1. **Investments in technology continue**
   
   68% plan to increase information technology investments. Why? Improve product quality and product safety, reduce operational costs.

2. **Using technology sparks growth**

   More than 1 in 4 are planning to grow sales through new technologies.

3. **Companies are investing in knowing more about their business**

   Top three technologies that companies are planning to implement:
   1. Supply chain tracking and monitoring (31%)
   2. Big data (28%)
   3. Corporate performance management (26%)
Successful companies are utilizing big data in a big way

59% of thriving companies have implemented big data. Smart companies are responding to customer preferences and behaviors via a business intelligence strategy.

Digital channels are taking shape

58% say direct sales via their company website is an effective sales channel, followed by social media (50%), third party websites (46%) and mobile apps (44%).

E-commerce may be mission-critical for growth

64% of thriving companies have implemented e-commerce technologies.

Not everyone is embracing the internet of things

Although 47% have implemented IoT technologies, 28% still have no plans to. Why? 37% say it is too expensive or has an insufficient return on investment.