

A Custom Technology Adoption Profile Commissioned By Cisco

# The Technology Behind Digital Business Strategy

How Leaders Use Data, Connectivity, Security, Automation, And Analytics To Transform Businesses

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# The Technology Behind Digital Business Strategy

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Digital disruption is having a significant impact on businesses in every industry. To remain relevant and to thrive, businesses must embrace this disruption and transform into digital businesses. Successfully transforming into a digital business requires the ability to think differently, challenge traditional processes and business models, and change the relationship with customers and the workforce.

Technology platforms underpin digital business transformation. Successful digital business transformation depends on the ability of your company to build a platform of core technologies — including data, connectivity through networking, security, automation, and analytics.

In March 2016, Cisco commissioned Forrester Consulting to better understand how US enterprises are pursuing digital strategies. This study specifically focuses on the outcomes enterprises seek, the technologies they adopt to support their strategy, the challenges they face, and the value that results from pursuing digital strategies.



### Where do you work?

Respondents include 103 digital business decision-makers at US enterprises.



### What is your role?

All respondents are C-level or VP-level decision-makers responsible for digital business strategy.



### How large is your company?

All respondents are from companies with 1,000 or more employees.

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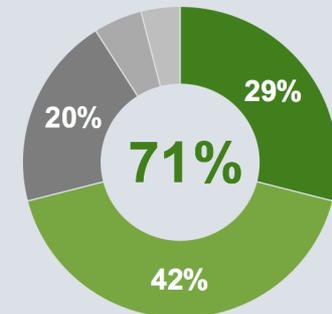
### Seventy-One Percent Of US Enterprises See Business/Digital Transformation As Mission-Critical

In an effort to continuously innovate and thrive, business leaders acknowledge that their organization must transform — breaking down barriers between people, businesses, and things. Results from Forrester's 2015 Global Business Technographics® Business And Technology Services Survey reflect this trend, with senior-level decision-makers stating that undertaking a major business/digital transformation is a critical or high priority in the next 12 months.



Which of the following initiatives are likely to be your organization's top business priorities over the next 12 months?  
(Undertaking a major business/digital transformation)

- 29% Critical priority
- 42% High priority
- 20% Moderate priority
- 5% Low priority
- 4% Not on our agenda



Base: 244 digital business executives at US enterprises  
Source: Forrester's Global Business Technographics® Business And Technology Services Survey, 2015

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## Those Pursuing Digital Business Transformation Seek Measurable Business Results

Digital business transformation is a long-term strategic process, and business and technology leaders expect clear benefits when pursuing a digital business strategy.

According to our study, business and IT leaders agree that transforming processes and business models, creating world-class customer experiences, improving workforce productivity and retention, and delivering world-class operational excellence are top outcomes they seek from their digital business strategies.



Consider your organization's overall digital business strategy. Which of the following best describe the outcomes your organization initially sought in planning and implementing that strategy?



Base: 103 digital business executives at US enterprises  
Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, March 2016

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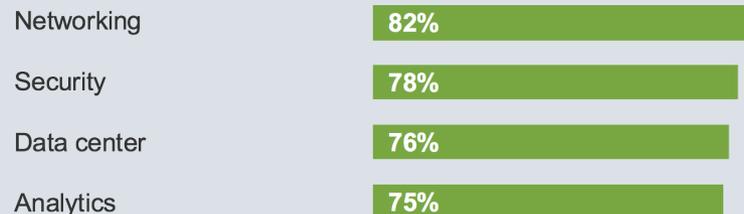
CONCLUSIONS

### Success Is Built On A Digital Business Platform Powered By Technology

To realize the goals of their digital strategies, senior decision-makers are developing a comprehensive business technology platform. A large majority of decision-makers adopt networking (82%), security (78%), data centers (76%), and analytics (75%), among other technologies, to support their digital business strategy and transformation.

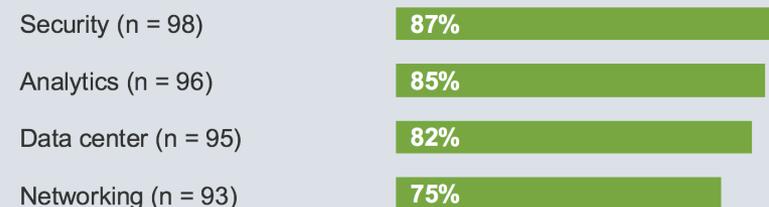
Furthermore, no less than three-quarters of decision-makers indicated that the security (87%), analytics (85%), data center (82%), and networking (75%) technologies that they have adopted or plan to adopt are either very or critically important in supporting their organization's digital business strategy.

