

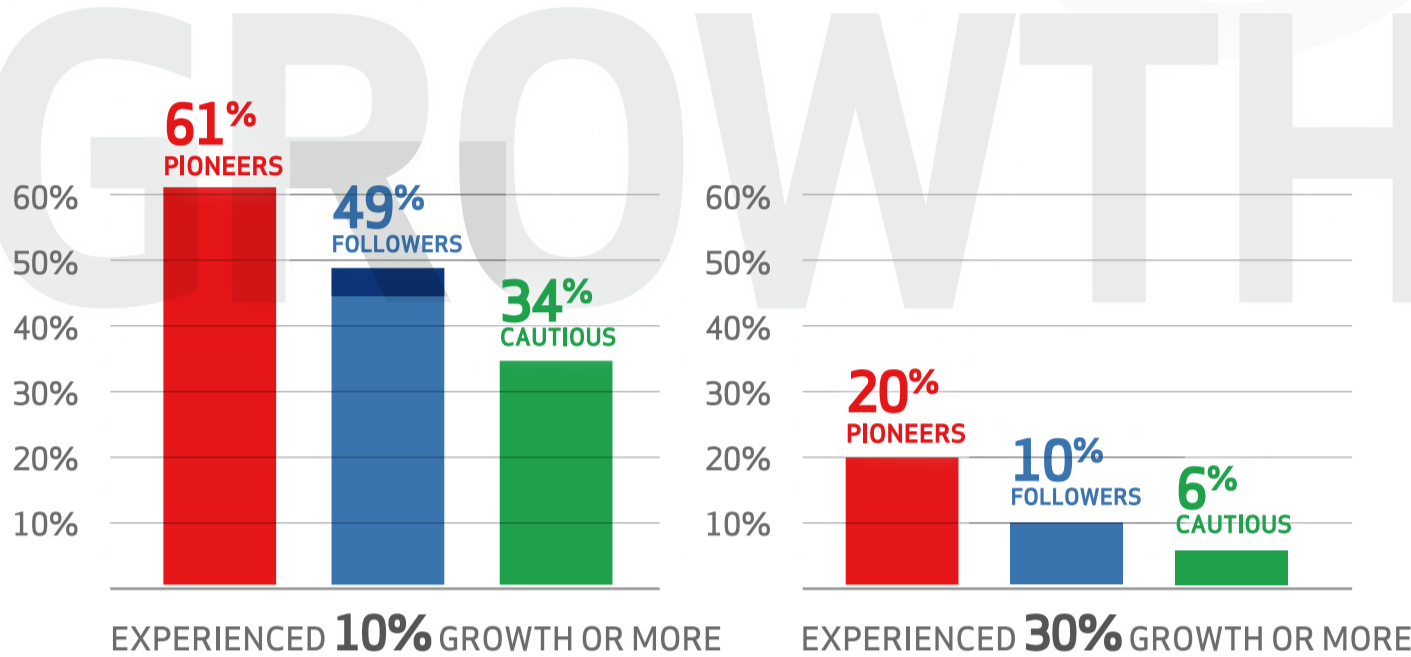
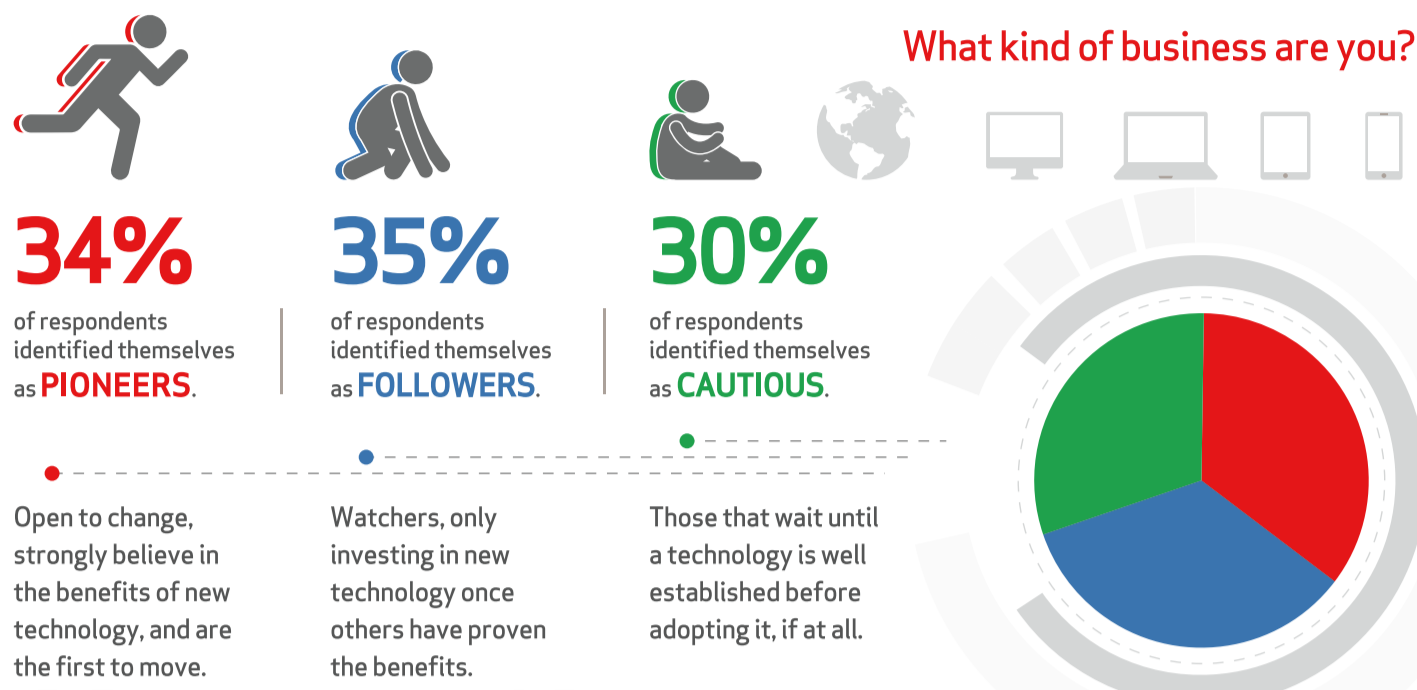
# THE DIGITAL DIVIDEND:

