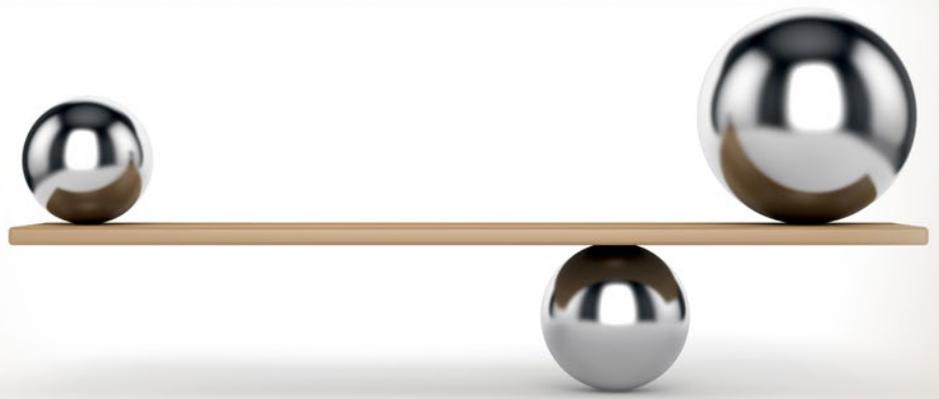


INFOGRAPHIC: Innovation over cybersecurity

Organisations focus
transformation projects
on the fundamentals



DOWNLOAD OTHER INFOGRAPHICS PART OF THIS SERIES

PART 1

PART 2

Data Control is a Priority

PART 3

Capabilities for Data Control

Part one of a series based on 2019 research of Australian businesses revealing the tension between goals of digital transformation, the perceived risks of those ambitions and their confidence about solving them.

New research

The responses of 202 Australian businesses found that organisations placed more importance on digital transformation projects to improve the way their organisations operate.

What do
organisations
want to achieve?

1

75%

Improve
staff productivity



2

71%

Enhance
business resilience



3

69%

Increase
organisational agility



4

66%

Improve
customer experience



5

63%

Develop
innovative products
and services



The research shows that **ensuring core functions and staff are operating optimally** is more important than experimenting with innovative solutions or new customer experiences. In this sense, **operational benefits and business agility are the vital foundations for more transformative innovation.**

However, when viewed against respondents' views on cyber risk, this desire for more productivity, resilience and agility is tempered with their **concerns about their control over data.**

For more insights, download the Rackspace and AWS report

[Innovation over cyber-security: The contradiction within Australian business](#)

Working with Rackspace

At Rackspace, we look at the outcome you're trying to achieve rather than the problem you're trying to solve. Our Fanatical Support® for AWS has been built around our results-obsessed customer service and deep technical expertise DNA. We're fanatical about your success, and we'll go above and beyond to support your business around-the-clock.

Research Methodology

AMR conducted the research on behalf of Rackspace and AWS. AMR surveyed 202 Australian business executives with influence in their organisation's cloud technology decision-making. Respondents were drawn from businesses of all sizes, with half representing organisations with over 500 employees.