

Growth & Competitive Advantages

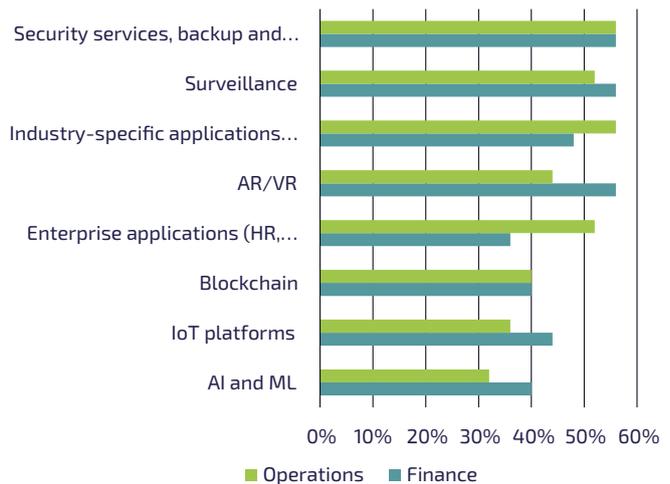
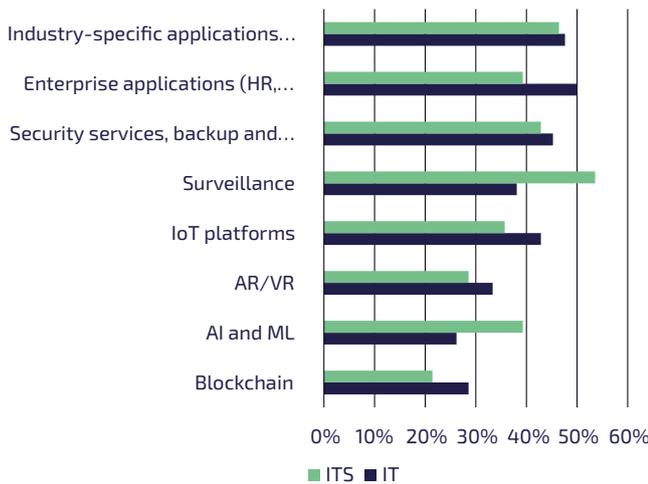
Drive Transformation Strategies

Our IDC research report indicates that digital transformation (DX) triggers investment for many businesses. We've identified that 50% of businesses under 1,000 employees are already undergoing the transformation, and 60% of businesses with 1,000 to 4,999 employees are also focusing on DX. Cloud solutions have emerged at the forefront of digital transformation related investments, with 41% of midmarket businesses planning on investing in cloud services as a priority, which is on the same level as security, closely followed by mobility at 40%. Cloud is adopted to support innovation, not reduce cost or complexity. This is because innovation targets business objectives rather than IT pain points.

Our research identifies that 61% of project managers or IT leaders who are supported by a procurement professional

are involved in IT sourcing decisions. However, procurement acts as a supporting role and as such does not impose objectives on stakeholders. According to our latest research, it is transparent that cloud investment levels vary across industries. Within the Finance industry, 71% of midmarket businesses are focused on winning business from competitors, 50% of which have already invested in cloud solutions, with 42% planning to do so in the near future. In contrast, in the Education and Healthcare industry, only 50% of midmarket businesses have undergone digital transformation. The remaining businesses in this sector don't appear to have any future transformation plans.

Cloud will Continue to Enable Innovation



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