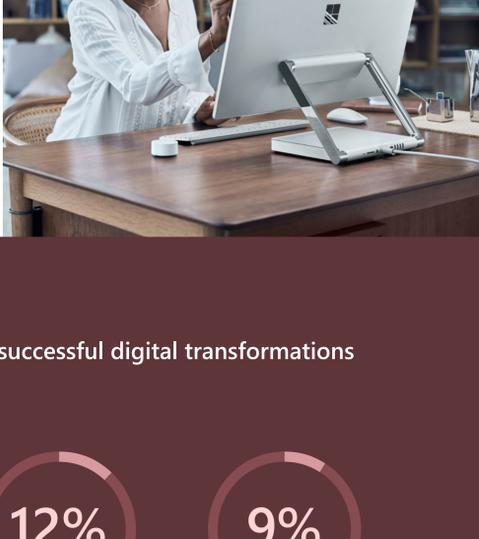


3 Sparks to Ignite Your Digital Transformation

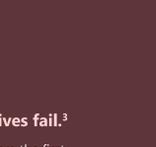
How the right technology can jump-start your workplace

No matter your industry, a radical transformation is happening in the workplace, and the pressure to adapt is relentless. The issues companies face are becoming more complex, workers are increasingly nomadic, and collaboration a higher priority.

By 2018, **2/3** of the Global 2000 CEOs will have digital transformation at the heart of their strategy.¹



And it's worth it, because successful digital transformations have proven results:²



Yet 84% of transformation initiatives fail.³
Guidance and cohesive strategy are the first steps to a successful digital strategy

Close the gap and sharpen your competitive edge by staying ahead of these 3 agents of change.

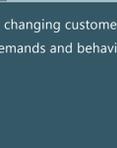
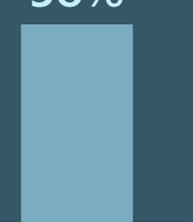
01 Solving for complexity

Innovation has never been more pivotal to solving the complexities facing organizations. Breakthroughs don't happen in silos; they happen when teams are face-to-face with the challenges confronting the company and its customers.



Navigating new obstacles

In a survey of the top 1,300 global CEOs, leaders charged with navigating the complexities of transformation cite these areas as some of their biggest challenges:⁴



These same respondents ranked **problem-solving** as the **most important skill** for their workforce, indicating that innovation starts with involving and fostering people's creativity not simply from top-down policy.

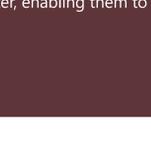
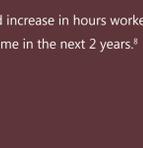
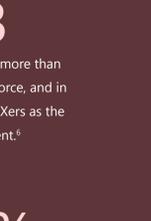
02 Engaging nomadic workers

Today's workers crave more versatile, personalized tools to maintain their workflow from anywhere, jump-start their creativity, and stay highly engaged in their tasks.



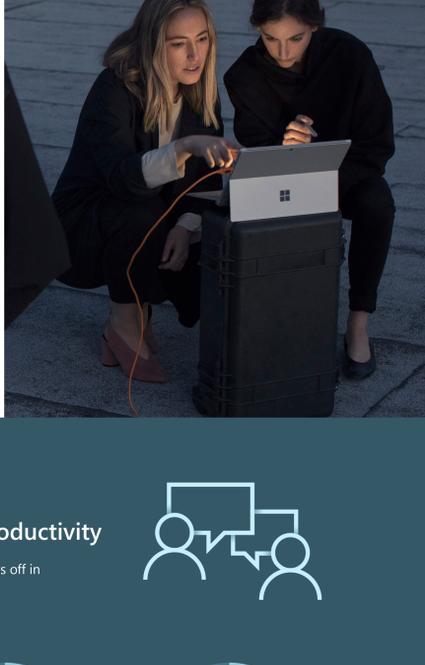
Shape a culture of collaboration and creativity

As the workforce changes, businesses must change with it. Millennials, mobility, and meaningful connection are shaping the new workforce.



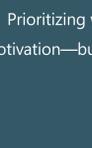
03 Shifting from "me" to "we"

The process of work has fundamentally shifted from linear and individual to iterative and creative collaboration.



Unlock collaboration to fuel productivity

Executives have found that embracing collaboration pays off in the following ways:⁹



46% of executives believe their employees have the tools they need to deal with distractions while working outside the office—**yet only 32% of employees agree.**¹⁰

Prioritizing worker collaboration is good both for business returns and employee motivation—but effectively shifting from "me" to "we" requires tools that make working together seamless from anywhere.

As workplace complexity, mobility, and collaboration grow, organizations must use these sparks to jump-start transformation. Ignite your organization's true creative potential, and build valuable interaction with your customers through tools that help them collaborate and create.

Watch our webinar, "The Surface Opportunity" to learn more about how the Surface portfolio can help digitally transform your business.



Sources

1. "IDC FutureScape: Worldwide Digital Transformation," 2016, IDC
2. "The Digital Advantage: How digital leaders outperform their peers in every industry" 2016, Capgemini Consulting
3. "Why 84% Of Companies Fall At Digital Transformation," 2016, Forbes
4. "20th Annual Global CEO Survey 2017," PwC
5. "Digital Transformations: Achieve Agility And Innovation Through Collaboration Technology," 2016, a commissioned study conducted by Forrester Research on behalf of Microsoft
6. "Millennials surpass Gen Xers as the largest generation in U.S. labor force," 2015, Pew Research Center
7. "Global Mobile Workforce Forecast Update 2016-2022," 2016, Strategy Analytics
8. "Workplace of the Future: Progress, But Slowly," 2016, TECHnalysis Research
9. "Transitioning to the Future of Work and the Workplace," 2016, Deloitte
10. "When the walls come down How smart companies are rewriting the rules of the open workplace," 2016, Oxford Economics

