

# DRIVING DIGITAL INNOVATION:

A healthy skeptic's road to optimizing technology

Every day, digital agendas are racing forward. Companies are stumbling over each other to meet elevated customer expectations. Time to market is speeding up, new channels are proliferating, and data is rolling in faster than ever.



Software overspending — the big budget problem



10% Innovation  
90% "Keeping the lights on"

Software is the second-highest IT spend category industrywide...

— Gartner Market Guide for Independent Third-Party Support for IBM, Microsoft, Oracle and SAP Software, September 2022



Emerging security threats — are you really protected?

Global cyber attacks were up **50%** last year on average.

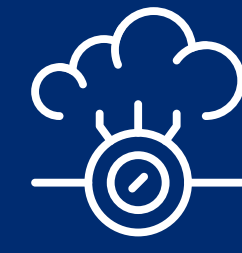


Minimizing cybersecurity threats requires a layered, **forward-thinking** approach that limits exposure to vulnerabilities.



Accelerating digital transformation

- 1 Cloud migrations
- 2 Migration to alternative vendors
- 3 Low-value maintenance needs
- 4 End-of-support announcements
- 5 Absent or expiring maintenance increases caps



Gartner believes these scenarios will drive the continued growth of third-party software maintenance.

**53.6** million metric tons of electric waste / **365** days



Sustainable approaches to hardware and software management



save companies money



reduce corporate waste and make **environmental** sense.



It's your right to repair



Ask yourself

How much of our S&S spend will IBM dedicate to product improvement?

Does fear of an audit keep me from exploring alternatives?

Do I have a clear picture of potential cybersecurity threats and mitigation solutions?

Do we receive more than security patches as a line of defense?

Do we need new technology or is there a more sustainable option?



**Origina**

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