## 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.

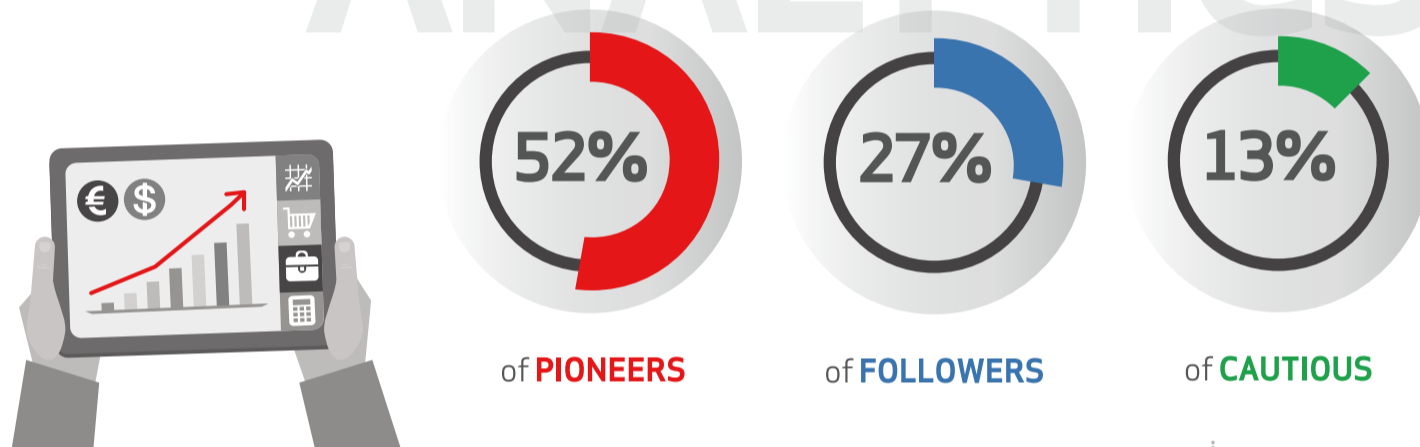
### LEAD, FOLLOW, OR BE WARY.

