

## **DES, the largest international event on digital transformation in the business visits London in its international roadshow**

**DES2017 - Digital Business World Congress**, the largest global event dedicated entirely to the transformation of companies and their management

**November 30<sup>th</sup> London, UK** - Digital Enterprise Show (DES2017), the largest global meeting on digital transformation will return to Madrid (IFEMA) on 23, 24 and 25 May 2017, with the objective, once again, of turning Madrid into the Digital Enterprise World Capital. To this end, the organization have been meeting the British Tech Industry this morning in London, in the Telefónica Open Future & Wayra UK.

A panel discussion with Rachel Rowe, Regional Director, UK&I and Nordics of Forrester, together with Christian Mastrodonato, Chief Technologist of Konica Minolta, Inc and Lluís Altés, Strategy director at DES2017 was held about how to apply digital transformation to maintain and increase competitiveness to become a leader.

“According to Forrester's 2016 UK Customer Experience Index report, there's still plenty of opportunity for brands to gain competitive advantage through experience-based differentiation”, declared Joana Van den Brink-Quintanilha, Customer Experience Analyst of Forrester.

Testimonials of companies that attended DES2016 shared their experience at the show and discussed about the challenges and opportunities that digitalization brings to any organization. Mr Mastrodonato said that “being part of DES2016 gave us a powerful platform to spread our vision of digital businesses and to showcase our strength on digital workplace services, sensors and information automation, healthcare and business technologies”.

DES2017 will be an edition marked by the organization's commitment to help identify the state of digitalization that companies have compared to the game-changers that lead the market in each industry, through what they call the "Digital Maturity Journey". And at the same time, presenting all the technological solutions that are driving the transformation. “Organizations need guidance to figure out what is on the horizon and to define the vision to disrupt, not to be disrupted.” Affirmed Lluís Altés, Strategy Director DES – Digital Business World Congress.

The organization plans to bring together more than 18,000 professionals from 40 different nationalities in the second edition of DES, and is developing an exhaustive internationalization plan presenting DES-Digital Business World Congress in different capitals with the most important technological ecosystems worldwide.

DES2017 is becoming the global business conference on digital business, where to present the technological innovations that help improve the customer experience, processes and daily business operations.