

DIGITAL TRANSFORMATION



AN INTERNET OF THINGS PERSPECTIVE



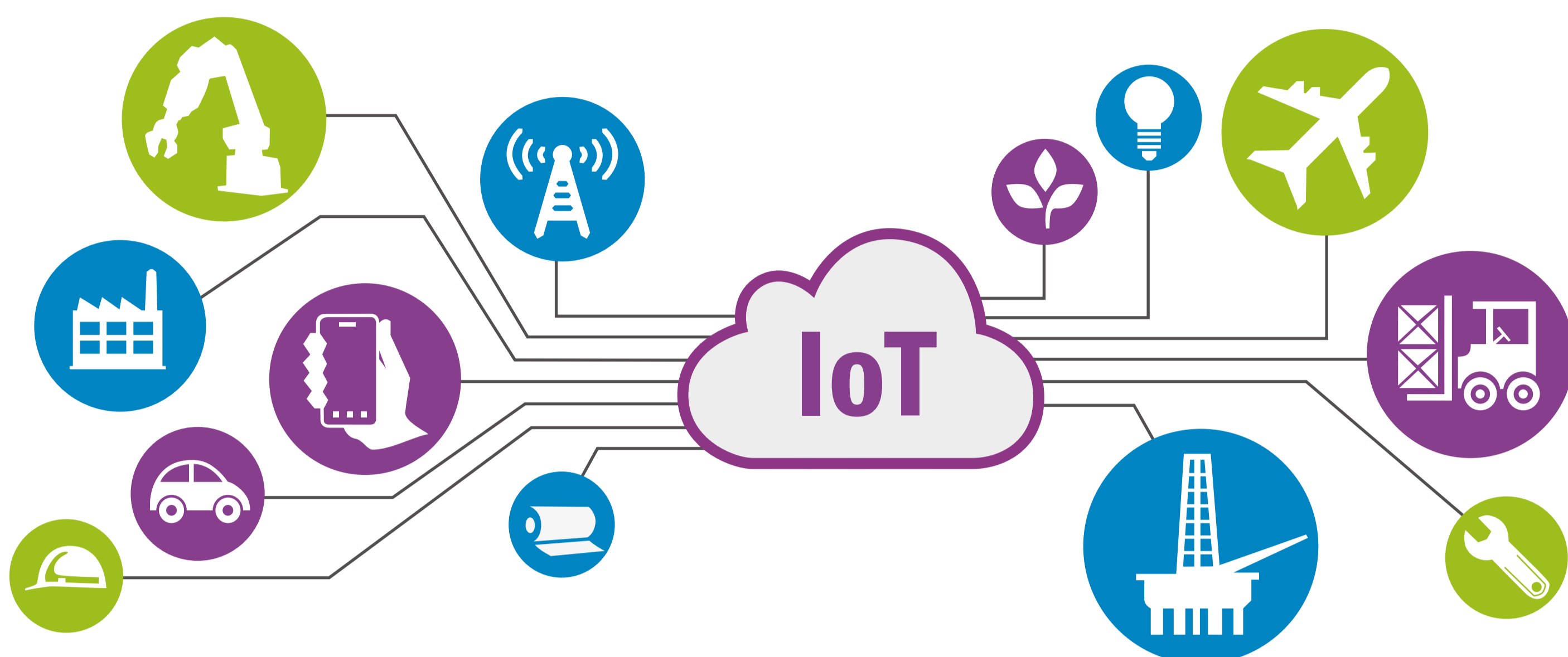
Digital transformation is not just a technology trend; it is at the **center of business strategies** across all industry segments and markets.



STRATEGY

TECHNOLOGY

IoT—DRIVING DIGITAL TRANSFORMATION



BY 2020

75%

75% of large and midsize companies will have spent **US\$ 1.5 trillion** on IoT solutions.

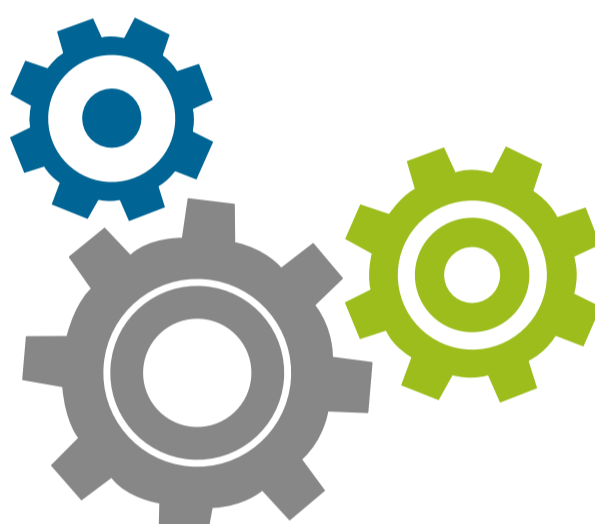
\$1.5 trillion

How much do you plan to spend?

