THE FUTURE OF DIGITAL BUSINESS

The digital economy is disrupting everything. The convergence of Mobility, Social Networking, Cloud, Big Data and the Internet of Things are changing the way businesses work and coupling the platform for digital business. Although these forces are innovative and disruptive on their own, together they are revolutionizing business and society in a way that has never been seen before.

**2016**
- By 2016, more than 63 billion in online shopping will be performed exclusively by mobile digital assistants.

**2017**
- By 2017, a significant and disruptive digital business model will be launched that was conceived by a computer algorithm.
- By 2017, 70% of successful digital business models will bring on automation processes designed to shift non customer needs into automated processes.
- By 2017, 50% of successful digital business models will be redirected to customer experience innovations.
- By 2017, the total cost of ownership for business operations will be reduced by 30% through smart machines and industrialized services.
- By 2017, 50% of consumer product investments will be redirected to customer experience innovations.

**2018**
- By 2018, digital business will require 50% fewer business process workers and 500% more key digital business jobs, compared to traditional models.

**2020**
- By 2020, developed world enterprises will experience a 2X increase by a half-year, due to the widespread adoption of wireless health monitoring technologies.
- By 2020, retail businesses that use targeted messaging in combination with smart parking systems will see a 5X increase in sales.

ORGANIZATIONAL CHALLENGES

- 87% of companies think that digital transformation is a competitive opportunity.
- 27% of senior executives cite IT systems as the biggest barrier to digital transformation.
- 51% of organizations see digital innovation as a huge challenge.
- 25% of organizational executives believe that their enterprises are in danger of becoming a ‘suffering®

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