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.

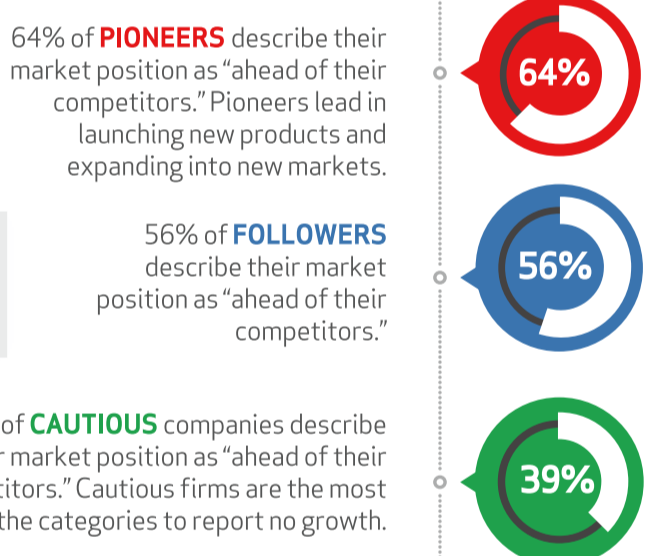


### Extensive Use of Advanced

# ANALYTICS



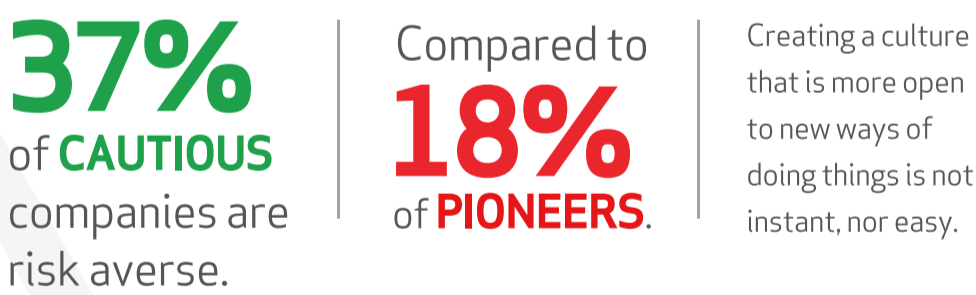
# MARKET POSITION



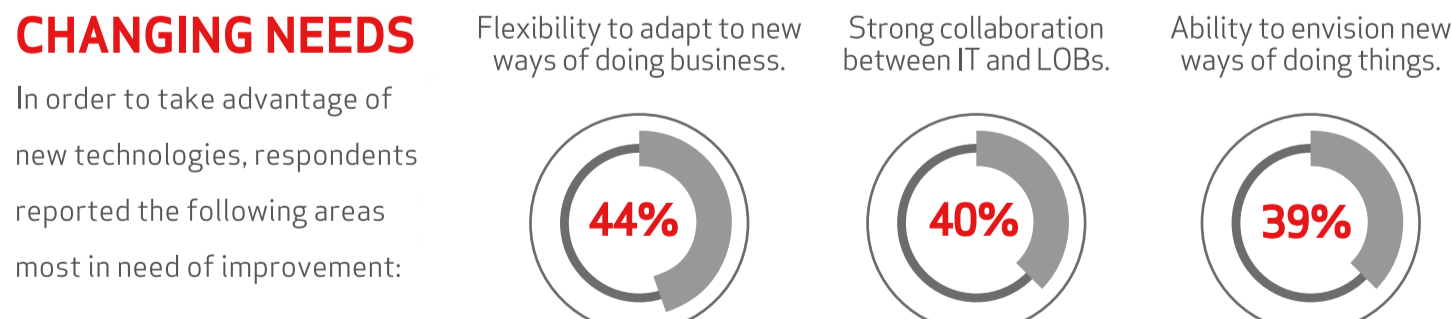
### Why aren't companies embracing more technology?

# CULTURAL SHIFT

A company's culture and legacy technologies are likely to be the biggest obstacles to successfully leveraging new technology.



**65%** of all respondents said that changing customer behavior and expectations is the primary factor driving change.



### 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](http://verizonenterprise.com/hbr).

