State of Intelligent Enterprises

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Foreword

Building an Intelligent Enterprise— One byte at a time

Amidst the gloom, I have tried to pick up the positive cues from the COVID-19 outbreak. The devastating pandemic has brought about human and economic calamity. However, it has called upon business leaders to give utmost priority to addressing the pain being experienced by their employees, customers, partners and other stakeholders. These leaders are rising to the occasion—some effortlessly, some valiantly and some not-so-successfully. The leaders who are doing it successfully are those who have found ways to create an Intelligent Enterprise that allows them to make fast and confident decisions. For the rest it is a change of gears in strategy. COVID-19 is forcing a majority of businesses to advance their digital plans and invest in intelligent systems and technologies to drive business.

As with past disruptions, such as wars and economic turmoil, we will see far more change now than we can ever hope to in normal times. This is the window in which decisive leaders will use facts and insights to reassess their businesses and identify areas of potential risk; they will respond using collaborations with technology partners; they will recalibrate their business using innovation and will examine alternate ways to grow. Reassess, respond, recalibrate. That appears to be the path to immediate reinvention.

It is a shade risky to depend on experience or instinct to reinvent business. COVID-19 has demonstrated that these are extreme moments when experience also, unfortunately, fails to

provide answers. Businesses must, instead, turn to becoming supremely intelligent to be able to survive such extreme events. To do this, they must absorb a combination of digital platforms, data science, artificial intelligence (AI), machine learning (ML) and automation into the enterprise to drive exponential outcomes. With COVID-19 forcing businesses to take a hard look at their processes, there is rising interest in AI. AI has seeped into our everyday lives. One common example is the ability to replace the dull and boring backgrounds in our video conference with any image of our choice. The AI in the video conference tool does its magic by perfectly integrating the real-time image with a static one.

The disruption is marked by the level of intelligence being deployed to make life simpler. Startups like Huddl leverage AI to transcribe meeting content so that tracking and organizing information becomes efficient. With a single click users can capture action items of meetings and track them for better decision making without having to invest time and effort in manually taking meeting notes. Starting with templated agenda options for different meeting types, Huddl leverages AI and ML to have its system learn from past meetings to suggest agendas, updates and follow-ups, making meetings more of a collaborative working session with outcomes tracked and reported.

What this implies is simple. The ability to capture petabytes, exabytes, or zettabytes of data is

emphatically not the same as being able to leverage it efficiently and creatively. Insights bring real transformation and combining them with a host of technologies that work in tandem creates an Intelligent Enterprise.

Whenever leadership has shown the desire to change, it has fueled transformation. Today, technology has become reliable and affordable, lowering long-standing barriers and paving the path to transformation.

To understand how organizations were approaching their quest to become Intelligent Enterprises, Wipro undertook a study. We examined the Intelligent Enterprise landscape applying a pragmatic lens: How many organizations believed they were an Intelligent Enterprise? What were the factors that went into creating an Intelligent Enterprise and the barriers that delayed it? What were the most important steps an enterprise took to overcome the barriers and challenges? The answers tell us how to build an Intelligent Enterprise, one byte at a time.

While the results of the study have many dimensions, it has one clear message. The world is no more application first. Tomorrow's enterprises will be built on a foundation of AI, Analytics, ML, Deep Learning and automation.. They are central to solving business problems and driving innovation.

While this study re-emphasizes the fact that a host of intelligent technologies are key,

organizations cannot and must not ignore the intelligence of their own people. Our firsthand experience from more than 60 Intelligent Enterprise initiatives has shown that ensuring reskilling of an organization's current workforce unlocks the full power of new technologies much faster and with high value outcomes. The quick way to enable this is to look for partners with experience and expertise in assisting your organization to make the most of your people.

This study will also let you assess where your organization is on the Intelligent Enterprise journey—are you a leader or a laggard? Either way, organizations must focus on continual data transformation and insights transformation.

Our research shows that the opportunity to gain a first mover advantage in the journey to creating the Intelligent Enterprise still exists. So, don't delay reading this report. I am reasonably certain it will make a difference to your plans and accelerate the exciting journey towards an Intelligent Enterprise.

Jayant Prabhu

Global Head and VP,
Data, Analytics & AI
Wipro Limited

Executive summary

What it means to be an Intelligent Enterprise in modern business

The Intelligent Enterprise is no longer a futuristic vision. It is a daily imperative.

We know that the best run organizations in the post-COVID-19 era will have built their resilience and ability to manage disruption using new business models, processes and technologies. If there is one lesson COVID-19 has etched into enterprise thinking, it is this: New problems cannot be solved using old methods. The ability – or inability – to make productive decisions now directly depends on an organization's ability to generate accurate, fast and actionable intelligence to set the correct course.

Data transformation allows organizations to store data efficiently, making it easily accessible. Insights transformation is the ability to leverage the data and apply analytical models to derive business insights and value. Without insights transformation, the job is only half done.

Early adopters of digital transformation have already seen that their embrace of smart technology and data analytics offers them greater agility than their competitors, leading to a deeper commitment to data-driven processes. Similarly, organizations that have invested in emerging technologies can multiple their ROI by building a DAAI backbone (Data, Analytics & AI). These are no longer options, neither are they inaccessible. Technology providers are creating a variety of means by which these technologies can be harnessed by businesses of all sizes and types.

To provide a look into the Intelligent Enterprise landscape, this report covers four important areas:

- Current State of Intelligent Enterprises
- Challenges and benefits to becoming an Intelligent Enterprise
- Adoption of AI in modern businesses
- Future success of Intelligent Enterprises
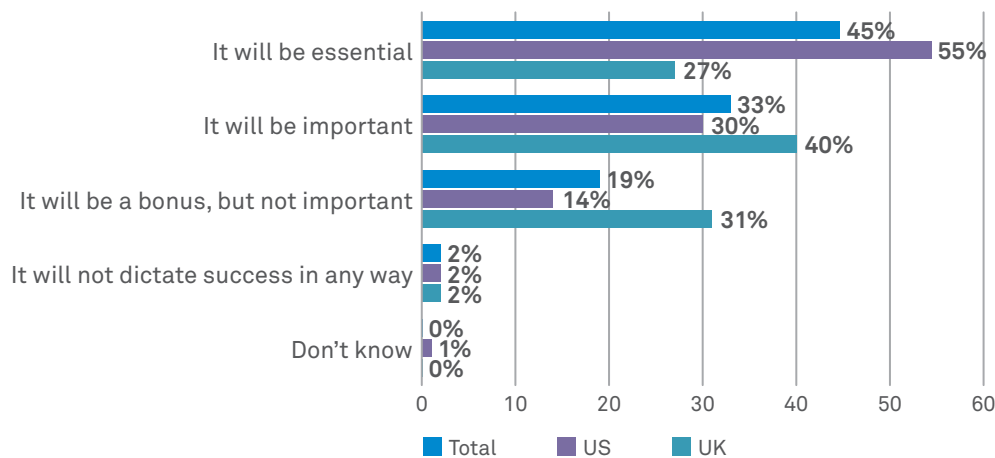
Key findings

The importance of becoming an Intelligent Enterprise

Nearly 80% of business leaders surveyed say it will be important for organizations to become intelligent in order to achieve future success.

Organizations that do not make the transition risk falling permanently behind.

The importance of becoming intelligent for future success

In general, do you think it will be essential for organizations to be an Intelligent Enterprise in order to be successful in the future?

Response	Total	US	UK
It will be essential	45%	55%	27%
It will be important	33%	30%	40%
It will be a bonus, but not important	19%	14%	31%
It will not dictate success in any way	2%	2%	2%
Don't know	0%	1%	0%

Legend: Total, US, UK

Asked to all respondents, split by respondent country

83%
Over 83% of respondents report that their organization is already an Intelligent Enterprise or is working toward becoming one.

80%
While 80% of organizations say it will be important for them to be an Intelligent Enterprise, only 17% consider themselves an Intelligent Enterprise.

95%
95% of business leaders surveyed see AI as critical to Intelligent Enterprises, yet only 17% of respondents are using AI across the entire organization.

88%
Nearly 88% of organizations face challenges whether they are already intelligent or working toward that goal.

