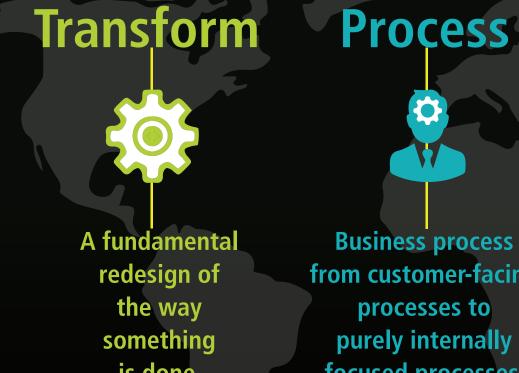


How to make the Digital Transformation

a business opportunity.

Digital Transformation (DX) is the application of 3rd Platform Technologies such as Cloud, Mobility, Big Data, and Social as well as Innovation Accelerators including IoT, Robotics and 3D printing.



is done.

Business process from customer-facing processes to purely internally focused processes.

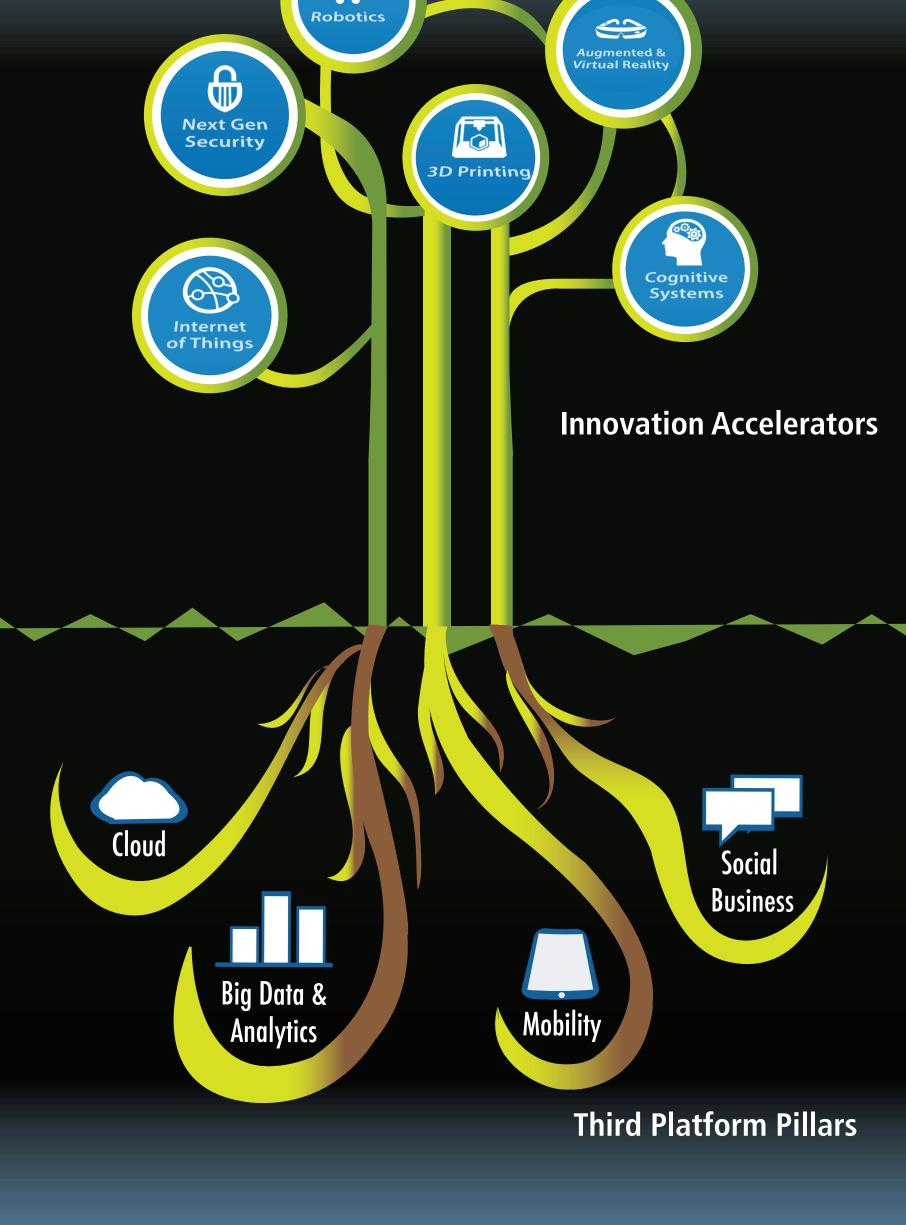
Technology



technologies; however, it does use 3rd Platform technologies and Innovation Accelerators.

are facilitators and technological multipliers of the Digital Transformation.

