

## THE DIGITAL DIVIDEND:

#### THE ADVANTAGES OF MAKING THE FIRST MOVE

According to a recent Harvard Business Review Analytic Services report sponsored by Verizon, businesses that are first to adopt new technologies are also likely to be the ones that experience the most growth. The report suggests that new technologies are helping many companies transform faster and differentiate from the competition.

#### LEAD, FOLLOW, OR BE WARY.

672 business and technology leaders from around the world were asked to classify their businesses according to their companies' views on adopting technology. Each fell into one of the following three categories.



of respondents identified themselves

as PIONEERS.

Open to change, strongly believe in the benefits of new technology, and are the first to move.

of respondents identified themselves

as FOLLOWERS.

Watchers, only

investing in new

technology once

the benefits.

others have proven



of respondents

identified themselves as CAUTIOUS.

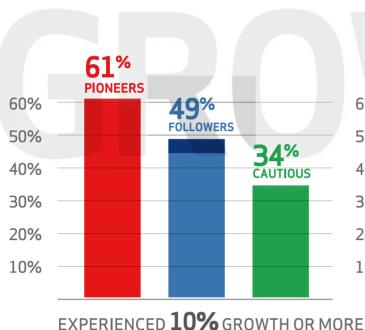
Those that wait until a technology is well established before adopting it, if at all.

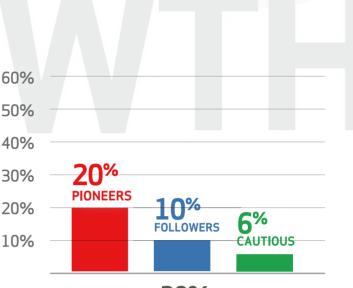
### What kind of business are you?











EXPERIENCED 30% GROWTH OR MORE

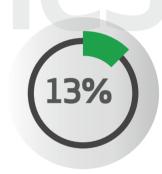
#### Extensive Use of Advanced



of **PIONEERS** 



of FOLLOWERS



of **CAUTIOUS** 

# 64% of **PIONEERS** describe their market position as "ahead of their

**Y** aren't companies

expanding into new markets. 56% of **FOLLOWERS** describe their market

position as "ahead of their competitors." 39% of **CAUTIOUS** companies describe

competitors." Pioneers lead in launching new products and







their market position as "ahead of their competitors." Cautious firms are the most likely of the categories to report no growth.



# A company's culture and legacy technologies are likely to be the biggest obstacles to

successfully leveraging new technology. Compared to Creating a culture

37% of **CAUTIOUS** companies are risk averse.

of **PIONEERS**.

that is more open to new ways of doing things is not instant, nor easy.

**CHANGING NEEDS** 

customer behavior and expectations is the primary factor driving change.

of all respondents said that changing

#### In order to take advantage of new technologies, respondents

reported the following areas most in need of improvement:

Flexibility to adapt to new

ways of doing business.

Strong collaboration

between IT and LOBs.

Ability to envision new

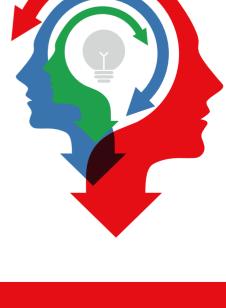
ways of doing things.



### **NEW TECHNOLOGY IS TRANSFORMING BUSINESSES.**

The evidence suggests that businesses that are first to

adopt new technologies such as mobility, machine to machine (M2M), and the cloud can achieve better business performance and an increased competitive advantage—helping them to grow at considerably faster rates than their competition.



To read the full Harvard Business Review Analytic Services report, visit: **verizonenterprise.com/hbr**.

