

WINNING THE DIGITAL TRANSFORMATION RACE

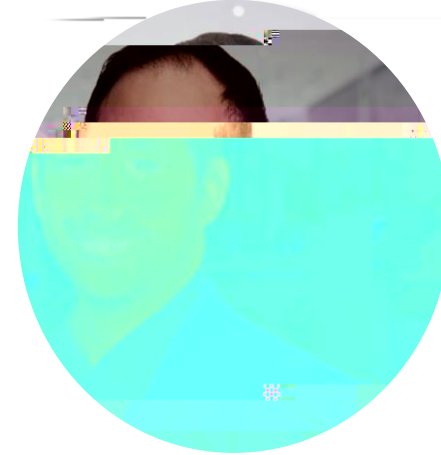
April 21, 2020

Leslie Chacko & Paul Copti
Marsh & McLennan Companies

INTRODUCTIONS

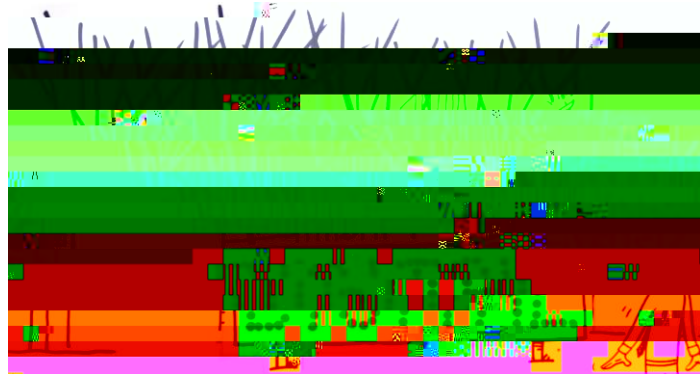
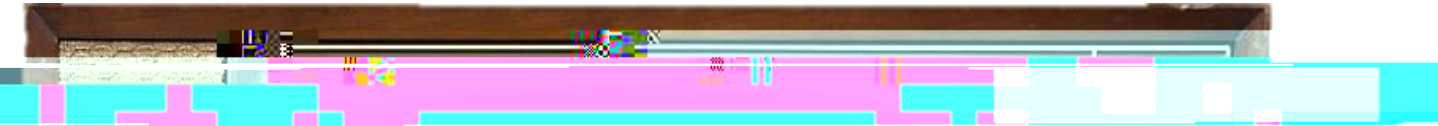


