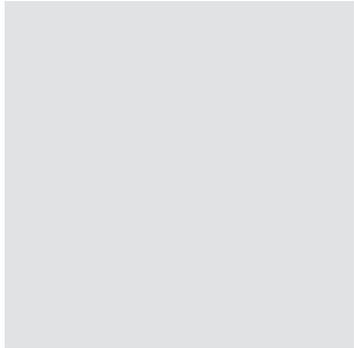
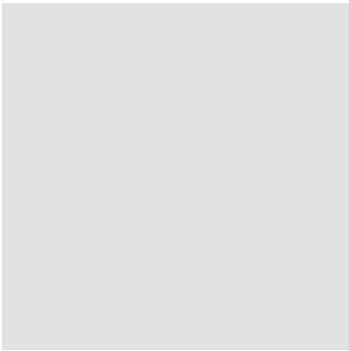


A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



THE ABCs OF DX



SPONSORED BY

 **TELUS** | Business

The ABCs of Digital Transformation (DX) represent a set of easily digestible and remembered factors, contributors, or outcomes of DX — what it is, what it demands, and why it is important in an increasingly tech-driven business world. With five generations in the workforce, the growth of mobile workforces, the proliferation of devices, and the availability of next-generation technology, **modern workplaces are being redefined** to enable work-life integration and maximize team collaboration and productivity. We hope you find something between “A” and “Z” that speaks to you, and helps you and your business in your transformation journey.



See how you rank

Where do you stand in your digital journey? Find out how you stack up against other Canadian businesses by taking our [DX assessment](#).



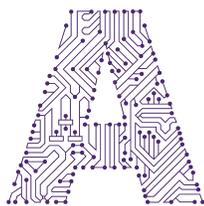
Products and solutions

To learn more about products and solutions that can help with your business' digital transformation, visit telus.com/business.



Further reading

Learn more about digital transformation by visiting the [TELUS Business Blog](#).



is for **AGILITY**

Harvard Business School Professor Clayton Christensen said that businesses rarely die from moving too fast, but often die from moving too slow. IDC predicts that by 2018, 90% of all industry projects will be rooted in the concepts of experimentation, quality, and **AGILITY**.

Success in the digital era requires companies to move from traditional, pyramid organizational structures to flatter models that enable small, innovative, and agile teams. These self-organizing sub-groups, while not a law unto themselves, are empowered to accomplish tightly focused goals, giving companies the ability to move quickly and adapt to changing business needs.

Cloud is a critical building block of DX. Transformational organizations use cloud technology as well as mobility, IoT, and UC to maximize value and nurture new business opportunities. Agile companies must be willing to evolve their business model and adapt their products and services to these changing market conditions, while focusing on security to protect their businesses.

For more information, see CIOs: [Your journey to digital transformation.](#)

Businesses rarely die from moving too fast, but often die from moving too slowly

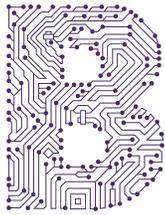
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **BASELINE**

DX involves innovation and blending elements of new business models into a company's overall strategy. This is fundamentally dependent on the underlying network. At a time of disruption, flux, and market disintermediation, when Amazon is expanding into multiple industries, travellers are checking into Airbnb non-hotels, and Netflix and services like it are pushing cable TV into obsolescence, the integrity of the network has never been more important.

Baselining is a method by which IT analyzes network performance, comparing current performance against a historical ("**BASELINE**") metric. By setting a network baseline, administrators can define "normal" performance and monitor the network for variances.

Baselines can also provide early indicators that application and network demands are approaching available capacity, giving IT a chance to plan for essential upgrades that help an organization keep pace in a constantly evolving DX reality.

For more information, see [Network Infrastructure: The Beating Heart of Digital Transformation](#).

Knowing the integrity of your network is critical.
What's normal?

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

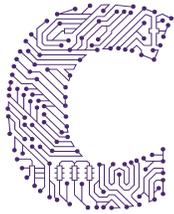
V

W

X

Y

Z



is for **COMMUNICATION**

DX is a series of small changes that add up to a wholesale change in the way an organization does business. Companies that want to evolve into digital enterprises must change their culture. This can be challenging.

