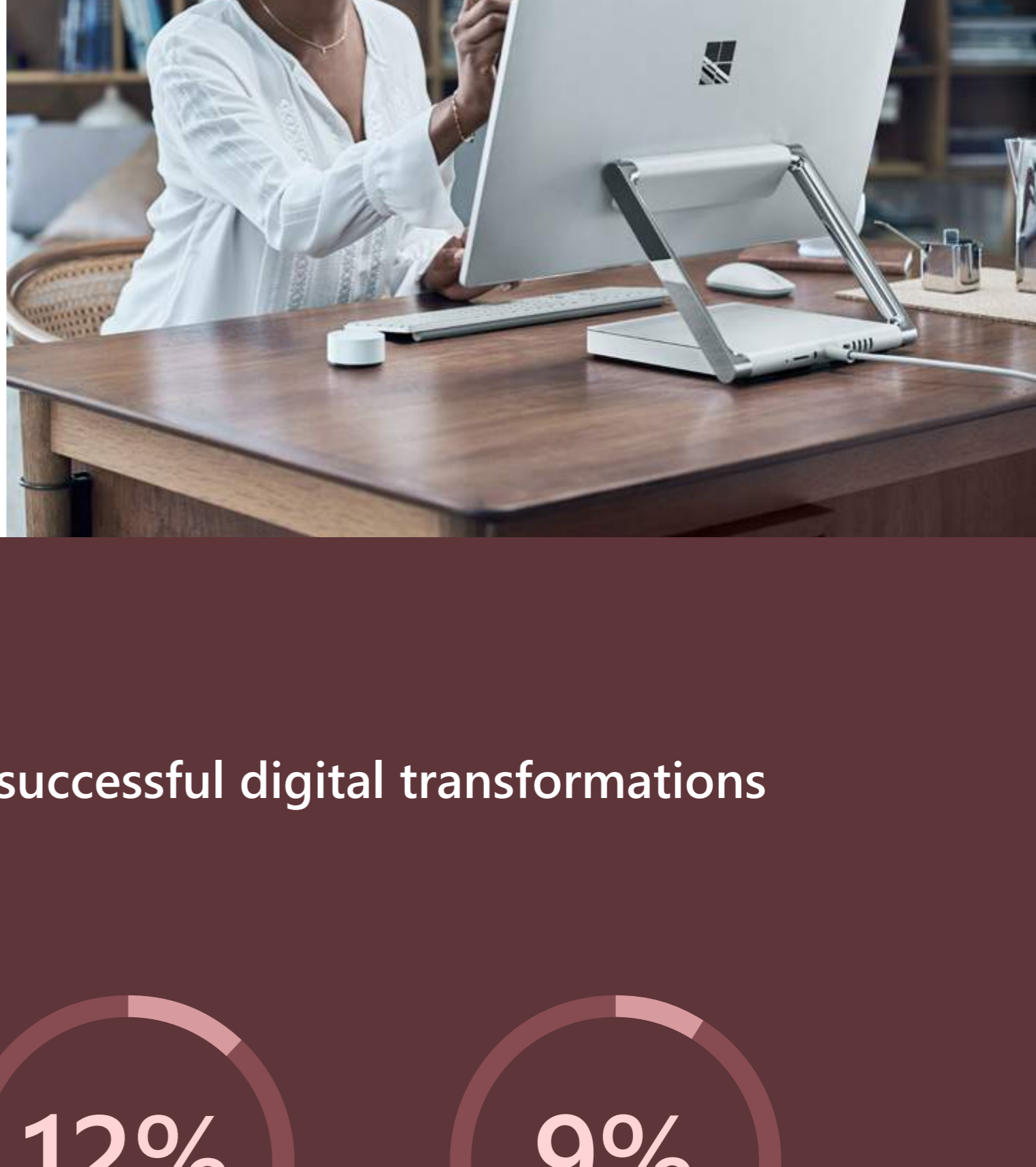


# 3 Sparks to Ignite Your Digital Transformation

How the right technology can jumpstart 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 of the Global 2000 CEOs will have digital transformation at the heart of their strategy.<sup>1</sup>



