

SURVEY THE DIGITAL LANDSCAPE

In the digital economy, the CIO is the new trailblazer.
Here's a glimpse of the landscape ahead.

WHAT'S DRIVING DIGITAL TRANSFORMATION?



87% of IT executives say improving the customer experience.¹

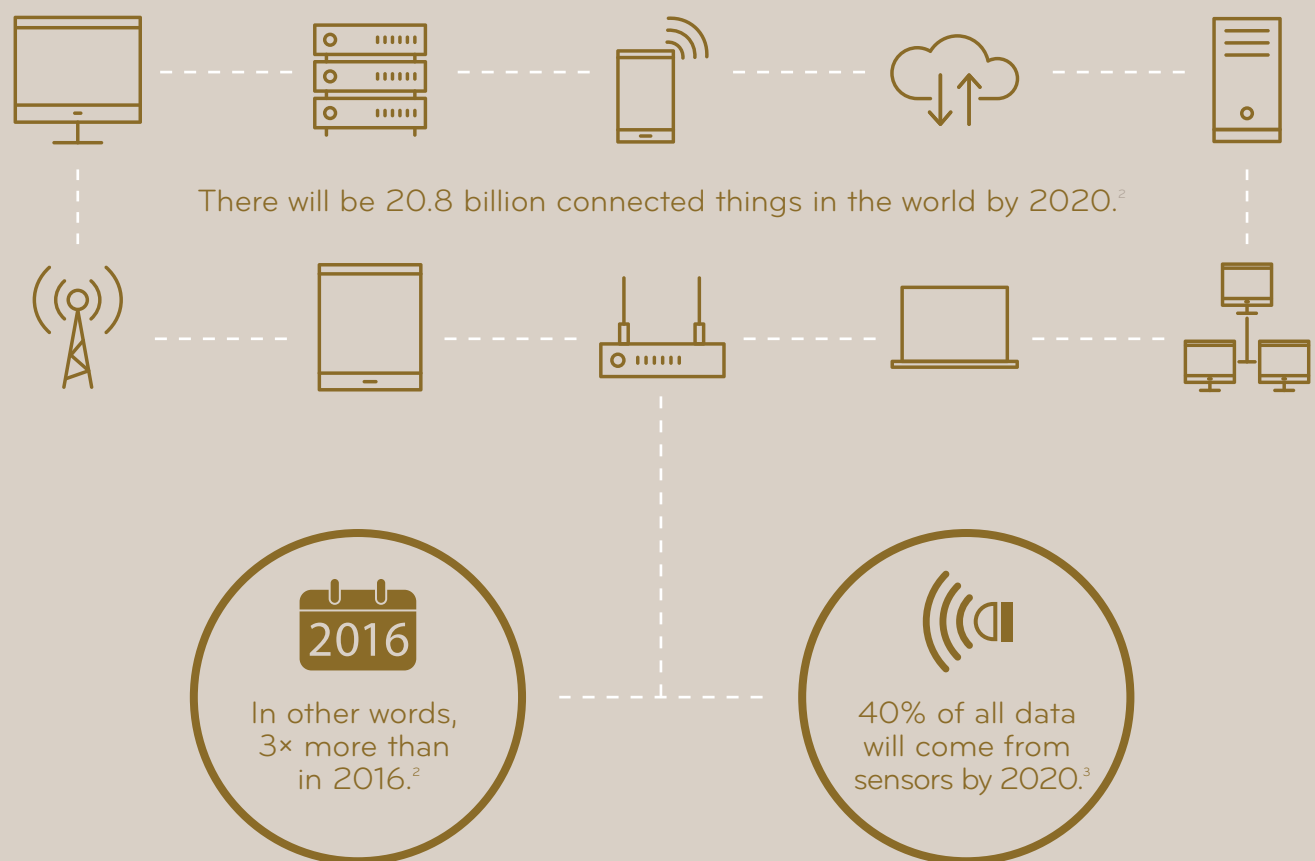


86% say acquiring new customers.¹

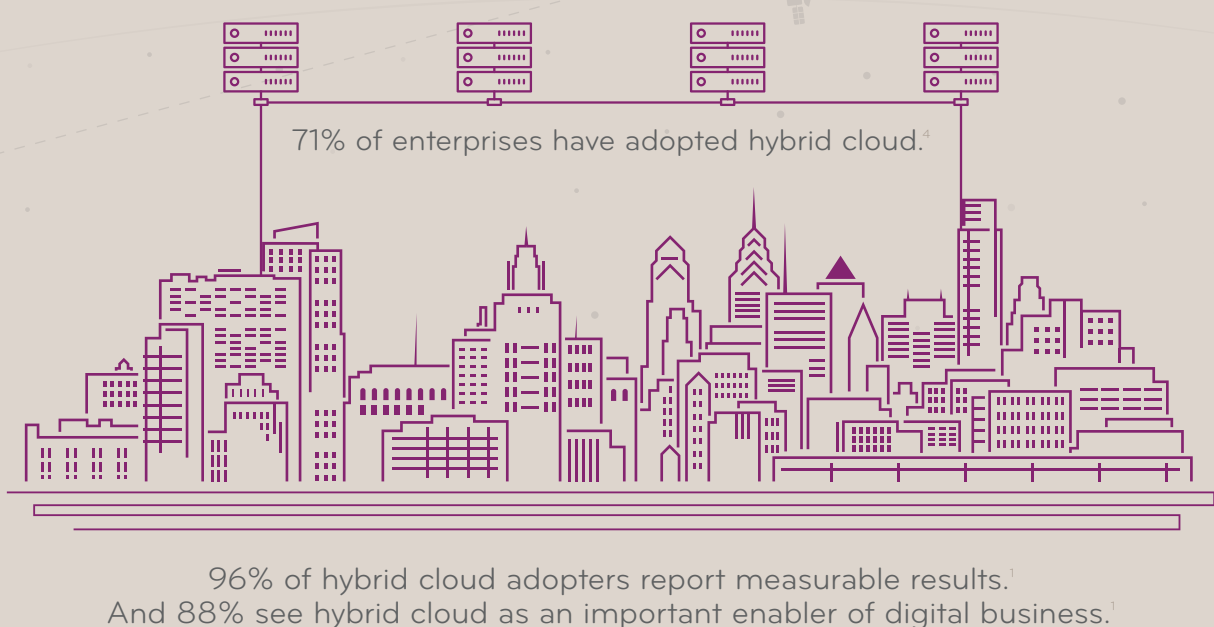


82% say increasing innovation.¹

THE INTERNET OF (SO MANY) THINGS



EVERYONE IS GOING HYBRID



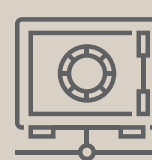
THE BOTTOM LINE OF CYBER SECURITY



781 publicized data breaches exposed 169 million personal records in 2015.⁵



The average cost per stolen record of sensitive data was \$158 in 2015.⁶



The average total cost of a data breach was \$4 million in 2015.⁶

Sources

1. IDG Research Services, *Hybrid Cloud Computing: The Great Enabler of Digital Business*, February 2016.
2. Gartner, *6.4 Billion Connected "Things" Will Be in Use in 2016, Up 30 Percent From 2015*, November 10, 2015.
3. Cisco, *Attaining IoT Value: How to Move from Connecting Things to Capturing Insights*, 2014.
4. RightScale, *2016 State of the Cloud Report*, January 2016.
5. Identity Theft Resource Center, *Data Breach Reports – 2015 Year-End Totals*, 2015.
6. Ponemon Institute, IBM, *2016 Cost of Data Breach Study*, June 2016.

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