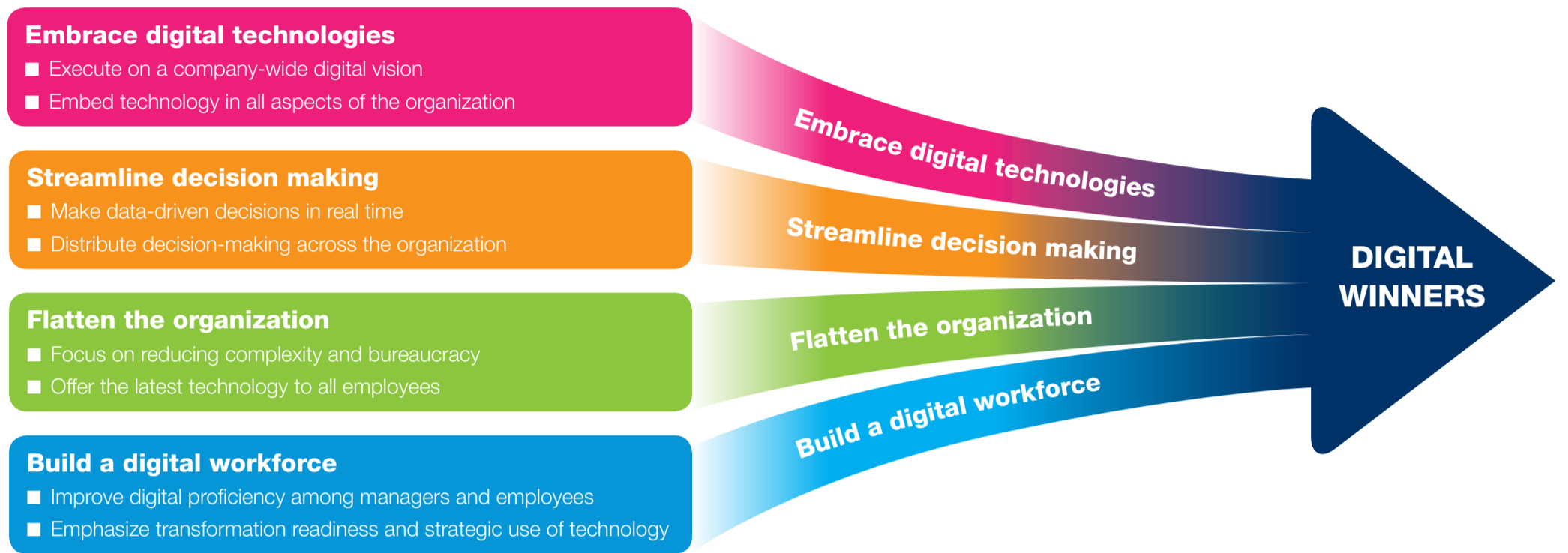


The next-generation executive: How strong leadership pays off in the digital economy

Oxford Economics and SAP recently surveyed more than 4,100 employees and senior executives around the world. Our analysis identified a group of companies with superior leadership strategies for the Digital Era.

These organizations—we call them Digital Winners—outperform their peers by several important metrics, in areas from human-capital strategy to the use of technology—and are seeing big payoffs as a result.

But many companies have far to go before they reach Digital Winner status. What do the laggards need to do to catch up?



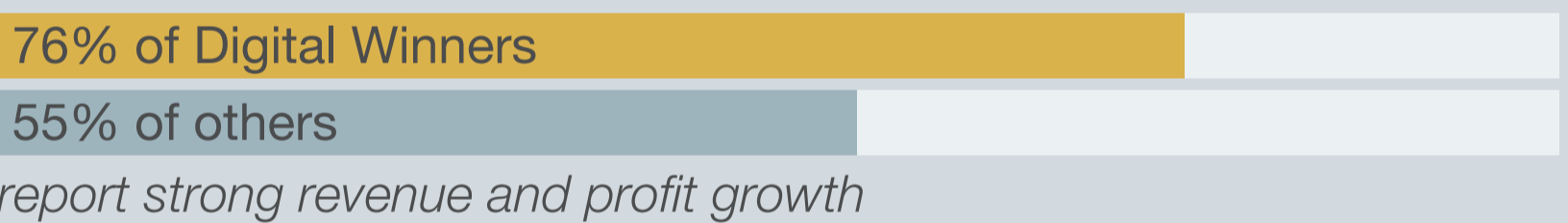
MOST COMPANIES ARE UNPREPARED TO LEAD CHANGE FOR THE DIGITAL ECONOMY



IT PAYS TO BE A DIGITAL WINNER



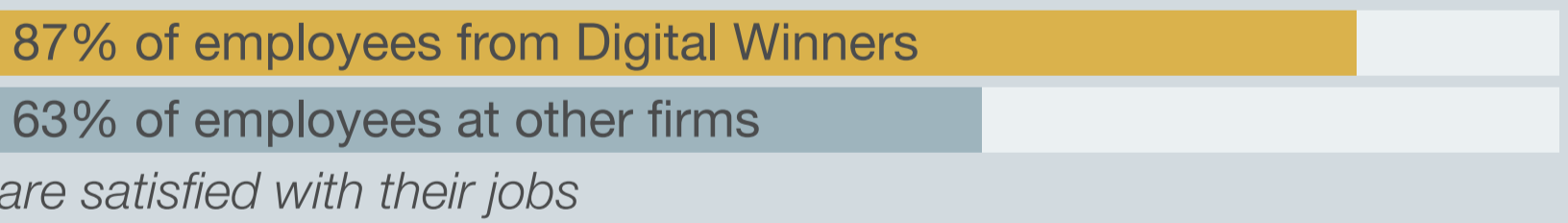
Stronger financial performance



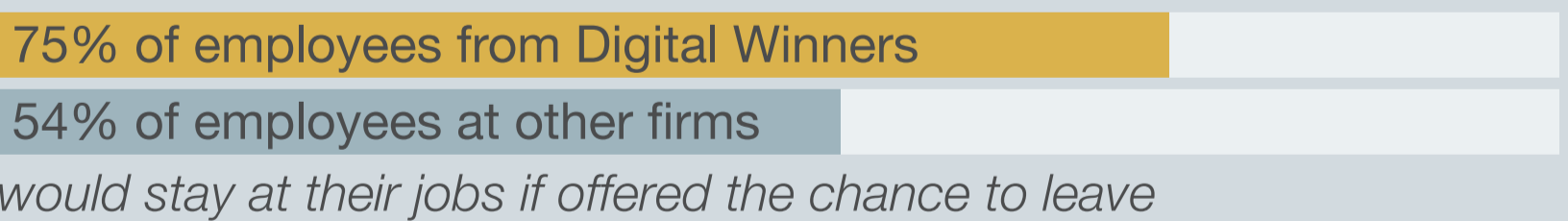
More effective diversity strategies



Happier, more engaged employees



A stronger leadership pipeline



FIVE KEYS TO BECOMING A DIGITAL WINNER

1. Focus on digital transformation
2. Reduce complexity and bureaucracy
3. Bring decision-making into the digital era
4. Update training and development
5. Build a diverse, inclusive culture and environment

To learn more, visit www.successfactors.com.