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%

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

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

- Networking: Very or critically important: 82%
- Security: Very or critically important: 78%
- Data centers: Very or critically important: 76%
- Analytics: Very or critically important: 75%

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

Average percentage of improvement exhilarated 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%

Methodology

In this study, Forrester leveraged its Global Business Technographics® Business And Technology Services Survey, 2015. Forrester Consulting supplemented this data with custom survey questions asked of 103 C-suite and vice president-level IT and line-of-business decision-makers responsible for digital business initiatives.

Source: A study conducted by Forrester Consulting on behalf of Cisco, March 2016