Digital transformation can seem complex and costly—but it’s worth the investment. A CIO who recognizes the benefits of digital transformation can make dramatic business impacts.

1. **You win or lose on customer experience.** Percentage of companies that will compete primarily on customer experience.

2. **Digital disruption illuminates new business models.** Percentage of CEOs who anticipate widespread disruption in their industry.

3. **An empowered, engaged workforce creates business value.** Reducing employee dissatisfaction to 10 percent increases earnings per share (EPS) by an average of 50 percent.

4. **Digital organizations outperform their peers in every industry.** On average, digitally enabled organizations experience 26 percent higher profitability.

5. **Security and digital transformation go hand in hand.** Through an end-to-end, policy-based approach, one company was able to increase quality by 92 percent and reduce vulnerabilities by 60 percent.

Download the full e-book to learn about the golden opportunity CIOs have to lead digital transformation within their organizations.

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**References:**

5. IT Blueprint, Cisco, 2016.