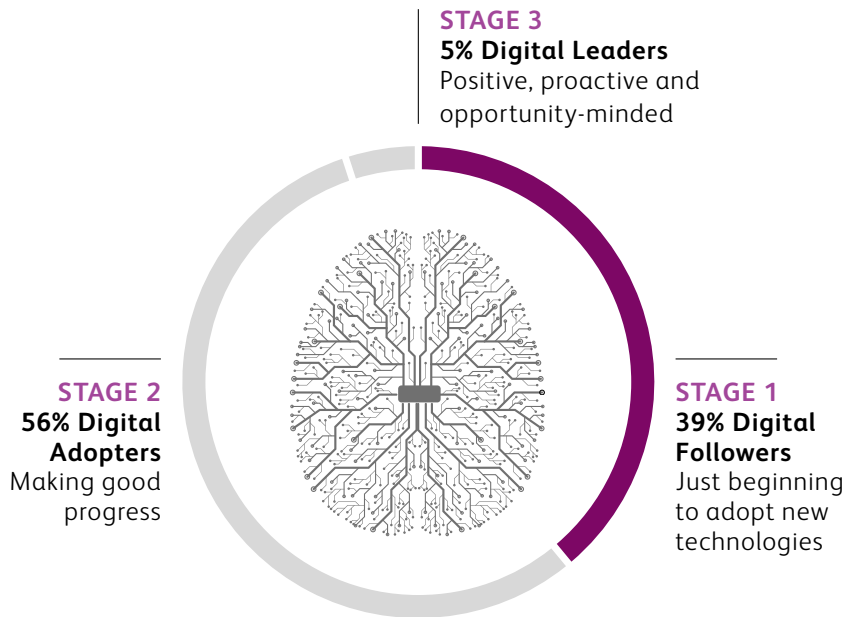


How do you stack up against your competitors in the digital transformation journey?

You're a Digital Follower

We've identified three stages of digital transformation, based on levels of adoption of new technologies. Your business is in the first stage, along with 39% of other companies. Though you're not as evolved as you'd like to be, the next stage may be closer than you think.



(Source: Vanson Bourne Digital Transformation Index Survey)

WHAT'S NEXT FOR YOU:

Digital Followers have the biggest opportunity to adopt new tech, services and solutions that can make a huge impact on improving the way work gets done. Here are some quick tips to consider:

- More employees than ever are digital natives. In fact, 75% of the workforce will be millennials by 2025. Make sure you have a strategy to support the ways they want to work. (Source: EY)
- When making decisions on new technology, trust your gut but back it up with analytics.
- Invest in software and automation that will work today, but that is also flexible enough to meet your needs in the future.
- Put procedures in place to protect your documents and data against security threats. The cost of an average print-related data loss is \$409K. (Source: Quocirca)

DIGITAL TRANSFORMATION IS AN EVER-CHANGING JOURNEY.

Some businesses struggle to define and route the plan that best meets their needs today and into tomorrow. But key drivers are common across all stages of transformation:

1. Growth opportunities in new markets **51%**
2. Evolving customer behaviors and preferences **46%**
3. Increased competitive pressure **41%**

(Source: Altimeter)

THE MOST COMMON CHALLENGES AND CONCERNS SLOWING DIGITAL PROGRESS:

1. Data privacy and security concerns
2. Lack of budget and resources
3. Lack of the right in-house skill sets and expertise
4. Regulation and legislative changes
5. Immature digital culture

TAKE THE NEXT STEP.

A complete assessment of your business is key.

And it's the foundation of Xerox® Intelligent Workplace Services. Using leading-edge analytics, cloud, automation and security solutions, we can identify problems, and help optimize your document infrastructure and processes to transform the way you work as you take your next step — wherever you are in the journey.

To schedule a complete workplace assessment, visit xerox.com/RequestAssessment.