And it's worth it, because successful digital transformations have proven results:<sup>2</sup>

**26%**

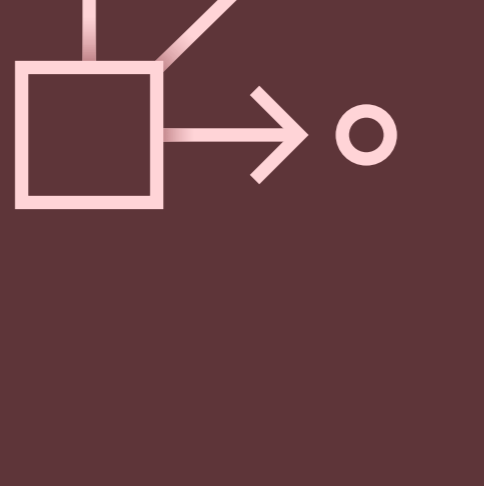
more profitability

**12%**

higher market valuation rates

**9%**

revenue increase through physical assets



**Yet 84%**

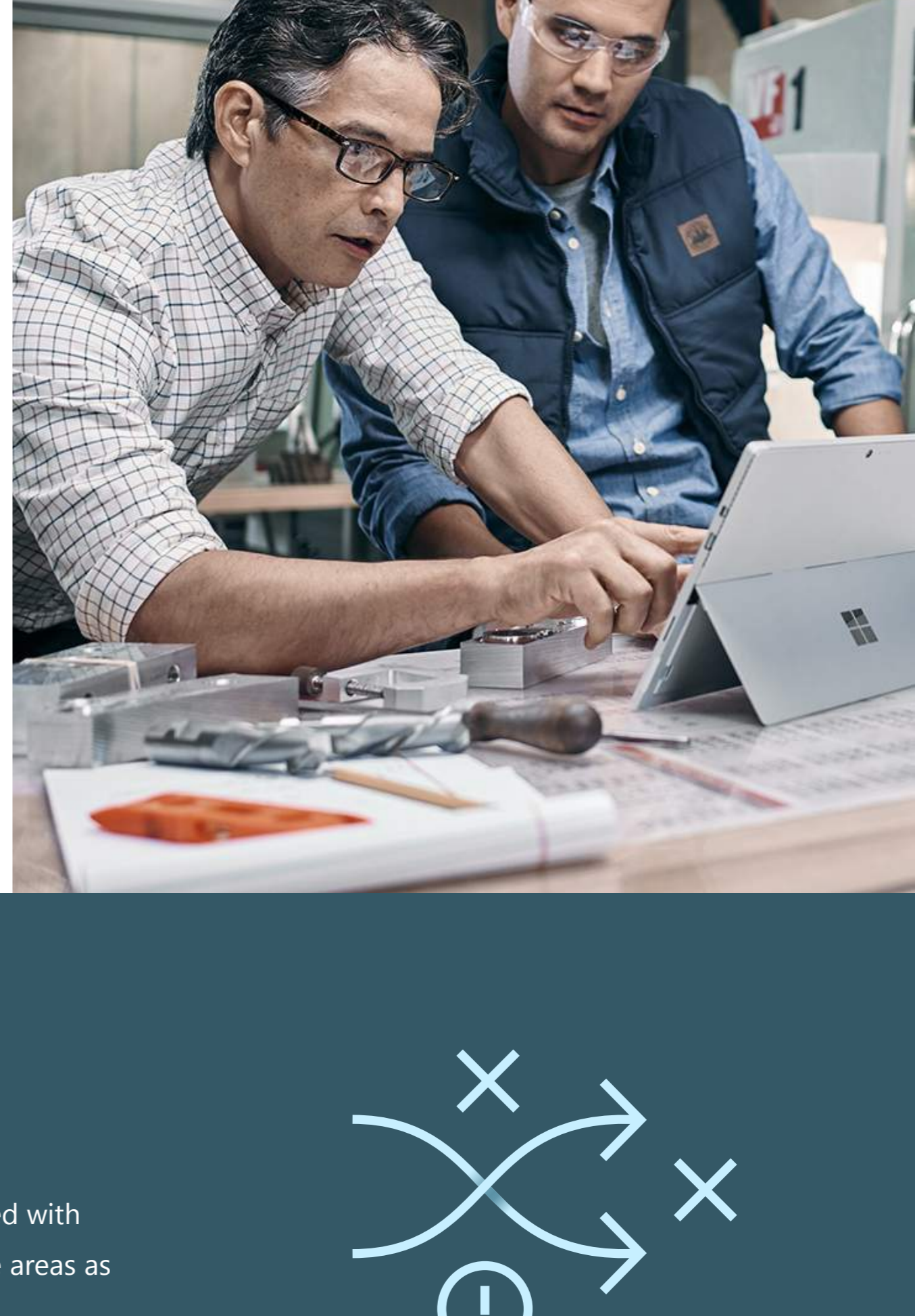
of transformation initiatives fail.<sup>3</sup>