91%
91% of the respondents feel that there are data barriers to becoming an Intelligent Enterprise, with data security being the most important barrier.

74%
While 74% of organizations think that investment in technology is the most likely enabler to become an Intelligent Enterprise, 42% of them, consider reskilling workforce as an enabler.

98%
98% of those surveyed believe that becoming an Intelligent Enterprise yields benefits to organizations including strengthened IT security (51%) and improved customer experience (50%).

98%
98% of those surveyed said that trust is important in organizations becoming an Intelligent Enterprise while, 92% state that trust is one of their strategic business priority on their journey.

Current State of Intelligent Enterprises

Current State of Intelligent Enterprises

New tools and technologies are making it possible for organizations to realize their ambitions of becoming an Intelligent Enterprise. However, the ideal Intelligent Enterprise goes beyond sensors, automation, AI, data, algorithms and analytics. It is a long journey that requires significant investments in cultural and process change. Only then can it meet the needs of businesses spread across geographies and address a diversity of customers.

Our study shows that 17% of organizations identify as fully Intelligent Enterprises. This implies that the race to become an Intelligent Enterprise has got off the block and, importantly, others still have the opportunity to join the race and still emerge winners. To get there, organizations must understand the two most popular trends of using technology and people-centered solutions at the core of the transformation strategy.

The digital journey to an Intelligent Enterprise

Eighty three percent of organizations see themselves as being on the road to becoming an Intelligent Enterprise. How fast you travel that road matters. Organizations that fast-track adoption of intelligent processes and technologies stand to gain an immediate competitive advantage over their counterparts.

Digital transformation is instrumental to becoming an Intelligent Enterprise. Since technology must be introduced and integrated effectively, more than half (54%) credit their IT departments with enabling it.

While 74% believe investing in technology is the most powerful driver of change, executives also understand that investing in people and partners will be required. Sixty five percent of companies are investing in partners who offer key technological solutions and who extend additional support during transitions.

In addition to identifying the right technology partners, organizations expect these partners to train and reskill employees in crucial technologies and create smooth implementation protocols.

> **Only 17% of organizations identify themselves as fully Intelligent Enterprise.**

Insights and data transformation

Insights and data transformation are central to becoming an Intelligent Enterprise. Businesses can make informed decisions only when they have robust processes that mine reliable and timely insights from healthy and secure data.
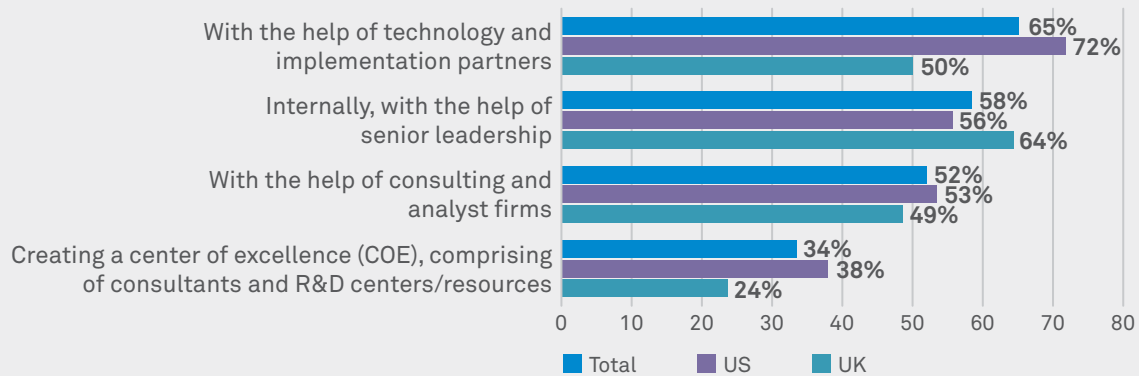
The digital transformation strategy will necessarily be different for each organization but the goal remains the same: enable the organization to make smarter and faster decisions. Wipro provides the tools, technologies and domain expertise that improve the intelligence quotient of organizations by transforming their data and insights capabilities.

- Insights transformation: With the right data management, businesses can mine information for meaningful and reliable insights. They can apply analytic models, algorithms, and AI to uncover these insights which, in turn, drives faster and more intelligent decision making.

- Data transformation: Every business is generating vast amounts of complex data. But that's only part of the solution. The need is to unify and transform the data to make it securely accessible and usable across systems. Data transformation is not a one-time action. Today, data is a real-time feed. It requires continuous processing and maintenance.

Organizations' approach to transformation

How is your organization strategizing the transformation to an Intelligent Enterprise?

With the help of technology and
implementation partners
- 65%
- 72%
- 50%

Internally, with the help of
senior leadership
- 58%
- 56%
- 64%

With the help of consulting and
analyst firms
- 52%
- 53%
- 49%

Creating a center of excellence (COE), comprising
of consultants and R&D centers/resources
- 34%
- 38%
- 24%
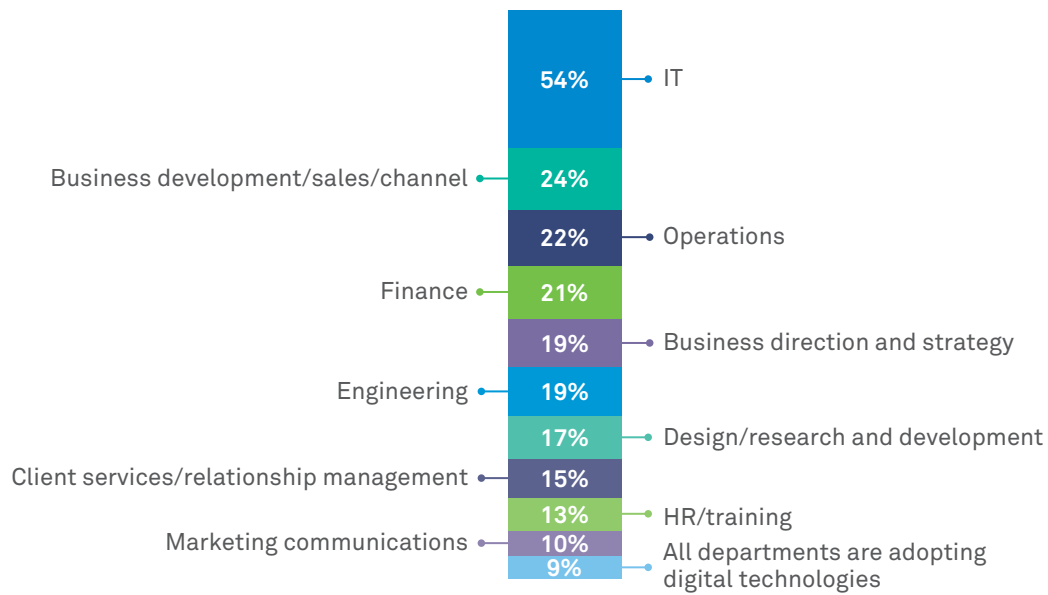
Legend: ■ Total ■ US ■ UK

Asked to respondents whose organization is an Intelligent Enterprise or who are working towards becoming one

65% of respondents whose organizations are Intelligent Enterprises or who are working towards being one say their strategy for transformation relies on technology and implementation partners.
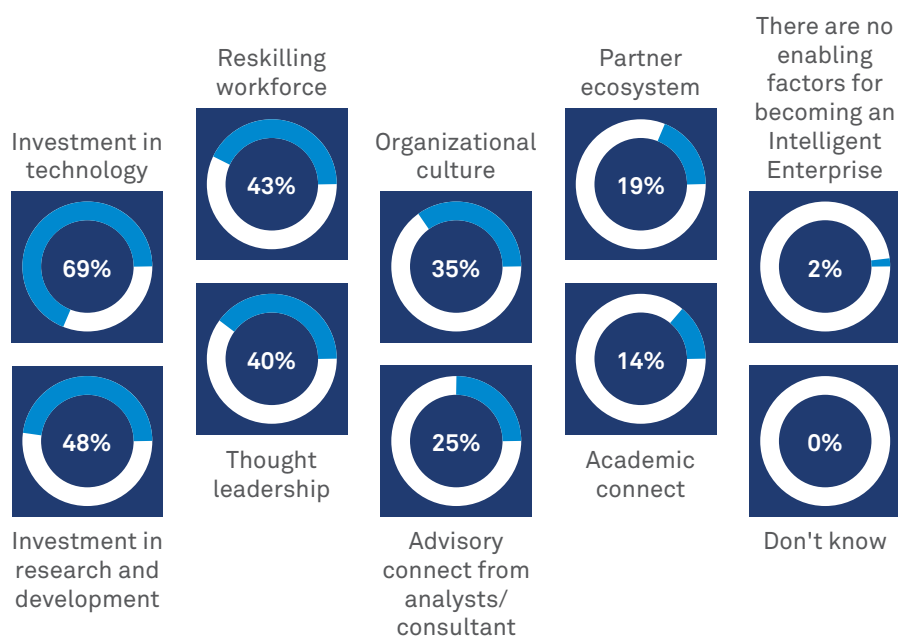
Leading the change

Within your organization, which three departments are doing the most to enable becoming an Intelligent Enterprise?

