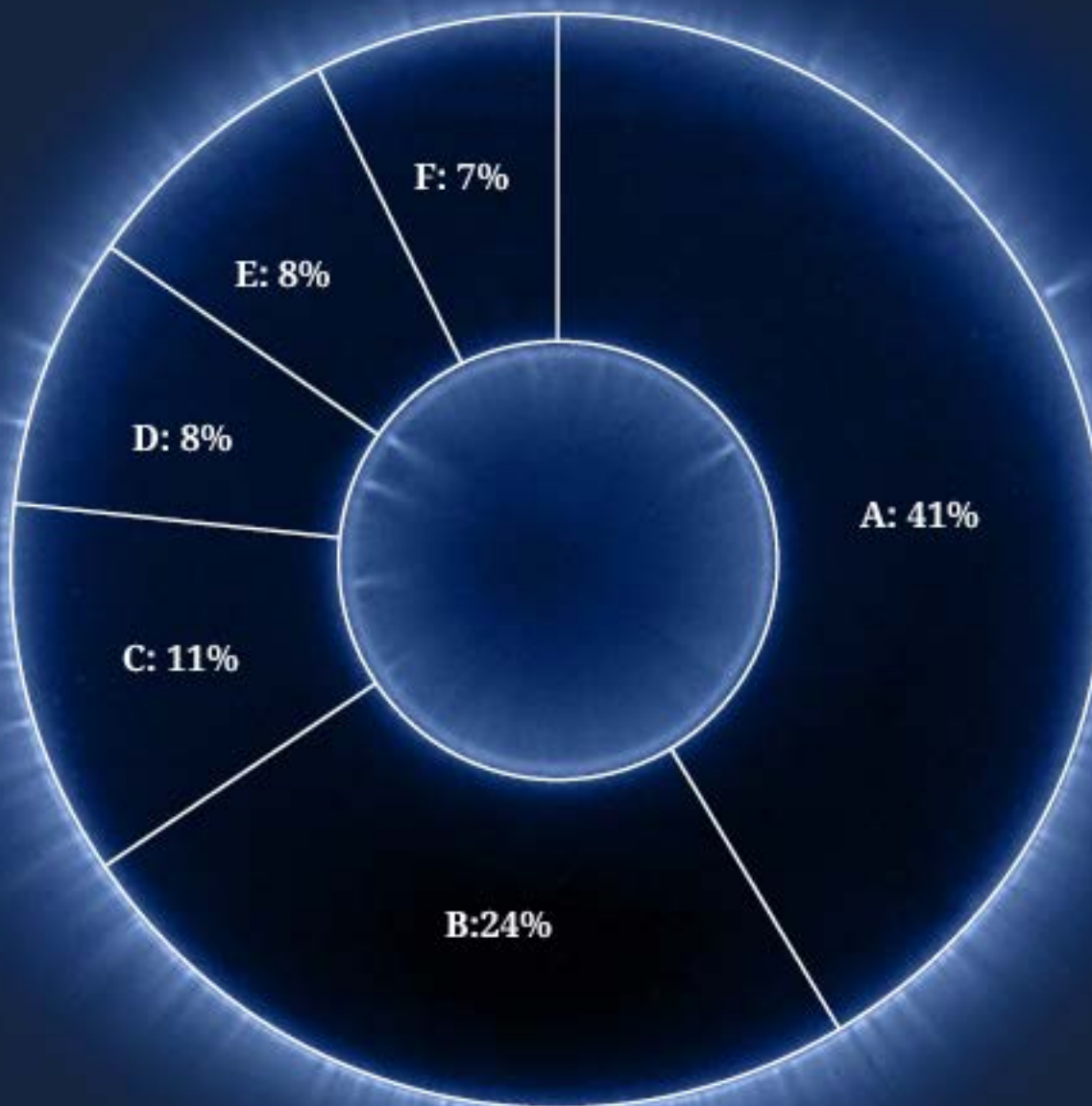


Source of drive for digital transformation



A: Internal IT teams

B: Third party suppliers

C: Internal marketing teams

D: Internal customer service teams

E: Customers

F: Senior management team

For around four in ten businesses, the drive for digital transformation is coming from internal IT teams. For around a quarter, this drive is coming from third party suppliers.