**Digitalization** is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities,

* Change
* Switch
* Swap
* remake

Asdf

* Yield
* Revenue
* Payoffs
* Annuity

Asdf

Structure:

Citations

Facts+figures

Straight forward

Passive voice

Present tense technical language

Format

Technically high level prior knowledge

thwart