54%	IT
Business development/sales/channel	**24%**
22%	Operations
Finance	**21%**
19%	Business direction and strategy
Engineering	**19%**
17%	Design/research and development
Client services/relationship management	**15%**
13%	HR/training
Marketing communications	**10%**
9%	All departments are adopting digital technologies

Asked to respondents whose organization is an Intelligent Enterprise or who are working towards being one, only showing 10 most selected departments

The most important enabling factors

In your opinion, what do you think are the most important enabling factors for organizations becoming an Intelligent Enterprise in general?

Investment in technology **69%**

Investment in research and development **48%**

Reskilling workforce **43%**

Thought leadership **40%**

Organizational culture **35%**

Advisory connect from analysts/ consultant **25%**

Partner ecosystem **19%**

Academic connect **14%**

There are no enabling factors for becoming an Intelligent Enterprise **2%**

Don't know **0%**

Asked to all respondents; combination of responses ranked first, second, and third

Technology and reskilling as top enablers

Almost 7 in 10 (69%) respondents say that investment in technology is one of the top three enabling factors for becoming an Intelligent Enterprise. But organizations must not ignore the intelligence of their people. In our experience, based on more than 60 Intelligent Enterprise initiatives, it has become clear that reskilling the workforce is a sure way to fast track new technology adoption and speed up access to the full power of these technologies.
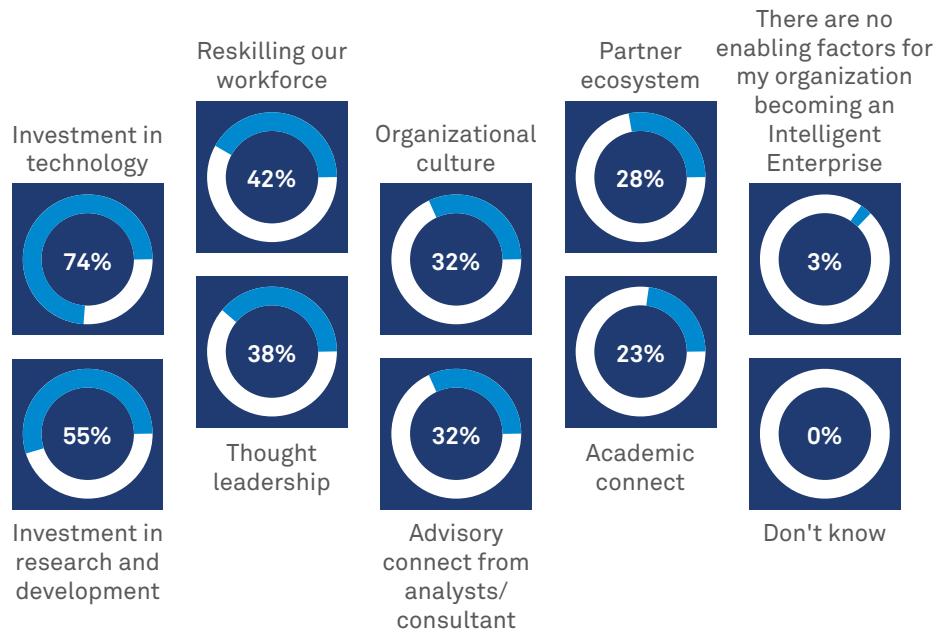
Our reskilling initiatives range from self-learning platforms like FutureSkills and Wipro's School of Decision Sciences to initiatives that have trained 10,000 students from 30 engineering colleges in India on advanced technology skills and Topcoder, a platform that connects organizations to qualified and skilled professionals who can be engaged on demand and on a contractual basis.

Making the move toward Intelligent Enterprises

Which of the following are enablers for your organization's move towards becoming an Intelligent Enterprise?

Investment in technology
74%

Investment in research and development
55%

Reskilling our workforce
42%

Thought leadership
38%

Organizational culture
32%

Advisory connect from analysts/ consultant
32%

Partner ecosystem
28%

Academic connect
23%

There are no enabling factors for my organization becoming an Intelligent Enterprise
3%

Don't know
0%

Asked to respondents whose organization is an Intelligent Enterprise or who are working towards being one

Challenges and benefits

Challenges and benefits of becoming an Intelligent Enterprise

The path to digital transformation is challenging, especially when it comes to data management and tool implementation. However, many organizations report new and improved capabilities as natural results of the evolution into an Intelligent Enterprise. Some of the most notable benefits include greater IT security and better customer experiences.

Companies overcome challenges to unlock the benefits of becoming an Intelligent Enterprise

There is no switch that an organization can flip to instantly become an Intelligent Enterprise. Nearly every leader we interviewed faced a range of challenges. The most pressing is the lack of tools to integrate new information into processes and systems. Once these organizations become an Intelligent Enterprise, a majority expect to face challenges in putting their new insights to use. Changing and improving the way of working requires a cultural shift, not simply a technological one.

The goal of having exactly the right data at precisely the right moment to set the ideal course for the future is, of course, the correct one. However, for data to be useful, it must be freely accessible – but not too freely. Privacy regulations are in constant flux and proper handling of data is a persistent concern for organizations. What's more, data calls for the utmost care in relation to security, storage, integration, analytics, and governance.

80% of respondents expect their organizations to undergo challenges in implementing the insights they gain from becoming an Intelligent Enterprise.

> **Companies are showing a preference for partnerships to ensure they undertake the transformation on a sure footing. Sixty-two percent of companies are investing in technology, and 53% are engaging external support. These investments are crucial pivots for an Intelligent Enterprise.**

Organizations are likely to struggle with these aspects of data management and it could hinder their ability to derive actionable insights.
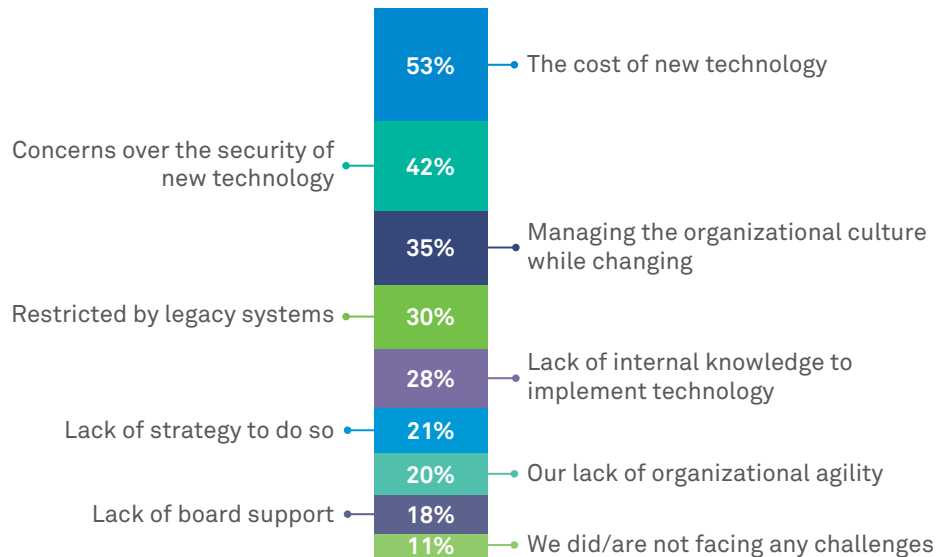
Nearly all organizations are taking action to overcome the challenges they face in transformation. The range of efforts suggests that they believe in the long-term benefits of transformation. But they also show a preference for partnerships to ensure they undertake the transformation on a sure footing. Sixty-two percent of companies are investing in technology, and 53% are engaging external support. These investments are crucial pivots for an Intelligent Enterprise. Organizations that have invested in Automation, AI, ML, IoT, Analytics and Cloud—technologies that go into the making of an Intelligent Enterprise—are demonstrating greater resilience against uncertainty, improved productivity, an ability to redefine customer experience, and adopt innovative business models.