Managing Director,
Digital Insights & Solutions
Marsh & McLennan Companies



Senior Vice President,
Marsh Montreal

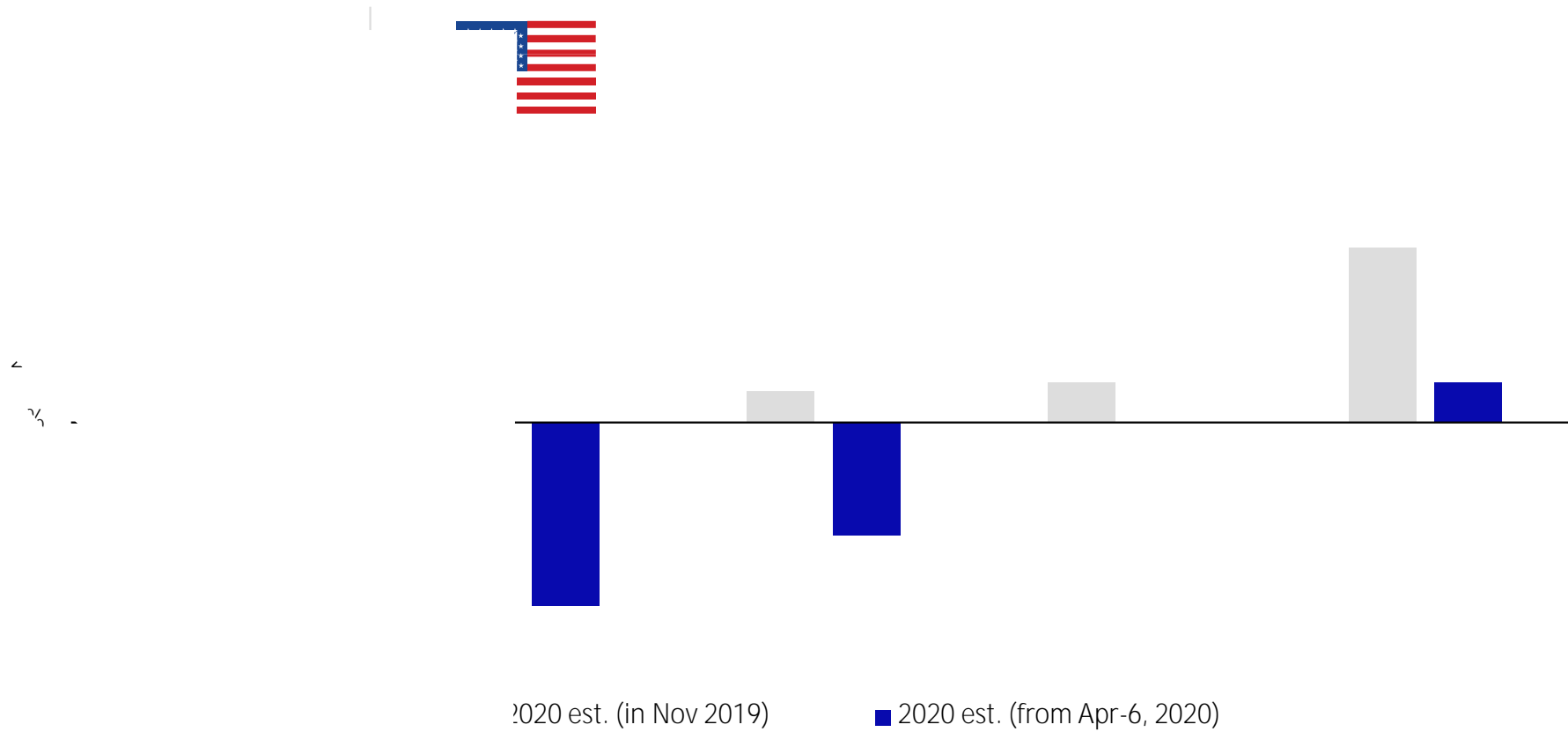
OUR AGENDA FOR TODAY



1. Digital transformation trends
2. Lessons learned from technology companies
3. Five best practices to navigate digital transformation



