



What is a Living Business?

Video Transcript

Customers know what they want. And as their expectations grow, so must your business. Through data you can understand their needs better than ever and with more ways to reach them, the time to become a living business is now.

But what is a living business?

It's the restaurant chain that knows your order before you do. Or the retailer that tailors your look without you stepping foot in a store.

It's the bank that anticipates your future spending. It's more than being relevant. It's being hyper relevant. It's about going all out for your customers with innovations that are truly responsive, putting their needs at the heart of everything you do. Designing new experiences that create new opportunities. It's redefining the way your people work. It's breathing new life into your business so you can be 3 times more likely to achieve future growth.

And be 50 percent more likely to fend off disruption. That's a living business. That's New Applied Now.