

# Identifying New Exposures In A Rapidly Innovating World

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The business world is rapidly changing. We're more connected than ever before, and the Internet of Things is creating unprecedented volumes of data. Artificial intelligence and sophisticated analytics are extracting fresh insights from Big Data. And more and more organizations are adopting an omnichannel approach to customer interaction. In order to survive, a company must innovate – or risk becoming obsolete. In fact, 93 percent of executives say that organic growth through innovation will drive the greatest proportion of their revenue growth, according to a PwC survey.