

# The Digital Adaptation Journey

Moving beyond digital transformation



## More than half

of the Fortune 500 companies closed since 2000 attribute their downfall to failing to adapt digitally



## Continuously integrating digital

into the business requires access to a scalable brain trust



## Winning in the new digital marketplace

means embracing new and less familiar workforce models that balance cost, speed, and quality



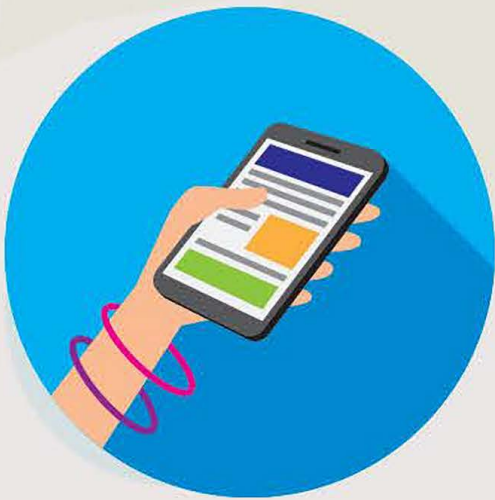
## Exponentially expanded workforce requirements

ranging from Data Scientists to User Experience Designers, and an unpredictable competitive landscape complicate IT staffing



## By 2020, as much as 40%

of the U.S. workforce will be contingent workers such as temporary employees, independent contractors and project-based on demand workers



## Customers' sky-high DIGITAL EXPECTATIONS

carry over to every online business experience



## Digital is critical to customers and employees

It's as much about liberating ideas and actions as it is about servicing customers



## Competitive disruption

can come from anywhere – even dorm rooms



## Boundaries have blurred

Partners and vertical market players can easily enter markets



To learn more about digital adaptation, check out our whitepaper

**"AN INTRODUCTION TO DIGITAL ADAPTATION"**

or contact us at [inquiries@ruralsourcing.com](mailto:inquiries@ruralsourcing.com) or 877-887-4774

