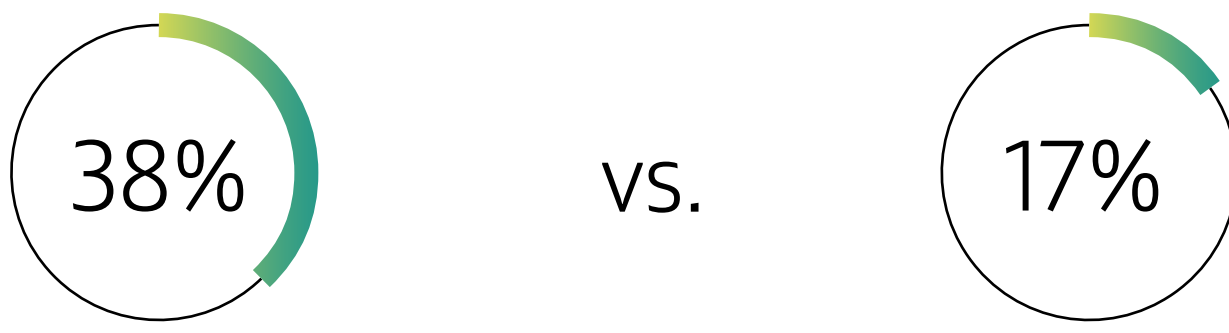


The perceived state of digital transformation in finance

Executives and business leaders have varying views on digital transformation in finance. A recent survey from Windstream Enterprise found **that perceptions vary by position.**



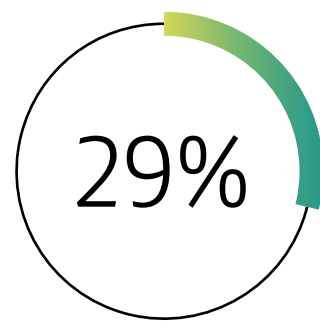
A gap in adopting and improving technology solutions.



When asked if their organization has **“adopted solutions and are actively enhancing” technologies**, 38% of workers in a technology role said yes. Only 17% of C-Suite executives responded affirmatively.

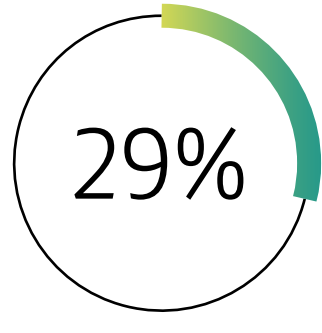


Technology roadmaps



In the banking industry, 29% of all survey respondents indicated that they have a roadmap with clear plans for technology improvements. These improvements may range from small projects like adding customer WiFi access to a single bank branch to large digital transformations like full adoption of video chat across the enterprise.

Proof of concept

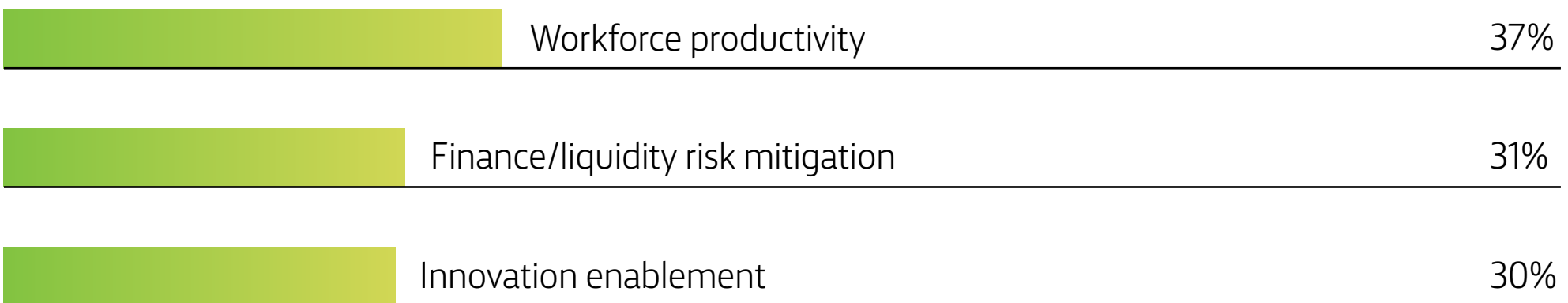


In the C-Suite, 29% of executives said their organization was “implementing proof of concept” on one or more technology projects, such as adopting cloud-based workflows or implementing hybrid networking in bank branches.



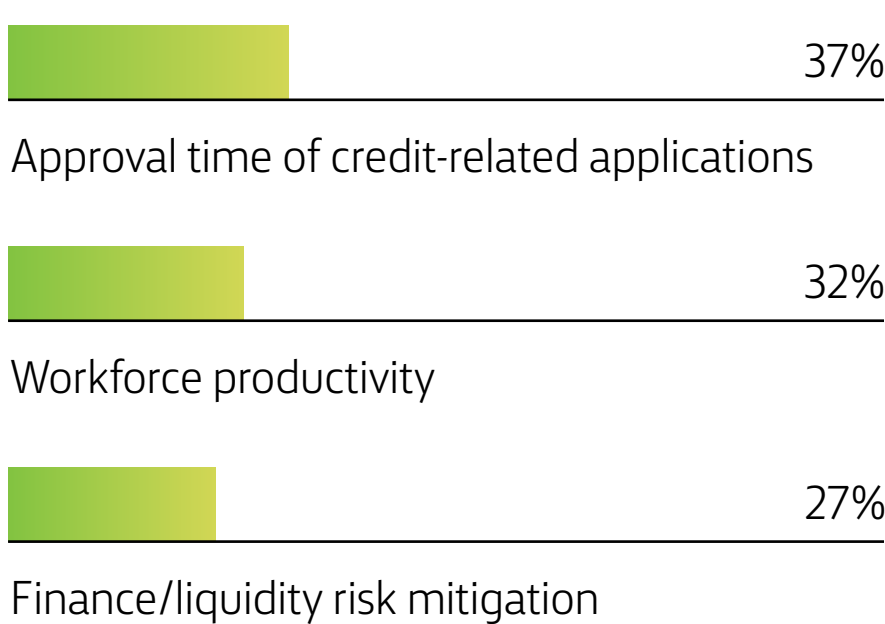
Benefits of technology adoption

Executives see several significant benefits from adopting new technologies.



Savvy business leaders understand that long-term financial improvement may require technology investments such as network infrastructure upgrades or managed network security.

Line of business leader respondents’ top 3 perceived benefits of technology adoption



Technology respondents’ top 3 perceived benefits of technology adoption



Executives, banking services professionals and technology leaders agree that improved technology can improve productivity. Finance and liquidity risk mitigation is also a common perceived benefit.

While survey respondents from different functions highlighted different benefits, all agree that adopting new technologies can improve productivity and better overall workplace performance.

When you’re looking to improve your business outcomes through new technologies, Windstream Enterprise can help with secure, high-speed network and cloud-based collaboration solutions. With Windstream Enterprise on your team, you’re in the best position to lead a successful digital transformation for your financial institution.



In the first quarter of 2022, studioID of Industry Dive and Windstream Enterprise conducted a national survey of 310 senior banking professionals (from Director to C-level) about the state of digital transformation in finance. C-Suite respondents included roles such as CFO, COO, CIO and CEO. Technology respondents included focus areas such as cybersecurity, data and information technology. Line of Business respondents included focus areas such as retail, customer service and lending.

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