

# Connectivity Powering the Ecosystem of Digital Experiences

Providing connected digital experiences for customers and employees has never been more critical to enterprises. Here's a look at how organizations are prioritizing investments in connectivity to power these digital experiences.



## How Businesses Are Prioritizing Digital Experiences

By 2026,

**40%** of enterprises will double investments in hyperconnected digital spaces.



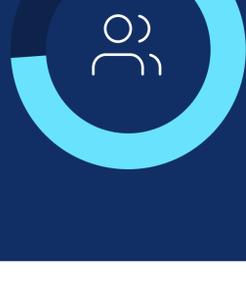
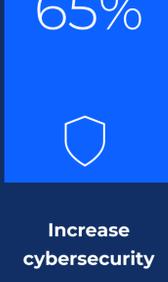
**THE GOAL:** Improve agility, employee experience, sustainability<sup>1</sup>



**91%** have adopted or plan to adopt a "digital-first" business strategy.<sup>2</sup>



### Top CIO priorities



**74%** of CIOs: Remote and hybrid work have increased stress on IT staff, services.<sup>3</sup>

## The Connectivity Powering Digital Experiences



**81%** of organizations are still prioritizing connectivity programs.<sup>1</sup>

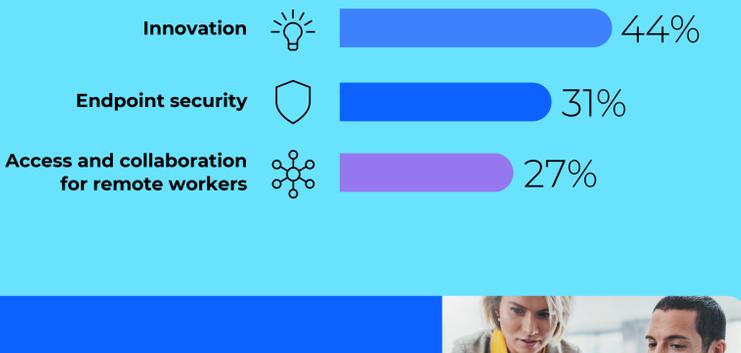
By 2023,

**40%** of enterprises will use SD-WAN for

- Efficiency
- Enhanced security
- Managed network costs<sup>1</sup>

### Key modernization step: Secure Access Service Edge (SASE)

#### Challenges driving interest/investment in SASE<sup>4</sup>



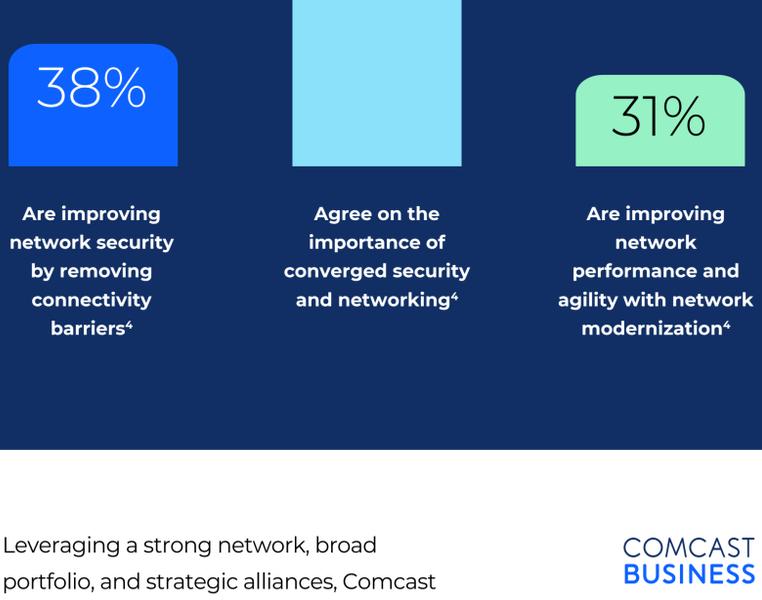
**65%** of organizations are using or exploring edge computing.<sup>5</sup>



### Sizing up 5G



## Prioritizing Security and Performance



Leveraging a strong network, broad portfolio, and strategic alliances, Comcast Business delivers global secure network solutions such as advanced security, SD-WAN services, and reliable connectivity.

[Learn more here](#)

Sources:  
<sup>1</sup> IDC FutureScape: Worldwide Future of Connectedness 2023 Predictions, IDC #US48726822, October 2022  
<sup>2</sup> Foundry "2021 Digital Business" survey  
<sup>3</sup> Foundry "State of the CIO Study 2022"  
<sup>4</sup> Masergy Market Pulse 2022 "Understanding SASE Adoption and Solution Preferences"  
<sup>5</sup> Foundry "Data & Analytics Study 2022"