

LTM RESEARCH

2017 DIGITAL TRANSFORMATION SURVEY

RELEASED IN JANUARY 2017



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RESEARCH OVERVIEW

A custom study of 120 Information Technology and Business Unit Leaders was conducted in Fall 2016, to understand their Digital Transformation initiatives for 2017. This was a cross-industry study of US-based companies with over \$1B in revenue. Company executives were interviewed by telephone, and confirmed to have influence or decision-making authority in their respective companies' technology initiatives. The study was conducted by LTM Research.

This telephone survey is not based on a probability sample, and therefore no estimate of theoretical sampling error can be calculated.

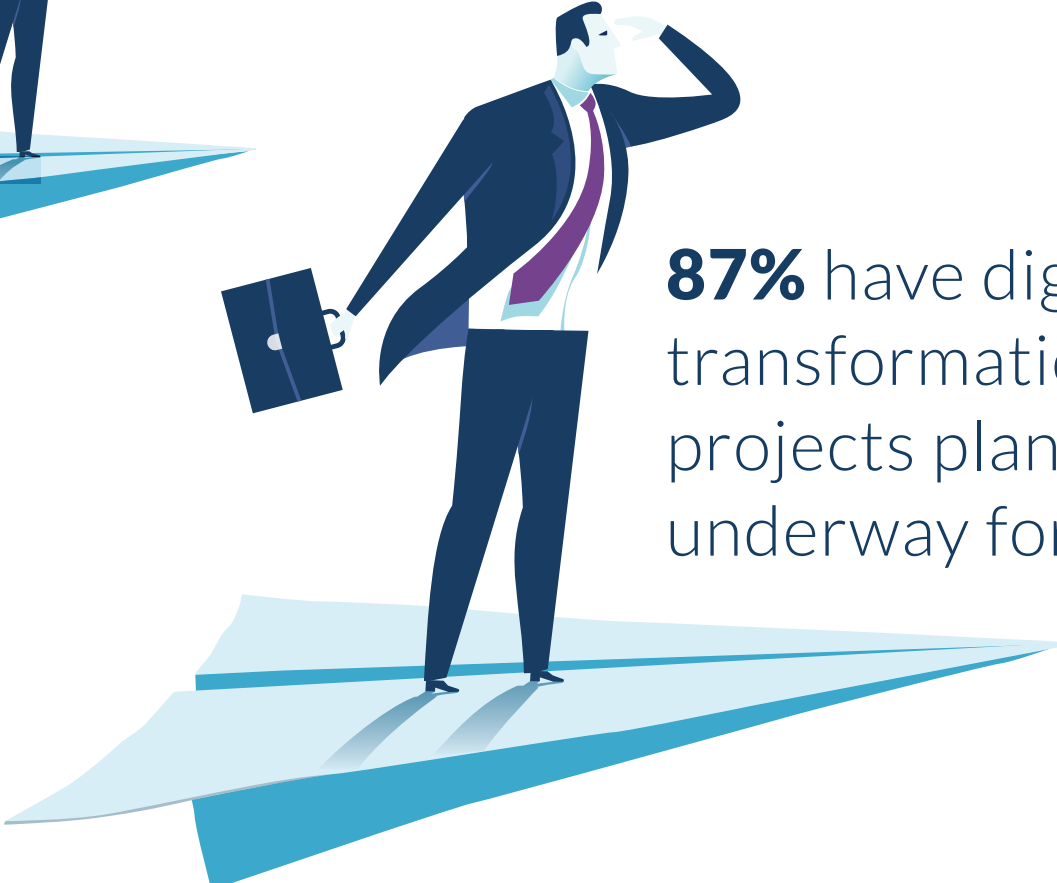


KEY TAKEAWAYS

Digital transformation, top priority for Global 2000 execs.



47% (of the 87%) ranked digital transformation as #1 corporate priority.



87% have digital transformation projects planned or underway for 2017.

EXPECTATIONS DRIVE DIGITIZATION



73%
say digital
transformation
key to meeting
customer
expectations.

IT-SKILL GAP: KEEPING BUSINESS LEADERS ON THEIR TOES

79% worry about hiring and retaining skilled developers to support digital transformation efforts.



