App Innovation fuels Digital Transformation

### Efficiency

- **Global IT budgets:**
  - **57%** OPERATIONS
  - **16%** INNOVATION

- By digitizing information-intensive processes, costs can be cut by up to **90%**.

### Mobility

- **By 2020**, more than **50%** of the workforce will be digital natives and will expect to be **connected 24/7** and work the way they want to.

- **MOBILITY**
  - By the end of 2017, market demand for mobile app development services will grow at least **5x** times faster than internal IT organizations' capacity to deliver them.

### Intelligence

- By 2020:
  - **60B** in savings garnered for U.S. enterprises.
  - **1/2** of all apps developed will incorporate artificial intelligence.
  - By 2020, **95%** of the top 100 largest enterprise software companies by revenues will have integrated cognitive technologies into their products.