This reflects in the results of our study. Almost all (98%) of the organizations transitioning to an Intelligent Enterprise are already experiencing a range of benefits. These include access to additional financial opportunities, organizational agility, and improved experiences for customers and employees.

Recap of the data

Transformational challenges
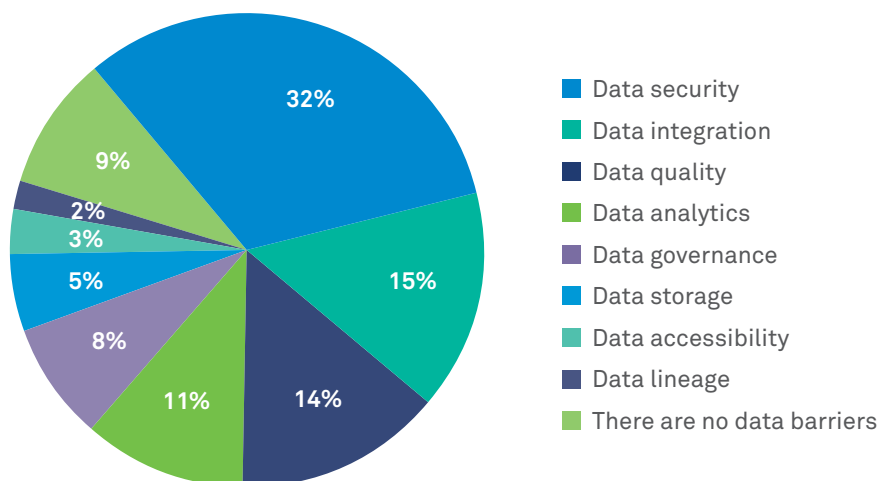
What challenges did/is your organization facing in becoming an Intelligent Enterprise?

53%	The cost of new technology
42%	Concerns over the security of new technology
35%	Managing the organizational culture while changing
30%	Restricted by legacy systems
28%	Lack of internal knowledge to implement technology
21%	Lack of strategy to do so
20%	Our lack of organizational agility
18%	Lack of board support
11%	We did/are not facing any challenges

Asked to respondents whose organization is an Intelligent Enterprise or who are working toward being one

Data barriers

Which is the biggest data barrier in your path of becoming an Intelligent Enterprise?

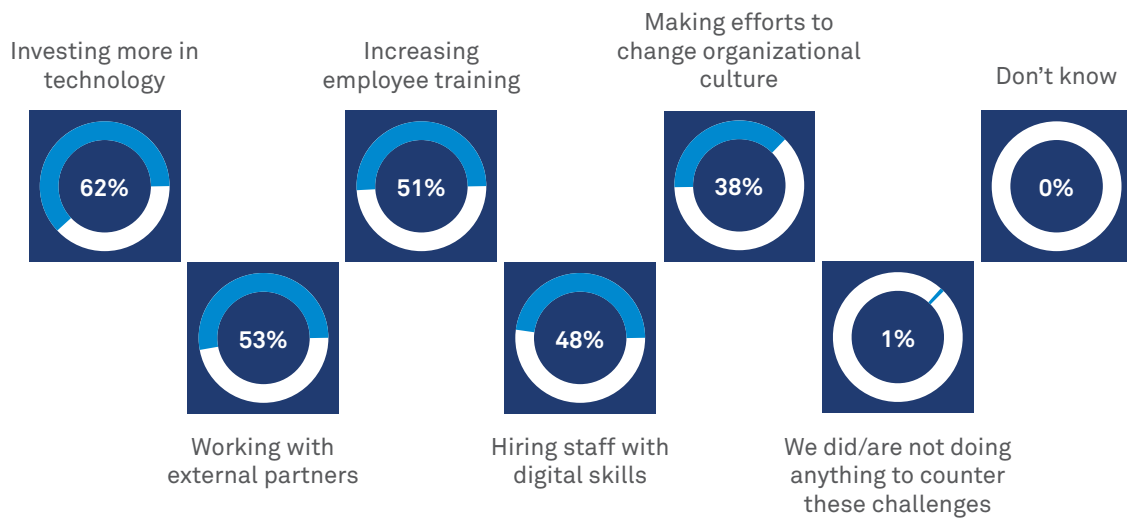| %	Category
32%	Data security
15%	Data integration
14%	Data quality
11%	Data analytics
8%	Data governance
5%	Data storage
3%	Data accessibility
2%	Data lineage
9%	There are no data barriers

Asked to respondents whose organization is an Intelligent Enterprise or who are working toward being one
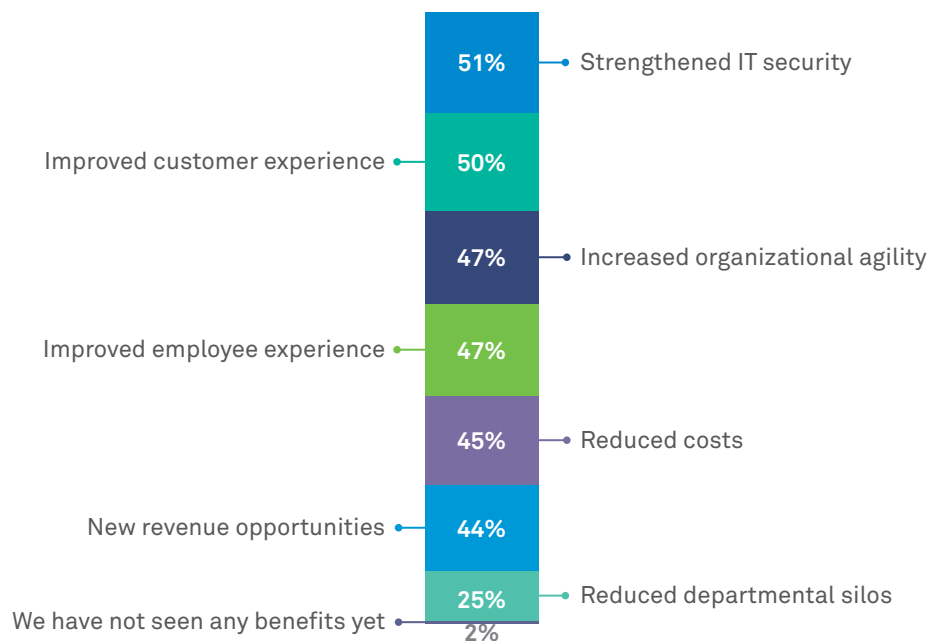
Plan of action to overcome challenges

What is your organization doing to counter the challenges it is facing in becoming an Intelligent Enterprise?

Investing more in technology
62%

Increasing employee training
51%

Making efforts to change organizational culture
38%

Don't know
0%

Working with external partners
53%

Hiring staff with digital skills
48%

We did/are not doing anything to counter these challenges
1%

Asked to respondents whose organization is facing challenges in becoming an Intelligent Enterprise

Perks of becoming an Intelligent Enterprise

What benefits has your organization experienced, as it becomes an Intelligent Enterprise?

51% — Strengthened IT security

Improved customer experience — **50%**

47% — Increased organizational agility

Improved employee experience — **47%**

45% — Reduced costs

New revenue opportunities — **44%**

25% — Reduced departmental silos

We have not seen any benefits yet — **2%**

Asked to respondents whose organization is an Intelligent Enterprise or who are working toward being one

Adoption of AI

Adoption of AI in modern businesses

Despite widespread consensus that AI is essential to the progress of business operations and the development of an Intelligent Enterprise, our survey shows 17% has fully adopted AI, but more 56% do not use it for maximum ROI.