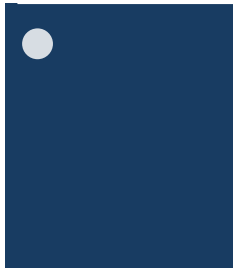
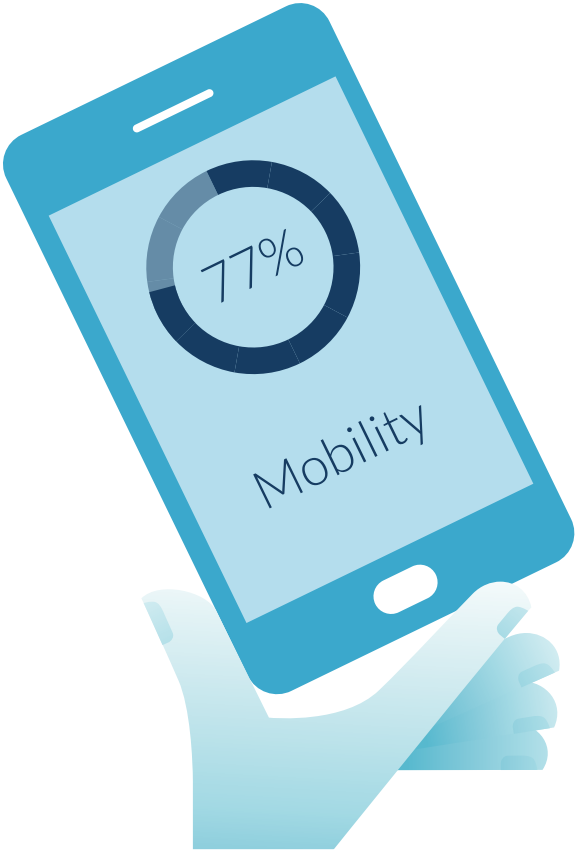
DISRUPTING TRADITIONAL ORGANIZATIONAL CHARTS

62% of companies created a new cross-functional unit to oversee digital transformation.

16% said digitization led by execs with newly-created titles, like Chief Digital Officer.



TOP THREE TRENDS DRIVING TRANSFORMATION



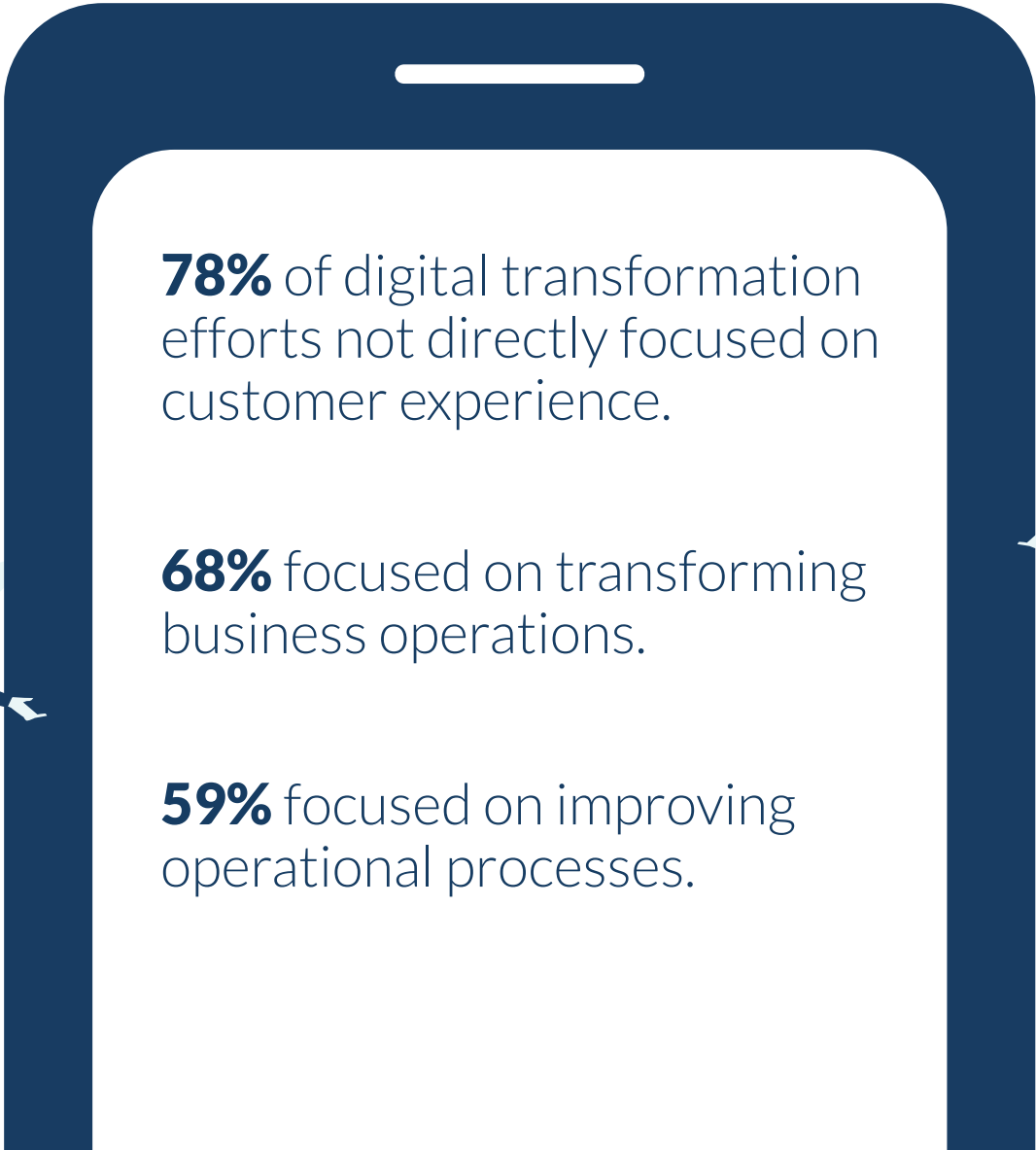
FASTER PATH TO GREAT CX

74% said digital transformation was very important or critical to improving CX.

