

Digital Single Market

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Building Competitiveness and Business Performance with ICT

Based on the results of a survey completed by over 225 technology leaders, representing firms from North America, Europe and the Asia- Pacific region and from a variety of industrial sectors, this report discusses the potential business value of three important technologies, namely mobility, cloud-based services and collaboration platforms.

The work focuses on the factors – what we call “key business enablers” – that enable organizations to achieve higher returns on their investments in these three technologies.

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