While it's one thing for a company to admit it needs to change, gaining buy-in, and subsequently adoption, from stakeholders is entirely another. **COMMUNICATION** with employees is key. It must be clear and consistent, and must come from the top. It should:

- Define where the company is, where it wants to go (and why), and what it must do to get there
- Prescribe a series of smaller steps as opposed to a single leap
- Focus on the benefits versus risks while remaining transparent and realistic
- Demonstrate results and opportunities with executive buy-in

For more information, see [Driving innovation with 'safe-to-fail' projects.](#)

Evolving from traditional to digital means culture change

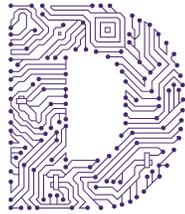
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **DISRUPTION**

We live at a time of change and **DISRUPTION**. It's a matter of "disrupt or be disrupted," and a sizeable portion of business leaders fear their current business models will not exist five years from now.

Digital-era companies that are serious about cementing their place as leaders in an increasingly fast-paced but unpredictable future must not only accept disruption but embrace it. While doing so is no guarantee a company will become a bona fide disruptor, it does bring it closer — at least in spirit — to game-changers like Tesla and Uber. In the DX era, this is itself a kind of currency.

For a business transformation example, see [Change is the new normal, and everything is changing](#).

A disruptor's reputation in today's world is a kind of currency

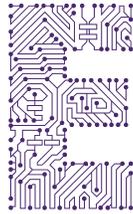
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **EDUCATION**

Change is never easy. What makes DX so challenging is that it requires phases of change involving (eventually) *every* part of an organization.

In a recent industry survey, more than 75% of respondents say their company's security teams were brought into DX projects either too late to have an impact or not at all.

Security cannot be an afterthought or considered a secondary step to transformation.

In the age of ransomware, when hackers are capable of seizing control of a company's very lifeblood — its critical data — DX-minded enterprises must invest in the education of its people. Everyone from C-suite execs to summer temps must know their role in the transformation and why security is crucial.

Education must permeate the entire organization. Only in such an environment will people act according to best security practices, and in so doing help make the transformation a success.

For more information, see [Securing your business universe](#).

6 out of 10 companies don't have people with the skills they need

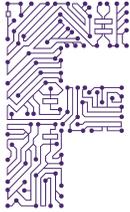
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **FAILURE**

Consider the old proverb: “If at first you don’t succeed, try, try again.” While this maxim was originally used to encourage schoolchildren to do their homework, it can also be applied to organizations seeking to transform into digital businesses.

There are some clear risks facing companies that are considering cloud migrations such as: What will happen to the data? Where will it be housed? What will be done to make sure it’s safe?

Today CIOs must act decisively. Companies that, fearing **FAILURE**, take a “wait-and-see” approach court obsolescence. Only a proactive approach will suffice at a time when hackers are initiating deeper and more ambitious attacks on information systems.

For more information, see [Driving innovation with “safe-to-fail” projects.](#)

If at first you don’t succeed, try, try again

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



Businesses aiming to enter the DX era in a substantial way must adopt a **GROWTH** mentality. With this mindset comes the willingness to challenge traditional norms, question processes that were once considered facts of doing business, and push boundaries beyond the borders of what was thought possible.

In simple terms, DX is an exploration of the impossible, and through data intelligence and smart planning, the incorporation of what was once deemed impossible into a new business reality. In the digital era, growth is the natural result of DX.

When disruptive elements such as AI and machine-learning are converged under a banner of business transformation, the possibilities for growth — and from there, differentiating advantages — are limitless.

For more insights, see [Bina48 - The next technological frontier or robot apocalypse?](#)

Push boundaries to the very borders of what is possible

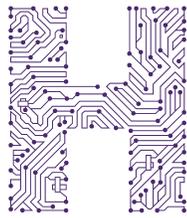
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **HYBRID**

Accelerated growth of applications, escalating amounts of data, and the rapidly changing digital landscape make it challenging for IT departments to keep pace. However, for digital evolution, IT must be a driver of business as opposed to simply a service or support organization (or, worse, something that stifles innovation).

Companies must look to dynamic and flexible technology to help them meet relentless change and take full advantage of big data — to find it, store it, analyze it intelligently, and use it as a basis for business strategy. They want choice as well as the ability to decide (backed by smart analysis) where to put business-critical applications.

Solutions like **HYBRID** cloud enable this flexibility and help businesses optimize internal resources and speed up time to market. [Hybrid cloud](#) can be adjusted and deployed to meet the current goals of the company, its customers or employees. This is an excellent demonstration of agile business and DX.

