

# The Hottest Digital Transformation Trends of 2017



To keep your company alive and thriving, you'll need to adapt. Staying ahead of the trends is necessary to surviving.

## Beginning of a New Era

2017 will see the beginning of a whole new way of software development.

The process is getting faster and easier.

New trends in the industry are streamlining development, and there are no signs of these trends going away.



## Digital Transformation

In a recent LTM Research survey of business and IT leaders at Global 2000 companies:<sup>1</sup>

54%

54% ranked digital transformation as their #1 corporate priority.

87%

87% reported having digital transformation projects planned or already underway for 2017.

These percentages are estimated to double by the end of the decade.<sup>2</sup>

## 1. The IT Skill Gap

83% of hiring managers believe that there is a shortage of software development professionals.<sup>3</sup>



83%

Developer shortages have made low-code approaches a must.

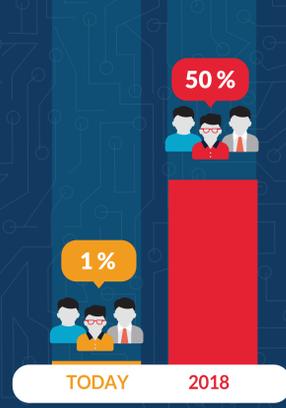
## 2. Low-Code Solutions

Low-code app platforms bridge the gap between app demand and developer supply. **Low-code platforms** empower every developer to build sophisticated enterprise apps 10x faster than traditional approaches.

## 3. Cognitive Computing

Today only 1% of developer teams incorporate cognitive services in their apps. This number is projected to increase to 50% by 2018.<sup>4</sup>

Due to cognitive computing, applications are about to get a lot smarter.



## 4. The Experience



78% of executives reported actively pursuing or planning a digital transformation project not directly focused on customer experience.<sup>5</sup>

The customer's experience is one of the most important parts of a product.

However, focusing too heavily on customer engagement may end up restricting your digital transformation efforts.

2017 will see a shift in trends that will stay relevant for years to come. Fast-track your digital transformation to enhance your customer experience, improve your operational efficiency, and respond effectively to ever-changing risks and regulations.



Discover the other 6 Digital Transformation trends.

Download the eBook:

**THE TOP 10 DIGITAL TRANSFORMATION TRENDS FOR 2017**

[www.appian.com/digital-transformation](http://www.appian.com/digital-transformation)

<sup>1</sup> <http://www.appian.com/assets/sites/3/trends-in-digital-transformation-survey.pdf>

<sup>2</sup> <http://www.idc.com/getdoc.jsp?containerId=prUS40552015>

<sup>3</sup> <http://www.slideshare.net/ChettaCrowley/the-social-future-of-software-development-61685364>

<sup>4</sup> <https://www.idc.com/research/viewtoc.jsp?containerId=259850>

<sup>5</sup> <http://www.appian.com/assets/sites/3/trends-in-digital-transformation-survey.pdf>