Innovation: A Key Driver Of Digital Transformation

Improving IT capabilities to promote agility and innovation is the top driver of digital transformation.

**KEY ACTIONS TO IMPROVE ABILITY TO INNOVATE**

- **31%** Improve understanding of customer needs
- **30%** Invest in emerging technology to drive innovation
- **26%** Improve collaboration with partners
- **23%** Provide employees with dedicated innovation time and resources
- **22%** Adopt a “design thinking” mindset and methodologies
- **21%** Create a center of innovation

**KEY IT INITIATIVES FOR ORGANIZATIONS OVER THE NEXT 12 MONTHS**

- **3.71** Increase innovation
- **3.69** Invest in technology that helps employees do their jobs better
- **3.68** Develop or acquire new skills
- **3.67** Improve the ability to manage new technologies

**BUSINESSES ARE INVESTING IN A RANGE OF TECHNOLOGIES TO SUPPORT DIGITAL TRANSFORMATION**

<table>
<thead>
<tr>
<th>Classic technology investments†</th>
<th>Emerging technology investments†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Intelligence (BI), data, and analytics software</td>
<td>Internet of things</td>
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<tr>
<td>Digital experience platforms</td>
<td>Artificial intelligence</td>
</tr>
<tr>
<td>Collaboration software</td>
<td>5G</td>
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<tr>
<td>Business process as a service (BPaaS)</td>
<td>Blockchain</td>
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</tbody>
</table>

Base: 2,245 purchase influencers (past 12 months/next 12 months) who indicate that improving their ability to innovate is a priority for their organization

*Base: 20,995 purchase influencers

Source: Forrester Analytics Business Technographics® Priorities And Journey Survey, 2021

*Base: 2,655 services decision-makers who are involved in their organization’s digital transformation efforts

Source: Forrester Analytics Business Technographics® Business And Technology Services Survey, 2020