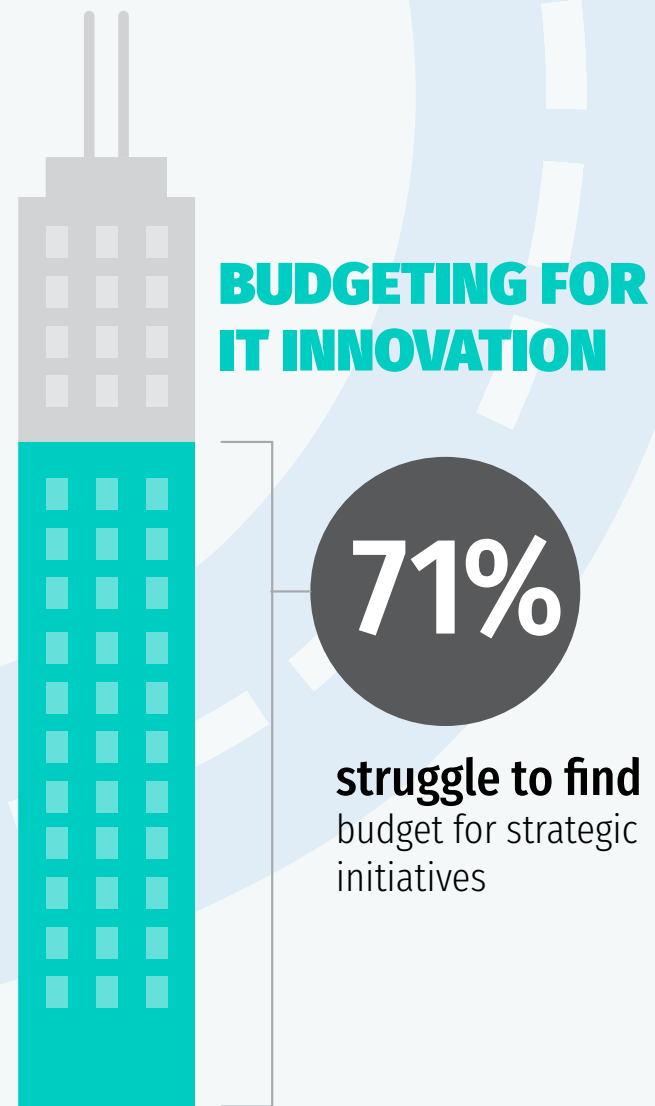
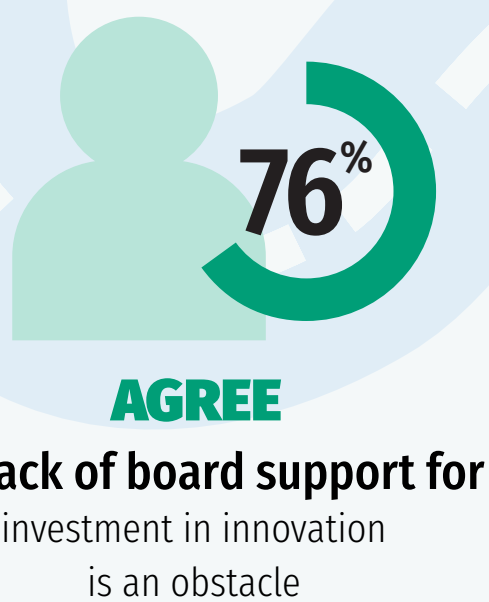
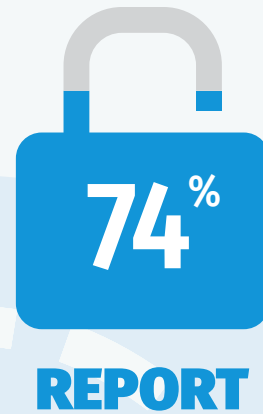
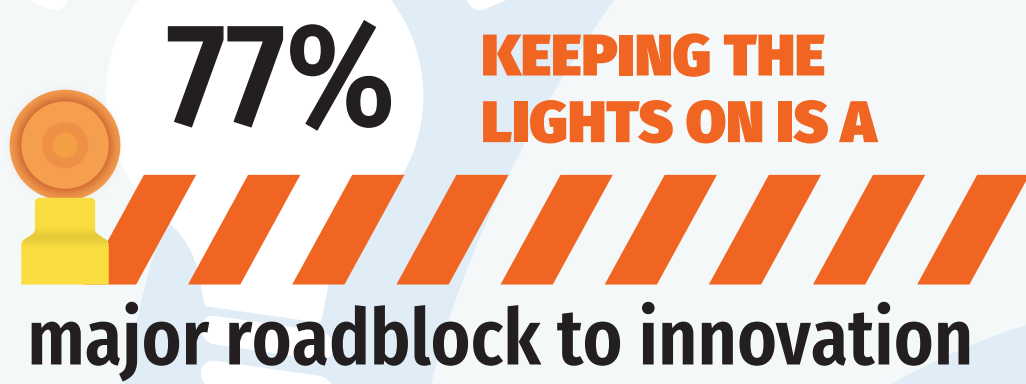


