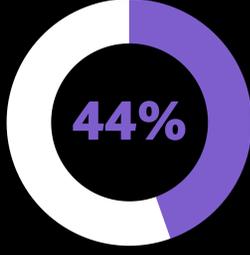


2018 Digital Trends in IT

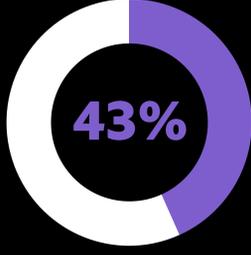
In association with **Econsultancy** Achieve Digital Excellence™

Nearly 400 senior IT leaders worldwide told us what's trending in digital marketing.

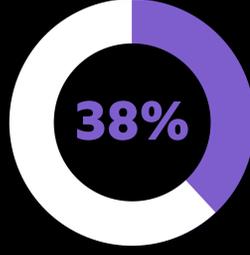
IT leaders rank the following priorities among their top three for 2018.



Guarding the **safety** of organizational and customer data



Implementing an **extensible digital platform** for experience delivery



Improving **digital workflows** via cloud-based and other innovative tools

Priority #1 is...

57%

of respondents from organizations with annual revenues of \$177m or more say implementing an **extensible digital platform** is their top priority.

How IT decision makers are going digital while protecting information.



Switching to paperless, **digital end-to-end workflows**



Moving more of the technology stack to **cloud solutions**

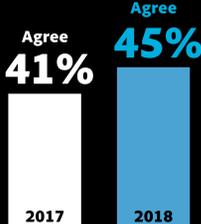


Linking **automated workflows** to back-end systems

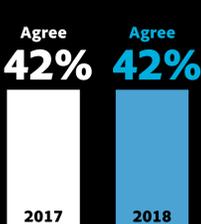
3x

High-performing companies are nearly 3x more likely to have invested in an integrated cloud-based technology stack.

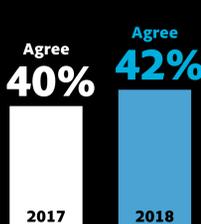
Digital transformation is important, but internal obstacles persist.



Legacy systems are difficult to integrate with new technology.

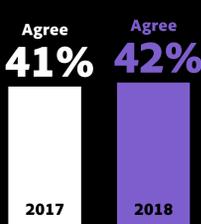


Siloed departments and bureaucracy slow processes.

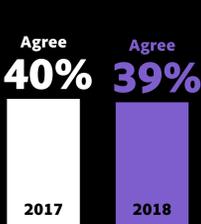


Lack of shared vision blurs what digital transformation means.

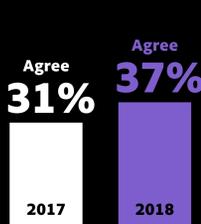
The following external challenges keep IT up at night.



Security breaches and cyber attacks are a top concern.

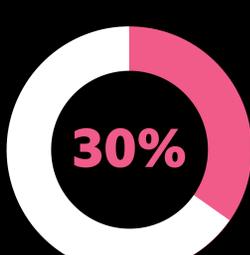


It's difficult to keep up with changing customer expectations and behaviors.

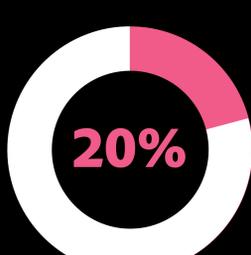


Tech failures lead to data and service downtime.

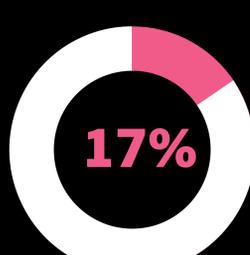
What IT leaders say are the most exciting marketing opportunities over the next three years.



Delivering **personalization in real time**



Engaging via **Internet of Things** and **connected devices**



Driving experiences with **artificial intelligence**

2x

Top performing companies are more than twice as likely to use artificial intelligence in their marketing efforts.

2x

IT decision-makers are 2x more likely as other decision-makers to see the Internet of Things as an exciting prospect.

Prioritize your next big IT moves.

Read *2018 Digital Trends in IT* to learn more about how IT leaders plan to focus their efforts, and get tips that will help you future-proof your own.

[Get the report](#)