

The Peggy Smedley Show, U.S.: Cognizant's Global Head of Strategy, Cognizant Digital Business, Discusses Digital Leaders and Laggards



"Sitting still is the riskiest step you can take," says **Paul Roehrig**.

Excerpts from Peggy Smedley's interview:

"The difference between leaders and laggards is growing. If you're a leader in the digital economy space, you're actually growing faster than your competitors. The cost of being behind goes up. More leaders are open to the possibility."

On making the shift to digital:

"A better bet is to be more focused. Start smaller. When you find what works, then you can scale it and replicate the model. It becomes much more manageable...The trick is finding out where the best economic benefit is."

On which technologies to start with:

"What's the process or experience you're going to start with? The idea is to begin to focus on where could the most amount of economic benefit come from? Once you've identified that, then you decide where the best technologies come in to fit to improve that process or experience."

On successful customers:

"There's a general trend that there's a recognition that these new technologies are mature enough and fit for purpose to drive material change while managing downside risk."

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