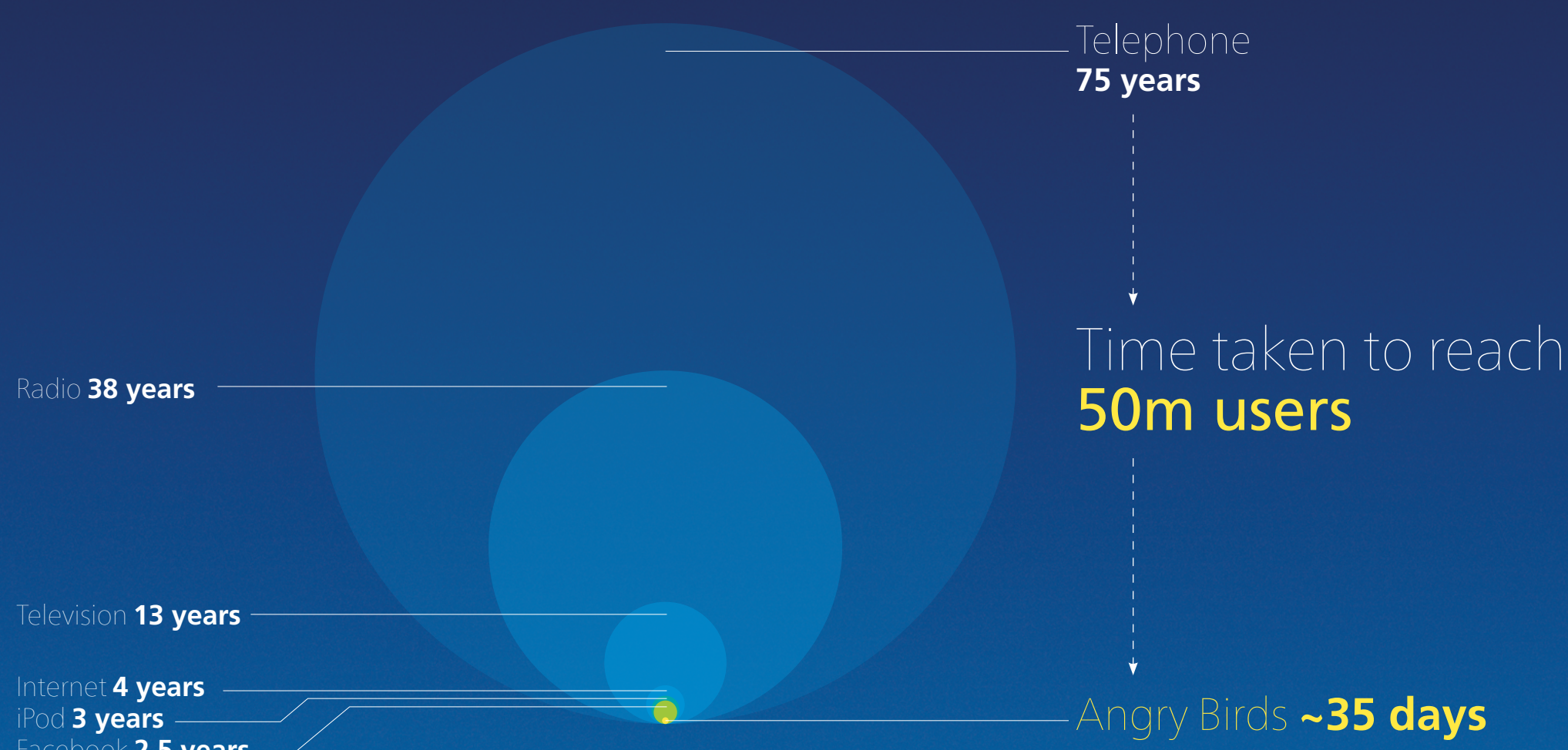


# Struggling to keep up?

Digital penetration is **faster every year**, bringing with it more complex networks, connections and a sea of data.



We are **more connected than ever before**, demanding the same seamless digital experience wherever we are, whenever we want.

**3bn**

(40%) globally are now using the internet daily.

<http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>

**O<sub>2</sub> statistics**

24m mobile customers

12m Wi-Fi customers

30m daily journeys

**80%**

of internet users personally own a web-capable device.

**90%**

of mobile users keep their mobile within reach 24/7.

Most infrastructures are not ready for the digital revolution... it can be **hard to keep pace**.

Many are overwhelmed by the challenges of building digital leadership & renovating IT

**46%**

of retailers think they're doing a good job...

