

CHARTING A COURSE FOR DIGITAL TRANSFORMATION

Companies are embracing new business processes and technologies to transform customer experiences and operations.

DIGITAL TRANSFORMATION TAKING HOLD

70% OF COMPANIES ARE DEFINING STRATEGIES FOR DIGITAL TRANSFORMATION ¹

TOP DRIVERS FOR DIGITAL TRANSFORMATION



Improve customer engagement



Modernize systems and reduce cost



Improve business visibility and grow revenue ¹

TECHNOLOGIES DRIVING DIGITAL TRANSFORMATION



77% of companies are increasing their cloud investments



75% are increasing their big data analytics investments ¹

THE TRANSFORMED ENTERPRISE

Businesses are transforming their systems and processes to take advantage of new technologies, empowering them to deliver new customer experiences and achieve more efficient operations.

HYBRID ANALYTICS CLOUD



GETTING THERE FROM HERE



69% of companies are implementing or planning data-driven projects ²



52% of companies use cloud and hybrid solutions for analytics ³



35% use on-premises systems ³



78% of adopters say big data analytics is more than worth the effort ³

BENEFITS AT EACH STAGE OF DIGITAL TRANSFORMATION

INITIAL

SHARE DATA



71% of business leaders say they don't get data fast enough to make timely decisions ⁴

In companies where IT and business departments align:

80% greater growth in revenue from established product lines

90% greater growth in revenue from new product lines ⁵

INTERMEDIATE

EMBRACE CLOUD



By 2020, **67%** of all enterprise IT infrastructure and software budgets will be spent on cloud ⁶

Time-to-insight for existing projects and for new data sources will accelerate ⁴

ADVANCED

EMPOWER WORKERS



70% of business leaders say digital transformation improves customer satisfaction and engagement ⁷

In order to achieve digital transformation, companies need foundational technologies such as **advanced voice** and **data services**, **cloud versatility**, and **rapid analytics**. With these in place, organizations enjoy immediate operational benefits and set the stage for true transformation.

To learn more about Comcast Business, visit comcastbusiness.com/enterprise

Sources

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