# Survey Shows Conflict Between Innovation and IT Overhead

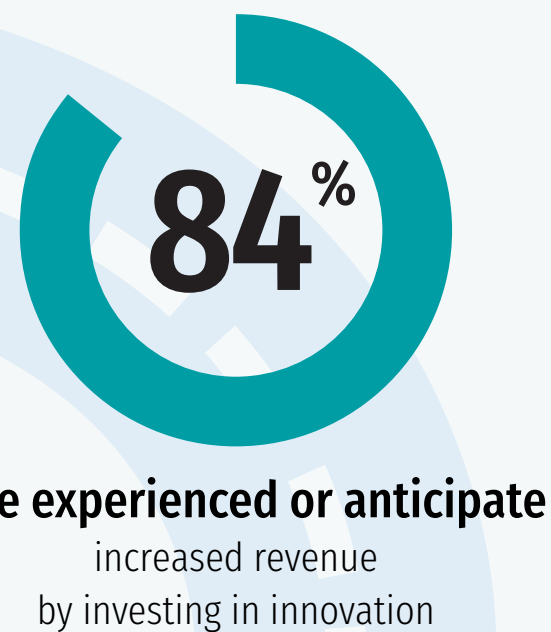
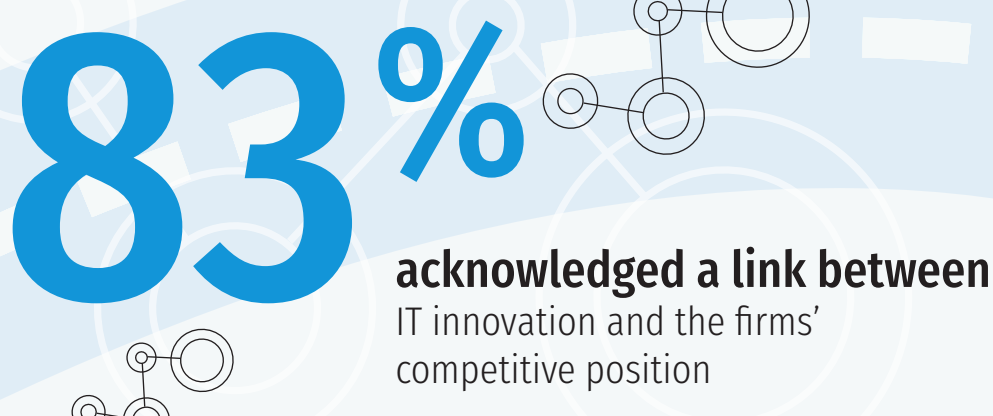
Businesses recognize the importance of digital innovation, but a recent survey shows IT and finance leaders struggle to redirect IT budget from systems maintenance to innovation

Vanson Bourne, an independent technology market research firm, collected survey responses from 900 IT and finance decision makers between January and March 2018. The survey panel was spread across the Americas, Asia-Pacific, Europe and the Middle East. Survey findings indicate that the tremendous potential of digital transformation is very much on the minds of these leaders, yet many are dissatisfied with the speed of innovation happening in their firms.

## Achieving Innovation is Still a Challenge for CIOs and IT Leaders



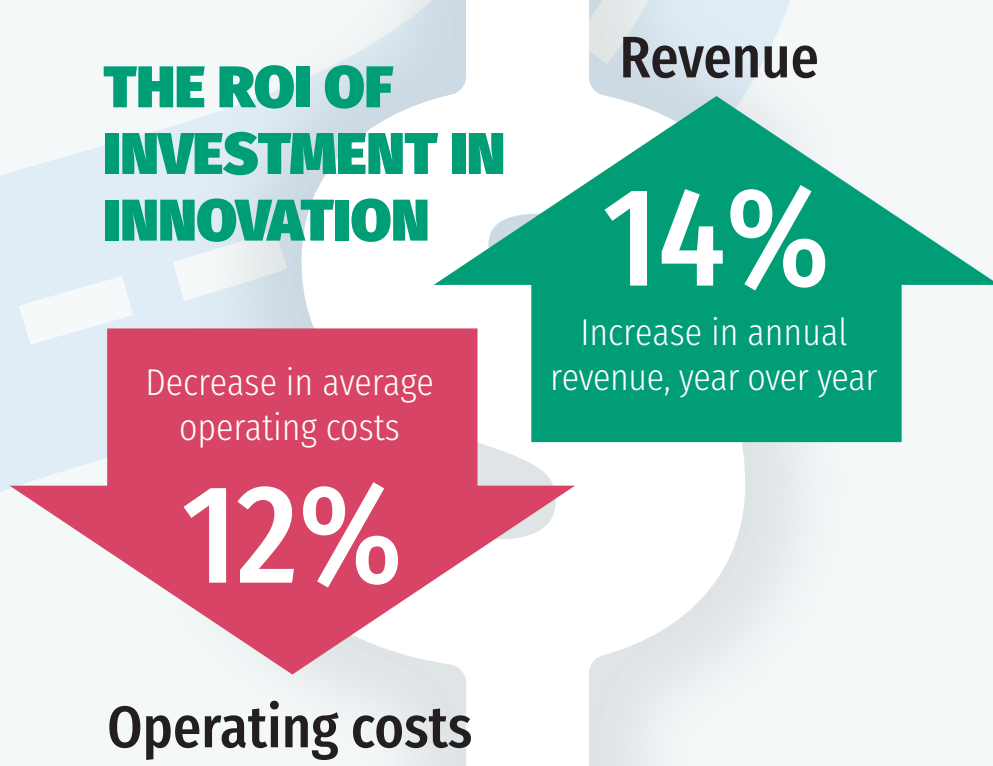
## Demonstrated ROI and Benefits of Investing in Innovation



### CUSTOMER SATISFACTION FROM INNOVATION INVESTMENT



### THE ROI OF INVESTMENT IN INNOVATION



## How innovative is your organization?

Whether you are running a low-margin or hyper-growth operation, there is never enough funding or resources to deliver what the business needs.

Download this eBook to understand how other IT leaders articulate their roadblocks on their roadmap, their organization's agility and their ability to deliver results that impact the bottom line.

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