The good news? Substantial opportunities for growth still lie ahead, and first-movers stand to reap outsized rewards. This is exemplified by Lemonade, a next generation AI company which has created large-scale disruption in the insurance industry with its AI powered bots. The bots take 90 seconds to get customers insured and 3 minutes to get paid. They handle 75% of the claims with zero human intervention and the forensic graph that uses AI and Behavioral Economics to predict, detect and block fraud helps avoid millions in potential losses for the company. Lemonade's success showcases the disruptive power of AI coupled with an immersive digital experience to transform customer experience and lower premium costs.

Why AI matters to Intelligent Enterprises

The vast majority of respondents (95%) fully understand that AI is essential to becoming an Intelligent Enterprise.

Business see a powerful role for AI in improving operational efficiency, reducing employee time on manual tasks, and improving the employee and customer experience.

With business use cases and potential benefits so clear, why is adoption lagging?

As mentioned earlier, data transformation and insights transformation initiatives are necessary first steps. Organizations that attempt to leap into AI without taking these steps will find the results disappointing.

Within organizations already using AI, IT teams were adopting the technology faster than any other department. Many respondents claimed other departments to be very mature, suggesting promising growth throughout organizations, but

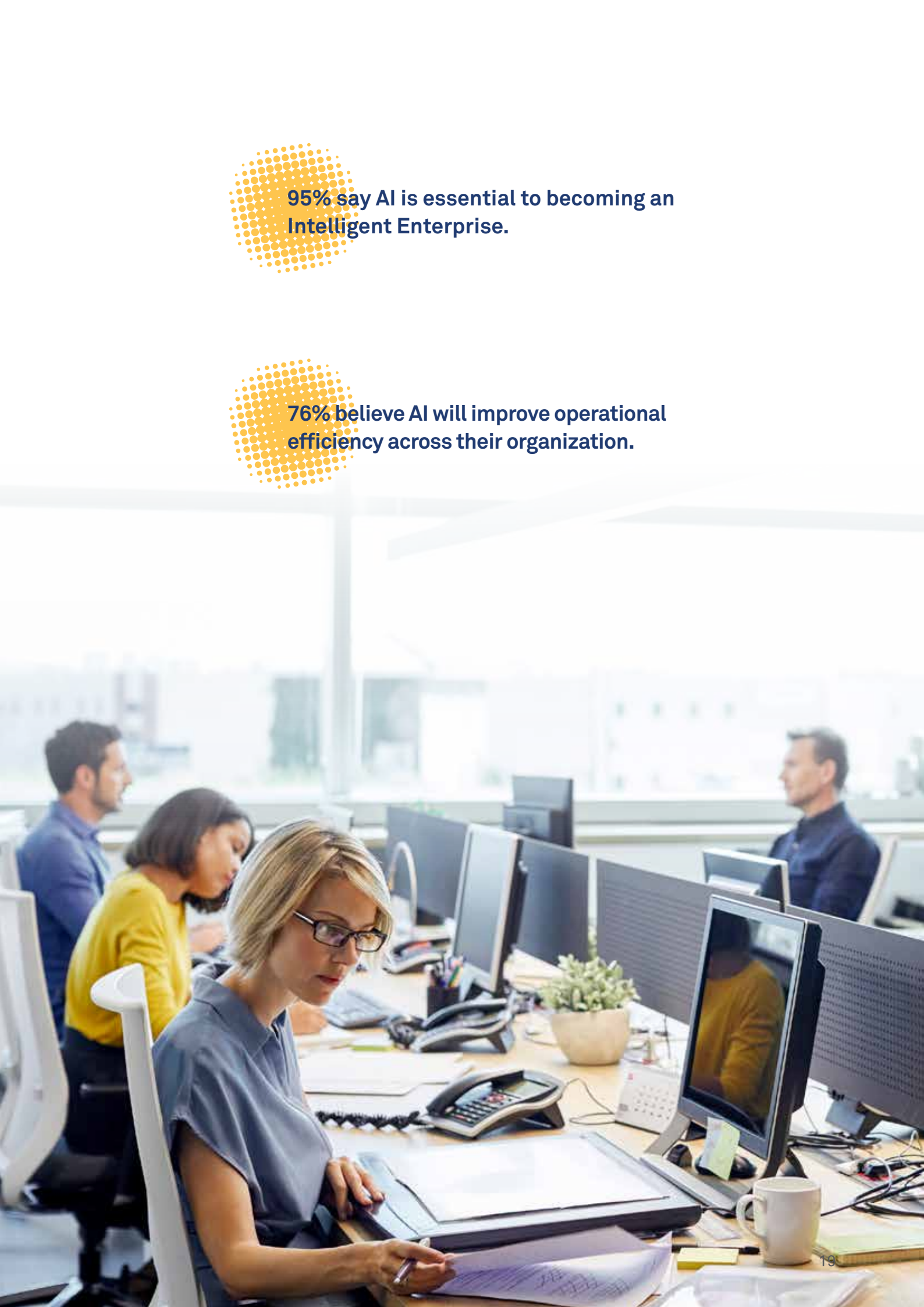this by itself is revealing: efforts to date have been more siloed than they should be.

Major transformative changes that span organizational silos and impact the entire enterprise demand an experienced partner to help navigate the thicket of technological, cultural, financial, and other practical issues that stand between vision and execution. Leaders that take on the mantle of driving change quickly find that competent technology partners make it easier to lower the barrier to change. They are able to devise the right technology strategy, prioritize investments and upskill employees confidently for the long term. On the other hand, not doing so and taking a wait-and-watch approach is not the safe path – it is a sure way to rapid obsolescence.

Substantial competitive advantage will accrue to the organizations that lead change by partnering with technology companies that have proven capabilities in deploying AI-based solutions. The goal should be to achieve quick wins that build organizational confidence before scaling the solutions across the enterprise.

Partners in AI

Integrating AI seamlessly into an organization is a difficult task—it requires developing a comprehensive AI strategy, securing the right tools, and implementing every aspect efficiently. Wipro HOLMES™ is an AI and automation platform that enables organizations to transform operations, customer journeys, sales processes, and more. HOLMES can hyper-automate and optimize a company's infrastructure so people can spend time on tasks that require cognitive and experiential capabilities to make smarter decisions about the future.

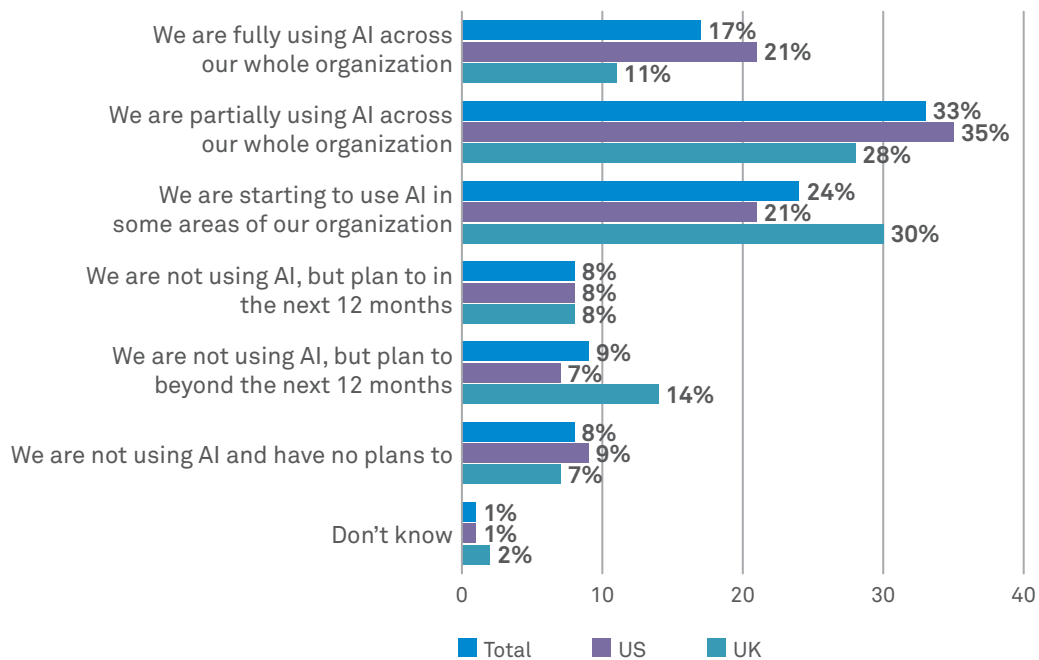**95% say AI is essential to becoming an Intelligent Enterprise.**