Adaptability drives innovation. Hybrid is for those who want to overcome the status quo.

For more information on hybrid IT, see [Driving innovation while keeping the lights on.](#)

Companies with vision look to dynamic and flexible technology

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



I is for **INNOVATION**

The most successful digital businesses are leading through **INNOVATION**. A mindset of inventiveness and experimentation, and a general openness to change, helps organizations gain and maintain a solid competitive edge at a time when the ground beneath is continually shifting.

The rules of engagement have also changed, calling for companies to re-examine the customer journey, and interact with prospects in innovative ways.

But innovation in the digital era must happen *fast*. Digital-era companies must be willing and, more importantly, able to deliver quickly. New technologies must be assessed and adopted swiftly and without having to go through countless cycles of review.

Although a **"fail fast, succeed fast" mentality** doesn't look for perfection, it does demand swiftness. The more quickly your organization can move from idea to implementation in-market, driving long-term customer engagement, the more of a disruptive force it can be. *This is your competitive edge.*

For more on innovation and leadership, see [Innovation is redefining the face of Canadian business.](#)

Digital-era companies must be willing and able to deliver speedily

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **JOURNEY**

DX is a **JOURNEY**. On one end of the spectrum are the “hopeful deniers,” those who still largely view DX as a passing fad. Their mirror opposites are companies for whom continuous innovation, flexibility, and speed to market are the *status quo*.

DX is first and foremost a *disruptive* phenomenon, one that is changing the way companies think and work using technology. The pace of change is swift, the momentum is unrelenting, and the road is never-ending. It’s not about reaching a finish line, but about the learnings and opportunities that emerge along the way.

With change as a constant in the digital era, successful organizations must commit themselves to the idea of iterations or stages as opposed to completion. As the “new normal” for a company, DX never really ends; it just evolves from one phase to the next.

For more information on DX as a journey, see [75% of Canadian companies are digitally transforming. Are you?](#)

Denier, Experimenter, Culture Shifter, Game Changer: which one are you?

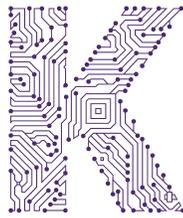
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **KNOWLEDGE**

One of the more overlooked elements of DX is **KNOWLEDGE**, or more accurately, how knowledge is accrued and shared, and how it feeds into the development of business strategy.

Companies reap the benefits of a digital-first world when they embrace certain technologies that facilitate the accrual and sharing of knowledge. Many IT teams are exploring [unified communications \(UC\) and collaboration](#) solutions to help employees share knowledge, whether it be data, files, messages or communications.

UC aggregates the various elements of business communications including audio, video, and instant messaging, in one application with one point of management. Such “sync potential,” at a time when [more people are working remotely](#), is attractive to organizations seeking to stay on course and stay relevant as tech-savvy millennials enter their ranks.

For more information, see: [The 5-point IDEAL formula for successful collaboration.](#)

You don't know what you don't know

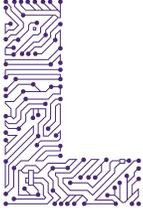
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



L is for **LOYALTY**

LOYALTY isn't what it used to be. It used to be that you made a quality product and marketed it; people bought it, and told their friends and family members to buy it. Unfortunately for some who thrived in the "good old days," the old ways have been eclipsed by highly social, tech-savvy customers who demand customized promotions and personalized messages.

Success in the digital era requires that a company work hard every day to earn and keep the loyalty of what is by any measure a fickle customer base that follows trends and relies heavily on peer reviews and recommendations. Personalization of customer experiences is key, and must be one of the centerpieces of an organization's DX strategy.

For more information, see [Putting your customer at the core of everything you do.](#)

Today's customers are far more demanding than in
"the good ol' days"

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)

M is for **MOBILITY**

Digital organizations must consider mobile to be an integral part of their DX strategy. They need to see it as a way to optimize processes, facilitate the exchange of information, lower operational costs, and increase the productivity of employees.

Although **MOBILITY** initiatives are geared, first and foremost, to increasing operational efficiency, it is sadly common for mobile experiences to be found wanting. Companies must take nothing for granted when it comes to mobile, making sure their apps have excellent functionality, load quickly, and are easy to use, with back-end data designed for mobile consumption. Without care for such elements, organizations will be hard pressed to exploit the full power of business mobility for true DX.