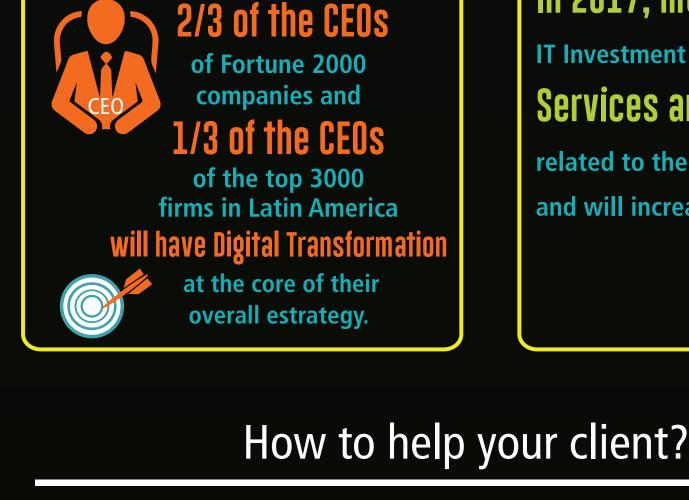
Innovation Accelerators and the Third Platform Pillars



Digital Transformation is Multifaceted



Digital Transformation. By 2019, demand will By 2019, spending will reach USD\$100 billion. reach USD \$2.1 trillion.



It's difficult

aligning

business processes

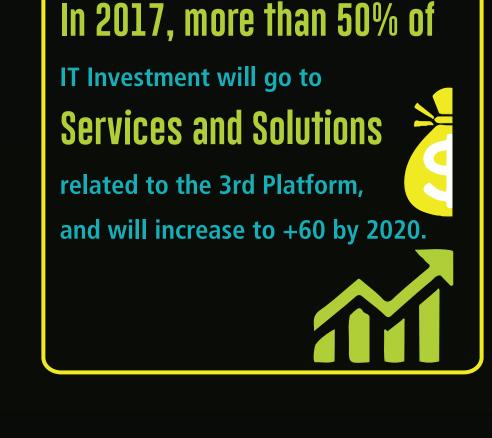
with new information.

In 2015 +USD \$1 trillion

By the end of 2017

of global investment in

technology was related to



Consulting Services for digital strategy

reaching USD\$34 billion in 2015

grew 50% in recent years,

Knowledge data

Major challenges of the Digital Transformation identified by your client

role of their IT divisions. How can you help your client overcome these obstacles? **Help them to** identify which part

of the business could

be digitally transformed.

1/3 of companies

believe innovation is

the most important



3 Actions for

Digital Transformation Opportunities

Show all levels of the enterprise the benefits of the tools to help them embrace a culture of change where failure is not only tolerated, but accepted.

32% of companies

in Latin America are still in the

initial phase of introducing

cultural changes internally.

People show

resistence to change

when acquiring new

capabilities or functions.



complete

solutions

important factor to select a technology provider 38% identify it as fundamental that a provider is capable of delivering a business solution.

61% of IT investments originate

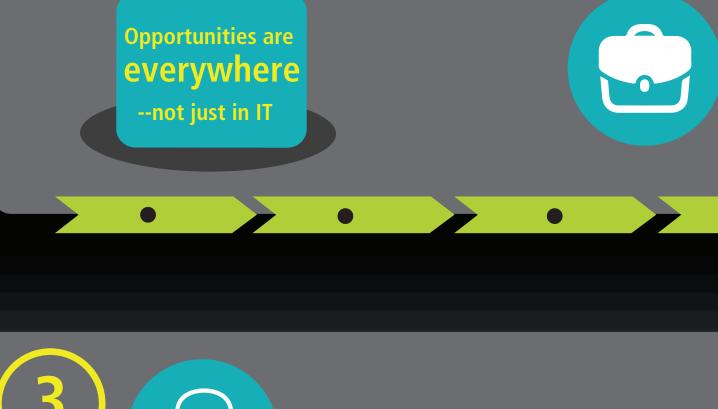
from lines of business outside of

the IT division.

While 18% of IT leaders

in Latin America

see prices as the most





IDC Investment Trends 2016