

Actionable insight on business and technology











Digital Business

Market Assertion

Through 2025, after concerted investment into digital transformation, two-thirds of organizations will require a new digital business and technology agenda for modernization.





Mark Smith
CEO & Chief Research Officer

Opportunities Ahead For Business Leaders

1. Workforce readiness to meet leadership and continuity expectations.

2. Work require teams to provide and receive engaging experiences.

Lack of digital competencies and skills detour technology strategy.

4. Myriad of technologies impede desired business outcomes.

5. Pressure to modernize business processes to improve productivity.

Business Trends in Digital Business

Digitization of Business Advancements have introduced methods to **Processes for Efficiency &** optimize continuity and resilience for results. **Performance** Virtualization of Teams for Engage workers across geographies in work 2. Work and Collaboration to for processes and expected performance. **Reach Outcomes** Decade of digital transformation and cloud **Balance Investments to** 3. computing require modernization for **Modernize and Innovate** effectiveness. **Business Processes Experience Digital** Leaders realize experiences that every Renovation to Engage interaction and engagement needs optimization. **Workforce and Customers** 5. Sustainability and ESG Reaching targets from any revenue **Supports Governance and** channel and department requires digital **Mitigates Risk** renovation.

Technology Trends in Digital Business

for Business Continuity

Emerging Digital F B Advancing the organization's potential requires **Technologies Modernize** using work management and communications. **Work and Processes** Use of Goals and Use of objectives and goals (OKR) 2. technology with collaboration guide activity **Collaboration Govern Workforce Performance** to outcomes. Modern digital platforms for analytics and **Analytics and Planning** 3. planning for sustainability decisions and goal Platforms Required to setting. **Support ESG Efficiently Orchestration of Digital** Optimal experiences for any party uses machine **Processes Enable Workflow** learning to personalize digital interactions. of Experiences 5. **Integrate Hybrid Cloud** Unify clouds for operations and insights **Computing to Streamline** that integrate data and events seamlessly.

Digital Business: Areas of Expertise

Organizations must have the agility and readiness to support continuous operations through an effective strategy and plan to not just guide business but have the confidence and trust to support operational priorities and desired outcomes.



Digital Payments

Experience Management

Work Management



CEO & Chief Research Officer

Digital Business Research

Benchmark Research

Digital Business

Dynamic Insights

- Digital Communications
- Environmental Social Governance

Value Index

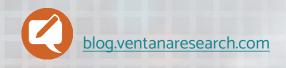
- Digital Communications
- Performance Management
- Work Management





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