76% believe AI will improve operational efficiency across their organization.
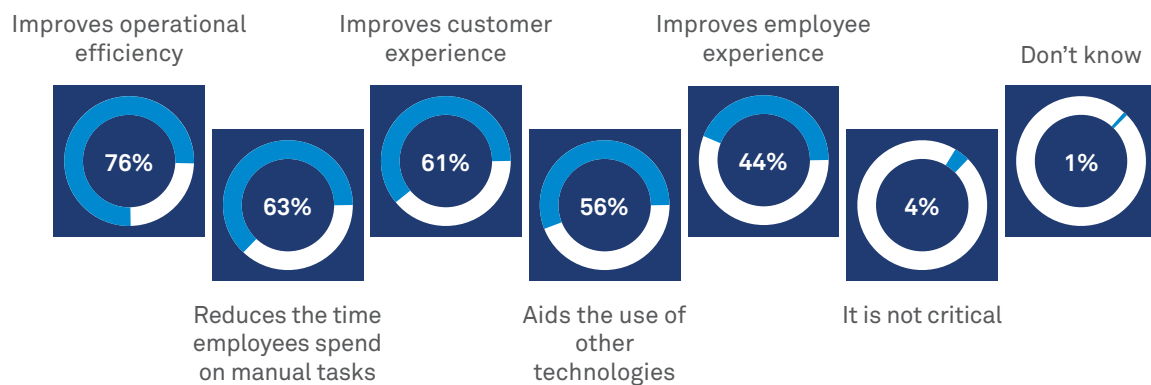
Recap of the data

Organizational use of AI

To what extent is your organization currently using AI?

	Total	US	UK
We are fully using AI across our whole organization	17%	21%	11%
We are partially using AI across our whole organization	33%	35%	28%
We are starting to use AI in some areas of our organization	24%	21%	30%
We are not using AI, but plan to in the next 12 months	8%	8%	8%
We are not using AI, but plan to beyond the next 12 months	9%	7%	14%
We are not using AI and have no plans to	8%	9%	7%
Don't know	1%	1%	2%

Asked to all respondents

Importance of AI adoption

Why do you think AI is critical to enabling organizations to become an Intelligent Enterprise?

Improves operational efficiency — 76%

Reduces the time employees spend on manual tasks — 63%

Improves customer experience — 61%

Aids the use of other technologies — 56%

Improves employee experience — 44%

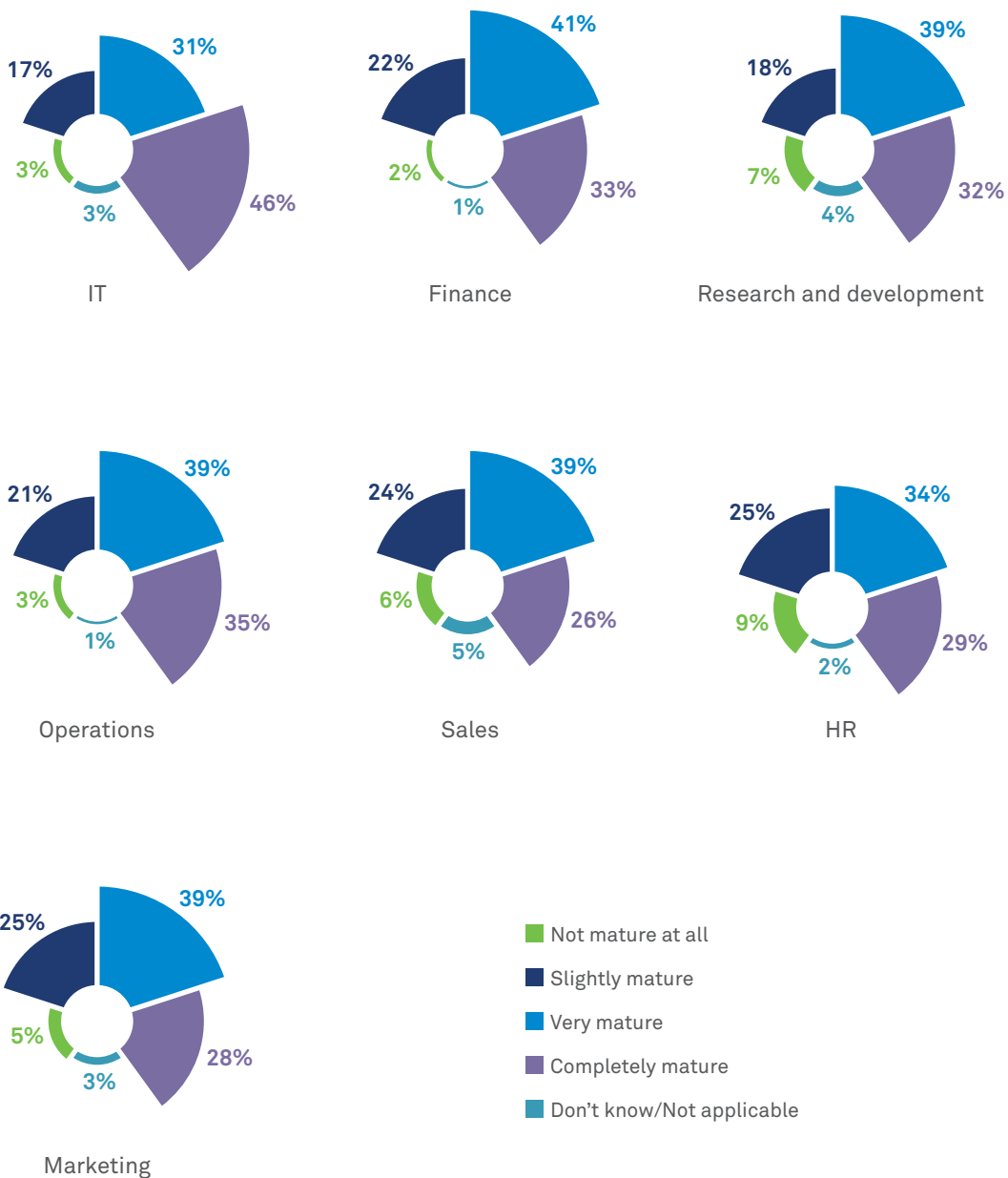It is not critical — 4%

Don't know — 1%

Asked to all respondents

Almost all (95%) respondents say AI is critical to an Intelligent Enterprise, with the improvement in operational efficiency the most likely (76%) reason.

Data and analytics maturity

Within your organization, how mature are the following departments when it comes to data and analytics?

IT
- 31%
- 46%
- 3%
- 3%
- 17%

Finance
- 41%
- 33%
- 1%
- 2%
- 22%

Research and development
- 39%
- 32%
- 4%
- 7%
- 18%

Operations
- 39%
- 35%
- 1%
- 3%
- 21%

Sales
- 39%
- 26%
- 5%
- 6%
- 24%

HR
- 34%
- 29%
- 2%
- 9%
- 25%

Marketing
- 39%
- 28%
- 3%
- 5%
- 25%

Legend:
- 🟩 Not mature at all
- 🟦 Slightly mature
- 🟦 Very mature
- 🟪 Completely mature
- 🟦 Don't know/Not applicable

Asked to all respondents

21

Speed of AI adoption among departments

Within your organization, which functions have adopted AI the fastest over the last year?

