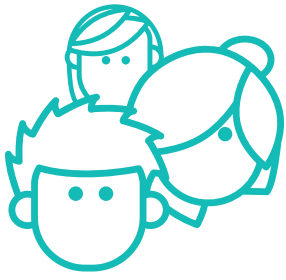


# Digital transformation: Thriving in a changing world

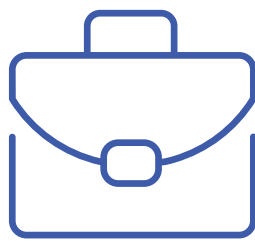
Digital transformation involves rethinking how businesses use data and technology to deliver value to customers.

**54%** of organizations say they have lost competitive advantage due to a shortage of digital talent.<sup>1</sup>

## Three forces at work with digital transformation:



**People** - Successful digital transformation requires many different roles.



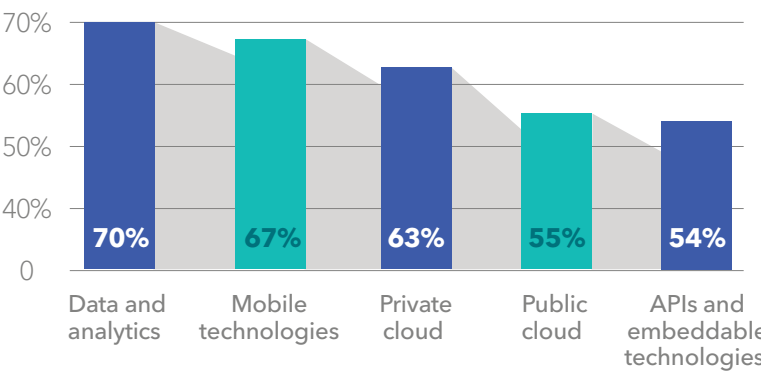
**Business** - Changing your internal processes and business models can meet evolving customer needs.



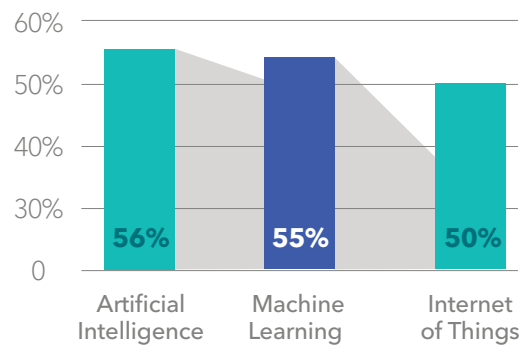
**Technology** - Businesses can differentiate and disrupt with new products and services.

## Technology

### Top five implemented digital transformation technologies<sup>2</sup>



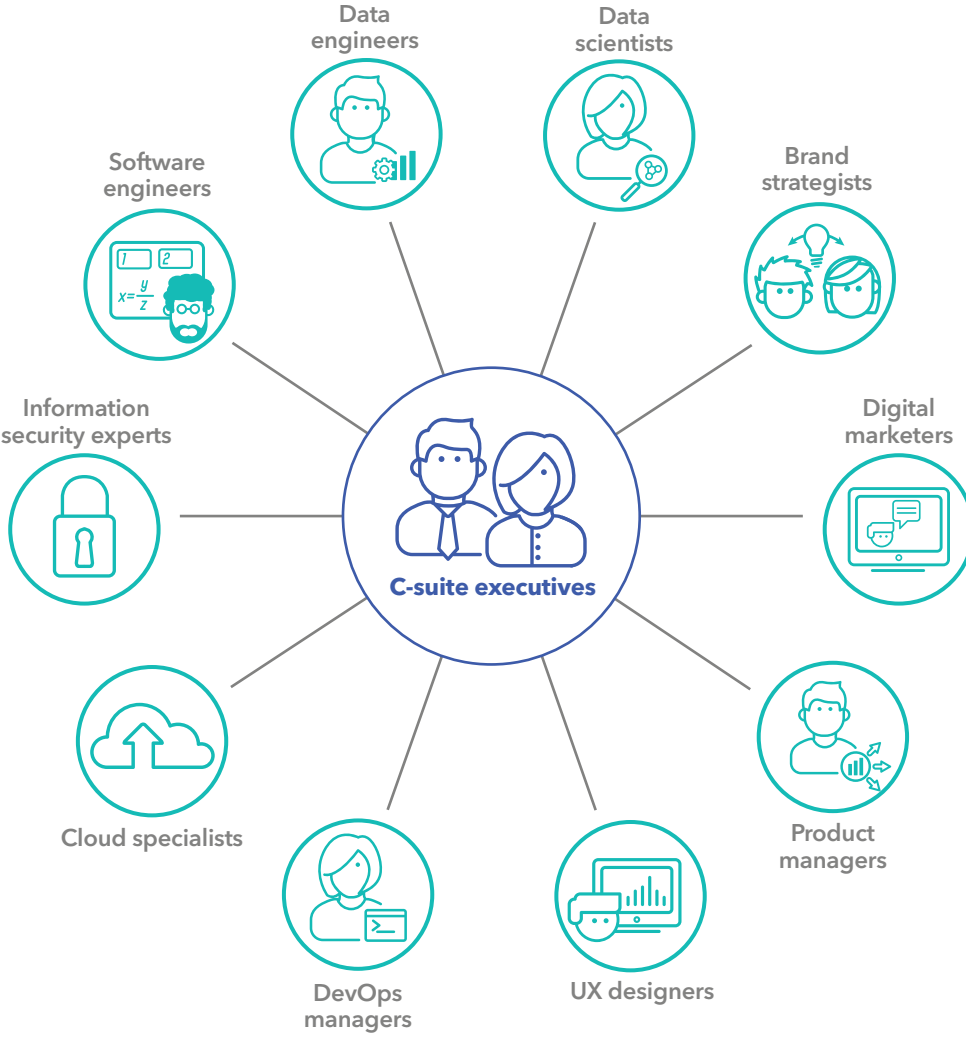
### Top three technologies in the works<sup>3</sup>