Learn about potential benefits of DX in [What is Digital Transformation?](#)

Nonconformity, the cousin to disruption. But how far is too far?

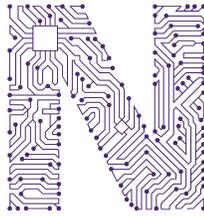
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **NONCONFORMITY**

The cousin to DISRUPTION is **NONCONFORMITY**, which is the spirit of courage an organization shows in breaking away from the assumptions and practices of the past. Nonconformity is not haphazard or reckless. Companies must strive to be *intelligently* nonconformist — knowing how far they can go without going too far.

Intelligent nonconformity is a two-way force. It pulls and pushes. It establishes strength and conviction sufficient to overcome any social pull or “groupthink” mentality, and involves leadership that energizes and inspires.

Nonconformity begins with a collective belief, inculcated within a company, that existing practices or conventions no longer work and so must be evolved or jettisoned entirely. The old cliché of “thinking outside the box” must not end with more thinking but lead to the creation of new assumptions, new (or at least evolved) processes, and new goals and resolutions for the future.

View the TELUS infographic [The Secure, Connected Business in Canada](#) for insights that illustrate the role of technology in the digital age.

Nonconformity, the cousin to disruption. But how far is too far?

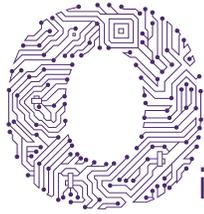
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **OUTCOME**

“Success is not a destination, it’s a journey.”

You’ve heard all the feel-good sayings and slogans. You know that naked ambition is no longer in fashion. Unfortunately for some, DX requires a colder, more ends-oriented approach.

Let’s face it — the signs of digital disruption are everywhere, and even long-established players are falling by the wayside. [One study](#) predicts that **by the mid-2020s, an alarming 75% of S&P 500 companies will have been replaced.**

Talk about disruption.

Businesses must get serious about DX. They must decide where they want and need to be, and then, through careful and thoughtful planning, lay out a milestone-laden plan, and set sail for an exciting future. But companies must have an **OUTCOME** in mind, even if this goal needs to change down the road.

To read about where you are on your DX journey, and to take a free assessment, see [Where are you on the road to digital transformation?](#)

“It’s not whether you win or lose, it’s how you play the game”

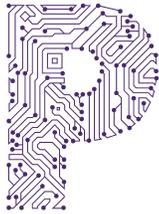
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



P is for **PROGRESSION**

"Rome wasn't built in a day, but they were laying bricks every hour."

— John Heywood

The DX mindset is one of incremental **PROGRESSION**, of many steps adding up to one major change. Success begins with a series of smaller, focused projects geared toward inspiring and nurturing a company culture that drives long-term success.

This approach to DX is methodical, and it works. Clear-headed organizations take their time as they progress, learning critical lessons — what works, what doesn't. From this will often come game-changing ideas and strategies.

For more on the incremental mindset, see [When It Comes to Digital Transformation... Start Small.](#)

Rome wasn't built in a day, but they laid bricks every hour

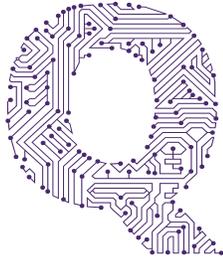
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **QUANTUM**

What DX promises to deliver is **QUANTUM** in scale. The scary thing is, we are only a few years in. What's coming up in just the next couple of years alone (AI, machine learning, 3D printing, etc.) was the stuff of Jules Verne novels only a decade ago.

DX is no longer a curiosity, a diversion, a mere "nice-to-have." Today's customer is tech-savvy and expects that companies vying for their dollars and loyalty will offer an engaging digital experience, from video to social to e-commerce to everything in between.

Digital technology is terraforming entire industries. An obvious example is retail, which has gone from being almost exclusively brick-and-mortar to being well on its way to digital-only. For evidence, one has only to look at [mobile commerce in China](#), which has grown from a mere 2% share of total e-commerce in 2011 to a predicted 74% share in 2020.

For more on digital transformation, and five reasons why companies must embrace it, see [The Digital Transformation Imperative](#).