THE ESCALATION OF COVID-19 HAS LED TO SIGNIFICANT DOWNWARD REVISIONS IN GDP FORECASTS GLOBALLY

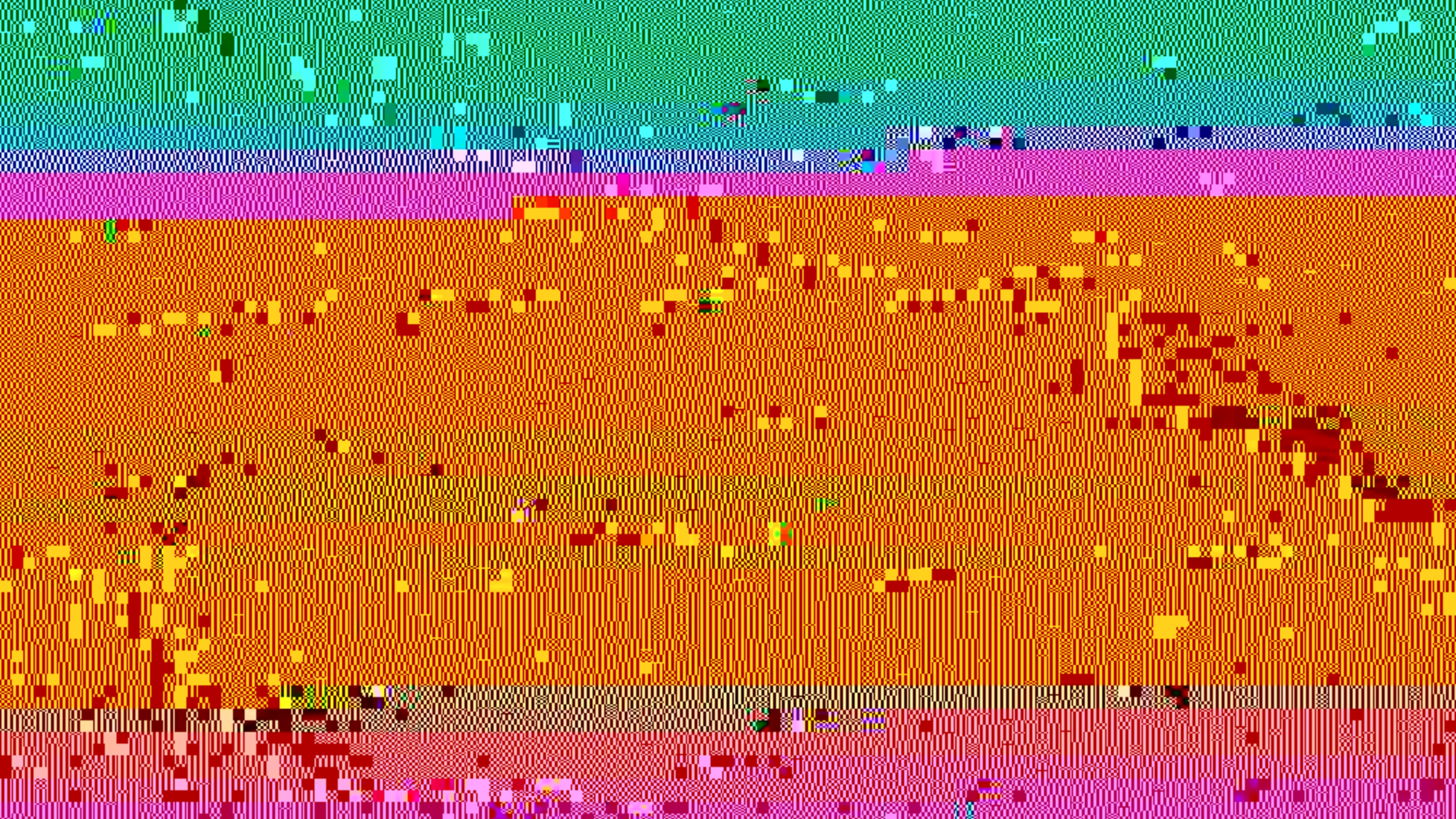


HIGHEST IMPACTS ON INDUSTRY-LEVEL GDP ARE GENERALLY EXPECTED IN INDUSTRIES THAT ARE LINKED TO IN-PERSON CONSUMPTION



Sources: BofA Global Research, Goldman Sachs Economics Research, Oliver Wyman analysis