<sup>1</sup>The Digital Talent Gap. Are Companies Doing Enough? Capgemini Digital Transformation Institute.  
<sup>2</sup>Evolving to a Digital Business Model - What Does It Mean? IDG blog, April 23, 2018.  
<sup>3</sup>ibid.

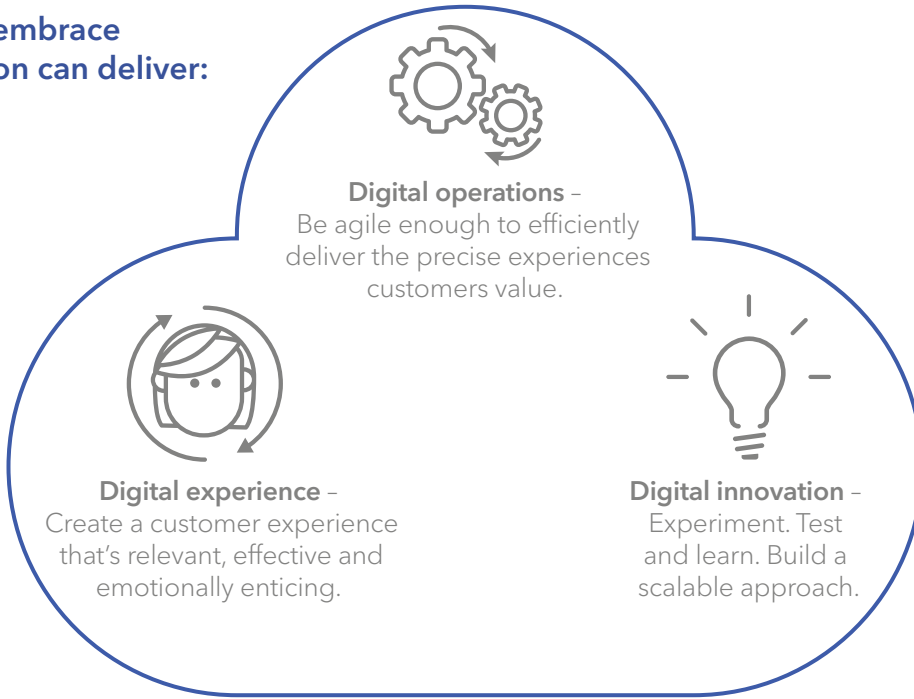
## People

### 11 essential roles in digital transformation:



## Business

### Organizations that embrace digital transformation can deliver:



## By industry - how organizations are digitally transforming:



### Retail

Understand, serve and retain customers using advanced analytics and customer intelligence tools.



### Manufacturing

Streamline the supply chain, expose product flaws and optimize heavy machinery maintenance.



### Banking

Form new digital pathways between customers and the business with AI-driven chatbots and secure mobile technologies.



### Government

Build smart cities, defend against cyberattacks and provide user-friendly, digital citizen services with analytics.



### Health care

Accelerate improvements in diagnostics, care and monitoring with predictive modeling and automation.



### Energy

Keep the lights on with more accurate energy forecasts and IoT-driven predictive asset maintenance.

“The journey of digital transformation will lead organizations to be analytics-driven, and the application of embedded AI technologies will become second nature.”

David Macdonald, Executive Vice President and Chief Sales Officer, SAS

Get started with digital transformation at [sas.com/cloud](https://sas.com/cloud)

