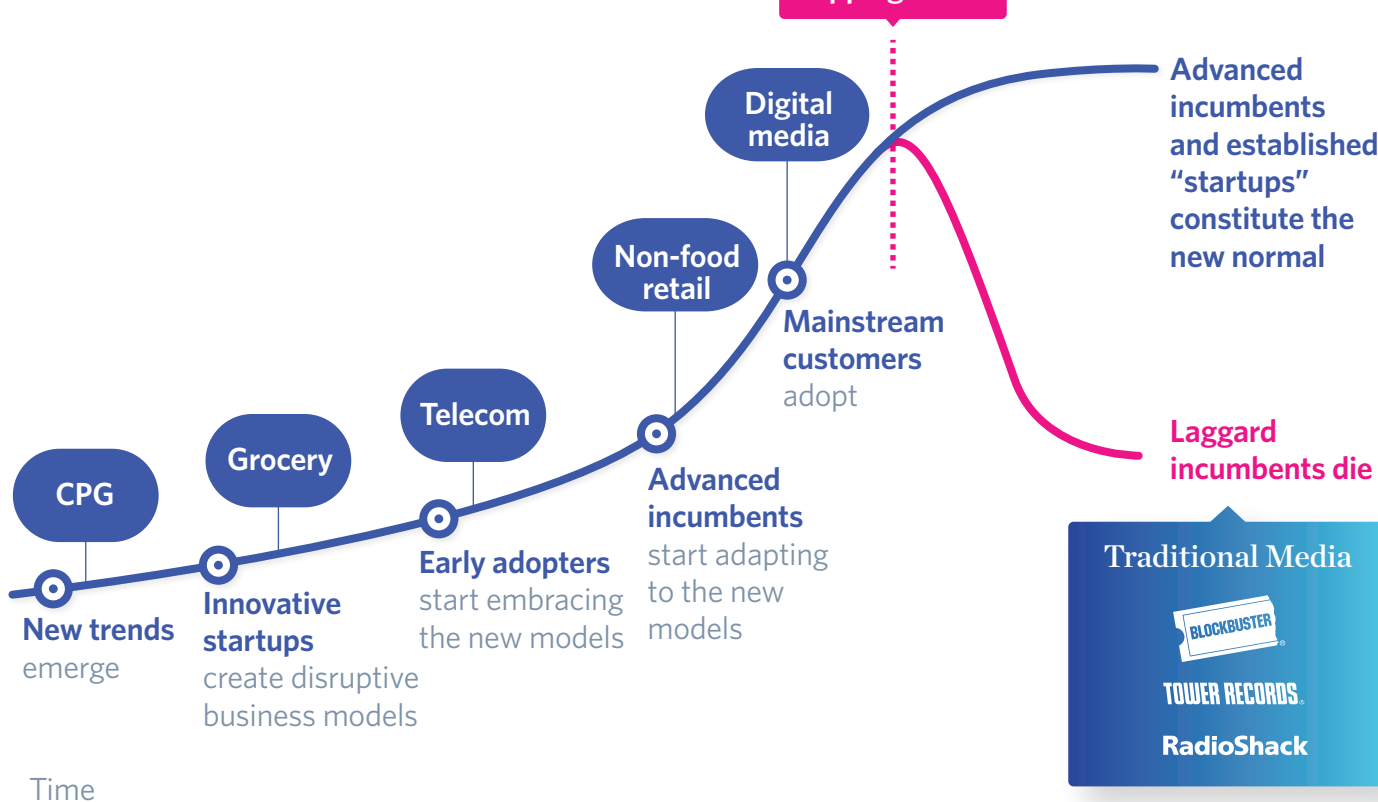


Why you are overdue for a digital transformation

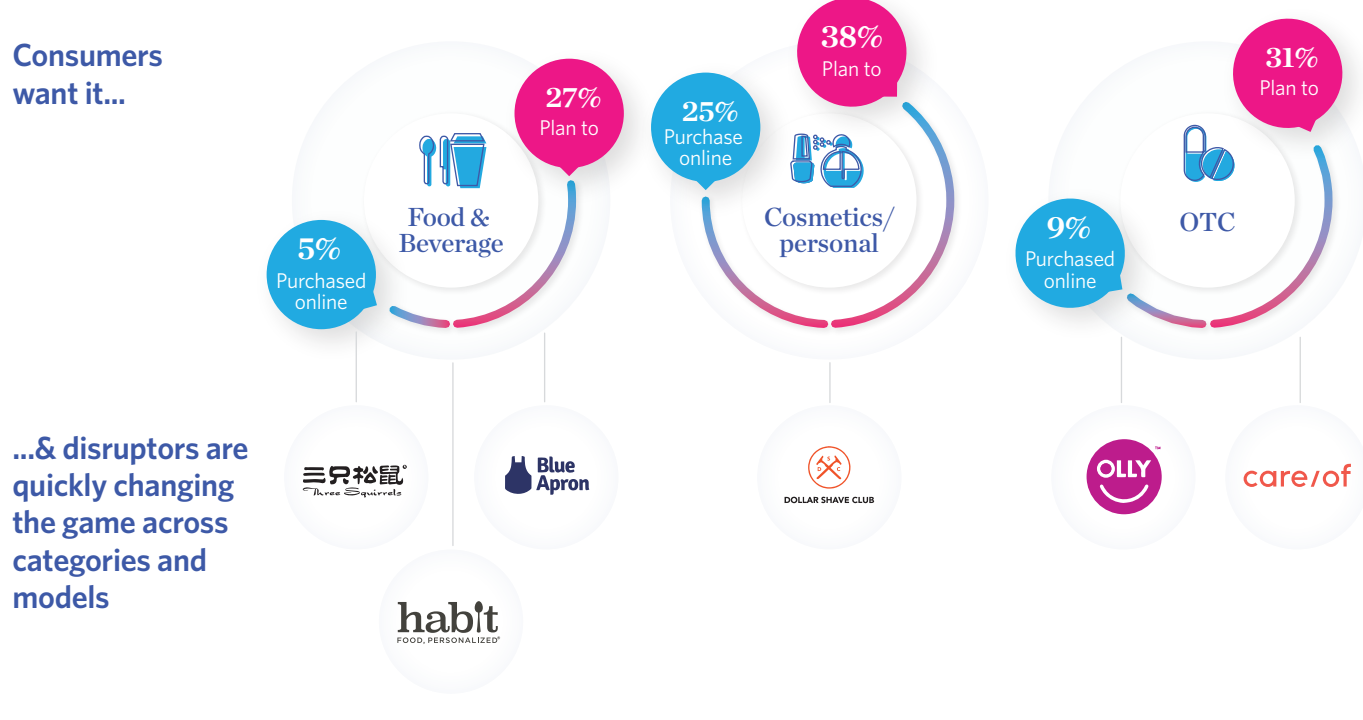
Companies must learn to respond to disruption – enhancing their core business and breaking through to new markets and customers.

