

Top 5 characteristics of infrastructure leaders

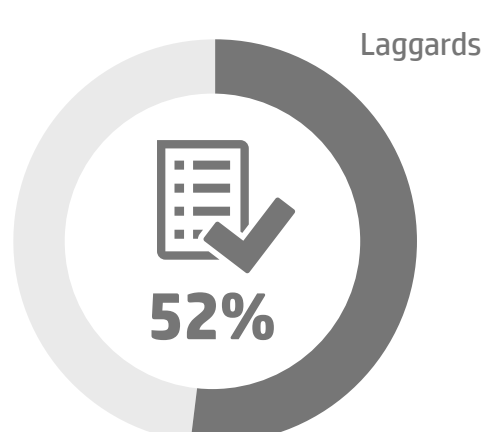
1. Meeting business goals¹

Leaders adopt digital technologies to meet business goals faster than their peers.



leaders embrace digital tech to meet business goals

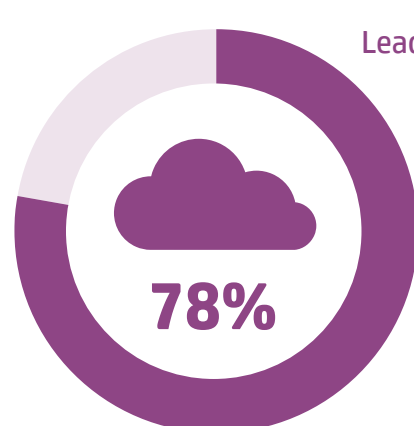
vs.



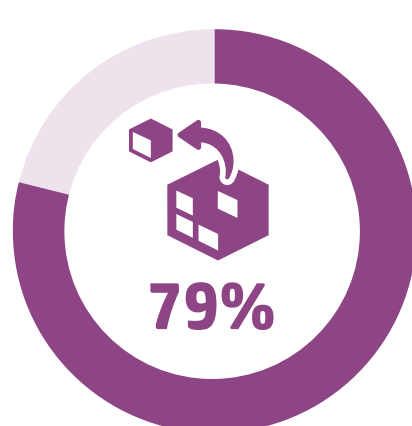
laggards embrace digital tech to meet business goals

2. Being an extreme user of digital²

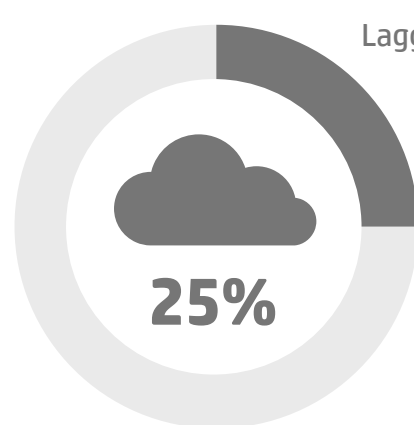
Leaders exploit digital technology to obtain maximum business benefits.



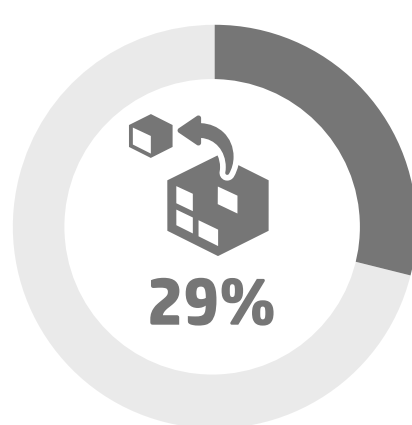
leaders are extreme users of cloud and Big Data



vs.

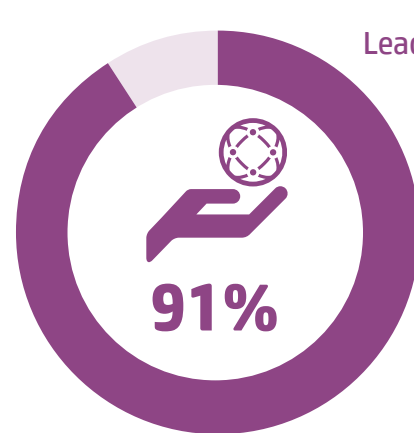


laggards are extreme users of cloud and Big Data



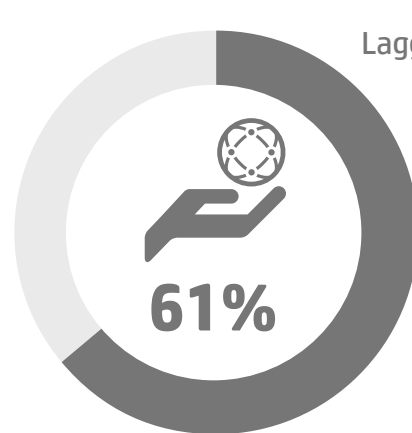
3. Placing IT at the heart of the business³

Leading firms believe internal IT is a better differentiator for their business than external providers would be.



leaders state their IT functionality is better than external providers

vs.



laggards state their IT functionality is better than external providers

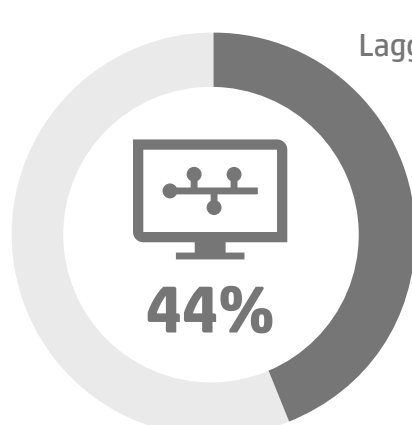
4. Embracing change⁴

Leaders are never complacent.



leaders wish to fundamentally change their IT systems

vs.



line-of-business heads in lagging firms are content with IT operations despite believing their systems aren't a differentiator

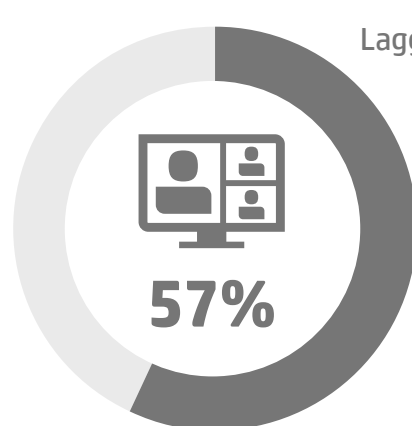
5. Close collaboration between IT and the business⁵

Leaders ensure IT and the business work together to achieve results.



leading firms believe their internal IT collaborates closely with the business

vs.



laggards believe their internal IT collaborates closely with the business

Are you a leader in your industry? It's time to find out.
Download our **2015 Report: Profiling Infrastructure Leaders**
www.hp.com/go/InfrastructureInsights/report



1-5. HP Research, 2015 Report: Profiling infrastructure leaders, February 2015

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