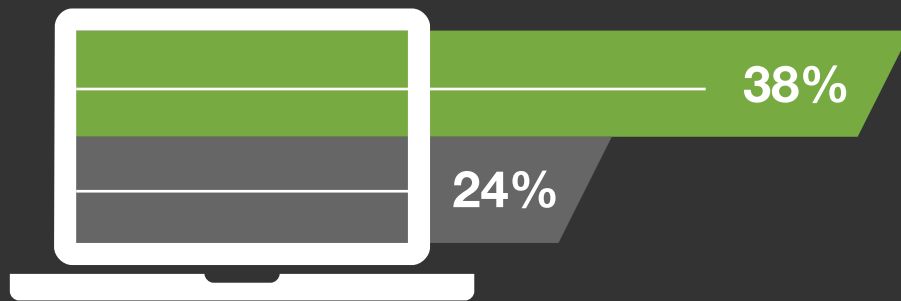


# Achieve Process Excellence Through Digital Automation

Leverage the shift to digital business to benefit your customers and your bottom line

## THE FOCUS OF PROCESS IMPROVEMENT HAS SHIFTED



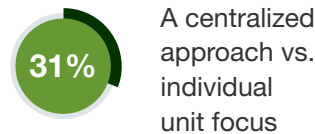
38% of respondents say that **digital transformation is the primary focus** of their process improvement efforts today, compared to 24% two years ago.

**BUSINESSES BENEFIT FROM THE SHIFT**  
In the next 18-24 months, firms expect to see...



## TRANSFORMATION IS NOT WITHOUT ITS CHALLENGES

Despite the clear benefits, firms still struggle with:



## THE TRANSITION TO DIGITAL AUTOMATION IS JUST BEGINNING



81% of firms are transitioning to digital automation, but so far only 16% have implemented a significant portion or consider themselves ahead of the curve.



Read the full study

### Methodology

Source: A study conducted by Forrester Consulting on behalf of IBM, July 2017

Base: 326 digital transformation decision makers in the US, UK, Germany, India, Australia, and New Zealand