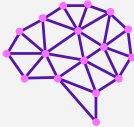


# What matters most to you?



## Create a dynamic network for the future

80%



of CIOs say innovative IT is critical to business success

75%

of organisations don't have a digital strategy

65%

of CIOs report current infrastructure is struggling to support new digital technologies

Evolve your network to meet the changing needs of your business.

## Balance the risk and reward of the cloud

97%

of organisations use cloud services



95%

of cloud security failures will be the organisation's fault up to and through 2022

96%

of IT decision makers had a cloud skills gap

Gain the skills and tools you need to secure the cloud for your business.

## Transform your customer experience

16%

of customers rate their digital customer experience as 'good' or 'excellent'

98%

of consumers expect consistent interactions across channels

76%

of customers state they buy more from companies that make it easier to do business with them

Meet your customers' expectations with standout digital experiences.



## Build a productive digital workplace

90%

employees say collaboration tools and mobile apps help boost productivity

1 in 2 

employees have collaboration tools, but don't know how to use them properly

88%

of employees want updated technology so they can work on the go

Accelerate your digital transformation and power your employee productivity.

## Make security integral to your business

Over

350k

new malicious programs and malware are registered each day

95% 

of businesses have experienced a digital attack and believe future attacks are likely

64%

say security is vital to deliver digital transformation through their IT infrastructure

Secure your business from network to cloud and stay one step ahead in the security race.

## Find out more about our networks and technology solutions and make the most of a world of business opportunity.

### References:

BT, Leading from the front: CEO perspectives on business transformation in the digital age, 2017  
BT, The digital CIO, 2016  
Vanson Bourne, State of Enterprise IT 2018 – The evolution of IT, 2017  
McAfee, Navigating a Cloudy Sky, 2017  
Gartner, Is the Cloud Secure?, 2018  
BT, Chat, tap, talk – Eight key trends to transform your digital customer experience, 2017  
Davies Hickman, Digital employee research, 2018  
BT, The BT CIO report 2016 – the digital CIO, BT KPMG Taking the Offensive – working together to disrupt digital crime report, 2016

### Offices worldwide.

Offices worldwide The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to the respective British Telecommunications plc standard conditions of contract. Nothing in this publication forms any part of any contract.  
© BT Communications Ireland Ltd Registered office: Grand Canal Plaza, Upper Grand Canal Street, Dublin 4. Registered in Ireland No. 141524

April 2020