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:<sup>4</sup>

**70%**

rapid pace of tech changes

**66%**

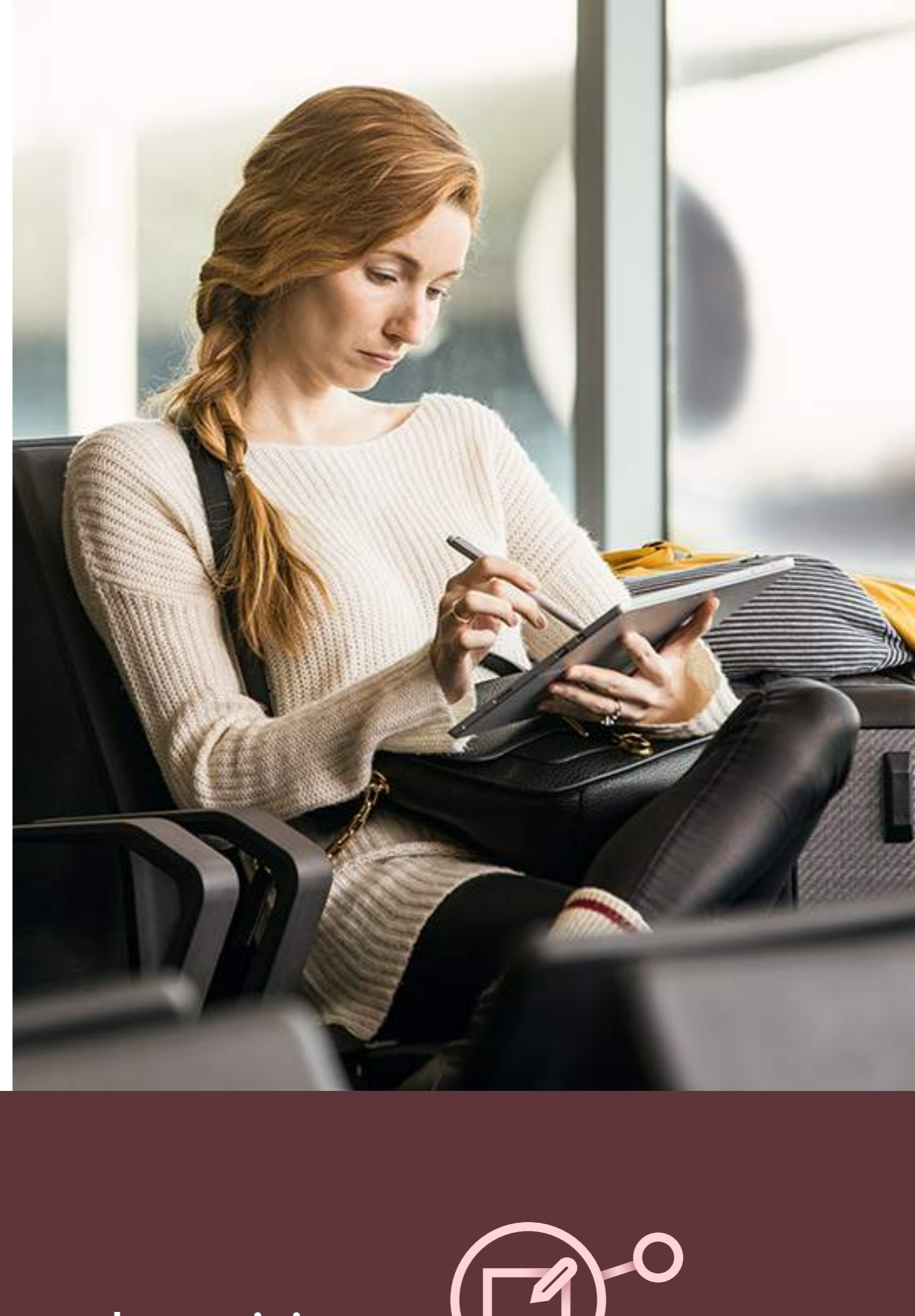
changing customer demands and behaviors

**58%**

new market entrants

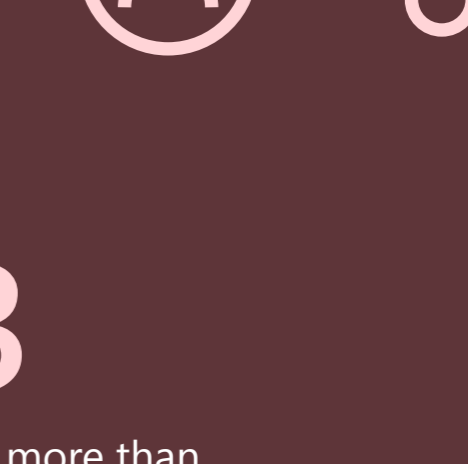
## 02 Engaging nomadic workers

Today's workers crave more versatile, personalized tools to maintain their workflow from anywhere, jumpstart 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 workplace.



**41%**

of employees say they now spend more time away from their desks than they did 2 years ago.<sup>5</sup>

**1/3**

Millennials make up more than 1/3 of the total workforce, and in 2015, surpassed Gen Xers as the largest segment.<sup>6</sup>

**43%**

of the global workforce will be mobile in 2022.<sup>7</sup>

**150%**

anticipated increase in hours worked from home in the next 2 years.<sup>8</sup>

