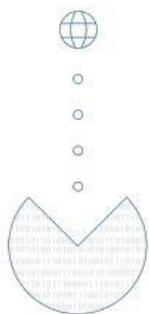


Customer Identity Management for the C-Suite



Software is Eating the World

Cloud. Mobile. Digital. It's hard to turn a corner today without hearing about the technology trends that are creating new markets and reshaping those in their wake. In a Gartner report from January 2020, 78% of CEOs believe their companies are industry pioneers or fast followers but their organizations have been slow to adopt many of the technologies and capabilities that generally define "digital transformation." While it's at the top of the CEO agenda, everyone in the C-suite has a role for a simple reason: It's hard to find an industry or sector in the economy that is not being disrupted by software. Software has gone from being an internal operational and employee productivity tool to being at the core of how companies operate and serve their customers.

When it comes to consumer businesses, customer expectations have changed. Consumers are demanding services whenever they want them, wherever they are, and on whatever device they're using at that moment. Further, businesses that once did the bulk of their business in person have had to figure out how to quickly pivot to seamless and secure digital experiences, while still remaining unique and compelling. Consumers want flexibility, personalization, and privacy simultaneously—and it's finally possible to satisfy them.

Software is Eating the World

Cloud. Mobile. Digital. It's hard to turn a corner today without hearing about the technology trends that are creating new markets and reshaping the old in their wake. While "digital transformation" is at the top of the CEO agenda, everyone in the C-suite has a role for a simple reason: It's hard to find an industry or sector in the economy that is not being disrupted by software.

Software has gone from being an internal operational and employee productivity tool to being at the core of how companies operate and serve their customers. If CEOs today do not act with the speed and decisiveness necessary, they risk a more nimble "digital" company entering their market and establishing beachheads and chipping away at previously "safe" market segments.