**Which best describes your organization's plans to adopt the following technologies specifically to support your organization's overall digital business strategy?**  
(Showing those currently adopted or expanding adoption)



Base: 103 digital business executives at US enterprises  
Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, March 2016

**What level of importance do you place on the technologies you either plan to adopt or have already adopted in an effort to support your organization's overall digital business strategy?**  
(Showing those selecting "critically important" or "very important")



Base: Digital business executives at US enterprises that have adopted or plan to adopt each technology  
Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, March 2016

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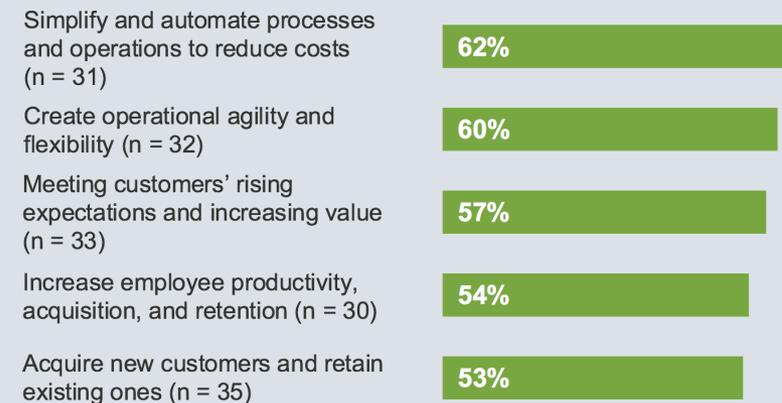
## A Platform Built On Data, Connectivity, Security, Automation, And Analytics Delivers Results

Senior decision-makers who implemented a technology platform that includes data, connectivity through networking, security, automation, and analytics to support their digital business strategy reported noticeable business impact in key areas. While the complexity of business makes it difficult for decision-makers to attribute increases in sales solely to digital business transformation, they identified improvement among many of the underlying business performance factors. These decision-makers reported that their digital business strategy improved their organization's ability to simplify processes to reduce costs by an average of 62%. Their digital business strategy also improved their ability to meet customer expectations by an average of 57% and their ability to increase employee productivity, acquisition, and retention by an average of 54%.<sup>1</sup>

<sup>1</sup> Improvements cited are reported changes relative to expectations. A 62% improvement reflects 62% higher than the expected gains relative to their expectations.

**How much improvement has your organization experienced in the following areas as a result of implementing and advancing its overall digital business strategy so far?**

(Showing average percent improvement among those that adopted networking, security, data center, and analytics technologies)



Base: Digital business executives at US enterprises who have identified each desired outcome for their digital transformation strategy  
Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, March 2016

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## Success Requires Business And Technology Leaders To Come Together To Overcome Roadblocks

Implementing a sweeping transformation of an organization is not without challenges. Organizations face both business and IT challenges ranging from budget to security to older technology.

By working together, business and technology leaders can more effectively address these barriers.



Which of the following challenges/barriers have you faced or do you anticipate facing as your organization implements its overall digital business strategy? (Top 10 responses)

Security concerns	38%
Budget	36%
IT leadership and governance	33%
CEO vision	29%
Privacy	28%
Available staff	27%
Employee awareness	26%
Competing priorities	26%
Older technology and applications	26%
Compliance and regulations	24%

Base: 103 digital business executives at US enterprises

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

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The wide adoption of data, connectivity through networking, security, analytics, and automation solutions to support digital business strategies clearly indicates a consensus among senior decision-makers that these technologies are the cornerstones of digital business transformation. Organizations that have adopted these technologies together have reported substantial gains. Therefore, organizations that are beginning to develop their digital business strategies should consider a platform that brings together data, connectivity through networking, security, automation, and analytics capabilities based on integrated technology.

### METHODOLOGY

- › This Technology Adoption Profile was commissioned by Cisco.
- › To create this profile, 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 with responsibility over digital business initiatives. These respondents represented US companies with 1,000 or more employees that had either a full or partial digital strategy in place. The auxiliary custom survey was conducted in March 2016.



### ABOUT FORRESTER CONSULTING

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