

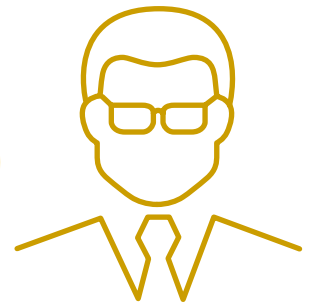
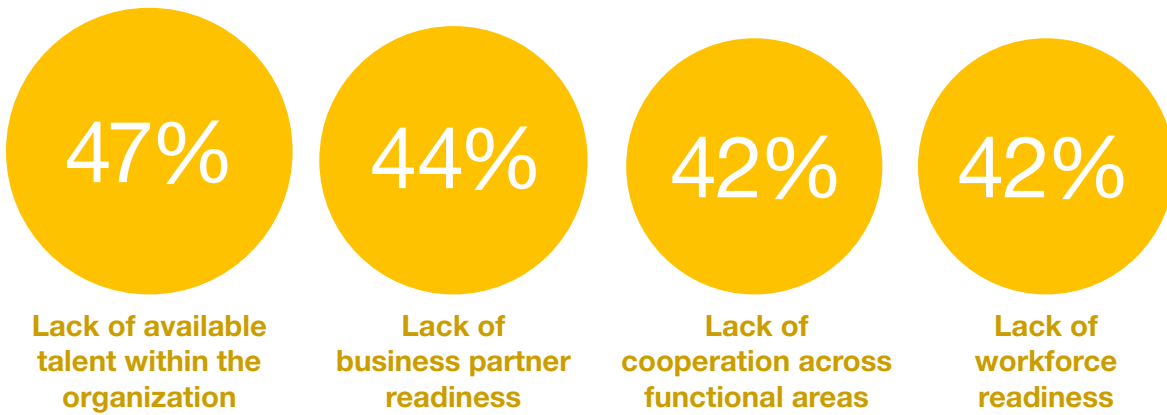
YOU STILL NEED PEOPLE IN A DIGITAL WORLD



Executives know that talent issues could slow the digital operations revolution.

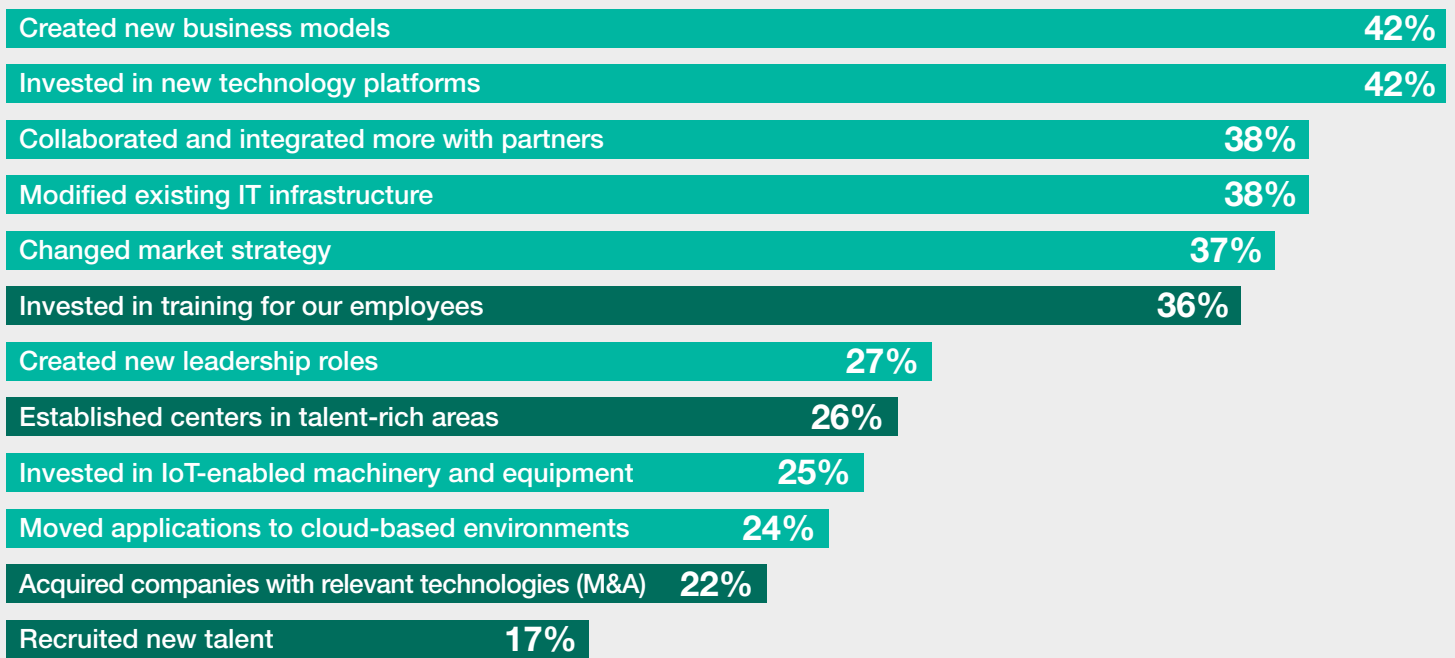
To what extent do the following present a challenge as you develop these digital operations initiatives?

Lack of available talent is the second-greatest challenge to digital ops.



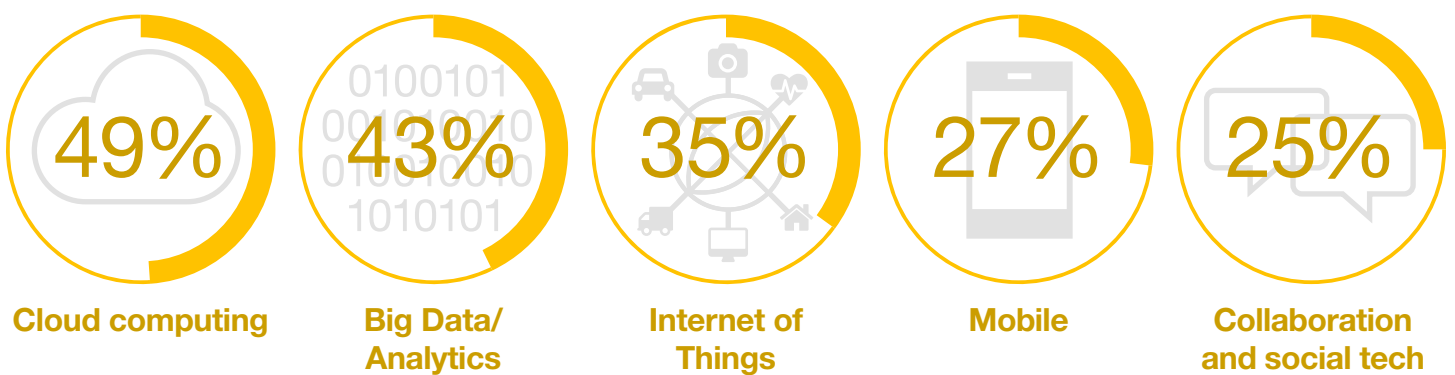
But most companies are not doing enough to build the workforces they need.

What steps, if any, have you taken to transform your company's strategy around digital operations?



Technology drives a growing need for specialized skills...

Which of the following digital operations initiatives will receive the greatest level of investment over the next three years? Top 5 responses



...and a newly focused corporate culture.

