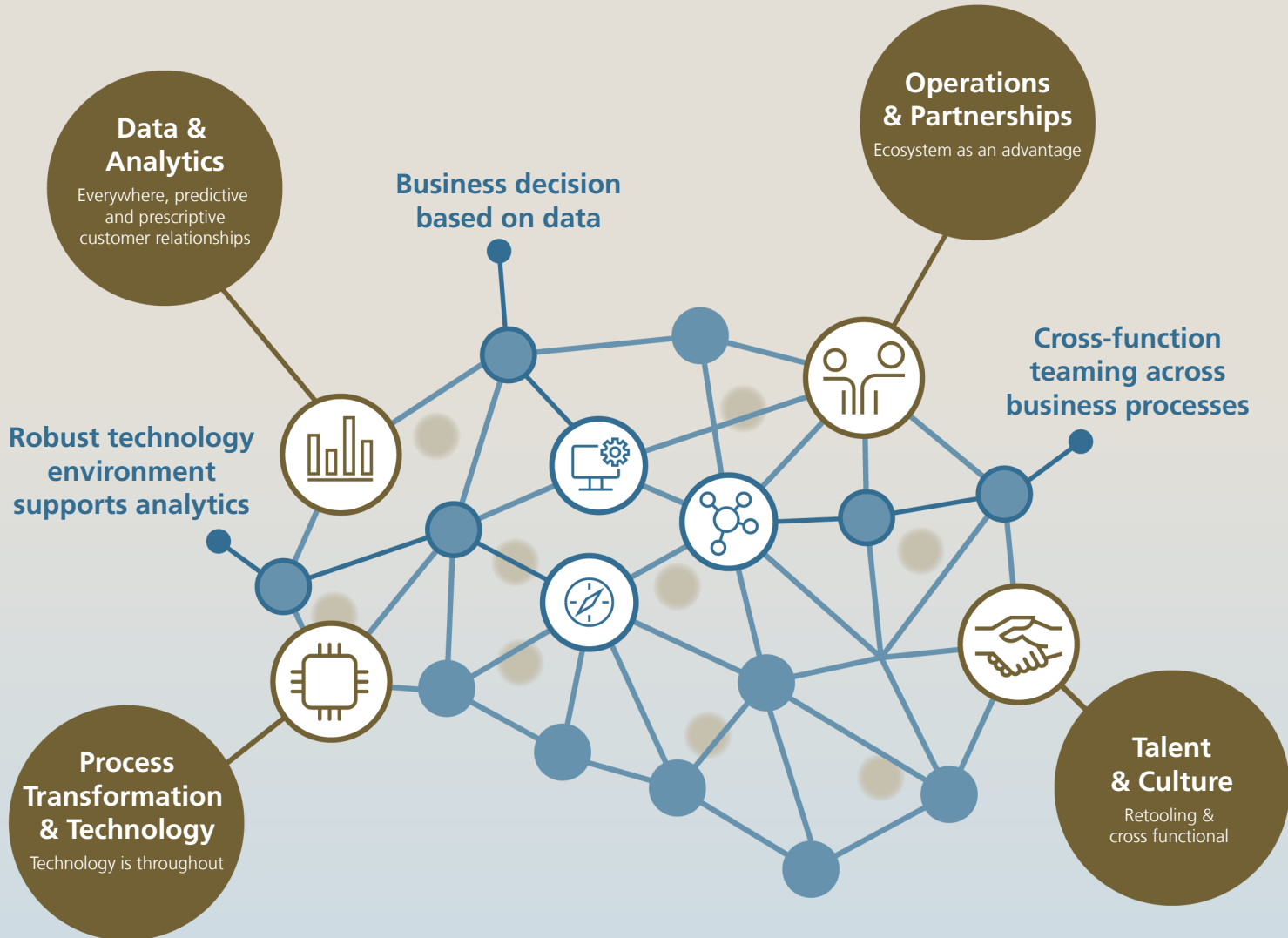
Revenue from mobile advertising consequently grew to 25% of total revenue by the end of 2012 and to 50% the following year. By 2015 it was 80%.

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



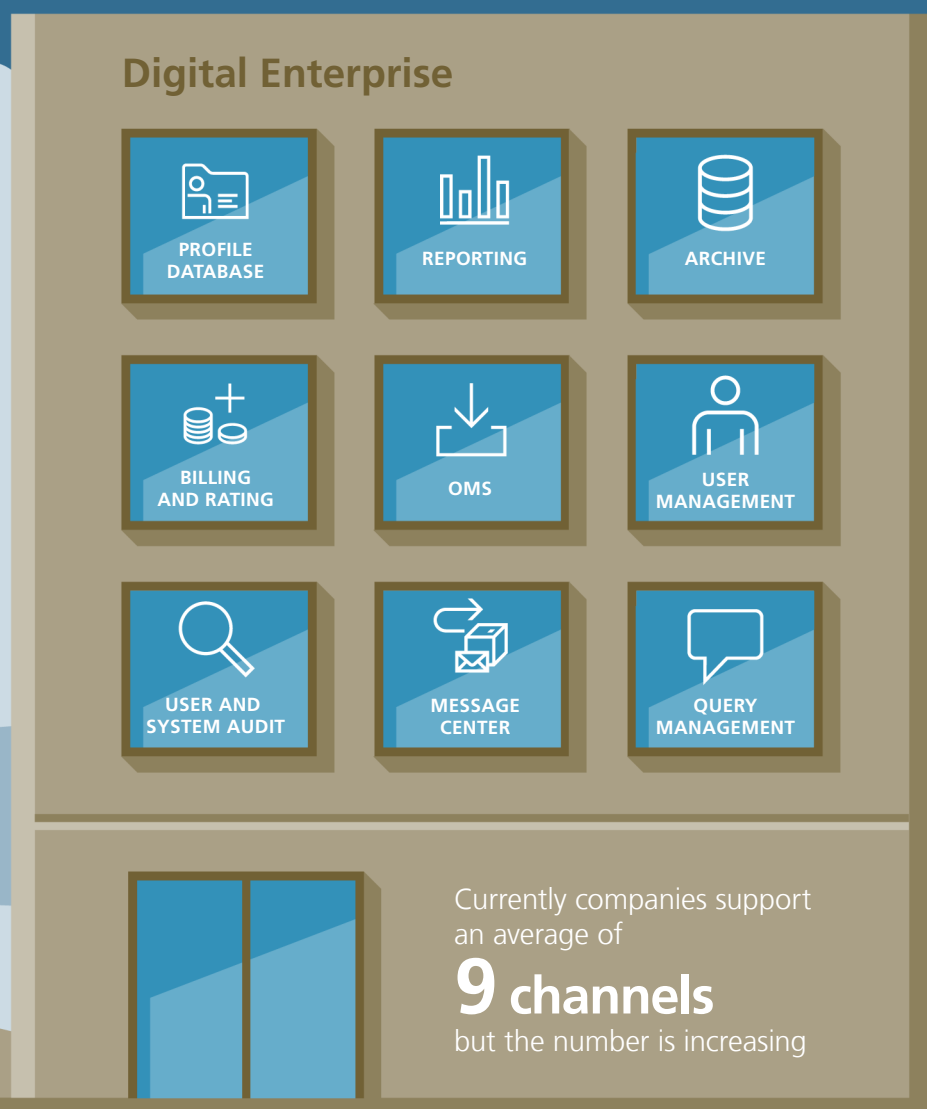
## THINKING OF THE DIGITAL ECO SYSTEM



## 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



### Customer Choice Omni Channel Communications



**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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