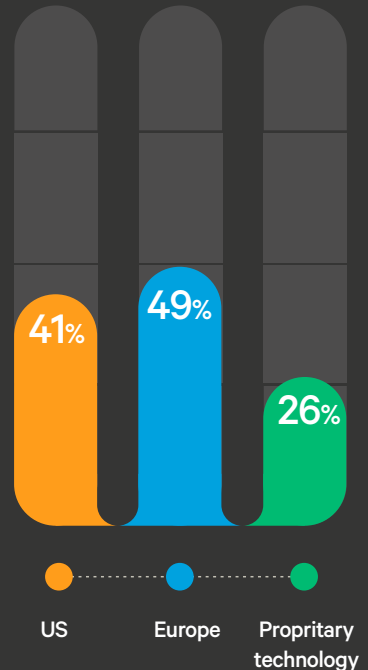




Innovate or Perish

Budget is less of a barrier to innovation in the US than in Europe:

While **41%** of US organizations cite “*budget constraints*” as a barrier to innovation, European companies average **49%**. Proprietary technology also represents a barrier to innovation (**26%**).



Automic[™]
Let's Automate Business.

Research Methodology

The research was commissioned by Automic and conducted by Vanson Bourne among 4,400 individuals in four countries: France, Germany, the UK and the US. This included 4,000 (1,000 in each country) consumers across a broad demographic profile, and 400 senior business and IT leaders (100 in each country) in the energy and utilities, financial services, retail and telecommunications industry sectors.