

Are you  
Fit for  
Digital?

52%

say their business  
will not exist in  
their current form  
in 5 years' time



Digital is now at the heart of any successful business strategy and technology is central



Only the boldest organizations will prosper



More than 1,180 business and IT leaders were surveyed exploring the current and future impact of digital disruption



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SOLUTION

Co-creation is key to success in the digital age

## GLOBAL SURVEY PARTICIPANTS

9 countries, 4 sectors, 1,180 participants



Public sector



Financial Services



Retail



Manufacturing



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## DIGITAL DISRUPTION: THE NEW NORMAL

98%

of executives say digital has disrupted their organization

## TAKING ACTION: THRIVING IN A DIGITAL WORLD

73%

say technology lies at the heart of an organization's ability to thrive

## BUSINESS EVOLVED: SURVIVAL OF THE FITTEST

71%

of executives say they need to innovate faster in order to stay relevant



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## BETTER TOGETHER: CO-CREATING DIGITAL CONFIDENCE

67%

say that partnering with technology experts is essential in the future

## FUJITSU: DRIVING DIGITAL TRANSFORMATION

Organizations need to

Learn Fast

Act Quickly

Scale Rapidly

Fujitsu has a long history of co-creation with customers by bringing together strategy, customer intimacy and technology.

We can help you evolve, create and thrive in the digital era.



[www.fujitsu.com/fitfordigital](http://www.fujitsu.com/fitfordigital)