

FORRESTER®

CHALLENGE THINKING. LEAD CHANGE.

We work with business and technology leaders to develop customer-obsessed strategies that drive growth.



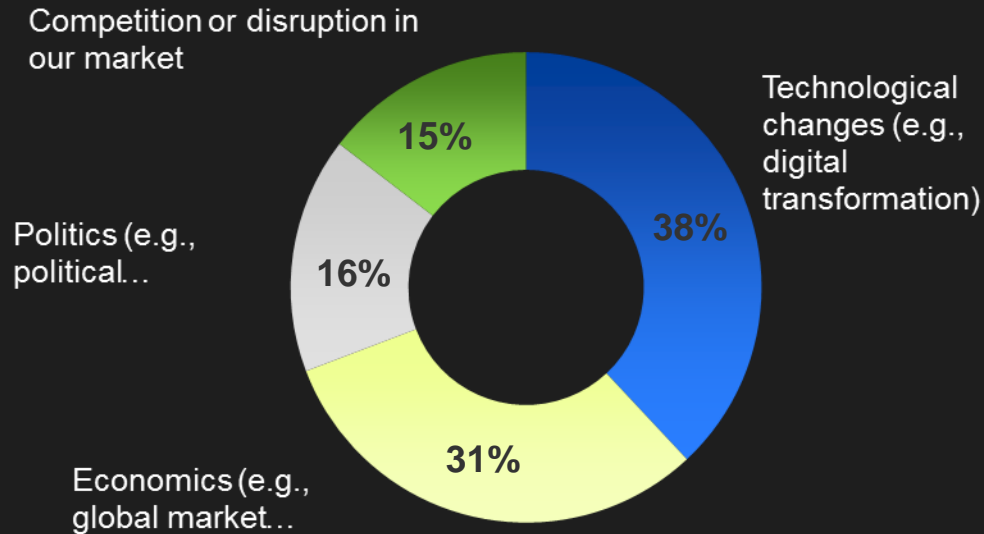
Four Rules Of Digital Business

Michelle Beeson, Digital Business Strategy Analyst

June 2018

Digital transformation dominates business decision making

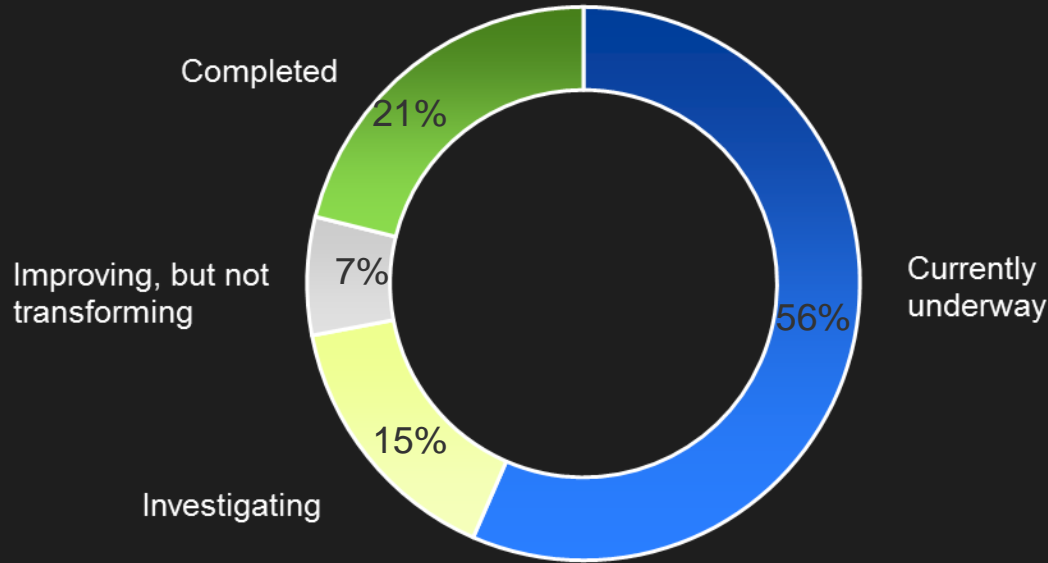
“Which of the following will have the greatest effect on your business decisions over the next 12 months?”