WHAT'S IN IT FOR YOU?



CUSTOMERS



OPERATIONS



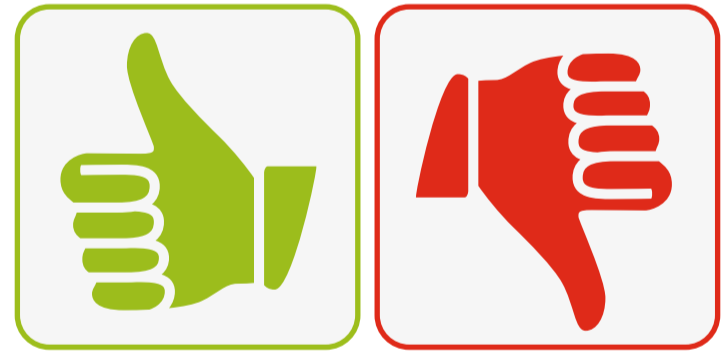
OFFERINGS

Digital transformation will enable you to increase operational efficiency, broaden or change your business models, improve customer experience and introduce new products and services as required or desired.

START NOW!



ASSESS



EVALUATE



SECURE



SELECT

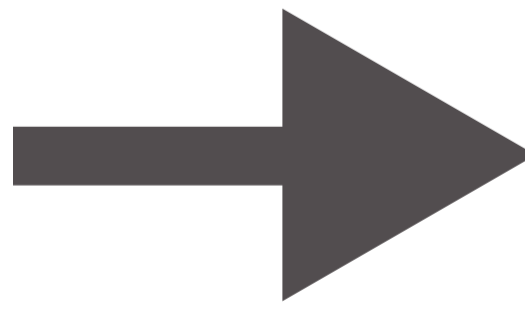
Check your data and see how it can be used. **Evaluate**, maybe change, processes and IT solutions. Don't forget **security**. And pick the right software **vendor**.

WHAT'S NEXT?

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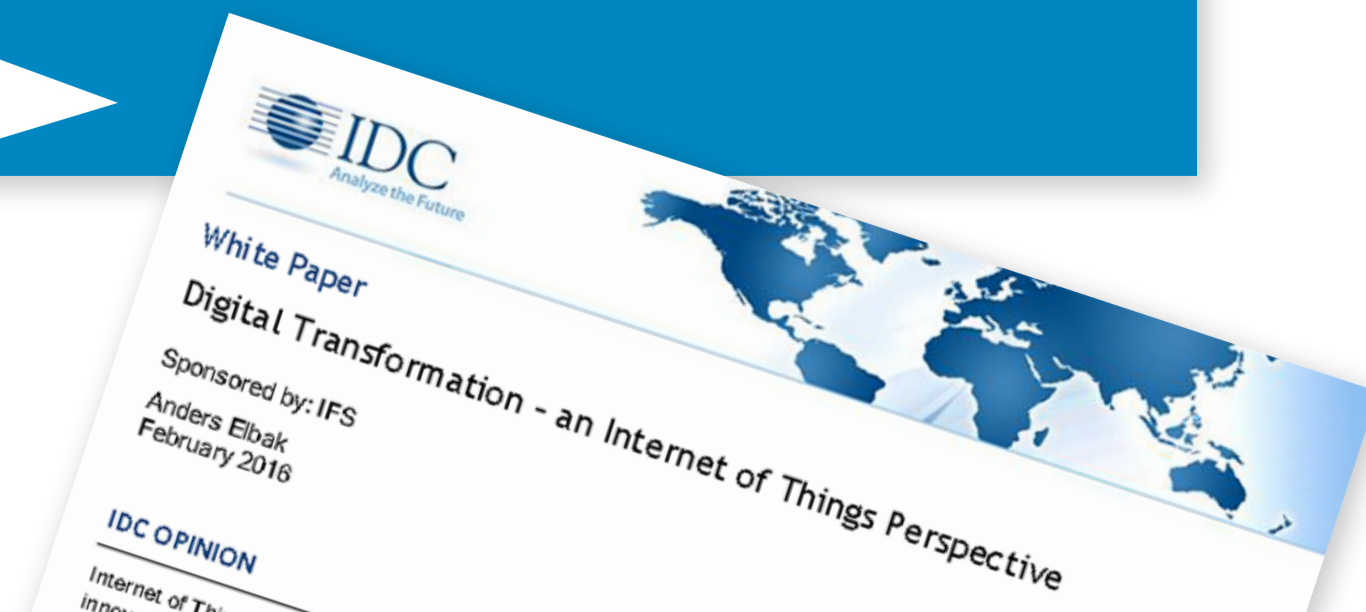
DATA



VALUE

Digital transformation means business transformation. Monetize the vast amounts of data available to offer new services, and embrace new revenue and business models.

To find out more, download the IDC Market Overview: **Digital Transformation – an Internet of Things Perspective**



Reference: **Digital Transformation – an Internet of Things Perspective, IDC**

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