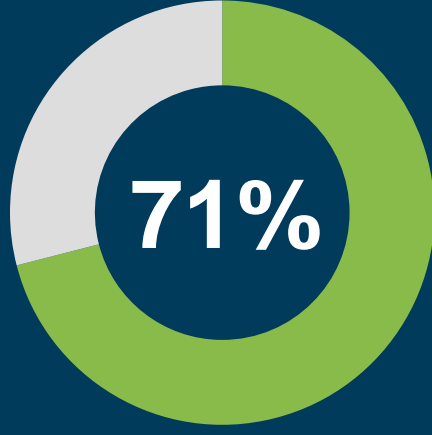# The Technology Behind Digital Business Strategy

Leaders are using data, networking, security, automation, and analytics to transform businesses

US enterprises realize that business/digital transformation is mission-critical

71% of organizations are making business/digital transformation a high or critical priority
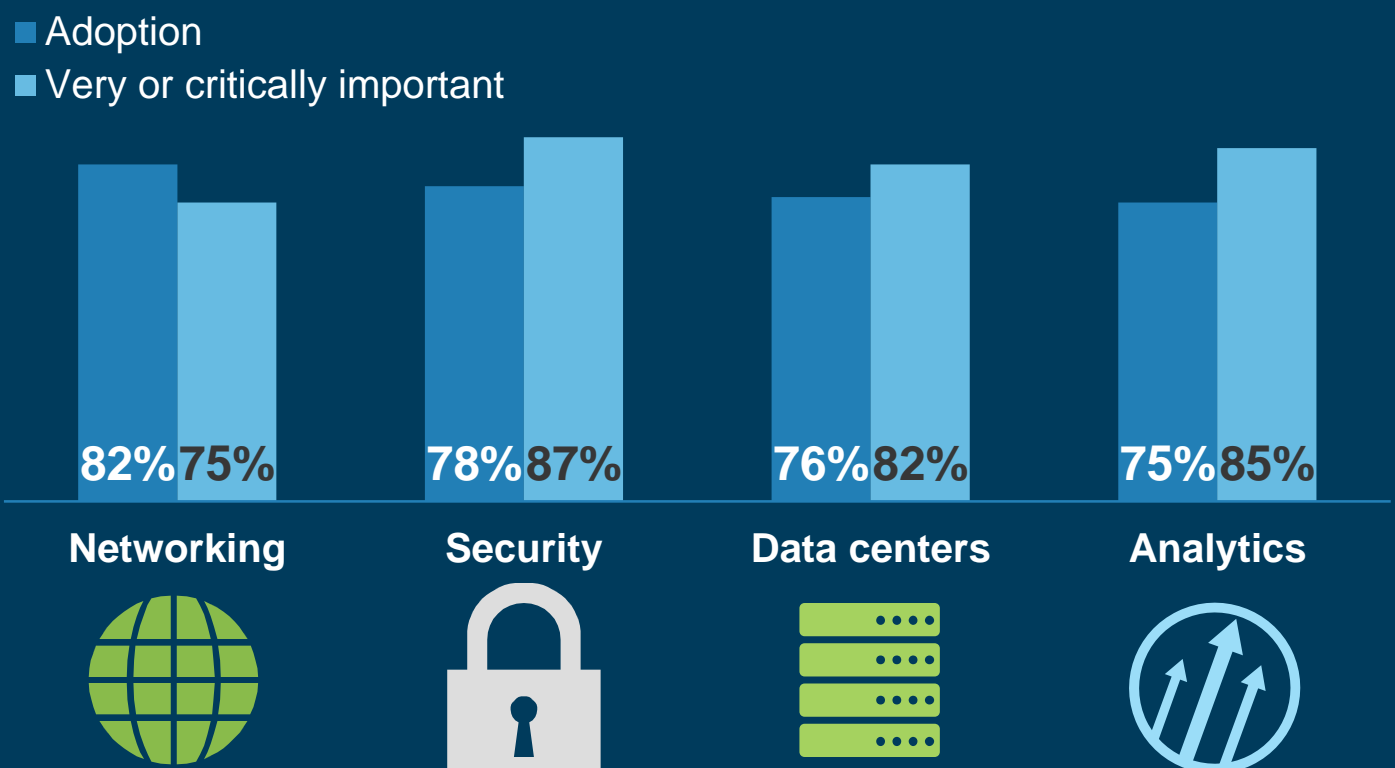
They see digital transformation as a bridge toward achieving crucial objectives

Top five outcomes decision-makers seek from their digital business strategy

Increase employee productivity, acquisition, and retention	52%
Increase sales of existing products and services	52%
Increase value for customers to meet rising expectations	50%
Create operational agility and flexibility	49%
Acquire new customers and retain existing ones	49%

Data, networking, security, automation, and analytics power digital strategy

Firms adopt technology to support their digital strategy and consider the components very or even critically important

■ Adoption
■ Very or critically important

	Networking	Security	Data centers	Analytics
Adoption	82%	78%	76%	75%
Very or critically important	75%	87%	82%	85%

Platforms built on data, networking, security, automation, and analytics deliver results

Average percentage of improvement witnessed among those who have adopted networking, security, data center, and analytics technologies to power their digital business strategy

Automating processes and operations to reduce cost	62%
Creating operational agility and flexibility	60%
Creating value for customers to meet rising expectations	57%
Increasing employee productivity, acquisition, and retention	54%
Acquiring new customers and retaining existing ones	53%