**THE OBJECTIVE:**
What are multinational firms trying to accomplish, and why they invest in IT solutions to improve productivity?

Improving productivity and the top of the workforce play key roles in all aspects of multinational businesses. It’s important for multinational firms to focus on the workforce by planning with current employees, providing and developing an organization culture that values the workforce, and assigning the right technology to the right people.

**The PROCESSES:**
What will multinational firms do differently as they transition to the digital business?

Technology savvy shows a clear progression and understanding that technology has allowed firms to catch up and perform at a level not seen before. Business leaders are using the power of digital transformation, whether business is to use a different technology or to create a new digital business model, they are looking to change the way the firm operates.

**The PHYSICAL LAYER:**
What technologies will the IT department want to deploy, in order to achieve the capabilities needed by the top layer of the organization?

No one technology or tool can be the answer to all of the questions. Developers and business leaders need to carefully evaluate the technologies and tools available to them to address the needs of the different areas of business.

**The FUTURE:**
Lifting technology to drive business productivity

**Walmart:**

1. **Digital Workplaces:**
   - 58% increase
2. **Analytics:**
   - 57% increase
3. **Digital Transformation:**
   - 54% increase

**Dell:**

1. **Data:**
   - 68% increase
2. **Cloud:**
   - 52% increase
3. **Mobile:**
   - 49% increase

**The LITERAL LAYER:**
What IT solutions will be valuable to support process evolution?

In a tech-savvy society such as ours, the use of technology is becoming increasingly common across all areas of society. Technology savvy people are looking to find the right way to implement technology and are using the power of digital transformation to create a new business model.

**PROACTION WITH BUSINESS IMPERATIVES**

**IT SOLUTIONS FOR MID-MARKET BUSINESS**