Base: 735 to 1,559 North American and European enterprise business and technology decision makers; Source: Forrester Data Global Business Technographics® Business And Technology Services Survey, 2017

A Confused 21% Of Firms Think They Have Finished Transformation

“Which of the following best describes your firm’s digital transformation?”



Base: 735 to 1,559 North American and European enterprise business and technology decision makers; Source: Forrester Data Global Business Technographics® Business And Technology Services Survey, 2017

Digital Rewrites The Rules of Business

Digital experience

Deliver easy, effective,
and emotional customer
experiences



Forrester report [Digital Rewrites The Rules Of Business](#), February 2018

NATHAN SURVIVED LEUKAEMA AS

Blood donors told what hospital their donation was used at, increasing donation frequency



LEARN

DISCOVER HOW BLOOD DONATION WORKS AND WHO IT HELPS



ELIGIBILITY

SEE IF YOU COULD BE ABLE TO DONATE BLOOD



DONATE

REQUEST AN APPOINTMENT OR LEARN ABOUT GROUP DONATION

13 14 95

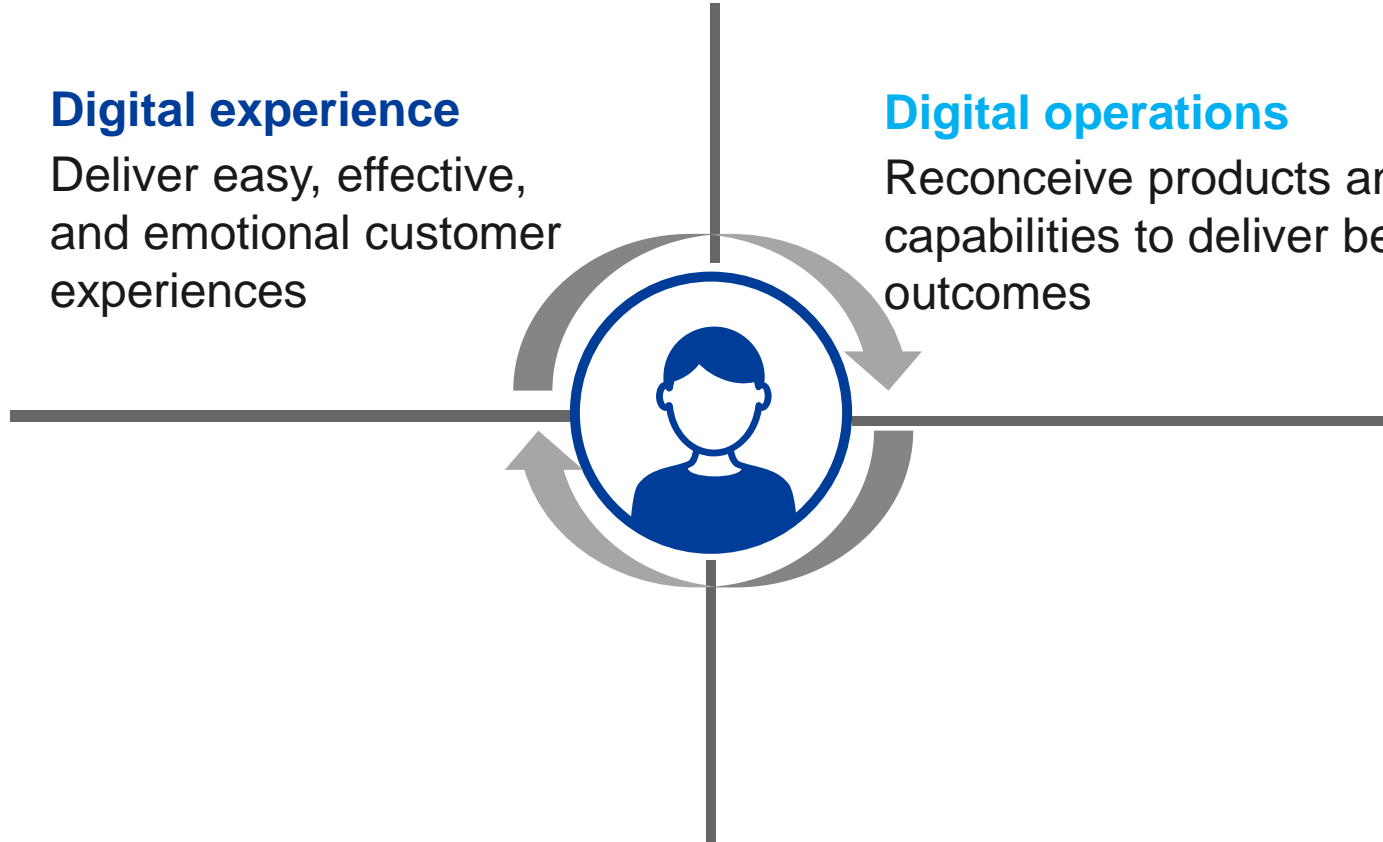
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Digital operations

