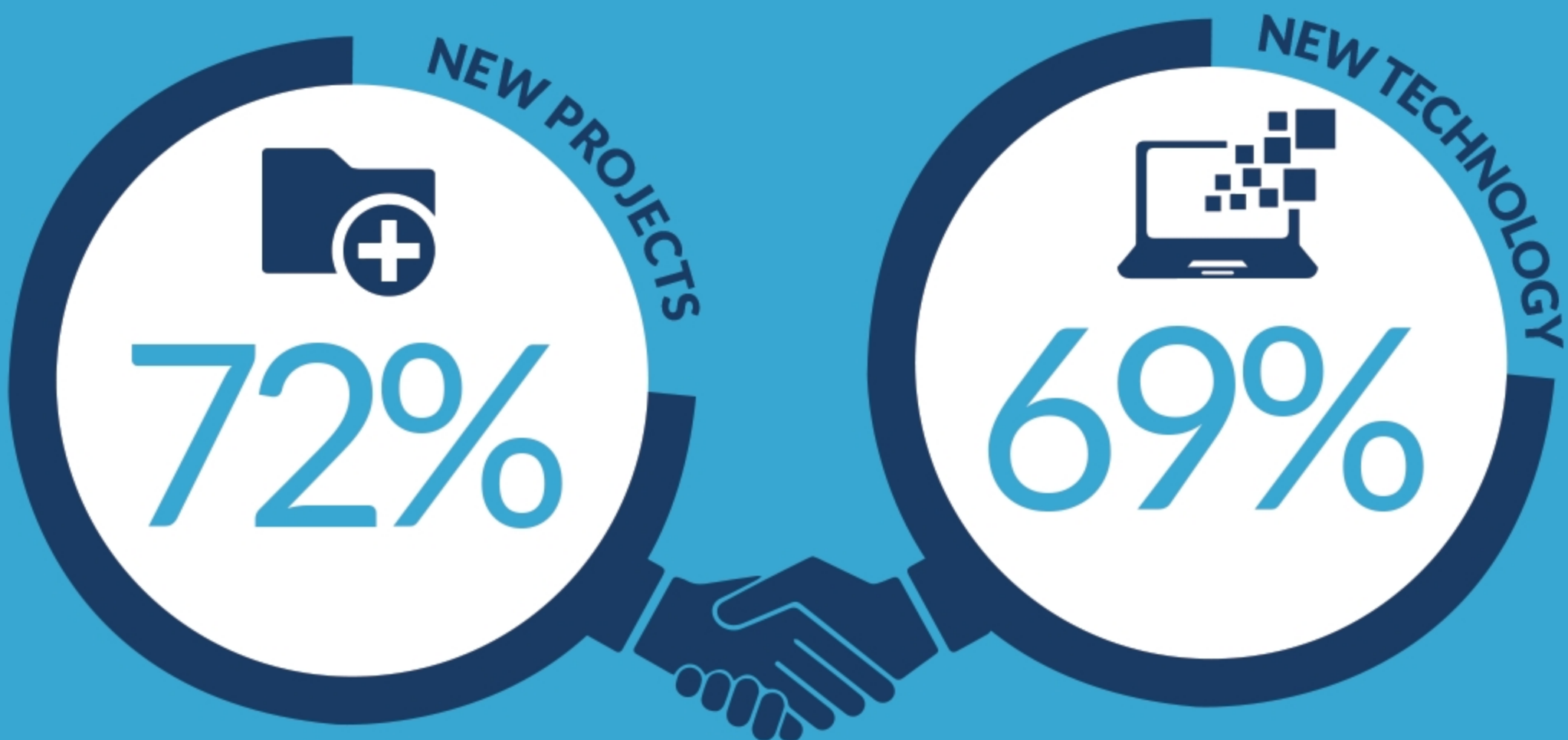


Digital Transformation Expected to Fuel – Not Curb – Job Creation

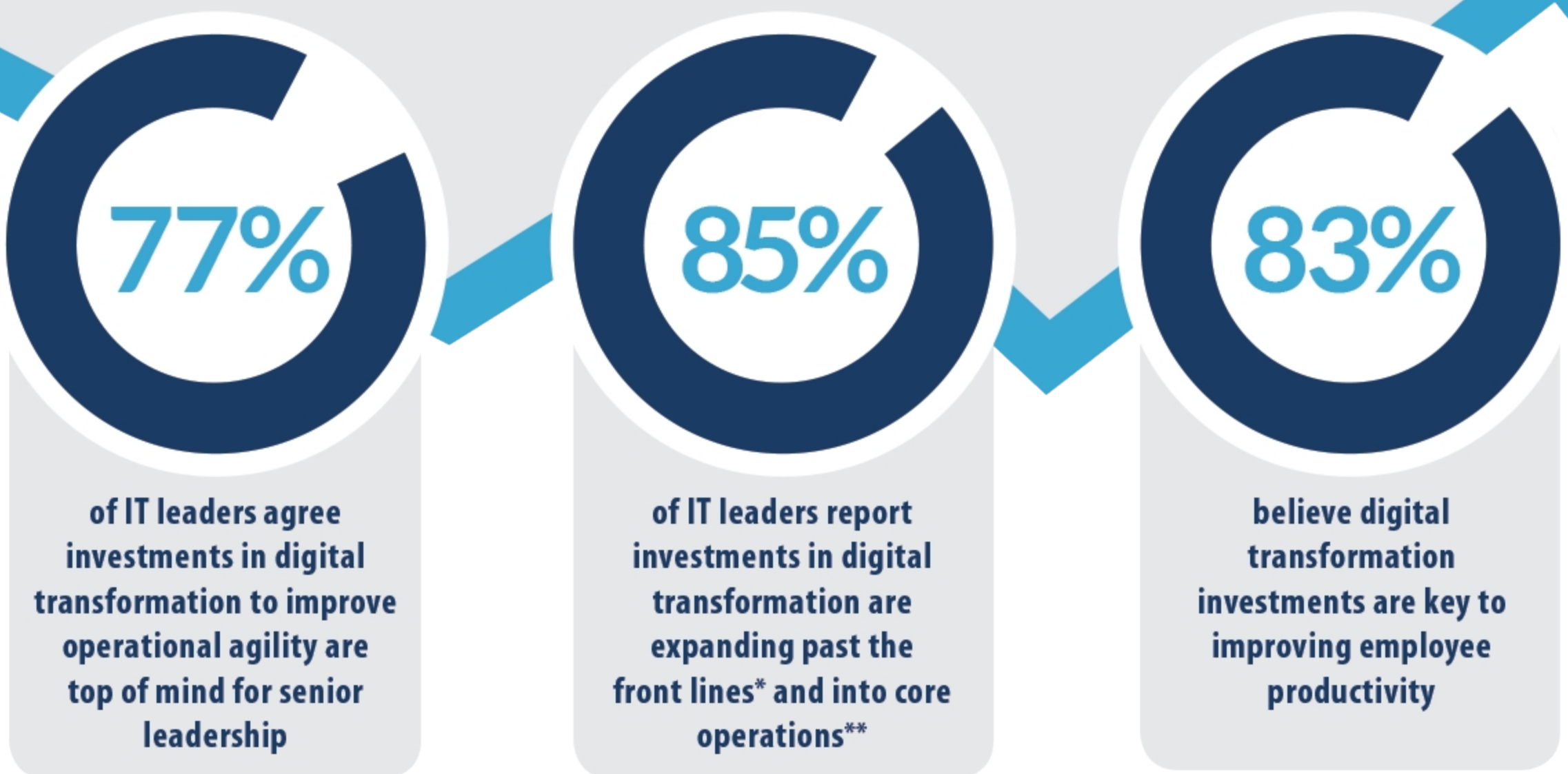
APRIL 4, 2017

When it comes to organizational impact, IT leaders expect their organization will add jobs over the next three to five years for digital transformation due to:



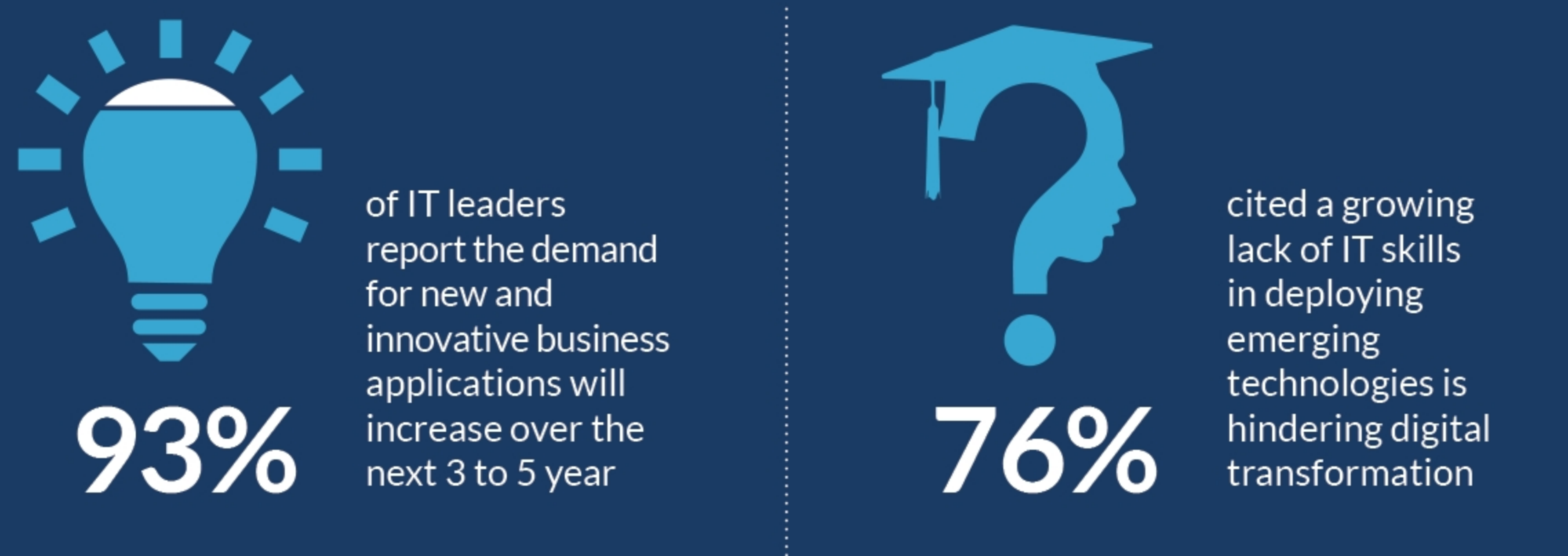
77%
of IT leaders report digital transformation is a
job creator

Investment areas for digital transformation
are radically changing in the enterprise



*marketing and sales
**business operations and operational agility

Effective integration of emerging technologies
poses real challenges



88% The majority of IT leaders surveyed believe organizations not deploying new and emerging technologies risk losing potential revenue.

Survey Methodology: A 3-Question online omnibus survey was fielded among 505 Information Technology Decision Makers (ITDMs) in March 2017 to understand ITDMs' perspectives on digital transformation (i.e., using digital technological solutions and software application platforms to improve corporate performance and competitiveness) and emerging technologies (e.g., artificial intelligence, machine learning, etc.). ITDMs were identified as those working full time who have IT decision making authority at companies with more than 20 employees. The online omnibus survey was fielded by YouGov.