

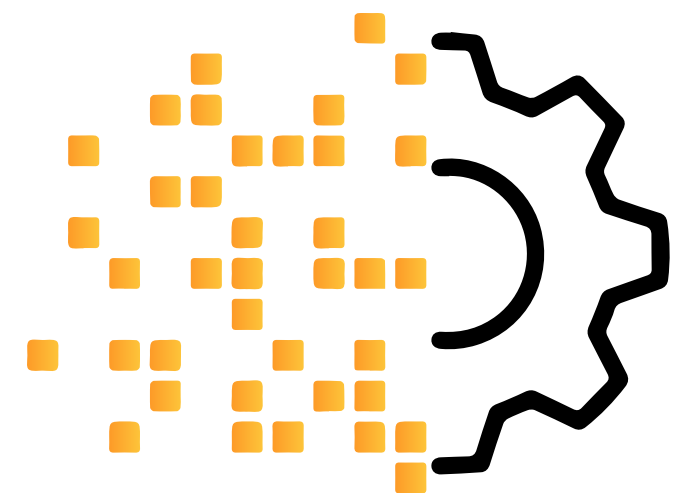
# DIGITIZATION

# OR TECHNOLOGY

# ADOPTION

SWIPE  
HERE

ARE THEY DIFFERENT?  
DIGITAL TRANSFORMATION  
TRENDS FOR 2020 & BEYOND



TECHNOLOGY  
ADOPTION  
ACCEPTANCE,  
DEPLOYMENT, &  
IMPLEMENTATION  
of a new technology.



# DIGITIZATION

DIGITAL ADOPTION | DIGITAL TRANSFORMATION



**EMBRACING,  
IMPLEMENTING, &  
USING TECH TOOLS  
to its fullest extent.**

# 100% INTENTIONAL

IT IS AN INTENTIONAL DECISION TAKEN BY ORGANIZATIONS TO FULLY LEVERAGE THE TECHNOLOGY ADOPTION.

## DIGITIZATION

DIGITAL ADOPTION | DIGITAL TRANSFORMATION

# TECHNOLOGY ADOPTION

TECHNOLOGY  
ADOPTION  
ONLY ASSISTS  
ORGANIZATIONS IN  
DIGITIZATION

TECHNOLOGY

ADOPTION +

DIGITIZATION

== DIGITAL

TRANSFORMATION

“

**BUSINESSES RUSHING TO IMPLEMENT A NEW MARKETING TECHNOLOGY STACK JUST BECAUSE THEIR COMPETITORS ARE USING THE SAME DOES NOT MAKE THEM “DIGITAL.” THESE BUSINESSES ARE MISSING THE POINT. MANY ORGANIZATIONS THINK THAT TECHNOLOGY IS THE PANACEA THAT SOLVES ALL BUSINESS PROBLEMS. WHEN TECHNOLOGY IS SEEN AS A HAMMER, SUDDENLY EVERYTHING STARTS TO LOOK LIKE A NAIL.**

**Forbes**

”

**DIGITAL  
ADOPTION MUST  
HAVE A PURPOSE**

**TO MAXIMIZE RESULTS AND ROI,  
AN ENTERPRISE MUST**

**APPROACH DIGITAL ADOPTION  
SYSTEMATICALLY.**



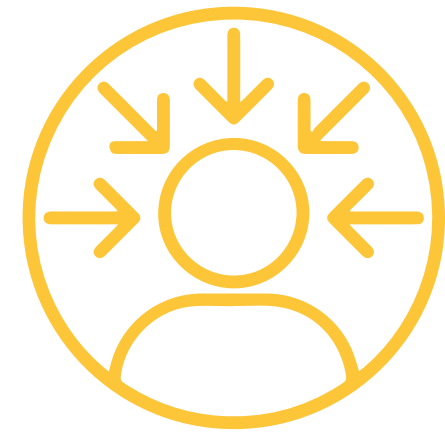
# DIGITAL TRANSFORMATION IMPACTS



**WORK CULTURE  
& PROCESSES**



**BUSINESS  
PRACTICES, PROCESS  
AND MODELS**



**CUSTOMER  
EXPERIENCE**

**DIGITAL  
TRANSFORMATION  
TRENDS FOR  
2020 &  
BEYOND**

**TRENDS**

**IMPROVED  
ARTIFICIAL  
INTELLIGENCE**

**BIOMETRICS  
INTEGRATION**

**CONVERSATIONAL  
CHATBOTS**

**AUTOMATION  
& INCREASED  
EFFICIENCY**

**VIABLE 5G  
& EXPANDING  
WIFI**

**BETTER  
ANALYTICS**

LET 2020  
BE THE YEAR OF  
TRANSFORMATION  
WHAT ARE YOU ADOPTING?

LIKE & FOLLOW FOR  
MORE VALUABLE  
UPDATES



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FOR BUSINESS