73% — IT
Operations — 38%
29% — Research and development
Finance — 27%
26% — HR
Marketing — 23%
21% — Sales
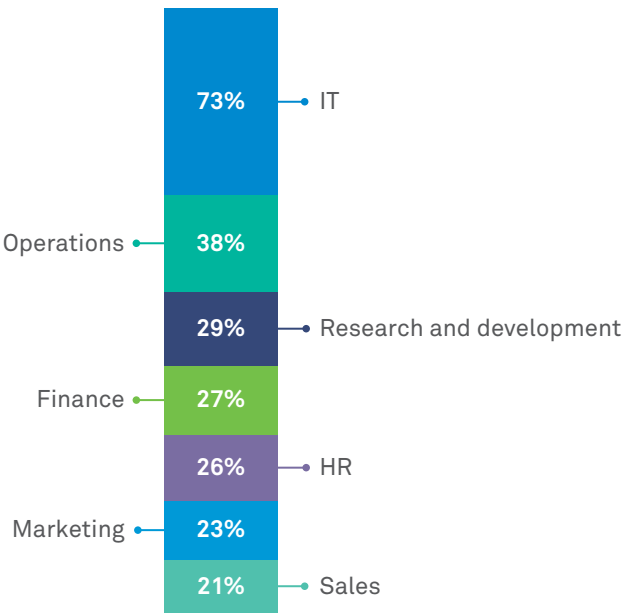
Asked to respondents whose organization is using AI

Future success of Intelligent Enterprises

The role of trust in successful Intelligent Enterprises

As organizations are empowered by digital transformation, the values of trust and transparency will become important. Employees and customers alike will need to believe that technology is being used acceptably and ethically.

> **Technology and trust should be developed in parallel.**

Why trust matters for Intelligent Enterprises

The promise of an Intelligent Enterprise is its ability to make critical decisions faster. But speed is only a boon if those decisions are based on accurate data to provide guidance. Nearly half of the business leaders surveyed went so far as to call it critical to businesses aspiring to become an Intelligent Enterprise. Overall, 98% consider it important. The reason is simple. Organizations that cannot trust their data and their models will make errors in decisions and go down blind alleys. For many, the cost of rolling back will be high in terms of additional investments and loss of competitive advantage.

Compliance to data regulations is one way to promote trust. Although regulations are often met with mixed reactions, the response for data compliance regulations is encouraging. As many as 72% of our respondents say data compliance regulations have had a positive impact on their organization. The trend suggests that organizations have the business motivation required to meet regulations and compliance norms. What they lack is an experienced partner who can create process and technology blueprints to achieve flawless compliance. Once such a partner is on-boarded, compliance becomes the cornerstone to building trust.

92% believe that trust is the main priority for most organizations becoming an Intelligent Enterprise, and 47% called it critical to transformation.

Ethics in technology

As organizations harness an increasing amount of technology to create an Intelligent Enterprise that delivers business and operational reliability/predictability their concerns will turn to transparency. No business can afford to use technology that has inherent biases. They will want their systems to epitomize the ethical use of AI. One way to achieve this is to leverage Wipro's ETHICA framework. Read more about how Wipro maintains leading ethical standards while delivering innovative solutions for its customers, leveraging Explainability, Transparency, Human-first, Interpretability, Common sense, and Auditability.
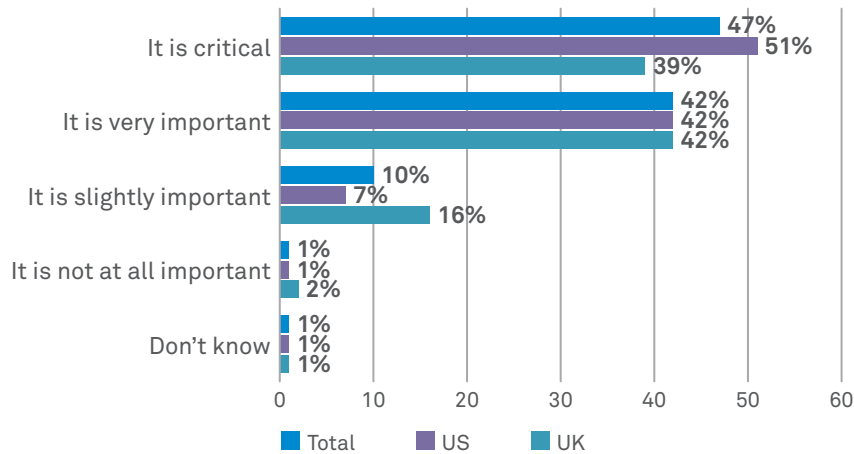
72% say data compliance regulations have positively impacted their organizations.
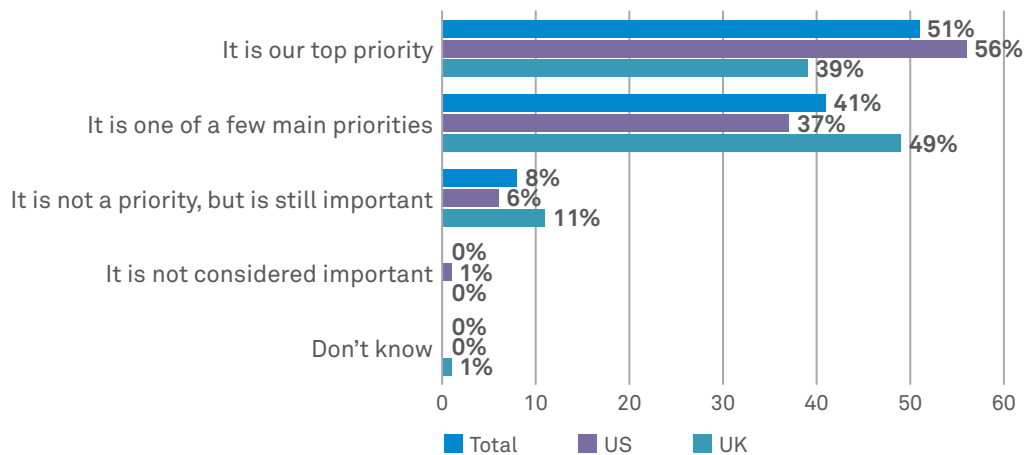
Recap of the data

Trust in an Intelligent Enterprise

How important is trust in organizations becoming an Intelligent Enterprise?

	Total	US	UK
It is critical	47%	51%	39%
It is very important	42%	42%	42%
It is slightly important	10%	7%	16%
It is not at all important	1%	1%	2%
Don't know	1%	1%	1%

Asked to all respondents

Priority of trust

To what extent is trust a priority for your organization as it becomes an Intelligent Enterprise?

	Total	US	UK
It is our top priority	51%	56%	39%
It is one of a few main priorities	41%	37%	49%
It is not a priority, but is still important	8%	6%	11%
It is not considered important	0%	1%	0%
Don't know	0%	0%	1%

Asked to respondents whose organization is an Intelligent Enterprise or who are working toward being one

Implications of data compliance regulations

Have data compliance regulations (like GDPR/PII) had a negative or positive impact on your organization becoming an Intelligent Enterprise?
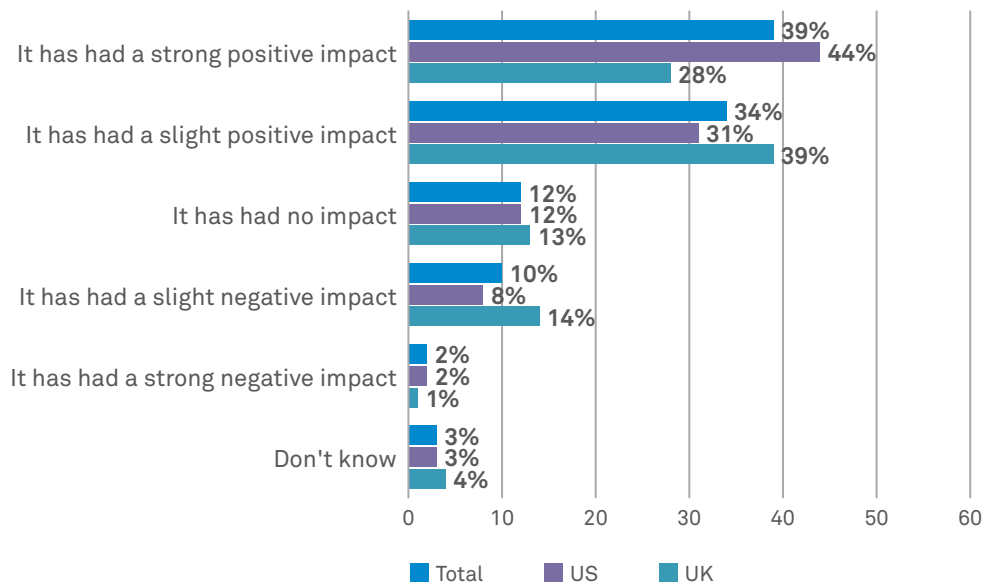
	Total	US	UK
It has had a strong positive impact	39%	44%	28%
It has had a slight positive impact	34%	31%	39%
It has had no impact	12%	12%	13%
It has had a slight negative impact	10%	8%	14%
It has had a strong negative impact	2%	2%	1%
Don't know	3%	3%	4%

Asked to respondents whose organization is an Intelligent Enterprise or who are working toward being one

Conclusion

The promise of becoming an Intelligent Enterprise is undeniably compelling. It enables organizations to shrink costs, discover previously untapped revenue sources, speed critical business decisions, and build a better world for employees and customers alike.

