

WHAT IS A DIGITAL BUSINESS PLATFORM?

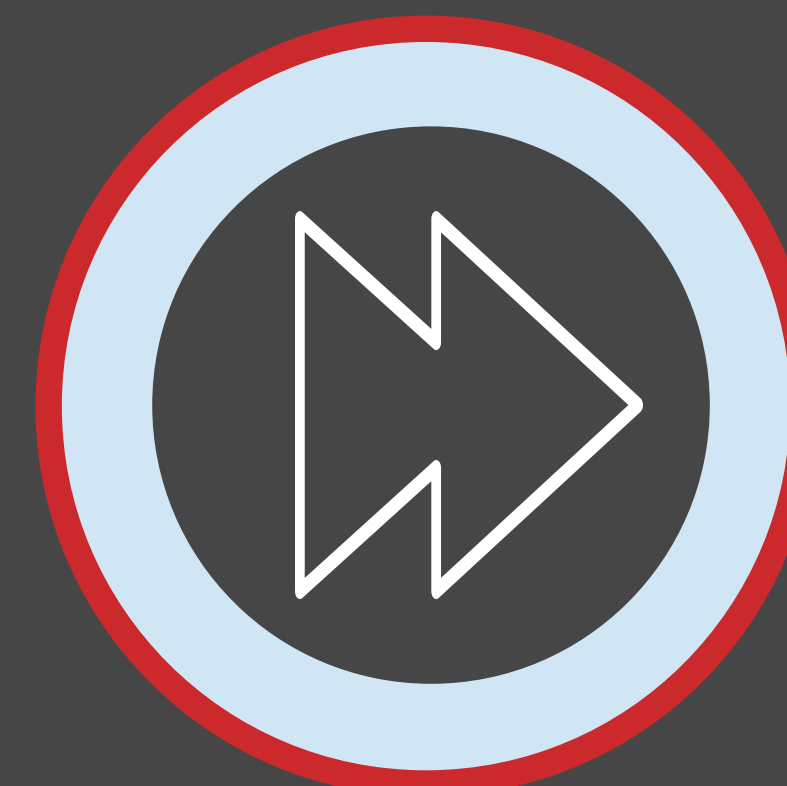
A DBP:



COORDINATES GOAL-DIRECTED WORK



SUPPORTS SEAMLESS INTERACTION OF PEOPLE, SOFTWARE, & MACHINES



ACCELERATES DIGITAL TRANSFORMATION & BUSINESS OUTCOMES

PREDICTION:

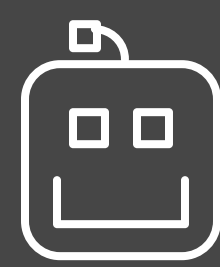
By YE 2020, organizations will depend on Digital Business Platforms for a holistic view of work progression because of the DBP's unique intelligent work monitoring.

5 TECHNICAL TRIBUTARIES THAT MAKE UP THE DBP



APPLICATION PLATFORMS

- PRE-PACKAGED SOFTWARE
- MODELS
- COMPONENTS/SNIPPETS
- FRAMEWORKS
- BLUEPRINTS
- OTHERS THAT DELIVER CONSUMABLE FUNCTION



ANALYTICS/COGNITION PLATFORMS

- BUSINESS INTELLIGENCE
- DECISION MANAGEMENT
- REAL-TIME DASHBOARDS
- PREDICTIVE ANALYSIS
- COGNITIVE THINKING
- NATURAL LANGUAGE
- MACHINE LEARNING
- ARTIFICIAL INTELLIGENCE



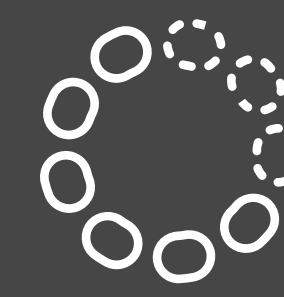
INTERNET OF THINGS PLATFORMS

- SENSORS
- SIGNAL AGGREGATORS
- CHIPS/BOARDS
- CONTROLLERS
- MACHINES
- SINGLE-PURPOSE ROBOTS/DRONES
- MULTI-PURPOSE ROBOTS



INTEGRATION/DEVELOPMENT PLATFORMS

- DATA INTEGRATION
- TRANSFORMATION
- SYSTEM INTEGRATION
- EVENT AGGREGATION
- COMPOSITION ENVIRONMENTS
- ROBOTIC PROCESS AUTOMATION
- LOW-CODE DEVELOPMENT



PROCESS/WORK MANAGEMENT PLATFORMS

- PROCESS MANAGEMENT
- CASE MANAGEMENT
- DIGITAL TRANSACTION MANAGEMENT
- UNIFIED COMMUNICATIONS & COLLABORATION MANAGEMENT

TIPS FOR GETTING STARTED WITH A DBP



THE DBP MARKET IS AN EMERGING MARKET, SO A 100% COMPLETE DBP IS RARE.



ESTABLISH YOUR IMMEDIATE, INTERMEDIATE, & LONG-TERM DIGITAL GOALS.



LOOK FOR A DBP THAT BEST FITS YOUR GOALS, PRIORITIZING IMMEDIATE GOALS.