

# 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

55%

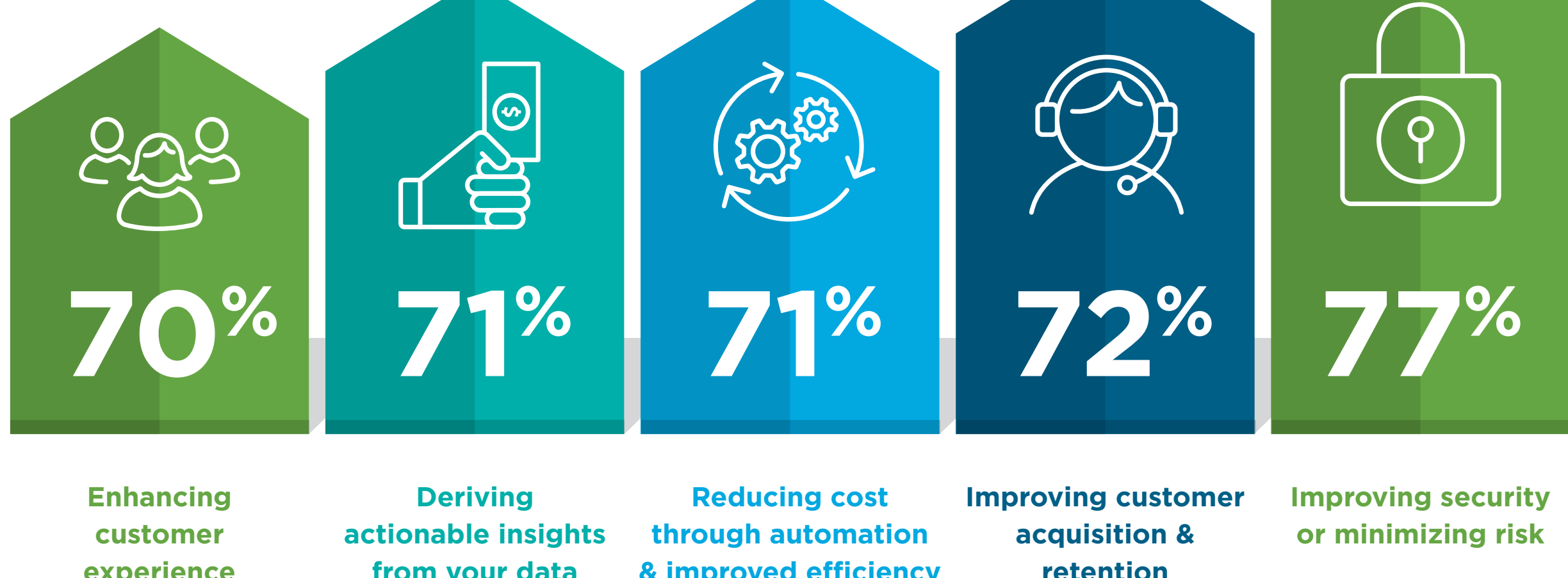
Of executives feel they are moving with the masses in their progress with the digital business transformation.



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



## 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.

53%

of organizations that are making department level changes believe machine data will have the potential to provide business value.

In fact  
68%

of executives rate the ability to derive real-time insights and business value from machine data as critical or very important for their organization.



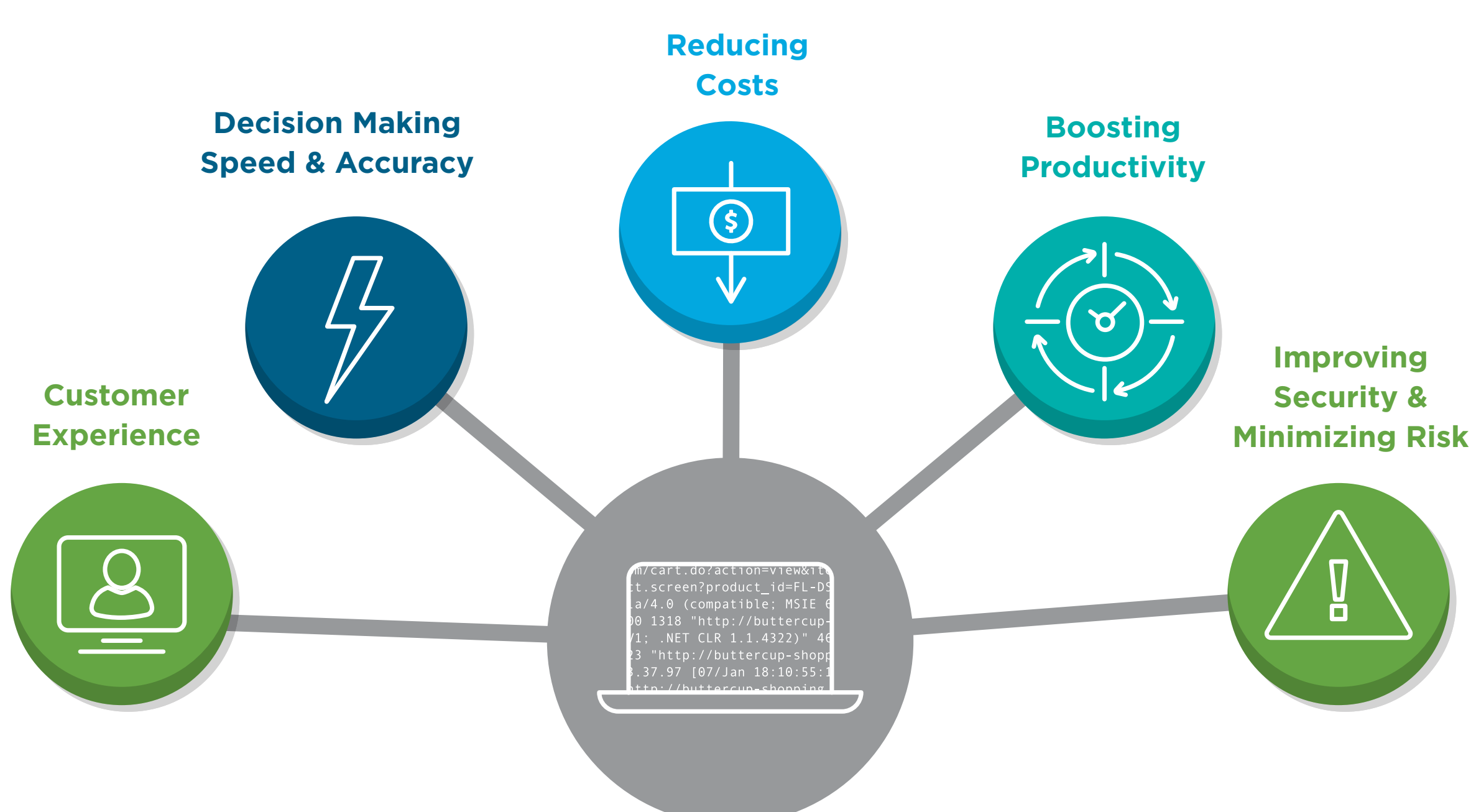
## Get more from your data

Executives anticipate many business benefits as they gain critical insights from their machine data.

41%

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

## Executives expect machine data to add value to their business



Read more in the white paper at [splunk.com/digital-transformation-trailblazing](http://splunk.com/digital-transformation-trailblazing)