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.