Businesses need to navigate the “digital tipping point” in their sector

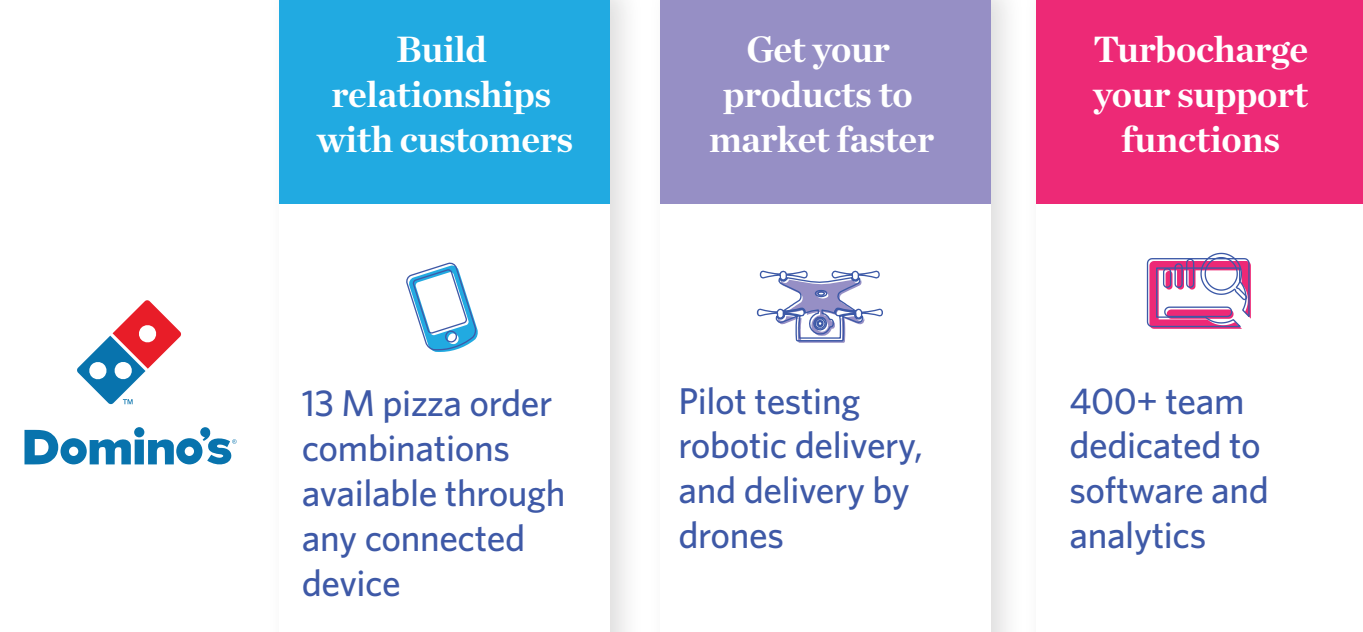


eCommerce is here to stay

No category is immune. Period.



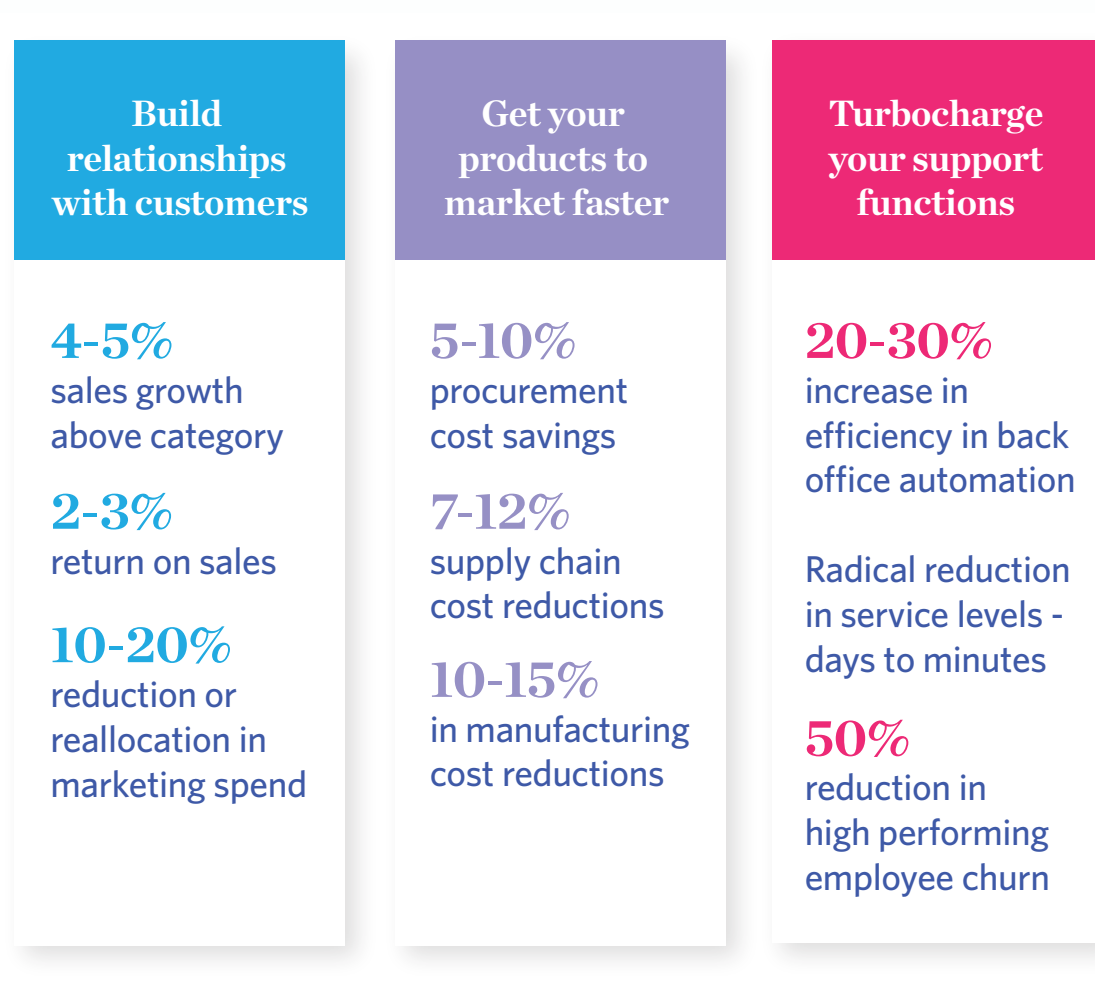
Digital winners are using technology to enhance their core business...



