



Masergy Releases 2019 Digital Transformation Market Trends Report

New independent study suggests more than half of enterprise IT professionals need help from industry partners and prefer agile service providers

DALLAS -- April 17, 2019 -- [Masergy](#), a leading provider of managed SD-WAN, cloud communications and managed security solutions, today released results from their new study on digital transformation (DX) market trends.

The [2019 Digital Transformation Market Trends Report](#), facilitated by independent research firm Webtorials, surveyed IT professionals from companies both large and small across 35 different countries. By surveying those professionals in a variety of industries, the report sheds light on the mindsets and technology investments needed to catalyze IT evolution in enterprise technology environments.

Key findings from the survey include:

- 4 out of 5 IT professionals say DX is imperative for survival, but 64% need significant help from outside partners.
- The top investments in technology to support digital transformation are focused on migrating to the cloud and IT security, plus a significant emphasis on groundbreaking technologies like artificial intelligence, big data, and IoT.
- 57% of respondents said their preferred partners for transformation are smaller, agile service providers.
- The primary benefits expected from Digital Transformation initiatives are led by enhancing the customer experience, remaining competitive in the industry, and streamlining business processes.
- The biggest hurdles to Digital Transformation initiatives are seen as commitment of budget and top-down support.

“Executives recognize that digital transformation is largely dependent upon innovative technology services and outside partners that deliver on competitive IT agility,” said James Parker. “As a leader in managed SD-WAN, cloud communications and managed security, Masergy has helped CIOs transform their business with innovative technologies and a superior customer experience. Masergy's technologies lay a secure IT foundation and enable global enterprises to embrace what’s next.”

To learn more about managed solutions for enterprise-grade digital transformation, visit www.masergy.com.



About Masergy

[Masergy](#) enables global enterprises to innovate, disrupt and dominate their industries with transformative solutions in [managed SD-WAN](#), [cloud communications](#) and [managed security](#). Built on the world's most innovative Software Defined Platform, our agile technologies, customizable solutions and unmatched customer experience are why leading organizations rely on Masergy to stay ahead of the competition. Don't fear what's next. [Be what's next](#) with Masergy. Learn more and follow us on our blog [Transforming Enterprise IT](#), [Twitter@Masergy](#), [LinkedIn](#) and [Facebook](#).

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