

# Business growth through IT

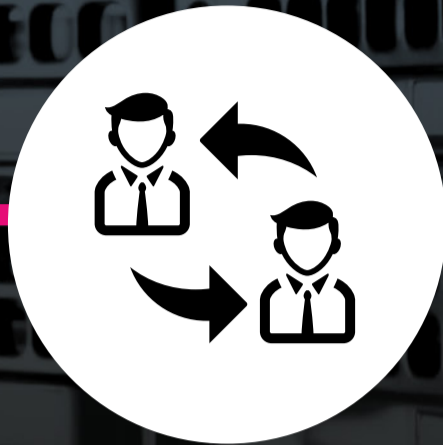
How efficient data centres boost corporate growth



**98%**

of the organisations reporting sales growth either invest in their IT or keep their IT budget at a stable level.

- Economically successful companies invest in their IT infrastructure.
- Almost 100% of the companies surveyed have a great deal of confidence in their current IT infrastructure.



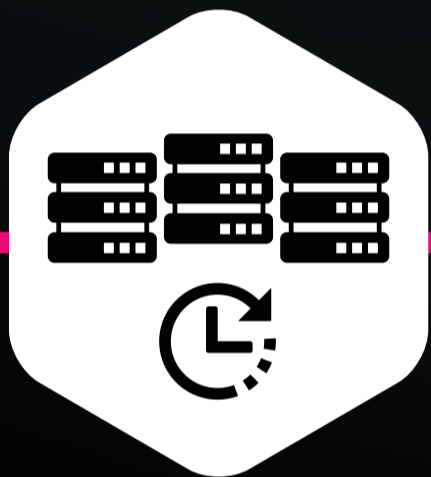
**33%**

of companies would like to improve their customer offering and know-how in order to maintain global competitiveness.



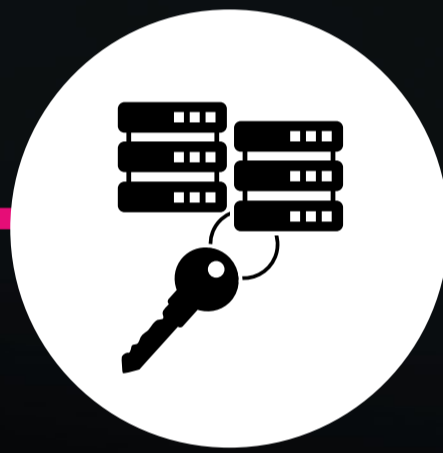
**75%**

More than of companies anticipate revising their IT strategy, either to incorporate mobile or Big Data technology. New IT systems help strengthen a company's market position:



On average, data centres are

**7 years** old.

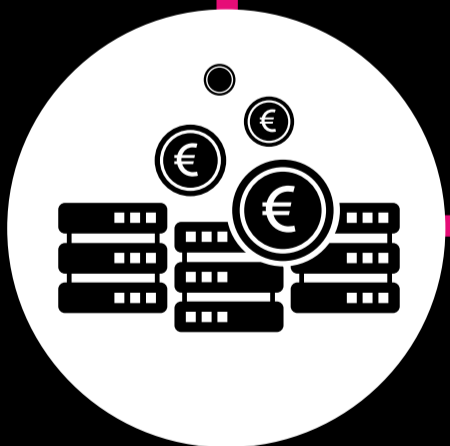


**93%** of the companies see an in-house data centre as the key to financial success.

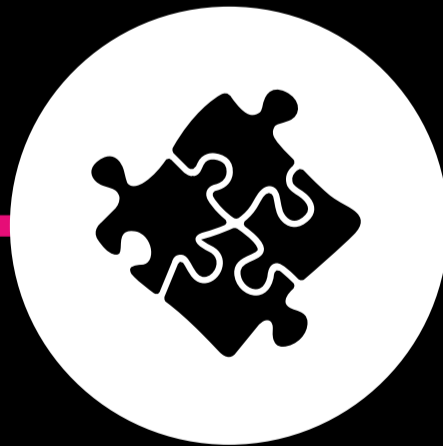
**97%** of the companies with sales growth surveyed operate in-house data centres.



**60%** of companies would like to implement new market requirements using cloud technology but are concerned over the potential risks.



In the short and medium term, companies will be facing comprehensive modernisation, or even total reconstruction, of their data centres. Investing in modern data centres helps to lower running costs and increases competitiveness. This enables companies to react quicker to changing market requirements.



Planning and building a new data centre can take several years but this can be shortened significantly by using modular data centres.



Economically successful companies invest an average of

**20%** more in their IT than enterprises with stagnating sales. These investments are clearly money well spent.