**6.3%**

of their customers are in agreement.

**51%**

of retailers say digital transformation is coming too fast.

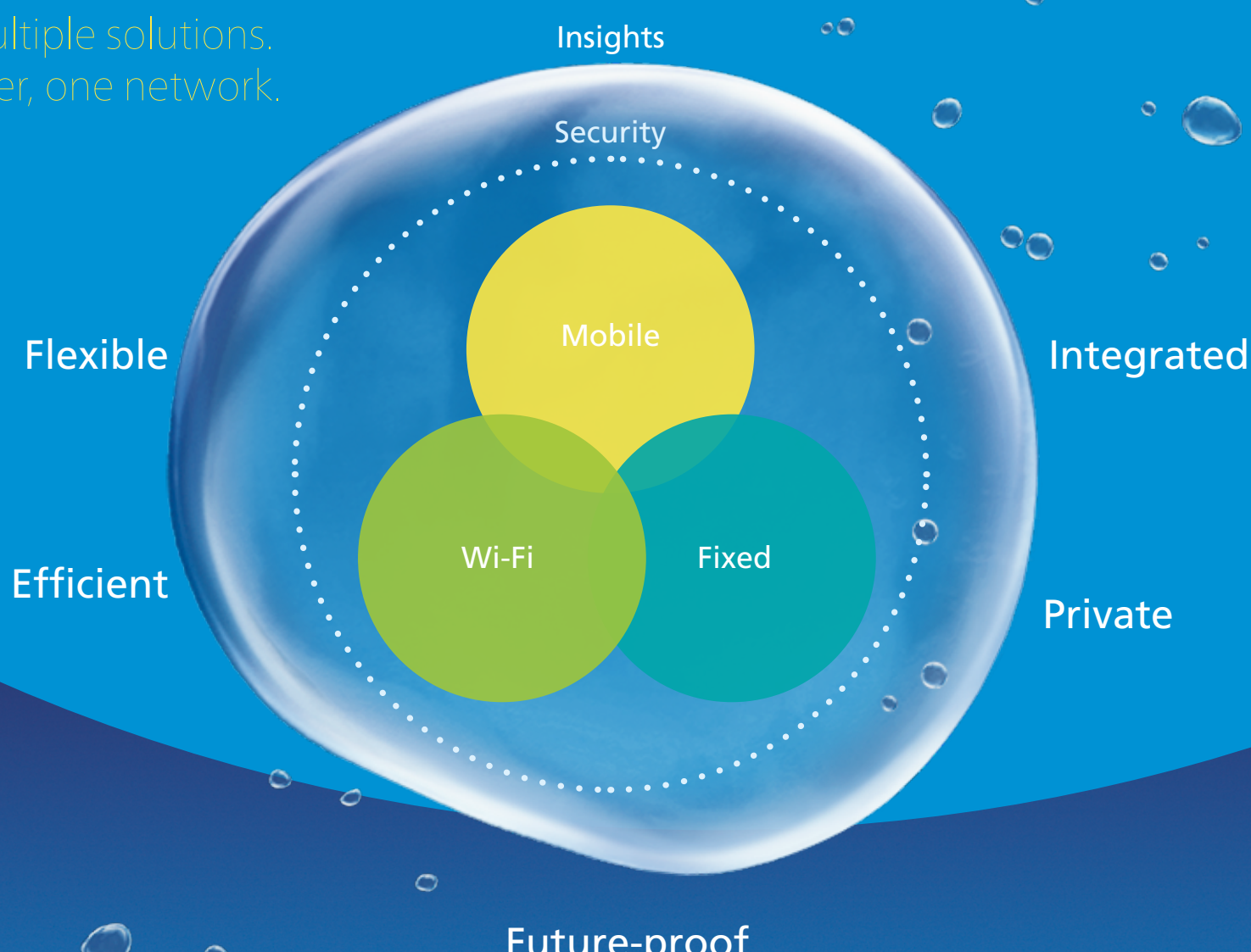
**42%**

say they don't have the talent to keep up.

Digital innovation can no longer be achieved through traditional set-ups: **it's time to work better.**

A **blueprint** for digital transformation.

Multiple connections, multiple solutions.  
One contract, one supplier, one network.



A new kind of network:  
One platform. Integrated fixed, mobile and Wi-Fi.

Join the simple revolution. **#makeITeasy**  
Find out more [o2.co.uk/enterprise](http://o2.co.uk/enterprise)

**O<sub>2</sub> business**