

DIGITAL TRANSFORMATION

THE WORLD DOESN'T WORK THE WAY IT USED TO.
NEITHER CAN YOUR BUSINESS.



By the end of 2017, two-thirds of Global 2000 companies will have digital transformation at the center of their corporate strategy.¹

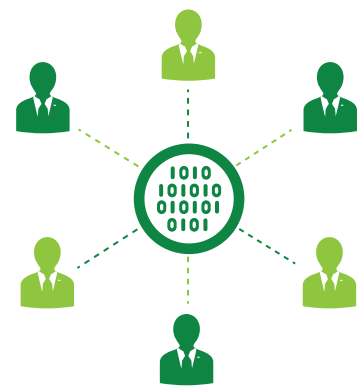
\$9.5M

The average cost of a data breach for companies.²



20.8B

Devices will be connected to the internet by 2020.³



Digital transformation initiatives are led by different individuals. CMOs (34%), CEOs (27%), CIOs/CTOs (19%), CDOs (15%), CXOs (5%).⁴

74%

Of Tech CFOs say cloud computing will have the most measurable impact on their business in 2017.⁶



25%+

The rate which the hosted cloud unified communications market is growing annually.⁵

CENTURYLINK ADAPTIVE NETWORKING: YOUR TOOLS TO THRIVE IN A TRANSFORMING LANDSCAPE.

Digital transformation is now a constant component of today's business reality. We created this comprehensive, agile networking ecosystem to inspire your enterprise's IT evolution, so you can own your digital transformation with CenturyLink.



Connectivity

Gain network scalability and workflow agility with a flexible public-private network that connects to the cloud.



Hybrid IT and Cloud

Migrate to hybrid cloud network and technology environments at your own pace.



Real Time Communications

Adopt scalable communication and collaboration solutions that deliver business agility for a mobile workforce.



Security

Protect people, data, and infrastructure against the advancing threat landscape.



Managed and IT Services

Rely on experienced professionals to support transformation.

¹ Source: IDC FutureScape: Worldwide Digital Transformation 2016 Predictions, 2015. <https://www.idc.com/getdoc.jsp?containerId=259616>

² Source: Ponemon Institute, "2016 Global Cost of a Data Breach Study," October 2016

³ Source: Gartner, 2015. <http://www.gartner.com/newsroom/id/3165317>

⁴ Source: Altimeter, State of Digital Transformation, 2016. <http://www2.prophet.com/The-2016-State-of-Digital-Transformation>

⁵ Source: 2016 NA Frost Growth Opportunities in the Conferencing Services Market.

⁶ Source: BDO Technology outlook, 2017. https://www.bdo.com/getattachment/022227f4-aa2e-4a8b-9739-b0ad6b855415/attachment.aspx?2017-Technology-Outlook-Report_2-17.pdf