Digital transformation is important, but internal obstacles persist.

The following external challenges keep IT up at night.

- Security breaches and cyber attacks are a top concern. Agree 41% 42%
- It’s difficult to keep up with changing customer expectations and behaviors. Agree 40% 42%
- Tech failures lead to data and service downtime. Agree 31% 37%

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

- Delivering personalization in real time. 30%
- Driving experiences with artificial intelligence. 20%
- Engaging via Internet of Things and connected devices. 17%

The following external challenges keep IT up at night.

- 2x Lagging IT leaders are twice as likely to fall behind on their digital transformation efforts.
- 2x IT decision-makers are twice as likely to see the Internet of Things as an exciting prospect.

Prioritize your next big IT moves.

Read the 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.

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