...and break through to new markets and new consumers...

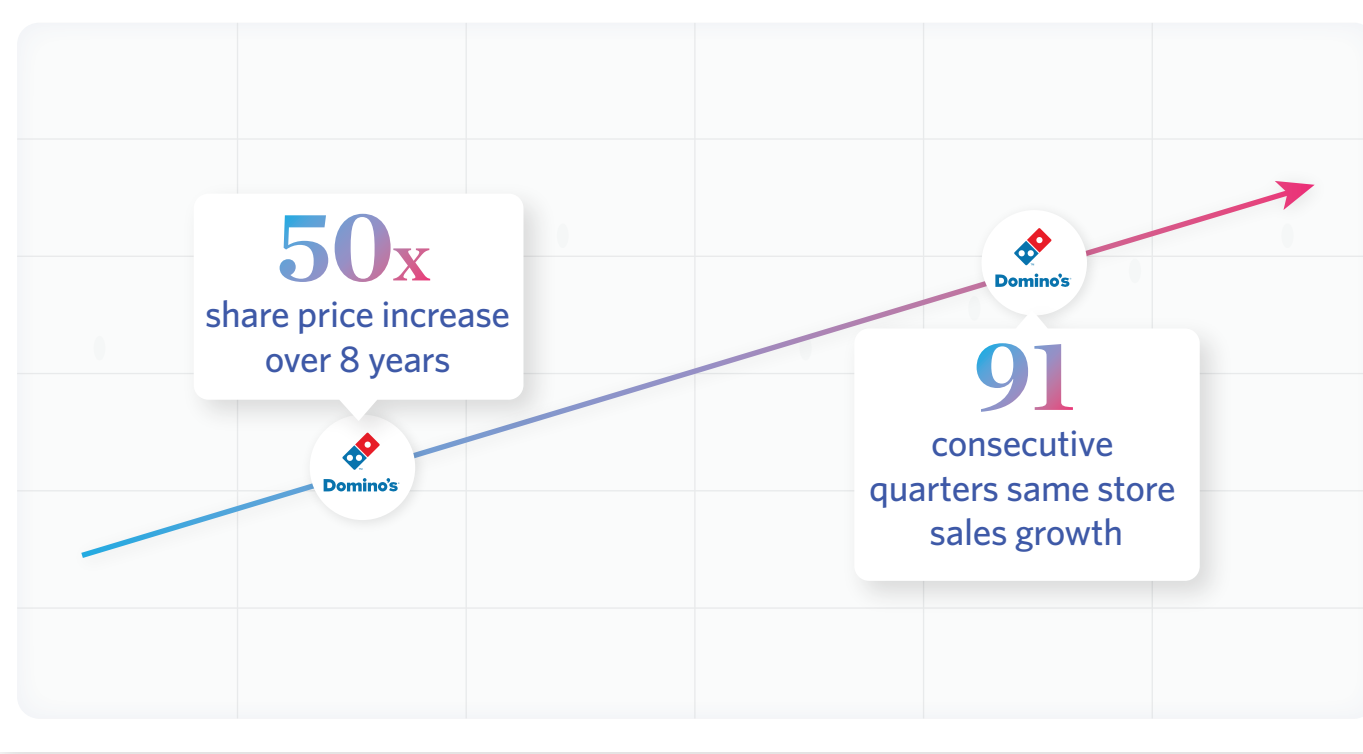


...which drives value across the entire company*



*Figures drawn from an internal McKinsey survey of CPG companies across multiple sectors.

...and boosts their bottom line*



*Results from 2015-17 for Dominos.