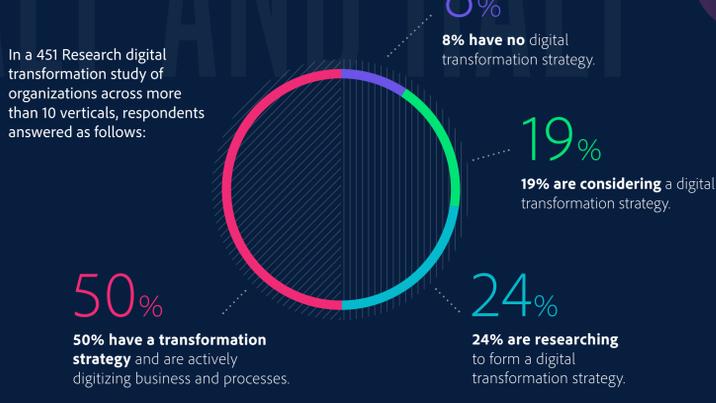


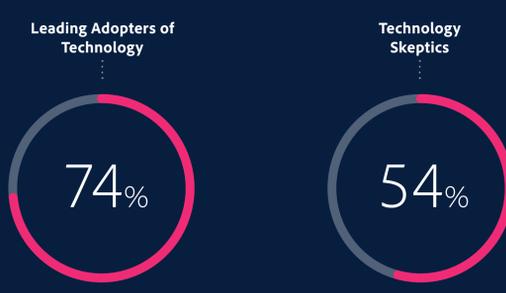
Exposing the transformation gap between the tech-savvy and tech skeptics.

Today, being able to create amazing customer experiences is more than a good strategy — it's survival. It's now critical to an organization's differentiation and a key driver of success. Creating these experiences takes digital transformation that puts the latest technological capabilities in the hands of every department. But recent research has revealed a wide gap between companies that have transformed, and those that haven't.



Transformation priorities depend on technological prowess.

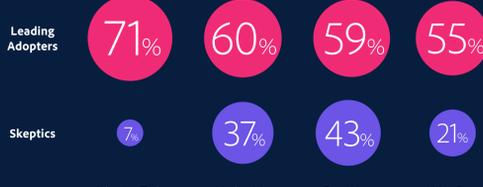
Two-thirds of organizations say that improving the customer experience is their top digital transformation driver for next year. But organizations on the leading edge of technology adoption see it as more of a priority than organizations that are skeptical of technology.



There are also stark differences between what leading adopters and their skeptic counterparts report as barriers to digital transformation.



Of course, the biggest gap between leading adopters and skeptics are the steps they're taking to transform.



On some technologies, different mindsets come together.

Whether organizations considered themselves to be on the leading edge or skeptical of technology, many of them are in alignment on certain tools and capabilities.



73%

73% of IT leaders say **strategic vendor partnerships** that **unify customer profiles** and **improve integrations** across **business applications** are very important.

Adobe + Microsoft have come together to unite data, content, and processes, so organizations deliver exceptional customer experiences across touchpoints. [Learn more >](#)

Discover more top-of-mind transformation topics.

Explore more of the challenges and expectations both leading adopters and technology skeptics face as they transform their businesses to adapt to evolving customer expectations.



View the full report, *A Glass Half-Full? Preparing Businesses for the Hard Work of Digital Transformation*.

[View report](#)

Sources

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