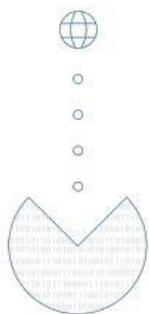# Customer Identity Management for the C-Suite

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 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.