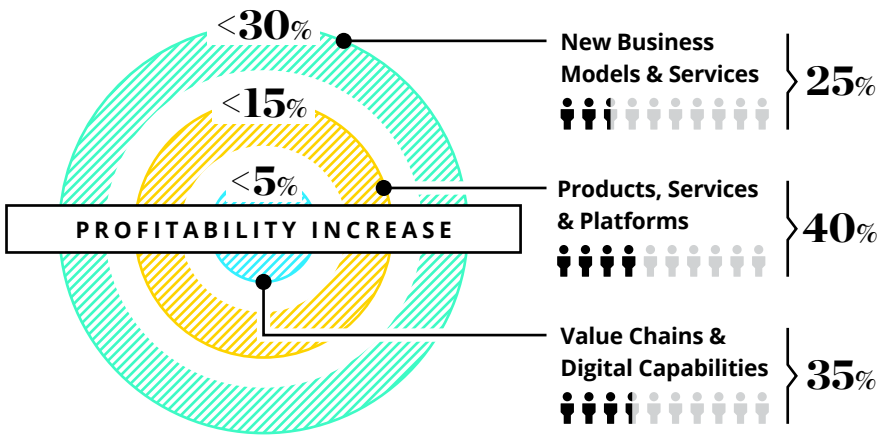


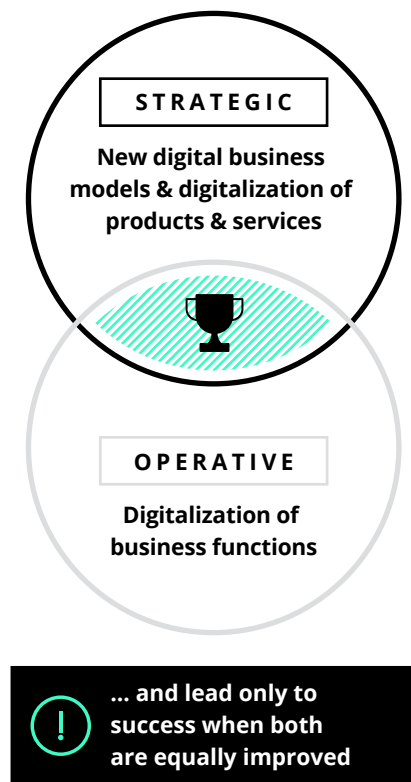
Survey findings at a glance

The results indicate a strong linkage between a company's digital maturity and EBIT impact

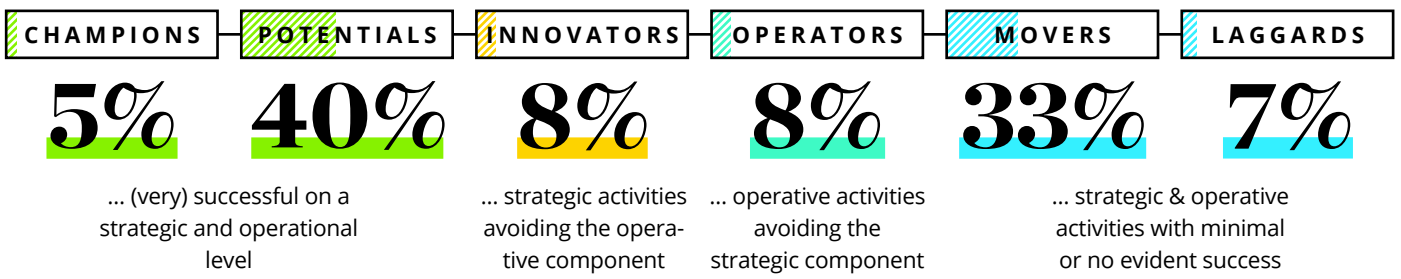
01 Participants experience EBIT impact through digital investments in ...



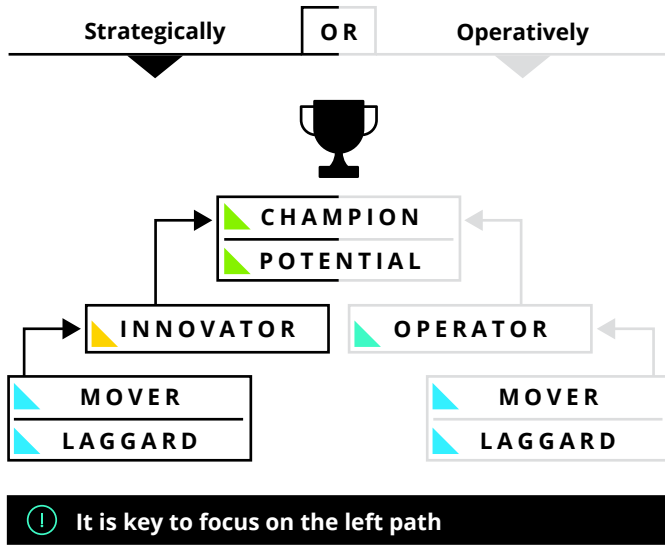
02 Key improvement areas on the road to digital maturity are ...



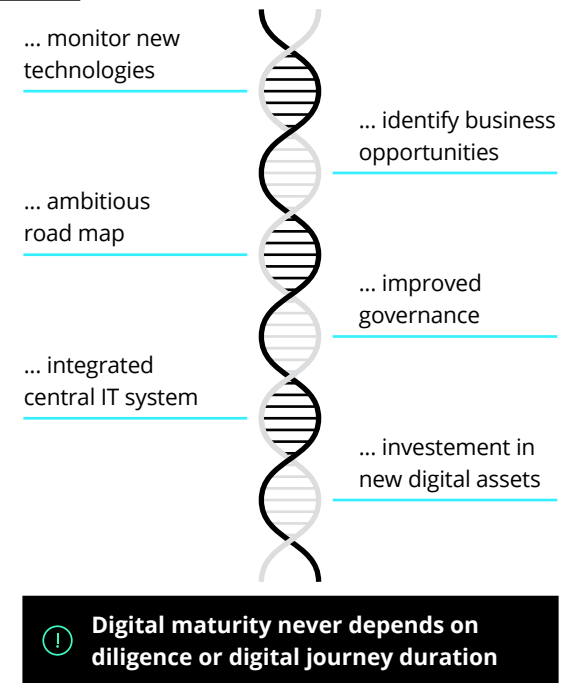
03 Along these two dimensions, companies are clustered into 6 digital archetypes, focusing on ...



04 To become a champion you have to move either ...



05 Leading companies strongly emphasize ...



06 10 years from now digitalization will not be a key differentiator, but a necessity to stay in business – so leapfrog ahead!

DIGITAL QUANTIFIED

