



How Possible Happens

Act now to fill the value void

Organizations worldwide are increasingly looking to leverage technology to fill the ‘value void’ — but many have still only realized a fraction of the potential value they can deliver. It’s clear that despite the willingness to invest, a complex journey lies ahead.

Paving the path to progress

Many organizations lack the meaningful measures and means to effectively unlock value, limited by everything from market forces to internal processes.



Ongoing economic pressures

Financial uncertainty can make justifying new investments challenging, with the value of new solutions difficult to prove.



Increasing customer expectations

With fierce competition and more demanding customers, organizations now have to fight harder for market share.



Rapid evolution of new technologies

Organizations can be overwhelmed at the sheer scale of choice, leaving them unsure how to proceed.



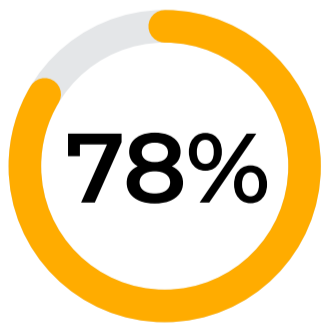
75% of organizations expect to gain a productivity increase

Specifically, an increase of more than **20%** in the next three years.



Our research uncovered that technology is a critical way to drive productivity.

80% of organizations agree that success depends on new technologies



Many organizations still face uncertainty around which technology to invest in.

78% of organizations expect to increase technology investments by **20%**



How can you unlock real value from a technology investment?

Born out of a drive to learn how the most productive organizations drive value using technology, we’ve undertaken one of the largest studies of its kind. Backed by industry-leading insights from 15 countries and seven industries, our new report explores four **Vectors to Value** that serve as a blueprint for impactful value creation.

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