Only **5%** said it was not important.



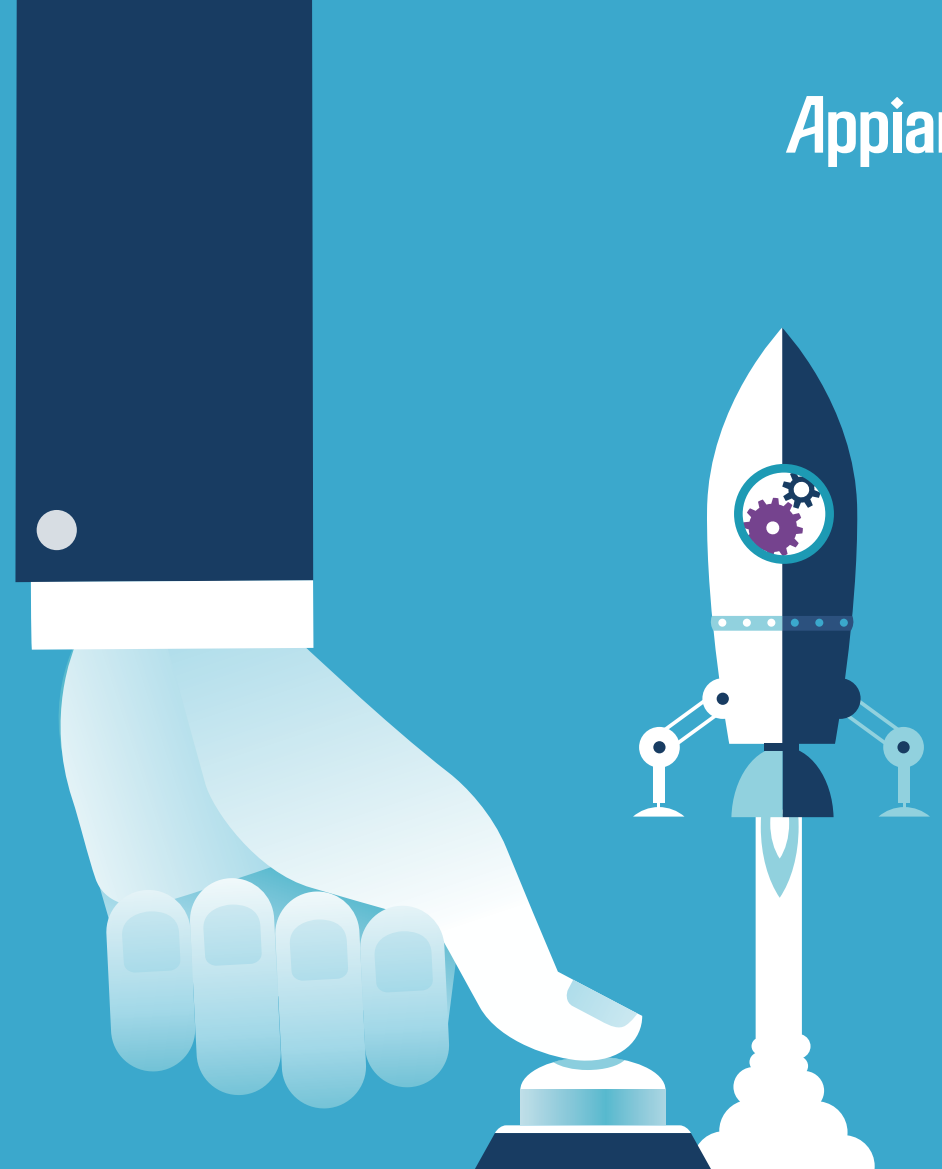
OPERATIONAL EXCELLENCE NEAR TOP OF TRANSFORMATION WISH LIST



THE HARD SHIFT TO OPERATIONAL EXCELLENCE

“...transformation is not merely a digital front end to business. You can only go so far with this approach. To become a digital business, you will also need to embrace the digital transformation of back-end processes... you may find that you need to spend \$4 on digital operational excellence for every \$1 you spend on digital customer experiences...”

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- Transform business operations
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To learn how successful brands are running Appian to accelerate digital transformation, check out these **customer videos**.



WHY APPIAN?

Appian delivers an enterprise platform for digital transformation that enables organizations to revolutionize their customer experience, optimize their business operations, and master global risk and compliance.

Powered by industry-leading Business Process Management (BPM) and Case Management capabilities, Appian's low-code approach radically accelerates the time it takes to build and deploy powerful, modern applications, on-premises or in the cloud. **For more information, visit www.appian.com.**

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