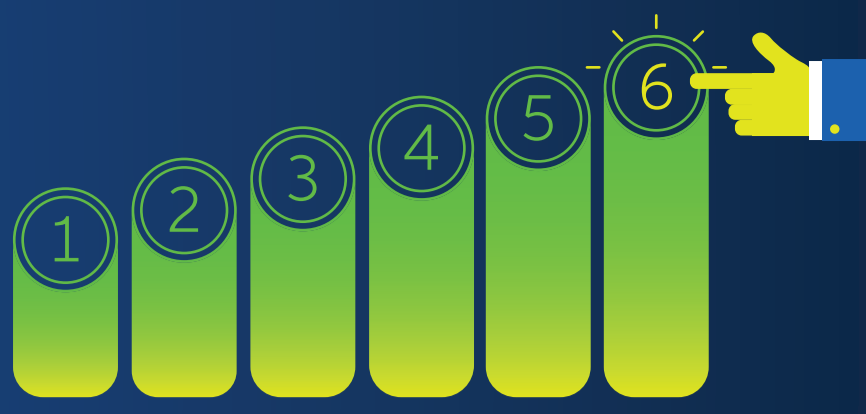


THE 6 PILLARS OF DIGITAL TRANSFORMATION



Digital transformation isn't just about technology – it's about the impact that technology has on people, processes and productivity within the enterprise. With so many moving parts, it's difficult to identify what makes up digital transformation. To simplify things, *we've built six main pillars. Find out now where your organization stands in the journey.*

1 DIGITAL TRANSFORMATION STRATEGY

A whopping **87 percent** of executives believe that their companies' digital transformation is a competitive opportunity.

Strategic alignment of business and IT is necessary to get moving in the right direction and minimize risk.



2 NETWORKS AND COMPUTING ARCHITECTURES

Unified messaging saves employees an average of **75 minutes a day**, making it an essential enterprise tool.

Network infrastructure must be ready to support these key unified communications systems.



3 E-COMMERCE AND WEB DEVELOPMENT

For every extra second it takes to load a web page, there's a **7 percent** dip in conversion rate.

To stay competitive, brands need an e-commerce platform that performs optimally and delivers great user experiences.



4 CLOUD CONSUMPTION MODELS

Cloud computing adoption is predicted to exceed **58 percent** by 2018, meaning that the majority of businesses will be on board.

Organizations must lock down a stable and secure provider to transform effectively.



5 DIGITAL BRANDING AND MARKETING

Analysts predict a **12 percent** boost in digital marketing budgets within the next 12 months.

To make investments that yield returns, brands should work with partners that have tested track records with technology.



6 CYBERSECURITY AND THREAT MANAGEMENT

The worldwide price tag for data breaches is nearly **\$500 billion annually**, making cybersecurity a top executive concern.

Companies must make a safe digital transformation by protecting critical IT assets along the way.



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