PRIOR TO COVID-19, TRADITIONAL FIRMS WERE ALREADY INVESTING HEAVILY TO CAPTURE VALUE IN THE DIGITAL ERA

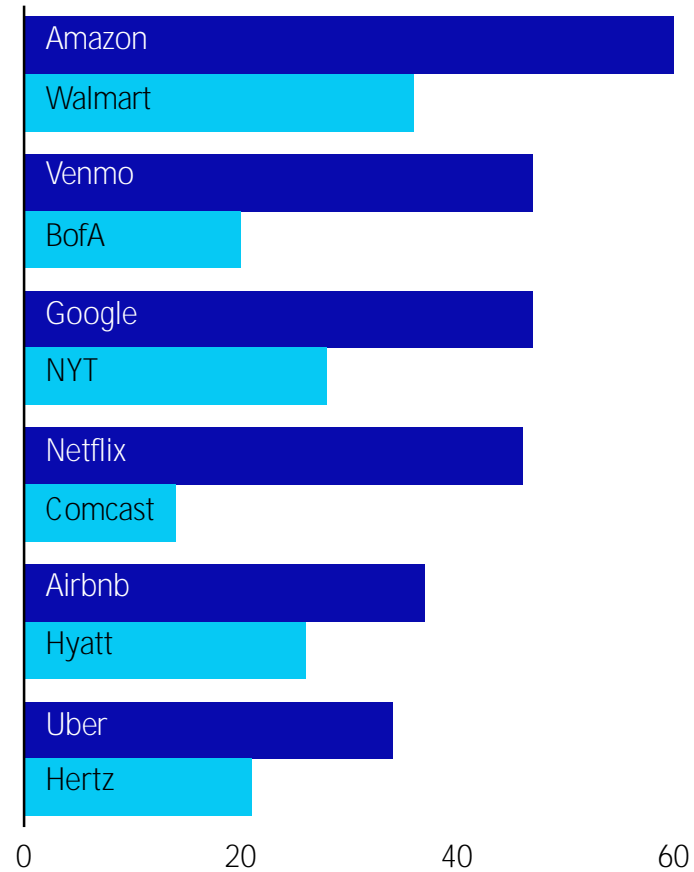
INVESTMENTS



WE EXPECT THESE INVESTMENTS WILL AMPLIFY POST-COVID-19

Source: World Economic Forum, IDC

THAT SAID, VALUE IS CURRENTLY MIGRATING UNEQUALLY TO TECH COMPANIES



Sources: Visual Capitalist, Lippincott analysis

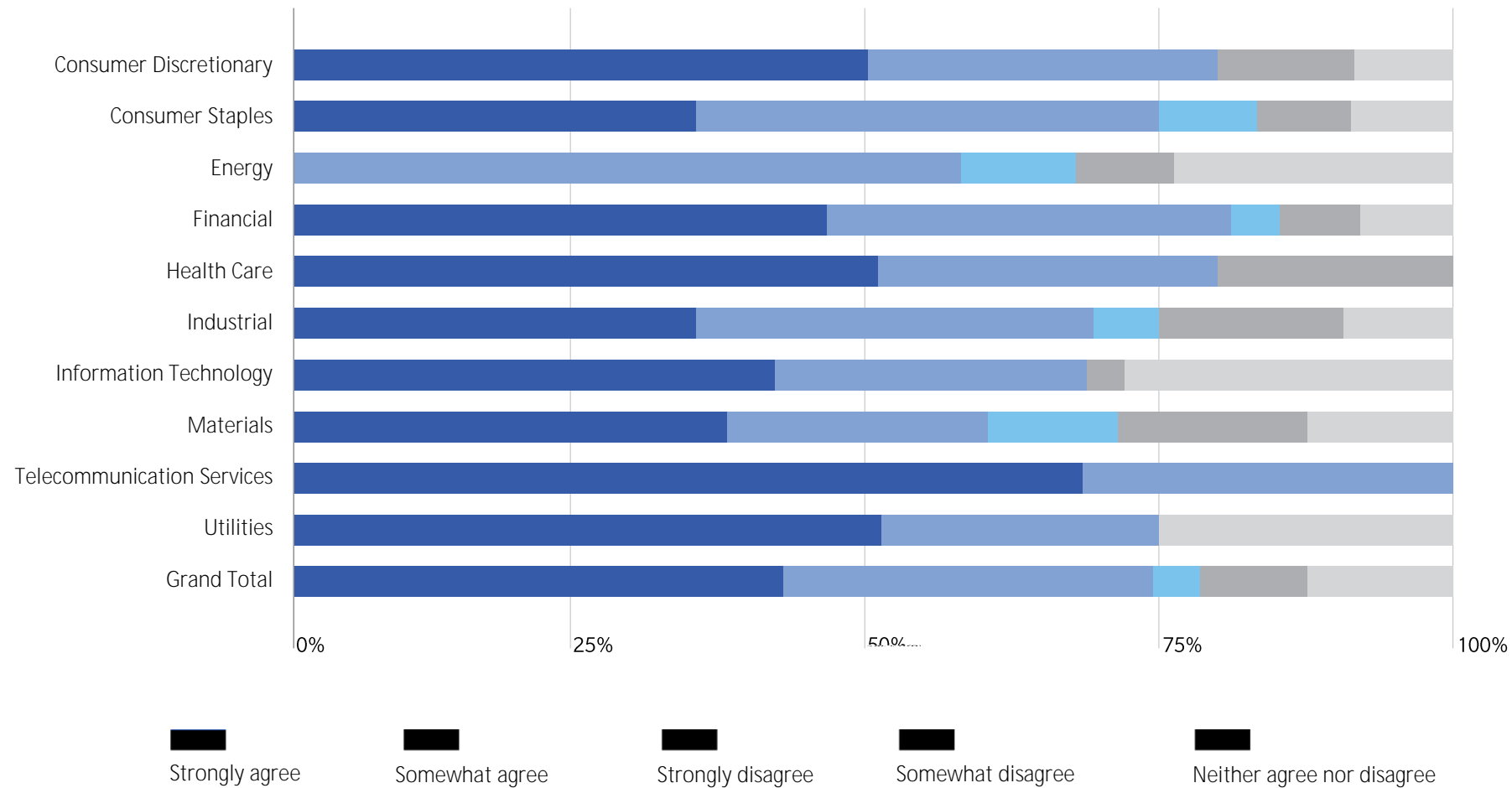
THE TRANSFORMATION CHALLENGE

TRADITIONAL FIRMS FACE VERY DIFFERENT CIRCUMSTANCES THAN TECH COMPANIES

- Established brands
- Markets
- Know-how
- Customers
- Suppliers
- Organizations
- Cash flow