Reconceive products and
capabilities to deliver better
outcomes



Forrester report [Digital Rewrites The Rules Of Business](#), February 2018

Stitch Fix embeds customer centricity in decision making



STITCH FIX

YOUR PARTNER IN PERSONAL STYLE

Clothing and accessories hand-selected by a personal stylist, delivered to your door.

GET STARTED



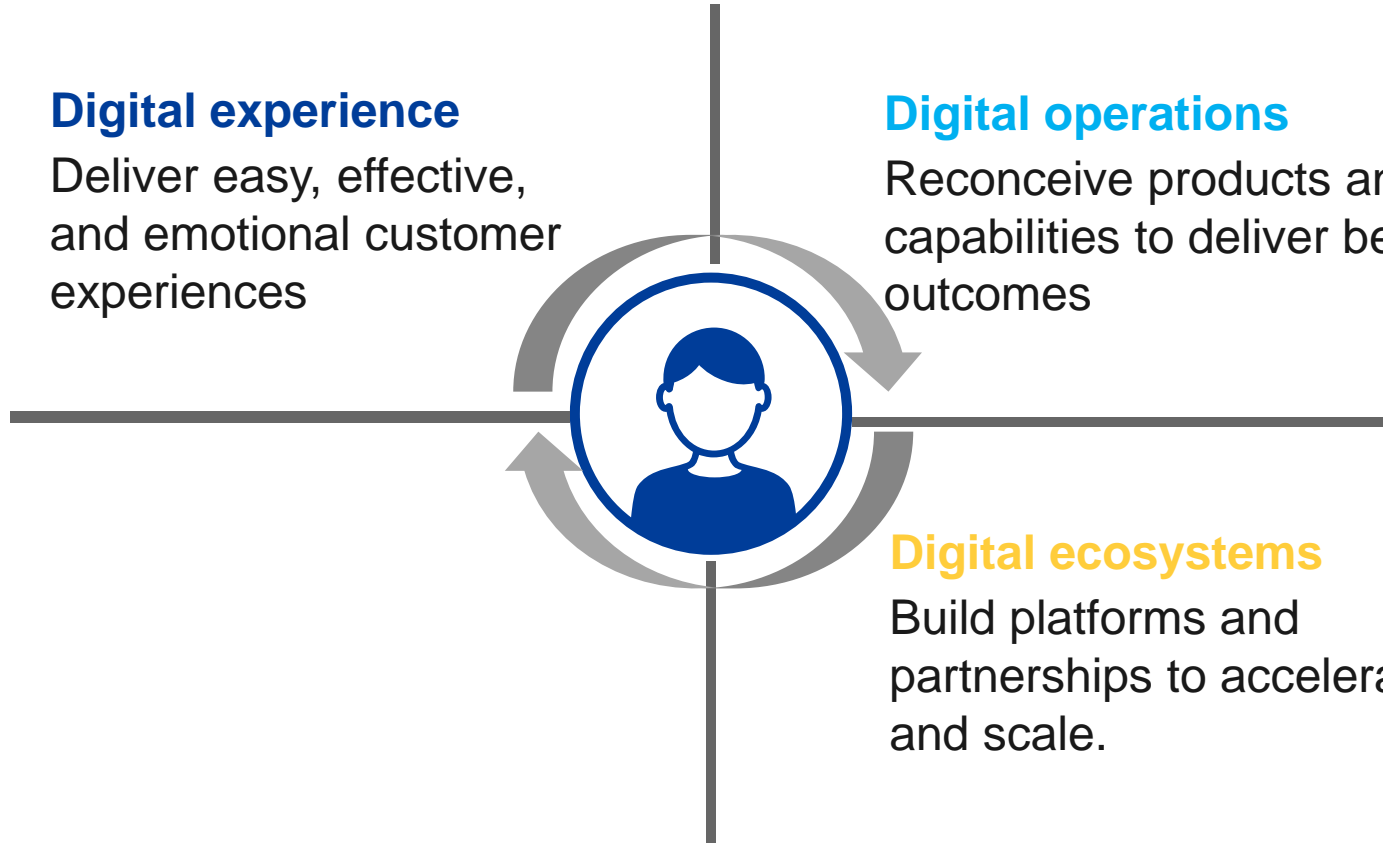
Digital Rewrites The Rules of Business

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Deliver easy, effective, and emotional customer experiences

Digital operations

Reconceive products and capabilities to deliver better outcomes



Digital ecosystems

Build platforms and partnerships to accelerate and scale.



Alibaba is a master of ecosystem driven business

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Deliver easy, effective, and emotional customer experiences