Gervais Tompkin, design strategy studio director at Gensler, stresses that flexible, adaptable space helps teams do better. A successful digital transformation strategy places people at the center, enabling them to work in the way that makes them most productive.

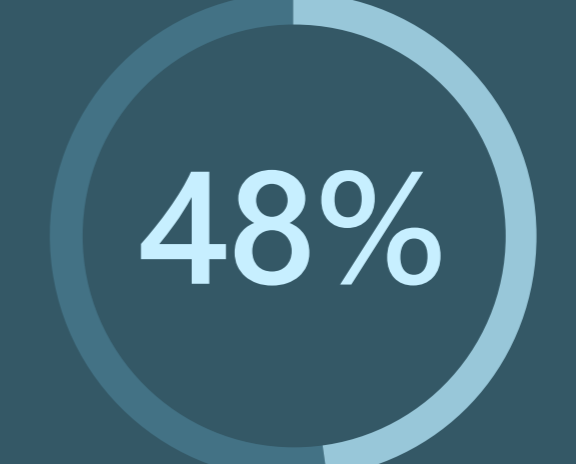
## 03 Shifting from "me" to "we"

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:<sup>9</sup>



**57%**

identifies and exploits new business opportunities

**48%**

increases innovation

**48%**

improves the attraction and retention of top talent



**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.**<sup>10</sup>

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.

Register for our webinar, "[The Surface Opportunity](#)" to learn more about how the Surface portfolio can help digitally transform your business.



#### Sources

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