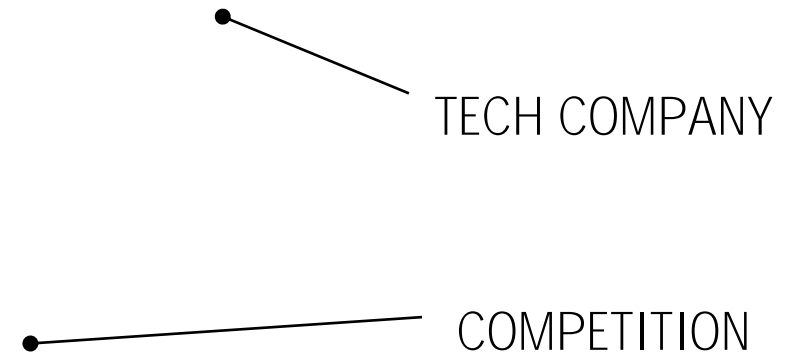
- Reliance on decades-old approaches
- Deeply embedded process and capabilities
- Legacy / antiquated systems
- Deliberate execution and decision-making cultures

TRADITIONAL FIRMS ACROSS INDUSTRIES EXPECT TO BE DISRUPTED BY TECH COMPANIES AND DIGITAL-ENABLED COMPETITORS



Source: NACD 2019 Digital Governance Pulse Survey.
Marsh & McLennan Advantage

WHAT LESSONS CAN WE LEARN FROM TECH COMPANIES?



1

UNDERSTAND THE
CURRENT AND FUTURE
NEEDS OF YOUR CUSTOMERS

SIX MAJOR CUSTOMER SHIFTS THAT WILL DRIVE FUTURE BUSINESS

Life in Flow

Optionality will become the new stability in a world prioritizing access over ownership and experiences over possessions.

On-Demand Everything

Automated tasks and instant, on-demand access to everything will enable us to do less and demand even more.

Exponential Intelligence

We'll trust smart devices, systems and robots as intimate resources and friends.

Tracked and Transparent Existence

Omnipotent Individual

Everything, every moment and every experience will be customized. Our lives will be designed for us and by us.

Synthetic Reality

The boundaries between the real and the synthetic will blur. What is real and what is synthetic will become indistinguishable.

