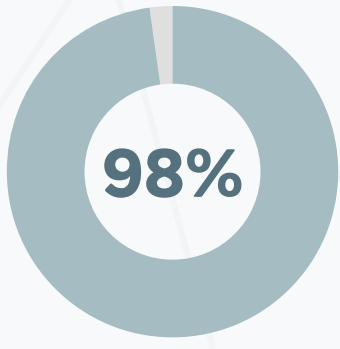


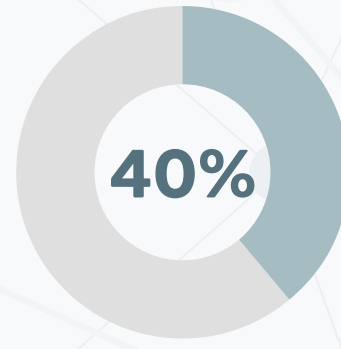
Busting Through Digital Transformation Roadblocks

Common digital transformation missteps businesses make and the keys to getting it right

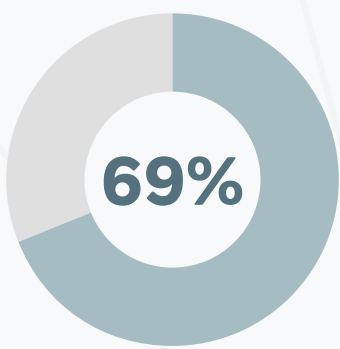
FALLING BEHIND ON DIGITAL TRANSFORMATION



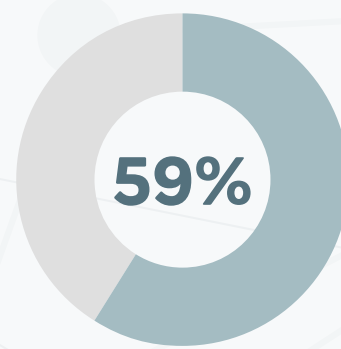
of IT decision-makers are committed to digital transformation, with their organization currently planning for it or already well on their journey



admit to being behind schedule with their digital transformation projects or struggling to get them started

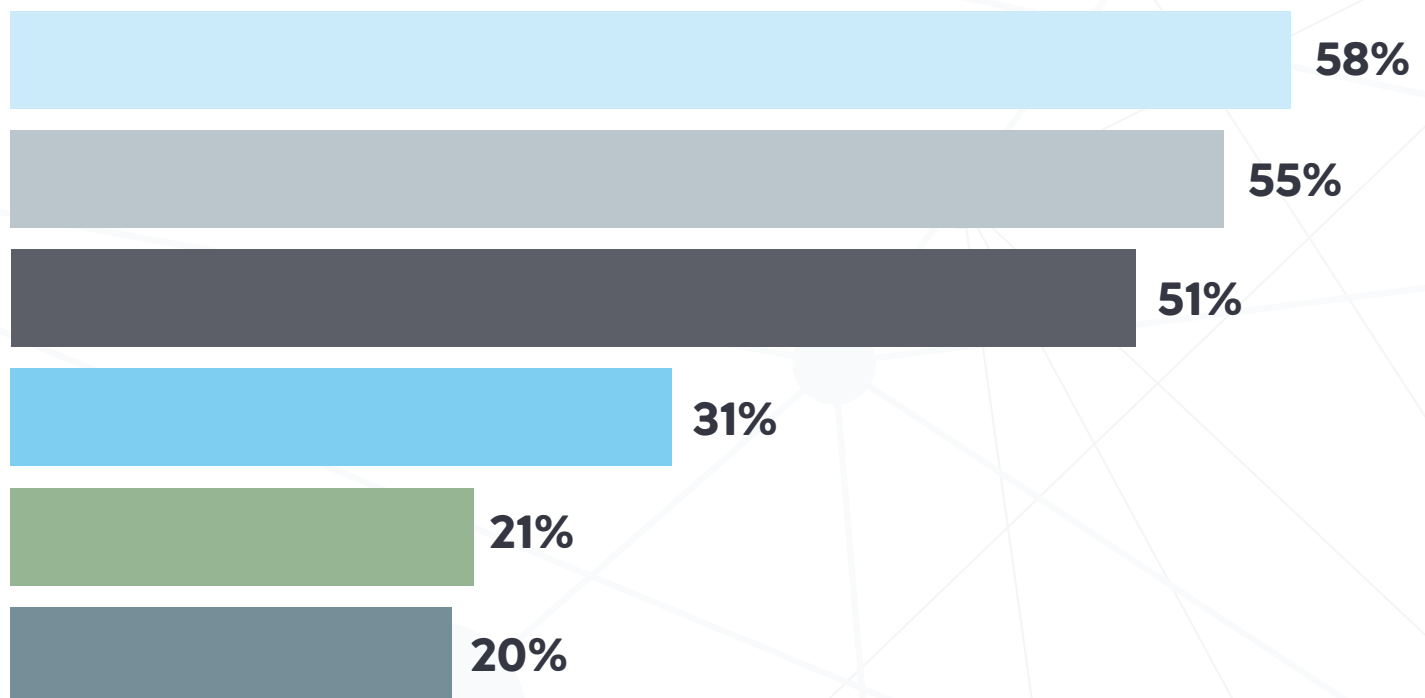


of organizations already on or planning digital transformation have had to reevaluate their digital transformation strategy



agree that they'd do it differently if given another chance

IDENTIFYING DIGITAL TRANSFORMATION HURDLES



- 58% admitted that there is confusion across the organization around what they're trying to achieve with digital transformation
- Legacy technology or a lack of the right technology is causing problems for 55%
- Internal politics and cultural resistance are causing issues for 51%
- Data silos are causing a problem for 31%
- 21% ran an unsuccessful digital transformation pilot but rolled it out across the organization anyway
- 20% didn't run any kind of test phase

GETTING DIGITAL TRANSFORMATION RIGHT

55% noted that...



... investment in the right technologies and tools is one of the most critical steps to digital transformation success

68% agree that...

... AI/ML assistance is vital to accelerating digital transformation



52% advised...



... involving all departments in strategy development