

4 key outcomes that drive digital business

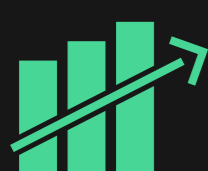
According to the 451 Research report, *Transformational Directions for the Digital Business*, businesses that can acquire + analyze + act on data are able to competitively differentiate themselves and cite the following goals as primary reasons to pursue digital business:



45% of digital leaders seek to reduce costs



40% of respondents want improved risk management



37% of digital leaders seek to increase innovation



34% of respondents want better data-driven decisions

Digital business depends on connectivity, cloud and security.

The CenturyLink global enterprise network speeds the delivery of critical applications and cloud infrastructure with built-in security — all to help ensure greater success in helping you achieve your digital business goals.

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