DX is no longer a curiosity, a diversion, a mere "nice-to-have"

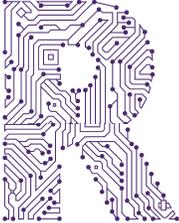
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **READINESS**

An organization that stays in a state of **READINESS** understands that one of the few certainties when it comes to the digital revolution is that *nothing* can be predicted with pinpoint accuracy. Companies that are ever-ready are rarely caught flat-footed when the winds of technological change blow in an unexpected direction.

At a time when disruption is the new norm, when ambitious companies are focused on disrupting others, a quality of readiness is essential. The business landscape is filled with examples of companies that did not take DX seriously.

For more information, see [Why every business needs to map their customer journey](#).

Nothing can be predicted with pinpoint accuracy,
so be ever-ready

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **SECURITY**

By 2020, some [60% of digital businesses](#) will suffer a major service failure due to the inability of their IT security teams to manage digital risk.

Companies can talk about digital transformation, but without an underpinning of strong, intelligent **SECURITY**, the foundation of this transformation will be very weak — and to any hacker, this is an opportunity.

BYOD is now the workplace norm. An organization that fails to stay on top of all network-connected devices, sensors, wearables, phones, tablets, and computers cannot reasonably claim to be a digital enterprise. In all reality, it may be one breach away from potential disaster.

Quick tips for addressing cybersecurity:

- Be proactive, continuously communicate and educate employees on security risks
- Strive for the best; security that's "good enough" is almost always *not* good enough
- Keep one eye on your perimeter — "edge thinking" is essential in the age of BYOD

For information on shoring up your defences, see [Securing your digital transformation](#) and [Securing the digital minefield: CIO Insights](#).

Shore up your defences as you transform your business

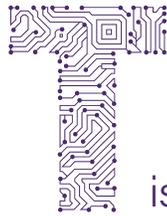
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



T is for **TRANSFORMATION**

Merriam-Webster defines the word “transform” in the following ways:

- To change in composition or structure
- To change the outward form or appearance
- To change in character or condition

There’s a modicum of “cool” to saying your company is undergoing digital **TRANSFORMATION**. The term itself indicates an organization that is in the vanguard of change, where risks are taken and fortunes are made. However, the digital transformation of too many companies could more accurately be described as incremental as opposed to breakthrough innovation or improvement.

True DX is bold. It is sweeping, fearless, and has nothing to do with half-measures and empty bravado. True DX involves entire companies. By Merriam-Webster’s definition, transformation changes the composition, the structure, and the outward form and appearance of a company. *Digital* transformation calls for no less than a wholesale change to the way a company goes about its business.

To read more about transformation, and to take an online DX assessment, see [75% of Canadian companies are digitally transforming. Are you?](#)

There’s a modicum of “cool” to say your company is undergoing #digitaltransformation

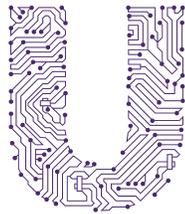
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **UNIFIED**

Many businesses used to think of **UNIFIED** Communications, or UC, as a solution that should be pursued through different channels than the ones companies are using to pursue growth. This is not true. UC has become an important piece of a larger digital transformation puzzle.

Mobile, cloud, and collaboration are changing the workplace and the way people work. Data, services, and applications can now be delivered anywhere through virtually any device. Employee engagement and user experience, now more robust because of UC, have become key differentiators for companies — eliminating geography as a constraining factor.

For more information, see [Why over 60% of organizations are using cloud collaboration today.](#)

Why over 60% of organizations are using cloud collaboration today

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



“**VIRTUAL** reality” challenges the idea that there is only one reality. The spirit of this challenge is one of disruption, standing the status quo on its head, and offering something completely new and potentially transformative.

One prominent American hotel chain recently introduced a 360-degree virtual reality experience across all of its North American hotels. In this experience, customers get to view a three-dimensional view of each hotel’s pool, lobby, fitness centre, parking lot, and one room of each type. All of this is done using the Google Cardboard viewer or a smartphone.

DX begins and ends with innovation. Without creative risk-taking and a taste for adventure, a company’s digital journey will likely come to a halt. In the case of the American hotel chain, a taste for adventure has given it a clear differentiator and driver of business.

