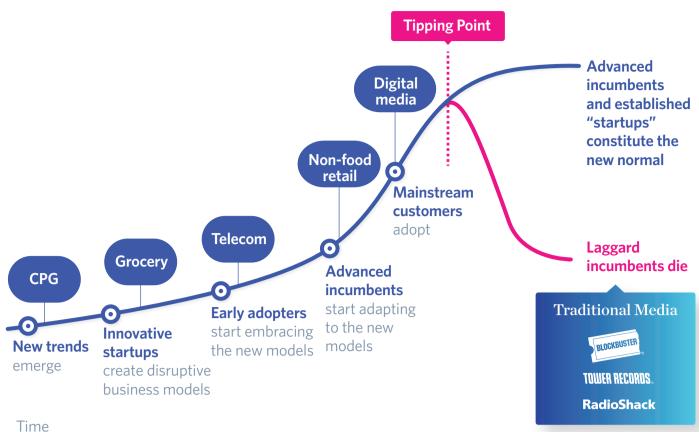
# Why you are overdue for a digital transformation

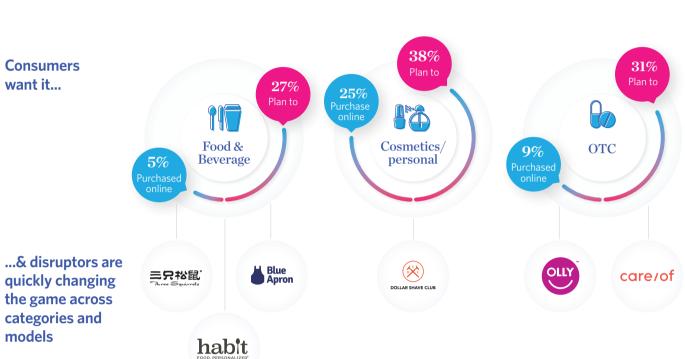
Companies must learn to respond to disruption – enhancing their core business and breaking through to new markets and customers.

Businesses need to navigate the "digital tipping point" in their sector



## No category is immune. Period.

eCommerce is here to stay



Digital winners are using technology to enhance their



core business...



Build

relationships

with customers

device

and new consumers...

any connected

**Get your** 

products to

market faster



...and break through to new markets

400+ team

**Turbocharge** 

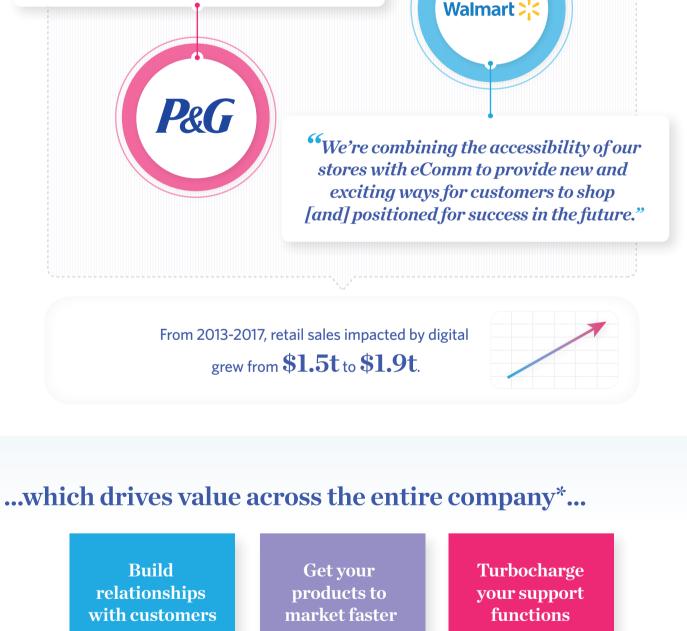
your support

functions



### to drive innovation in everything we do... we must move [those] to the center of how business gets done."

We see digital & analytics as a key way



### 4-5% 5-10% 20-30% sales growth increase in procurement efficiency in back

above category cost savings 2-3% **7-12**% return on sales supply chain cost reductions 10-20% 10-15% reduction or in manufacturing reallocation in cost reductions marketing spend \*Figures drawn from an internal McKinsey survey of CPG companies across multiple sectors. ...and boosts their bottom line\*

office automation

Radical reduction

in service levels -

days to minutes

high performing employee churn

**50**%

reduction in

