Digital Ecosystem: A business leader's perspective
It's time to look at the next big thing

Columbus® | Once you know how...

The business landscape

90% of the **Fortune 500**, as well as other companies at large, use its data and analyses for actionable insights

55% of companies without a digital transformation plan say it takes **one year or less**, to adopt one

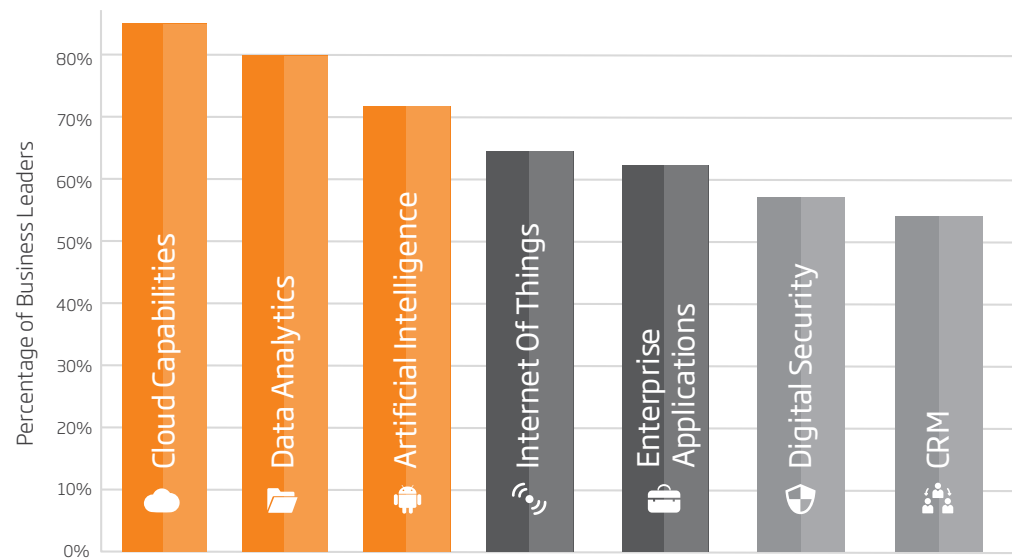**21%** of the companies' IT Budget will be spent on **Digital Initiatives**

58% of business leaders report that they participate in **digital ecosystems**

Top 5 concerns of business leaders

- Maximize the value of data
- Enable consistent innovation
- Balance productivity and security
- Merge legacy technologies with modern technologies
- Address IT skill gap

A business leader's inclination towards developing and managing a digital ecosystem
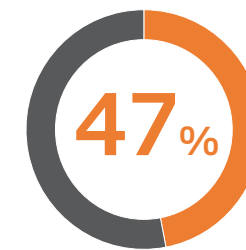

Percentage of Business Leaders

- Cloud Capabilities
- Data Analytics
- Artificial Intelligence
- Internet Of Things
- Enterprise Applications
- Digital Security
- CRM

Digital ecosystem

The new technologies will create complex ecosystems for:

- Increased productivity
- Rapid innovation
- Instantaneous market access

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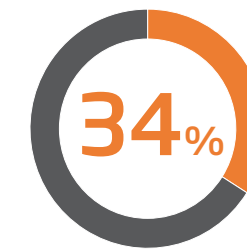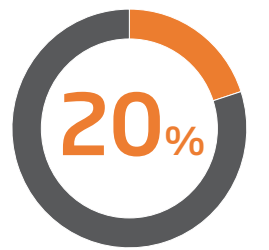### Why Columbus?

As a solution to their concerns: Here is where the business leaders spend most of their budget on

47% AI, BI and Analytics

34% Cloud services solution

20% Digitalization & Digital Marketing

More than **4,200** customers in **45** countries manage their business transformation with industry and productivity solutions developed by Columbus

Columbus is a publicly held company with a record of over **28** successful years in business

Columbus teams have the business, industry, technical, and local business-culture expertise to complete complex, international projects successfully