

DES | Digital Business World Congress faces up to Digital Dilemmas of the companies

DES | Digital Business World Congress launches the campaign of the next edition of DES2018 under the slogan “Facing the Digital Avalanche”.

Madrid, 13 September 2017

The next edition of DES | Digital Business World Congress will focus the attention and experience of thousands of its visitors on the dilemmas that any executive must face when transforming their business model, along with the technologies that drive their competitiveness through the digitalization.

During 3 days, from 22 to 24 of May, DES will cover 6 most common dilemmas faced by corporate management committees of the companies when considering how to implement their transformation:

1. Short-Termism vs Strategic Vision
2. Customer Experience vs Profitability
3. Security vs Privacy
4. Inbreeding vs Attraction
5. Legacy vs Innovation
6. Control vs Speed

A recent study by Forrester Research shows that 55% of CEOs admitted that digital transformation drives the growth of companies in double digits and that it is why they must prioritize the evolution of their business model.

For this reason, DES will once again highlight the importance of technological advances, with the aim to help improve the competitiveness of enterprises internally and externally. More than 300 companies will gather at IFEMA to present the latest novelties in artificial intelligence, blockchain, cloud, IoT or cybersecurity, among many more technological solutions that directly impact the results and processes of today's business.



Once again, Madrid will host the world's leading trade show regarding digital transformation, bringing together over 18,000 executives, who are looking forward to discovering the tools, solutions and trends that can help improve their business models.

DES2018 will bring together more than 400 international speakers to share success stories of digital transformation for each industry in the Digital Business World Congress.

DES2018|Digital Business World Congress

When? 22-24 May 2018

Where? Madrid - IFEMA

Web: www.des-madrid.com

Photos: <https://www.des-madrid.com/gallery-des2016/gallery-detail/?idg=6449>

Vídeo resumen DES2017: <https://www.youtube.com/watch?v=95osOghtEWs>

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