Digital operations

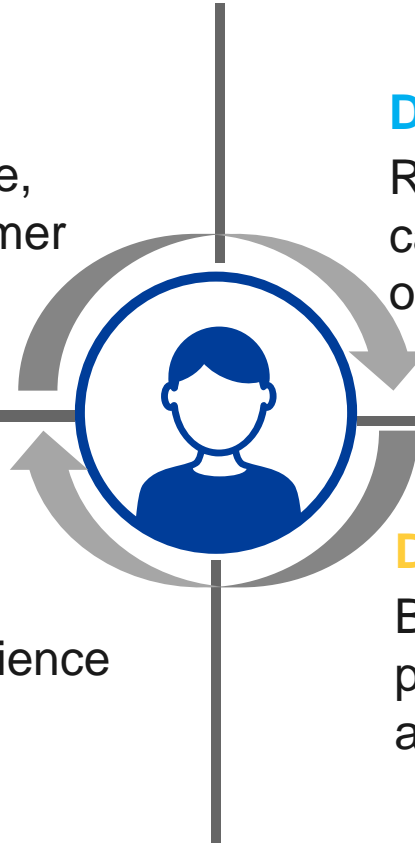
Reconceive products and capabilities to deliver better outcomes

Digital innovation

Innovate at the intersection of experience and operations

Digital ecosystems

Build platforms and partnerships to accelerate and scale.



Longest Range. The Safest Cars Ever.

Financing from 1.5% APR
9% Benefit in Kind and up to 100% write-down.

[ORDER YOURS](#)[NEW INVENTORY](#)[USED INVENTORY](#)[TEST DRIVE](#)[GET THE NEWSLETTER](#)

Tesla remotely upgrades battery life for drivers



Retail business model must evolve to operate in new ways, to support new customer outcomes



Business transformation, needs **strong CEO leadership**



Build platforms and **partnerships to accelerate and scale**

FORRESTER®



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Thank you

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