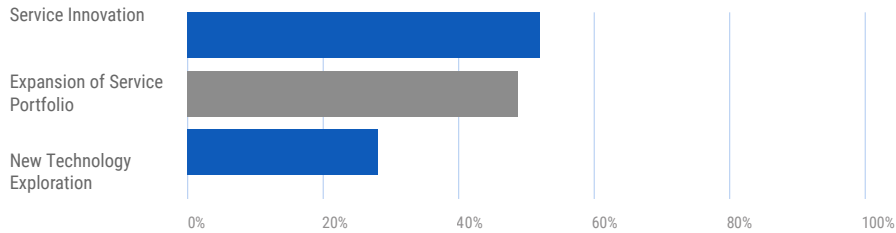


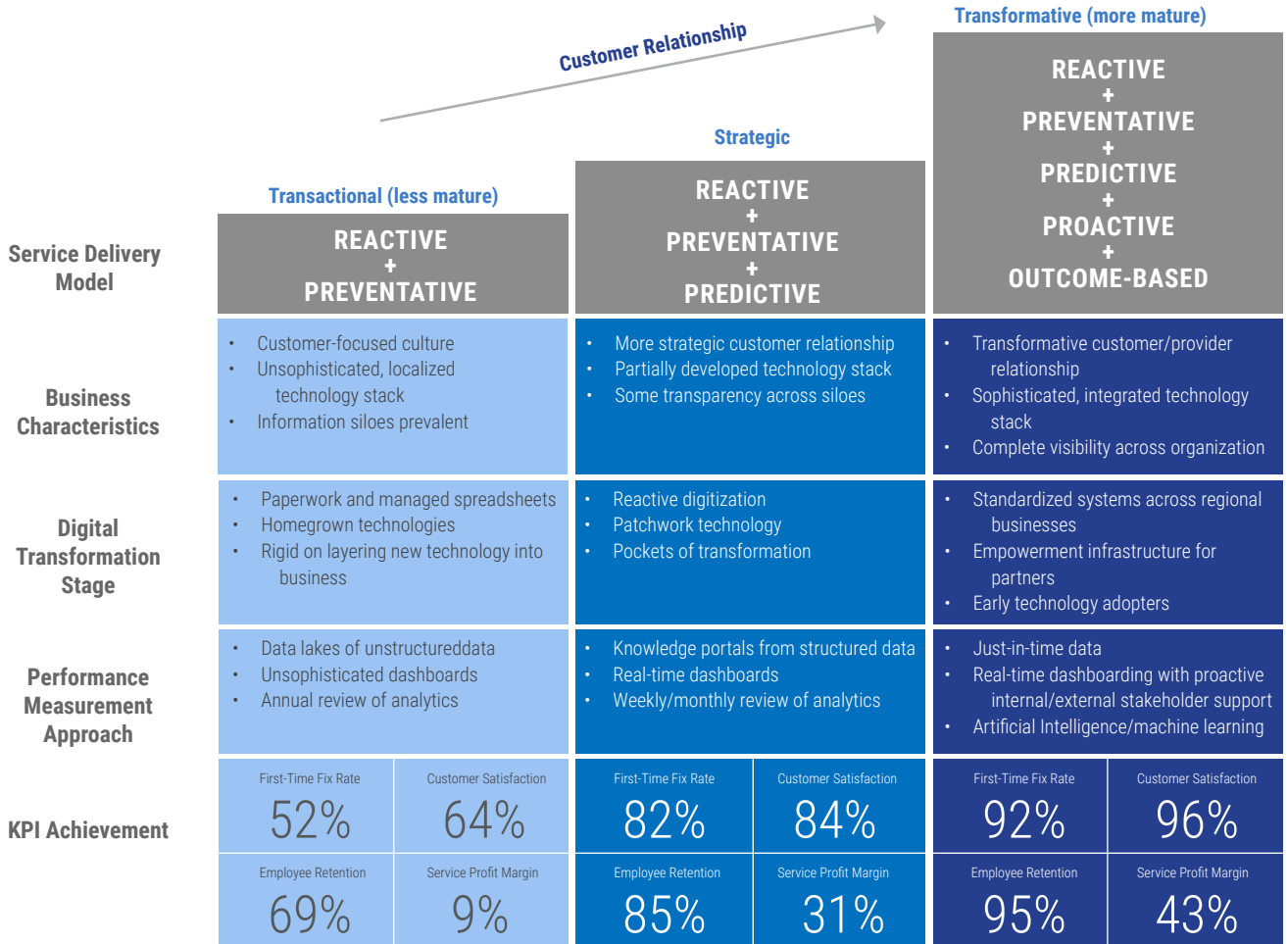
Service Leader's Major Focus Areas (5-Year Plan)



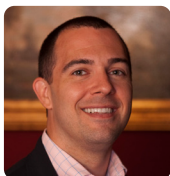
41%

Service leaders cite "integration of technology into existing workflows" as the greatest challenge to digital transformation.

Digital Transformation Maturity Framework (Modernization vs. Digital Transformation)



* Findings from the Service Council's Annual KPIs and Metrics Benchmark Survey



John Carroll
CEO & Founder

Analyst Take

"Service Leaders continue to prioritize 'Technology Investments' both near term (2022) and long term (5-year plan). The tough challenge is threading the digitization of business processes together into a woven strategy, which would eliminate the patchwork approach many organizations have been taking. It takes a tightly woven strategy, which considers the intersection of technical and process roadmaps, to create success. Those organizations who have achieved this are realizing significant growth in increasing market share and improving their customer relationships as they evolve to be more transformative in nature."