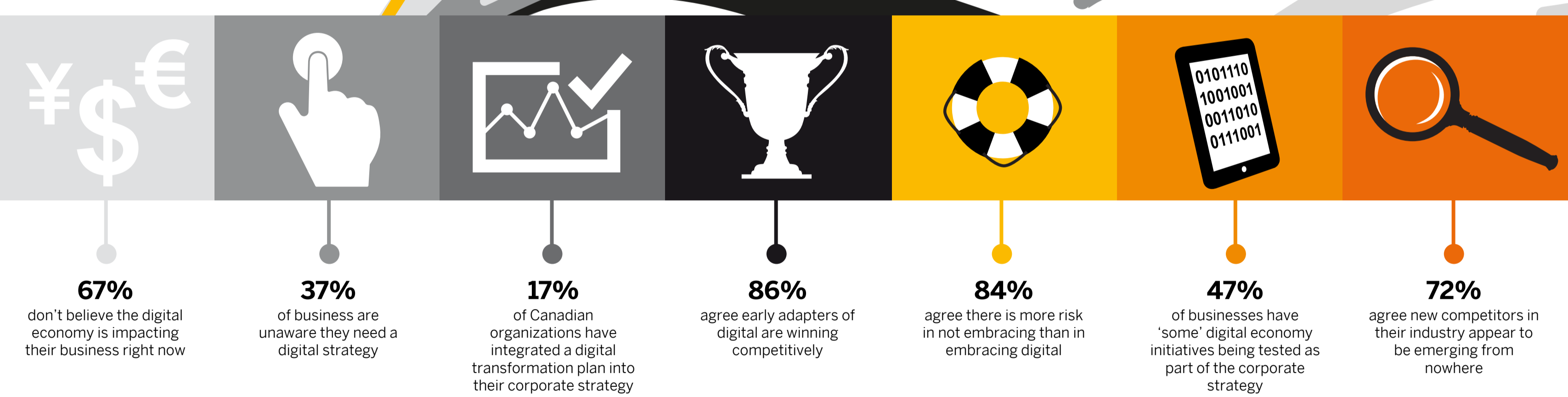
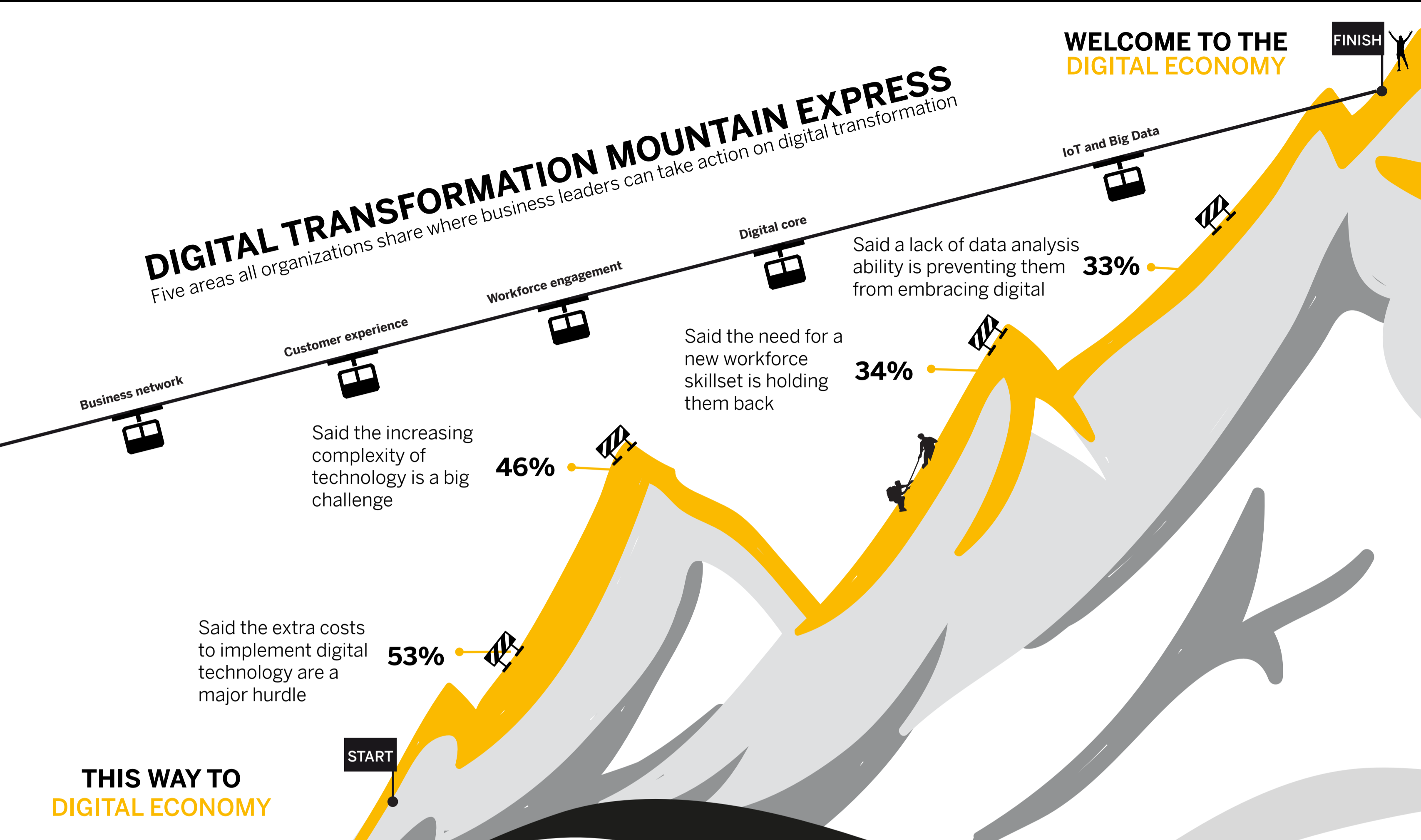


IDC conducted an analysis of **200 Canadian organizations** on the topic of the digital economy and the role of technology in transforming their business. Here are just some of the results:



FIVE TIPS FOR KICK-STARTING YOUR DIGITAL TRANSFORMATION JOURNEY:

- 1** Change starts at the top
- 2** Tackle "digital transformation" using the five pillars
- 3** Create strategic partnerships and focus on what you do best
- 4** Foster collaboration across business and IT management
- 5** Highlight the small wins