Digital Business Transformation:

Leverage Your Data to Get Ahead

A survey with IDG Research Services of executives from 400+ organizations in the U.S., UK and Germany* found the following

For most, the digital business transformation is well underway

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Of executives feel they are moving with the masses in their progress with the digital business transformation.



Digital Business Transformation means adapting the organization to go "digital first" by revising and redefining business processes, organizational structures, and employee, customer and partner engagement by leveraging such technology as big data and analytics, mobile, social, cloud or IoT.

Top Drivers For Adoption Executives believe these areas are very important or critical

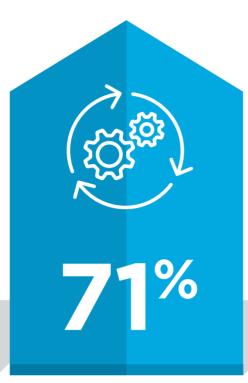


Enhancing customer experience



actionable insights from your data

Deriving



Reducing cost through automation & improved efficiency



Improving customer acquisition & retention



Improving security or minimizing risk

So how do you stand out?

Tap into the power of your machine data.

Organizations that are more advanced in their digital journey are more likely to recognize the value of machine-generated data.

55%

department level changes believe machine data will have the potential to provide business value.

of organizations that are making

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In fact 68%

derive real-time insights and business value from machine

of executives rate the ability to

data as critical or very important for their organization.

Get more from your data Executives anticipate many business benefits as they gain critical insights

from their machine data.

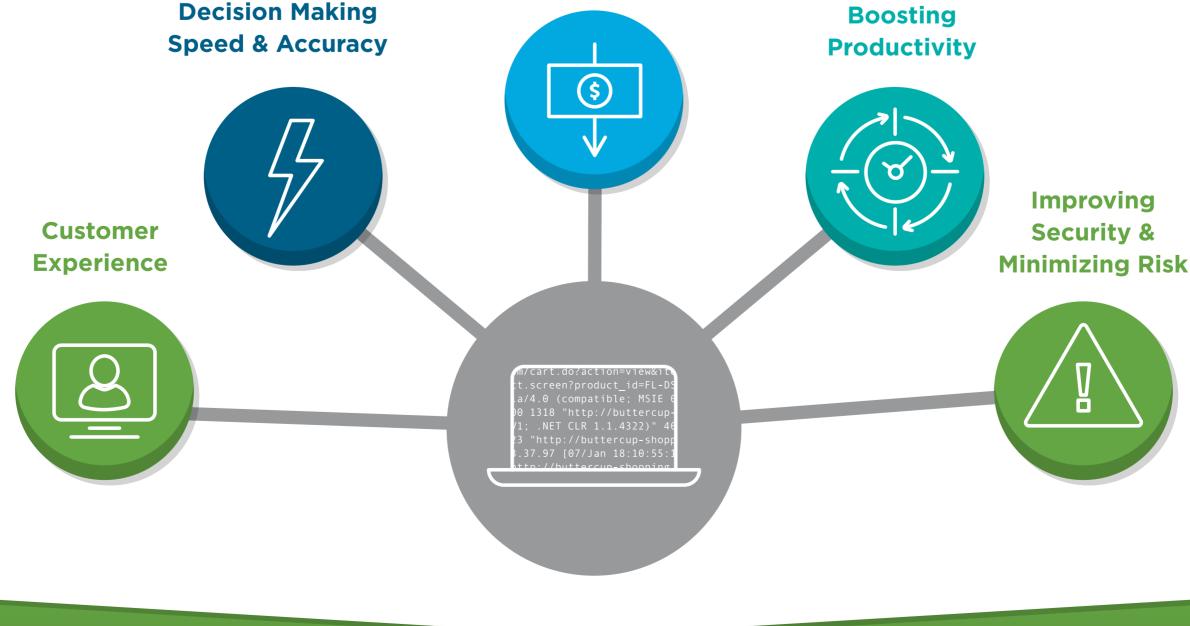


enhancing customer experience will be the top benefit from turning machine data into valuable insight.

of respondents believe

to add value to their business Reducing Costs

Executives expect machine data



Read more in the white paper

at splunk.com/digital-transformation-trailblazing

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