2

PRIORITIZE BUILDING
PLATFORMS OVER PRODUCTS

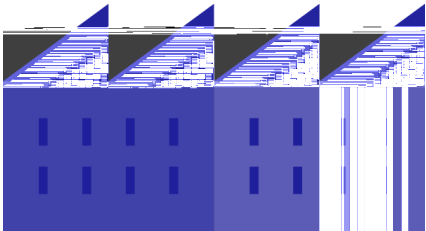
TECH COMPANIES PRIORITIZE DEVELOPING PLATFORMS OVER PRODUCTS



3

EXPAND YOUR BUSINESS
VIA ECOSYSTEMS

ECOSYSTEMS DELIVER EXPONENTIAL VALUE FOR CUSTOMERS AND COMPANIES



THIS TREND IS EMERGING ACROSS INDUSTRIES



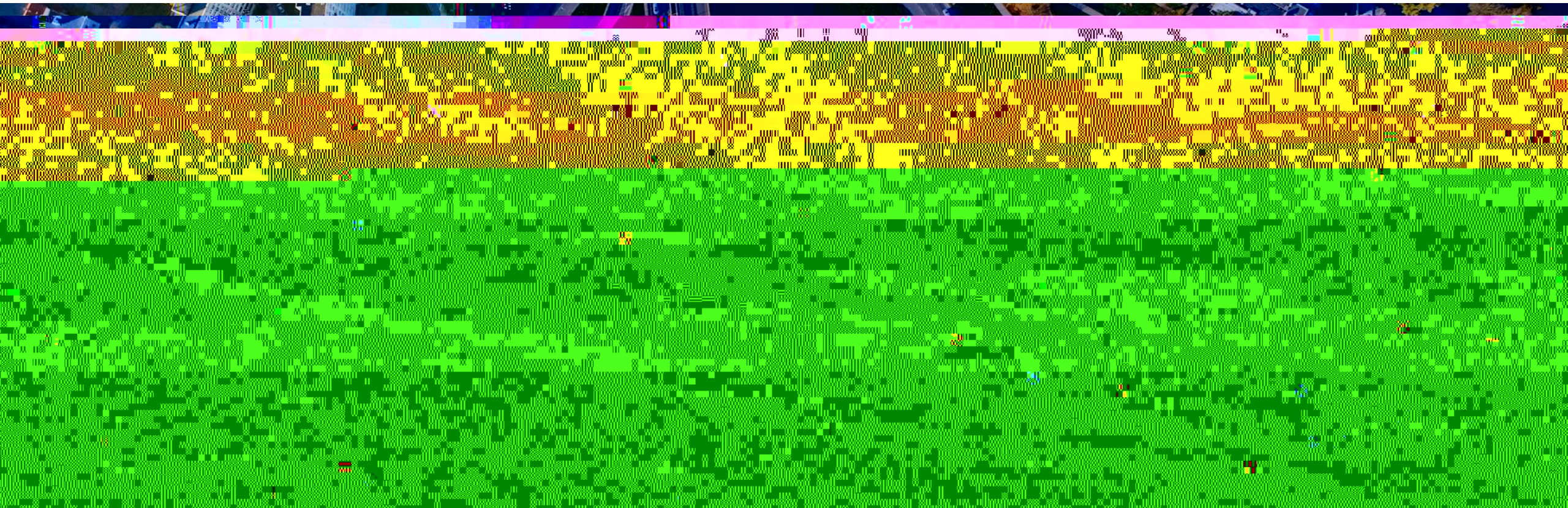
Healthcare



Retail



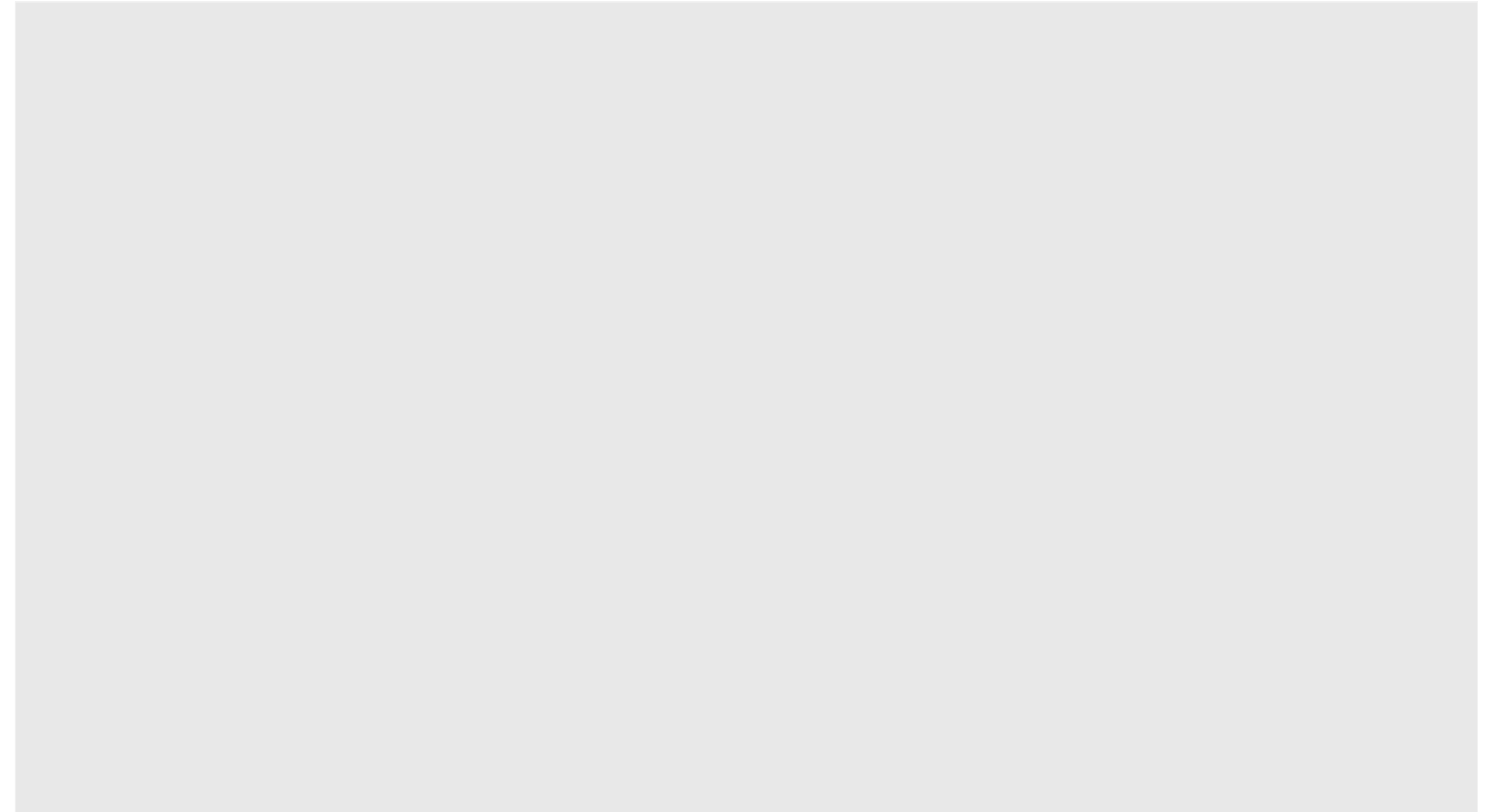
HOW DO COMPANIES SUCCESSFULLY NAVIGATE DIGITAL TRANSFORMATION?

