

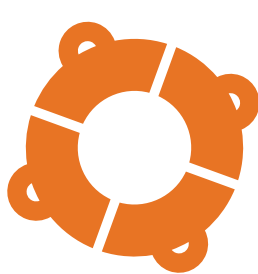
# DIGITAL TRANSFORMATION BY THE NUMBERS

VITALYST®

To take on the challenges of 21st century productivity and innovation, you'll need a plan to guide your digital transformation journey. After all, the way people work today is evolving rapidly. Customers have different expectations of how they should be able to interact with you—they want to engage through various digital media platforms on any device. So, you'll need to stay the course to get to the end of your journey successfully. Don't just take it from us, keep reading and find out why.

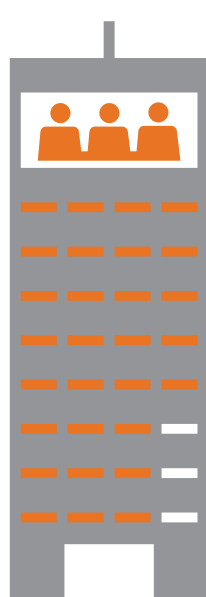
## 1 CREATE A VISION FOR CHANGE

- ✓ Evaluate your current environment and define where you are now.
- ✓ Elaborate your ideal future state and define the steps to get there.
- ✓ Share your vision with executives and throughout the company.



**27%** of senior executives call digital transformation "a matter of survival."<sup>1</sup>

**71%** of digitally maturing companies say they attract new talent based on their digital vision, versus 10% of early-stage companies.<sup>2</sup>



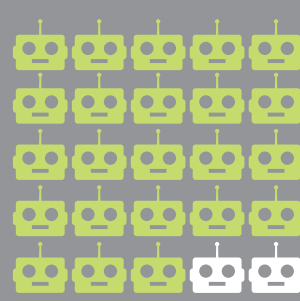
**90%** of CEOs believe the digital economy will have a major impact on their industry.

**Only 25%** have plans in place.

**And less than 15%** are funding and executing on the plan.<sup>3</sup>

## 2 CHOOSE THE RIGHT TECHNOLOGY

- ✓ Consider how employees want to work—the rise of mobile and cloud tech empowers employees to collaborate and connect freely and easily.
- ✓ Make sure your budget includes training for the technologies you choose.
- ✓ Use existing resources like IT staff and current platforms to lower costs and make employee adoption easier.



**92%** of businesses say that intelligent automation will be put to wider use within their company during the next 12 months.<sup>5</sup>



Survey respondents rated "current IT systems" as the third biggest obstacle to achieving digital transformation.<sup>6</sup>

**58%** of respondents cited cloud mobility as the biggest disruptive tech, followed by collaboration (54%) and data (52%).<sup>4</sup>



## 3 MANAGE CHANGE EFFECTIVELY

- ✓ Lead change and make it crucial throughout your organization.
- ✓ Provide educational services to encourage and facilitate adoption of new tools and solutions.
- ✓ Reward your employees as a motivation tactic for embracing change.

Over half (52%) of senior executives cite a lack of familiarity with technology to be a barrier to digital transformation.<sup>8</sup>



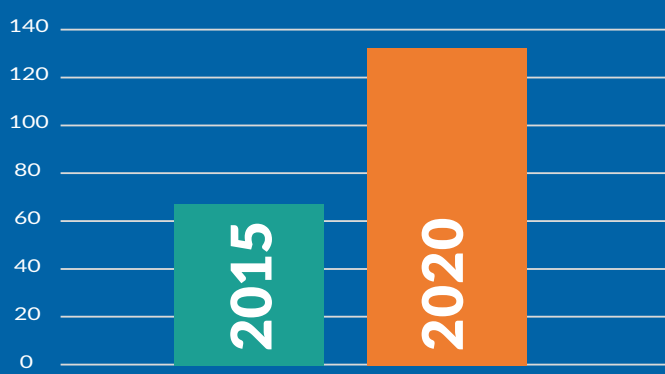
A **10%** improvement in workforce education level led to an **8.6%** increase in total productivity.<sup>9</sup>



**44%** A well-designed incentive program can increase employee performance by as much as 44%.<sup>7</sup>

## 4 DATA DRIVEN DECISION MAKING

- ✓ Use data to measure current customer touchpoints and find where they can be improved.
- ✓ Cultivate talent that can use data effectively.
- ✓ Leverage your data to ensure employee adoption of new technology and use analytics in a targeted way to make smarter business decisions and gain valuable customer insights.

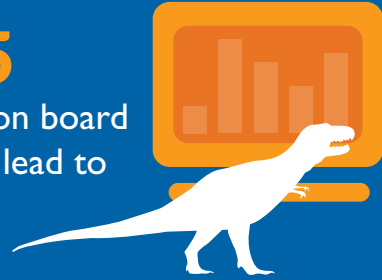


The total data market is expected to nearly double in size, growing from **\$69.6B** in revenue in 2015 to **\$132.3B** in 2020.<sup>12</sup>

IDC says that worldwide revenues for big data and business analytics will grow from **\$130.1 billion** in 2016 to more than **\$203 billion** in 2020.<sup>11</sup>



**3 out of 5** say a failure to get on board with big data could lead to obsolescence.<sup>10</sup>



READY TO BEGIN YOUR DIGITAL TRANSFORMATION JOURNEY? GET STARTED [↓](#) **DOWNLOAD OUR E-BOOK AND CONTACT US TODAY.**

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