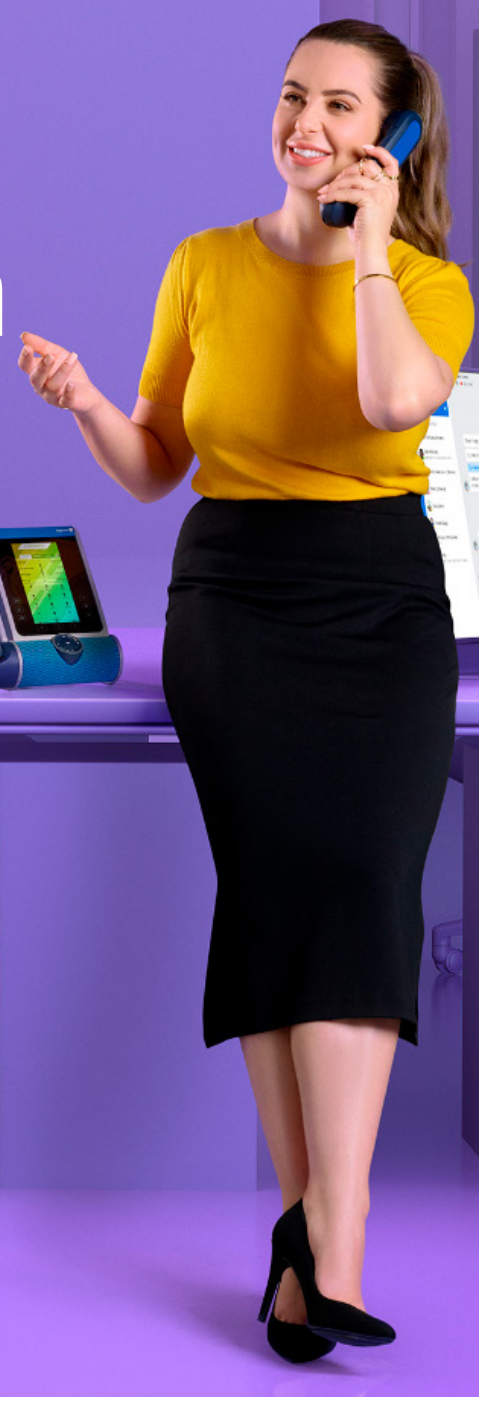


# Enterprise digital transformation is happening now and business leaders are making it a top priority



The Digital Age, also known as the Fourth Industrial Revolution, is happening now. Digital transformation has become an imperative for businesses willing to build the digital enterprise people are demanding.

## Business digital transformation acceleration

### Top business priorities for 2021<sup>1</sup>

**56%**

Digital transformation



**50%**

Cybersecurity

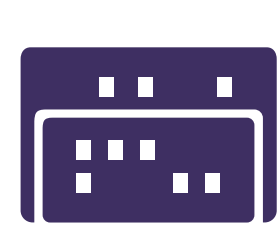


**48%**

Cloud migration



**89%**



of all companies have already adopted a digital-first business strategy or plan to do so<sup>2</sup>.

**78%**



of CxOs stated they were committed to accelerating digital transformation, with an emphasis on cloud<sup>3</sup>.

## Customer demand urges enterprise change

**76%**

of CIOs report increased demand for new digital products or services during the pandemic, and **83%** expect this demand to increase further in 2021<sup>4</sup>.

**58%**

of customer interactions were digital in 2020 versus **36%** in 2019<sup>5</sup>.



## Businesses need to adapt to keep their workforce engaged and motivated

Top technologies that will be invested in to address new working normal include<sup>6</sup>:

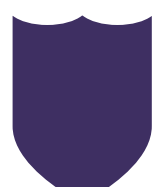
**56%**

enhanced collaboration/meeting tools.



**53%**

enhanced security controls.



**77%**

Since employees expect their companies to catch up, 77% of CIOs expect significant shifts in work design, culture, and mindset<sup>7</sup>.

## Digital transformation connects everything

**67%**

of enterprises expect CPaaS to have an impact on their organisation within the next three to five years<sup>8</sup>.



**75 billion**

Many companies are now using CPaaS to strengthen their business with IoT and connected devices. Estimates suggest there will be more than 75 billion connected devices by 2025<sup>9</sup>.

## Business agility, resiliency, and growth in the new normal

**72%**

of CIOs surveyed felt their company will fundamentally change the way it engages and interacts with customers, up from 36% two months earlier<sup>10</sup>.



**80%**

of business executives are now looking to the cloud as a means of mitigating business uncertainty and lowering risk<sup>11</sup>.



**56%**

of total respondents envision a hybrid model with some employees working on premises and others working remotely/teleworking<sup>12</sup>.



## Digital Age Communications delivers business transformation success

Alcatel-Lucent Enterprise Digital Age Communications solutions enable enterprises in any industry, segment, and public organisation to take advantage of new ways of communicating, and to evolve with market demands. Business transformation helps enterprises re-invent the workplace, and enhance agility with communications-enabled business process automation, while enabling organisations to decide on the most suitable cloud model.

[Download the Digital Age Communications ebook](#)

#### SOURCES

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