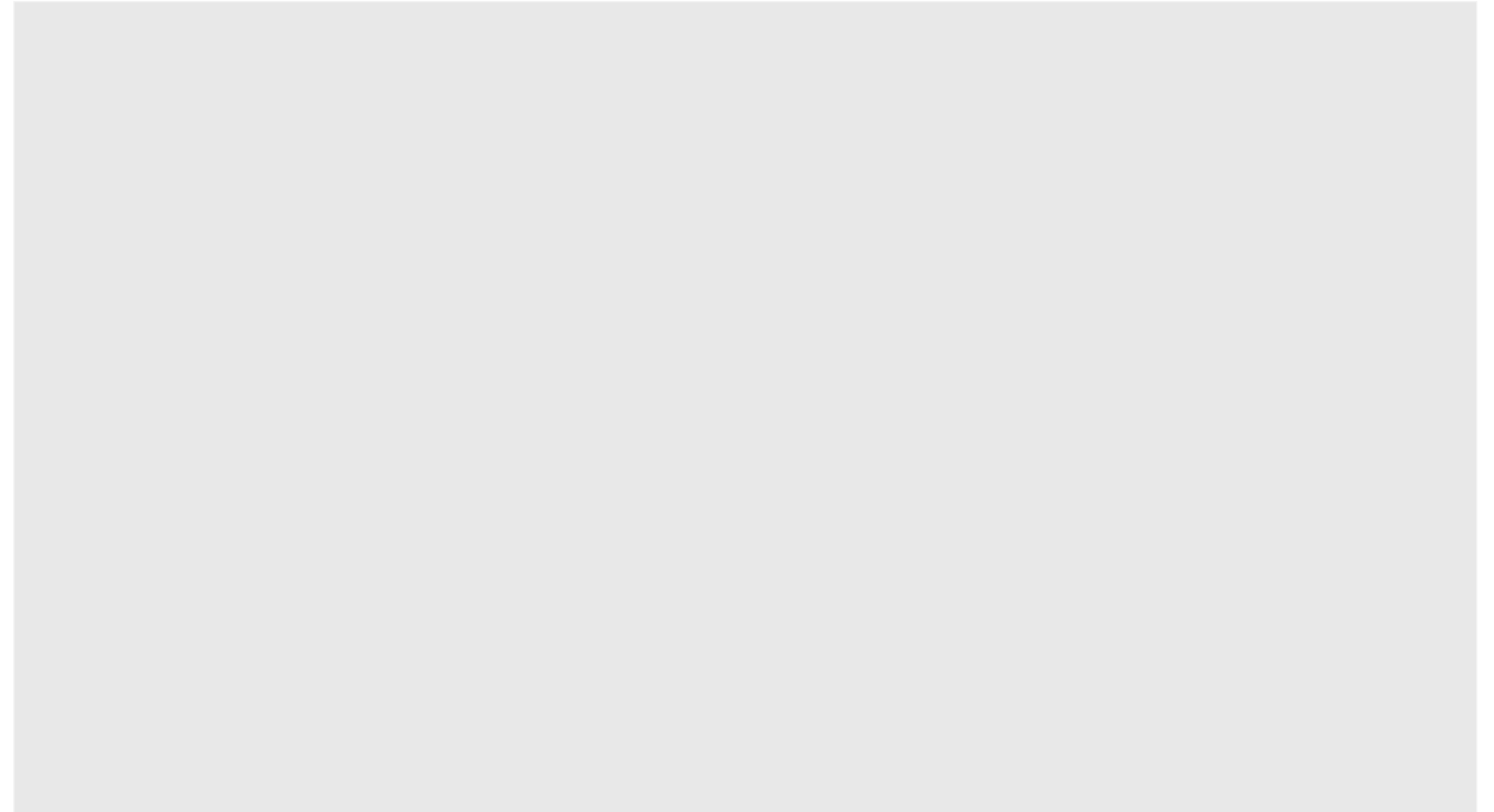


DON'T PANIC. BUT DON'T WAIT.

2



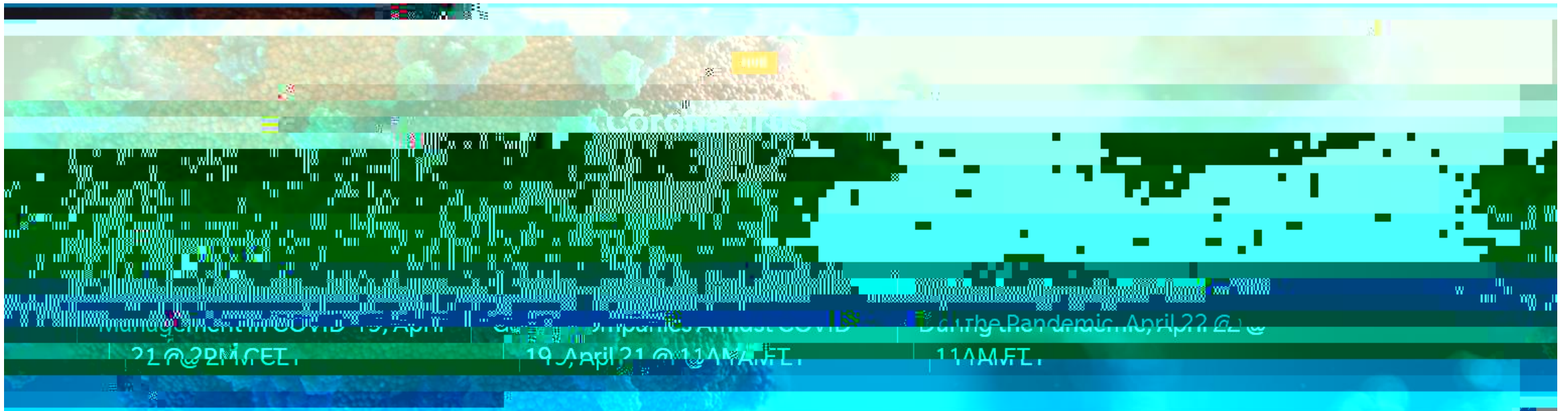




ACCESS OUR LATEST COVID-19 INSIGHTS ONLINE

[Marsh & McLennan \(MMC\) dedicated COVID-19](#) is our global hub updated daily as the situation evolves. Visit the site to view content across the following themes:

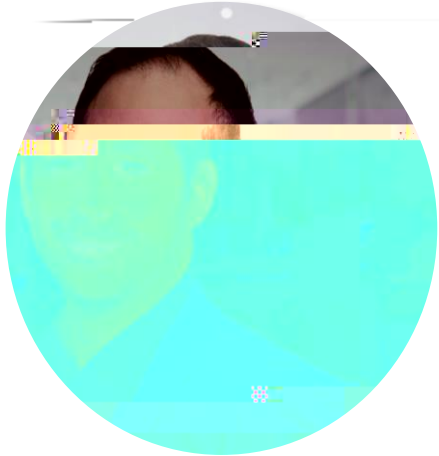
- Business Continuity
- Risk & Insurance
- Industry Impacts
- Public Sector Resilience
- Workforce Resilience
- Healthcare Response
- Market Implications
- Long-term Perspectives



LET'S CONTINUE THE CONVERSATION



LinkedIn: Leslie Chacko



LinkedIn: Paul Copti