For more information, see [Bina48 - The next technological frontier or robot apocalypse?](#)

A taste for adventure is a clear differentiator and driver of business

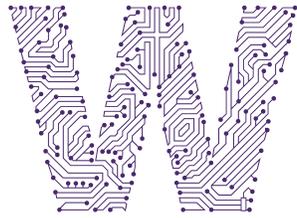
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **WORKPLACE**

The **WORKPLACE** used to be just a ho-hum physical space where people worked from 9 am to 5 pm. This is no longer the case. Thanks to digital technologies, the rise of millennials in the workplace, and an emerging BYOD culture which enable employees to work anytime, anywhere, on multiple connected devices, the definition of “workplace” has expanded in a dramatic way.

Through the integration of the technologies currently being used by employees, including instant messaging, social media, virtual meeting tools, the new digital workplace sends the communication barriers of the past into obsolescence. It allows companies to transform the employee and customer experience. But before this, organizations must implement a clear-headed digital workplace strategy.

For more information, see [Liftsafe future-proofs business with seamless, cloud-based communications.](#)

The **WORKPLACE** is no longer a ho-hum 9 to 5 physical space

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



Ask a dozen people to pick out the **X-FACTOR** “secret ingredient” in digital transformation and you will likely get many different answers. Some would say it’s about the technology, others would say innovation, and still others will say it comes down to vision and strategy. While these “pieces” are important and not to be ignored, the **true x-factor of DX is people.**

A digital-first company *feels* its target audience and its audience feels *them*. The word “empathy” gets close to this exchange, but it’s about more than that. When the connection between a company and its customers evolve to the point where the conversations between the two are natural and effortless — this is where true success in the digital era resides.

It might be easy to downplay this x-factor of digital transformation, but the math doesn’t lie. A [recent study by Wunderman](#) shows that an overwhelming majority of consumers will stick with a brand that demonstrates that it cares about them, that it is interested in their needs and wants, and will work hard to improve their lives.

The secret DX ingredient is people. This should be the focus. This is a key differentiator.

For more about the x-factor in the digital transformation age, read [Putting your customer at the core of everything you do.](#)

The X-FACTOR of DX is people - customers stick with brands that care

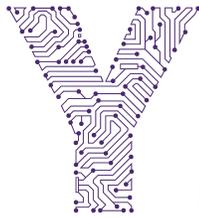
 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



is for **YOUTUBE**

They say a picture is a worth a thousand words. If this is true, video is worth at least a million, or in some cases much more. As proof, here are the numbers as of October 2017 for the five most watched **YOUTUBE** videos of all time:

- Music video "Despacito" (Luis Fonsi) 3.95 billion views
- Music video "See You Again" (Wiz Khalifa) 3.14 billion views
- Music video "Gangnam Style" (Psy) 2.96 billion views
- Music video "Sorry" (Justin Bieber) 2.78 billion views
- Music video "Uptown Funk" (Mark Ronson) 2.7 billion views

When it comes to DX and ways to connect with customers, pictures can be very effective, but they are nowhere near as impactful as video. Anyone who argues this, or attempts to, must ignore the fact that *more video content is uploaded to the Internet every month than the major American TV networks have created in the past **30 years**.*

Smart digital organizations make video a major part of their customer engagement program. Photos are nice, Facebook and Twitter work, but for reaching people, talking to them, connecting with them (and through this connection, gaining their trust and loyalty), video remains the clear leader.

For more information, see [Putting your customer at the core of everything you do.](#)

A picture is a worth a 1000 words, video is worth at least 1 million

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)



When it rains, it pours ...

Some years ago, IDC predicted that there would be 4.4 **ZETTABYTES** of digital data in the world in 2013. Four-point-four “zee-bees” is quite a heap of data — 44 *trillion* gigabytes. If that doesn’t impress you, consider that IDC is predicting that data total to reach the 180-zettabyte (or 1.8 *quadrillion*) mark by 2025.

Data is *the* enabler of future strategy and change. Companies that properly harness the data they have access to can achieve better results via fact-based decision-making and smart, often dramatic improvements to the customer experience.

Organizations that succeed in managing and optimizing their data can answer crucial questions quickly. The old expression “speed kills” is true in a DX context, and companies that operate with speed have a huge advantage on most of their competitors.

For more information, see [Will Marketing survive the Fourth Industrial Revolution?](#)

By 2025 data will reach the 180-zettabyte mark.
Make your head spin?

 Share this

 Post this

 Email this

SEE HOW YOU RANK: Where are you on your digital transformation journey? Find out how you stack up against your Canadian business peers.

[Take the DX assessment](#)

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

SPONSORED BY