Becoming an Intelligent Enterprise is an ongoing journey. At every milestone, what the organization learns sets the stage for it to reach the next level.

With years of domain expertise, an exhaustive partner ecosystem, and comprehensive service offerings in every aspect of data and insights transformations, Wipro has been partnering organizations, propelling their journey as an Intelligent Enterprise. Find out how Wipro's technology expertise can work to make your organization intelligent.
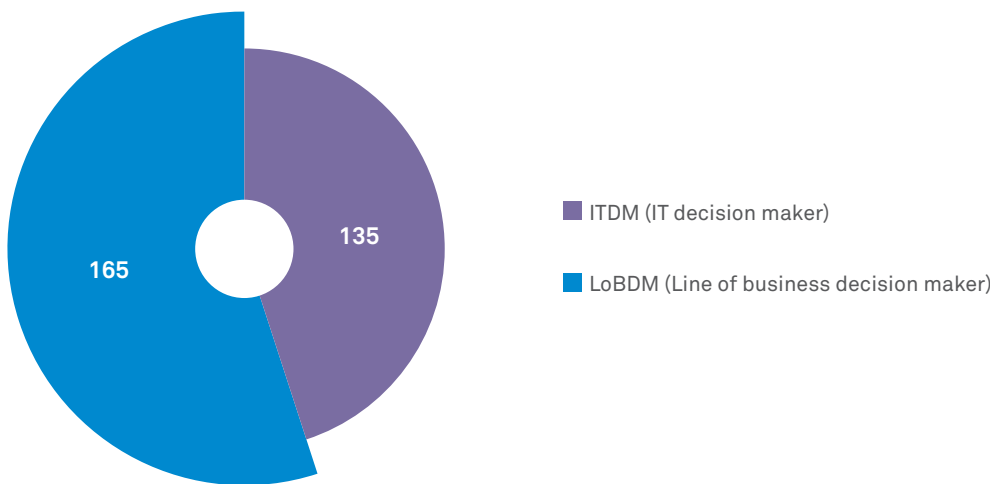
Scope of research

Report demographics

This report is based on a survey of 300 senior IT leaders and business decision makers from the United States and the United Kingdom. The survey, conducted by Wipro, covers the following:
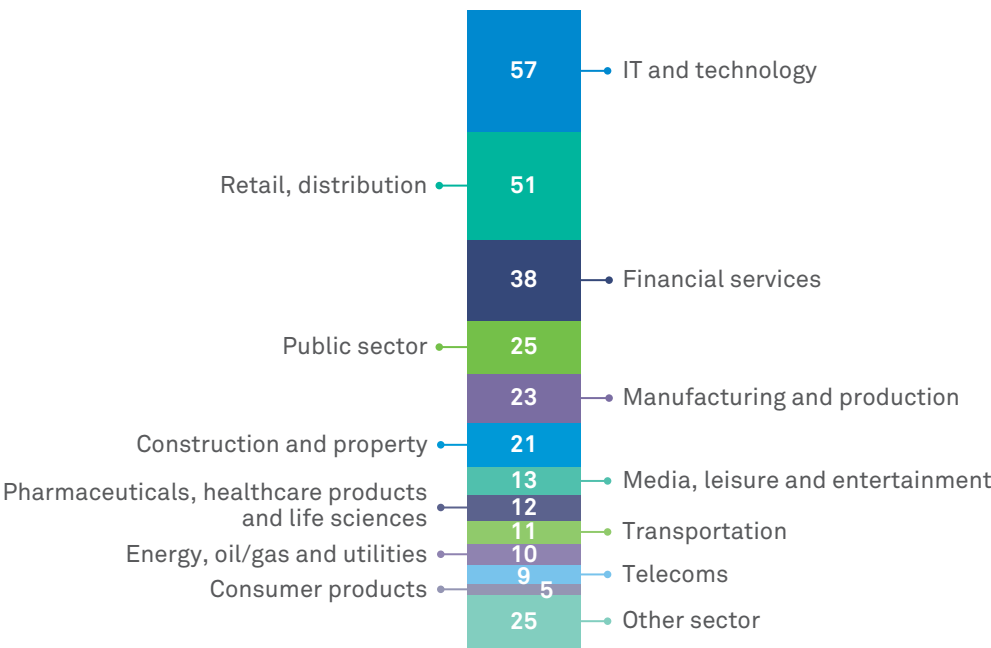
Job function

In which one of these functional areas are you primarily employed within your organization?

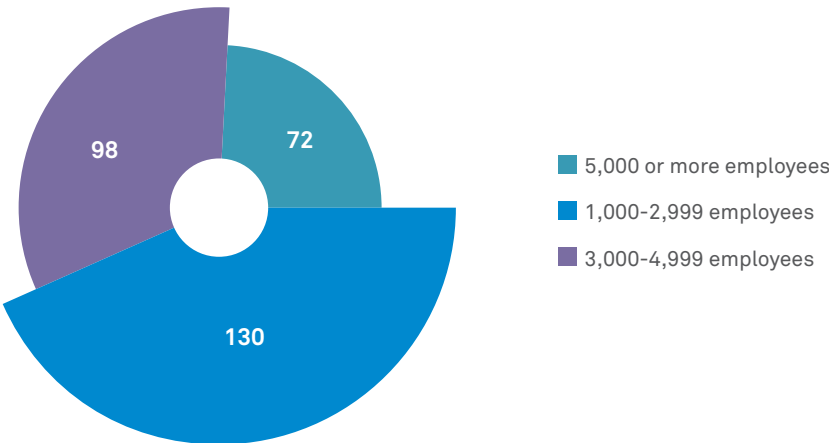**135** ITDM (IT decision maker)

165 LoBDM (Line of business decision maker)

- ITDM (IT decision maker)
- LoBDM (Line of business decision maker)

Industry

Within which sector is your organization?

Sector	Value
IT and technology	57
Retail, distribution	51
Financial services	38
Public sector	25
Manufacturing and production	23
Construction and property	21
Media, leisure and entertainment	13
Pharmaceuticals, healthcare products and life sciences	12
Transportation	11
Energy, oil/gas and utilities	10
Telecoms	9
Consumer products	5
Other sector	25

Organization size

How many employees does your organization have globally?

- 5,000 or more employees
- 1,000-2,999 employees
- 3,000-4,999 employees

72

130

98

Region of respondent

Within which region does your business operate?

- US
- UK

100

200
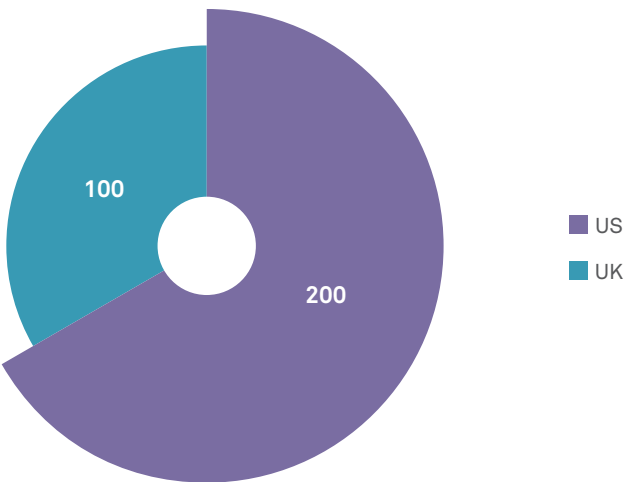
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strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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