COMPETING IN A HYPER-DIGITAL WORLD

- 9% growth
- 30% predict
- 33% anticipate
- 23% concerned
- 5% expect

REDRAWING THE BUSINESS LANDSCAPE

- 78% believe that digital transformation opportunities exist throughout their organization.
- 51% believe they have a digital strategy in place with in the next 3 years.
- 91% are facing major hurdles to digital transformation.

WHAT'S SLOWING DIGITAL PROGRESS?

Here are the top 5 barriers:

1. Data privacy and security concerns
2. Lack of budget and resources
3. Lack of the right in-house skill sets and expertise
4. Regulation and legislative changes
5. Inability to change digital culture

DIGITAL TRUST ISSUES

1/3 believe their organization is a trendsetter in the last 3 years.

FORMULATING A RESCUE PLAN

77% believe emerging technologies will help businesses adapt and thrive.

TOP IT INVESTMENT AREAS

- Security: 56%
- Internet of Things: 46%
- Multi-Cloud: 44%
- Artificial Intelligence: 45%

TOP WORKFORCE INVESTMENT AREAS

- IT management: 27%
- Business development: 18%
- A.I. and machine learning: 12%
- Security: 10%

CONCLUSION

The digital transformation landscape where the majority of businesses will have a long way to go to realize their potential IT investment. Sustainability and the need to transform the business in a digital-first world still is the key to success. The time is ripe to take a larger opportunity set in play.