

DIGITAL MANDATE:

A Disruptive Opportunity

Digitization is changing everything, and faster than ever before. Digital disruption also presents an opportunity for enterprises that are ready to embrace it.

THE POWER OF DISRUPTION IS YOURS

The Internet has enabled fluid, social, global, accelerated, risky, and competitive business.



93% of business executives believe digital will **disrupt** their business within the next 12 months

1/10th

the innovators than disruption in the '90s

the cost of "old disruption"

the power, thanks to digital platforms

the cost of "old disruption"

Regulatory pressures, information security, and governance

Globalization

Need for operational agility



Digital technology itself

Generation Z and their new expectations for the workplace

Digital customer demands

INFORMATION IS THE NEW CURRENCY

Information is a differentiator. To deliver a seamless end-to-end experience, digital enterprises will need to integrate front- and back-office technologies and processes with a complete information strategy.

By 2020, **50x** today's information generated, with only **1.5x** the IT staff.



Only 4%

of web content (~8 billion pages) available via search engines like Google



96%

of the digital universe lives inside organizations, hidden behind firewalls



FEWER THAN 15%

of organizations are implementing strategic information management

THE CUSTOMER (DIGITAL ENGAGEMENT)

"Customer experience is their only differentiator."

66%

of CEOs say customer relationships are key to sustained economic value

73%

of CEOs are investing heavily in customer insights

49%

of strategic CIOs list "improving customer experience" as a top driver for IT investments

STRATEGIC CIO

CIOs must lead the digital charge. They're perfectly positioned at the intersection of technology and business to do so.

88%

of CIOs say their CIO role is becoming ever more challenging

84%

say the CIO is becoming more important to business

58%

say they're communicating with the board of directors more than ever

54%

think the business views their IT organization as a business partner engaged in developing, not just enabling, business strategy

BUILDING THE DIGITAL ENTERPRISE

The foundation: An integrated EIM platform, comprising these core sets of technologies and services:

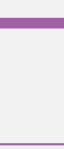
Business Results



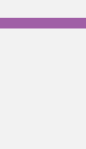
Revenue



Productivity



Cost Reduction

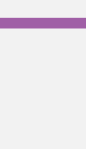


Decision-Making

Customer Relationships



Customer Insight



Improved Customer Retention

IT Infrastructure



Data Access



Compliance



Standardization

DIGITAL LEADERS:



ARE

26%

MORE PROFITABLE

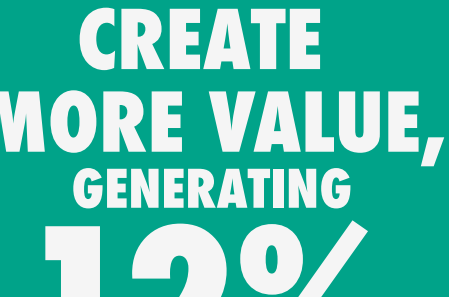
than competitors



GENERATE

9%

MORE REVENUE



CREATE MORE VALUE,

GENERATING 12%

higher market valuation

The business model that wins today is innovative, digital, and anticipates consumer need.

Organizations that succeed will have to digitize the way they develop products and services, the way they market and sell, and the way they distribute—across the entire customer journey—or they'll be sidelined by their competition.

OPENTEXT™

To learn more about navigating your organization's Digital Transformation, visit

www.opentext.com/digital-leader

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