



# Unlock Your Digital X Factor

Digital transformation (DX) requires a fundamental shift in the way a business operates. Our aim is to support businesses in accelerating their digital business transformation. We are here to help our customers rethink their business processes by introducing cutting-edge digital technology and solutions.

## What's standing in the way of DX Success

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### Getting Started Is a Challenge

From defining your DX vision and goals to selecting what technologies will deliver the most ROI – these decisions set the foundation for successful transformation but also come with significant risk.

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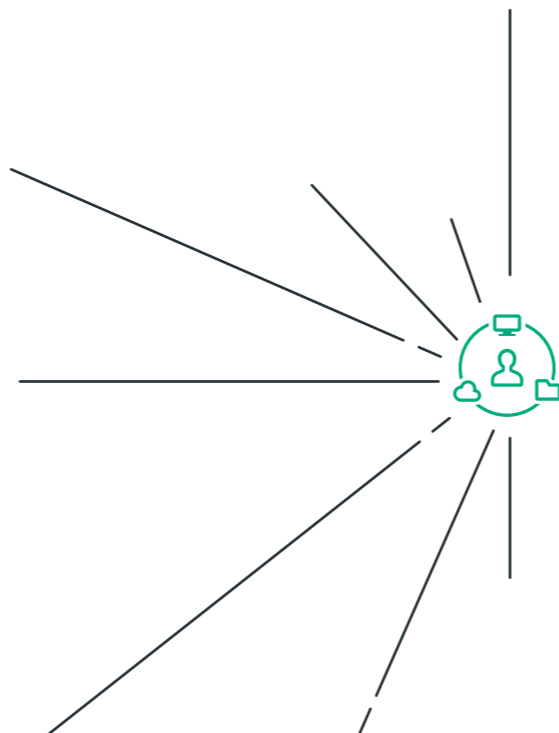
### DX Pitfalls

70% of digital transformations fall short of their objectives.<sup>1</sup>  
Fundamental change at scale is no easy feat. Employing digital ways of working needs stakeholder support but deeply rooted behaviours are hard to change.

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### DX is a Process, not a Project

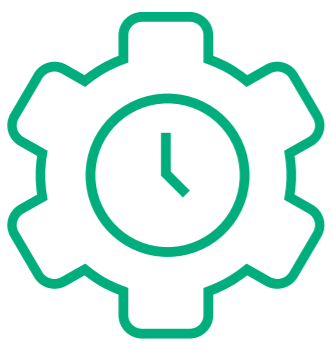
With technology constantly evolving, you need to stay updated with continuous innovation. A reliable DX partner will work with you every step of the way, leading you to DX success.



<sup>1</sup> <https://www.bcg.com/publications/2020/increasing-odds-of-success-in-digital-transformation>

## Why is Digital Transformation Important for Business Leaders?

Investing in digital capabilities and technologies today is necessary to reap present and future benefits of DX.



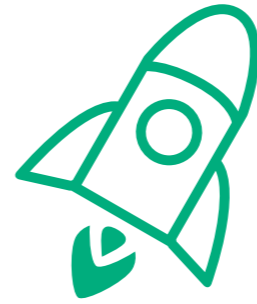
### Improve Efficiency

Automate routine tasks, streamline processes, and reduce manual intervention.



### Enhance Customer Experience

Provide more targeted and relevant products and services by leveraging on data and analytics.



### Develop New Business Models

Embrace digital technologies to create new ways of doing business and stay ahead of the competition.



### Stay Competitive

Digital transformation can help businesses stay agile, adapt to change, and respond to market trends.



## Are you ready to achieve DX success?

FUJIFILM Business Innovation is committed to helping you thrive in the digital age with innovative solutions that enhance your productivity, efficiency and security.



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