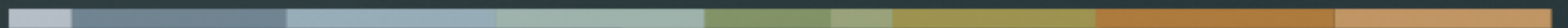




What is digital?



“ Digital business is...



“Digital business is the creation of new business designs by blurring the digital and physical worlds. It promises to usher in an unprecedented convergence of people, business and things that disrupts existing business models – even those born of the Internet and e-business eras.”



“Integrated business strategy inspired by the capabilities of powerful, readily accessible technologies (like SMACT) and responsive to constantly changing market conditions.”

Digital Transformation per industry

Many analysts state that building materials' sector chances are still low.

However, according to an MIT study, there is **at least one company in every industry** that is already reaping the benefits of the digital advantage.

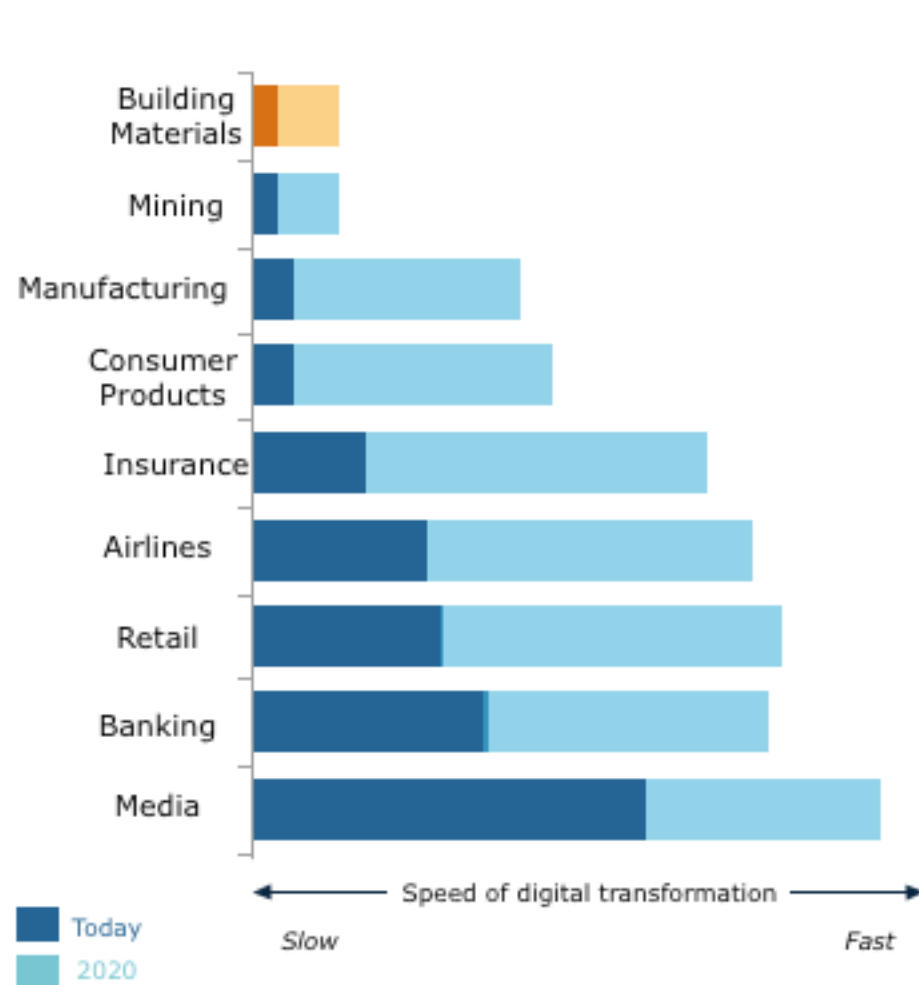


Fig. 2 BCG - Getting ready for the Digital Run

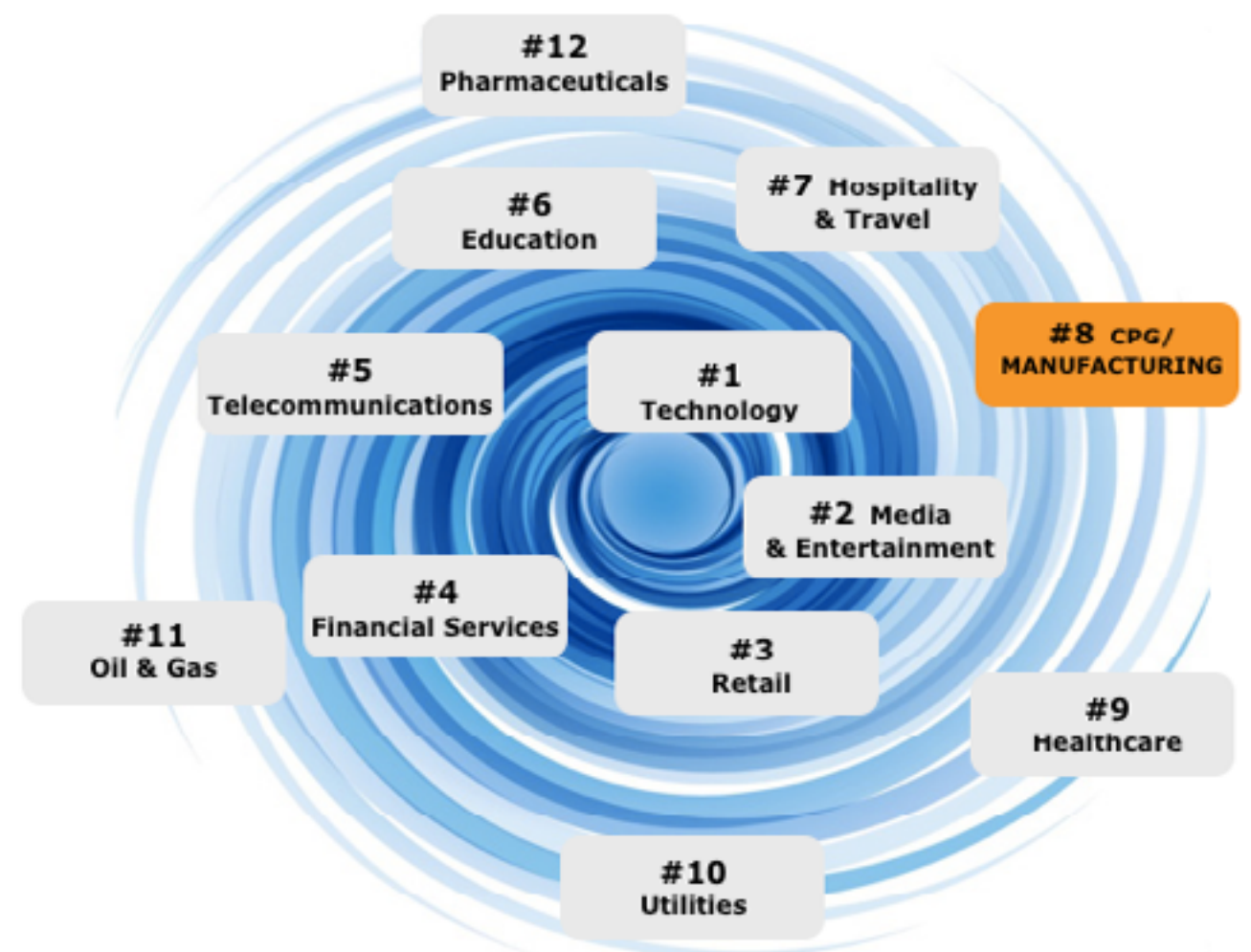


Fig. 1 IMD - Digital Vortex

A woman with short brown hair, wearing a light-colored patterned blazer over a dark top, is speaking and gesturing with her hands. She is holding a small black object in her right hand. The background is a blurred presentation slide with text and a building icon.

To prioritize Digital investments, companies must clarify whether **Customer engagement** or **Operational efficiency** offers the more compelling value proposition.

Dr. Jeanne W. Ross

MIT CISR - Director & Principal Research Scientist

Customer engagement drives our strategy



Customer Engagement

Interacting with customers in more meaningful ways by **providing personalized** and **convenient** customer **experiences.**

Digitized Solutions

Products and services **enhanced by digital** information and capabilities to **solve customer problems**

Operational Backbone

Strong operational business **networks** and **core systems** that comprise **high quality, secure** and **reliable** set of transactions and back-office processes.

