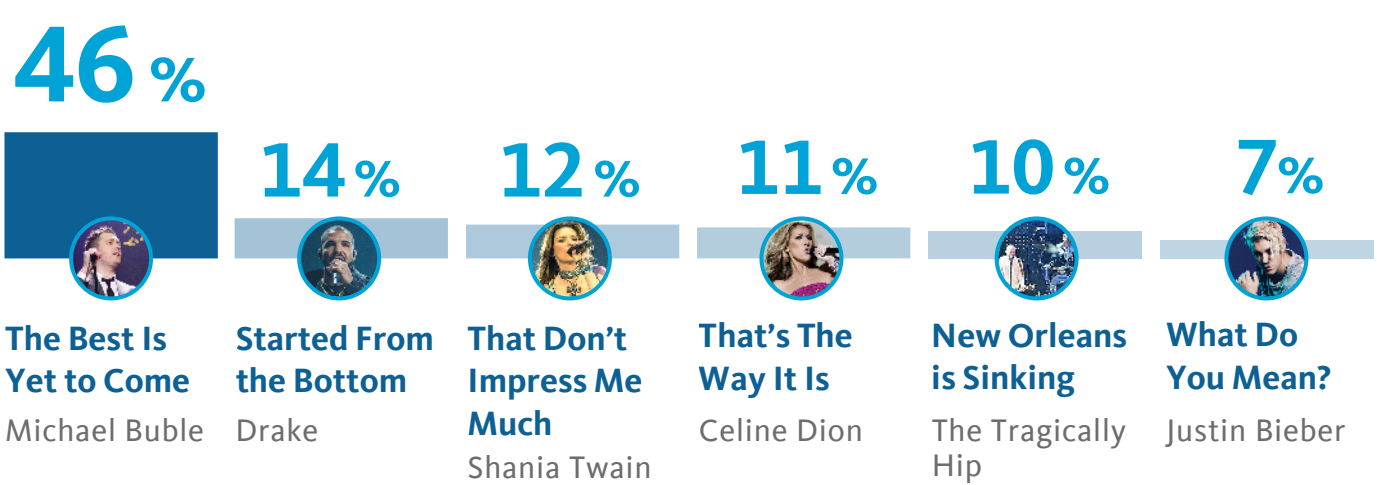


The best is yet to come! Broadridge surveys clients about Digital Transformation

Which song best describes your experience with Digital Transformation (DT)?

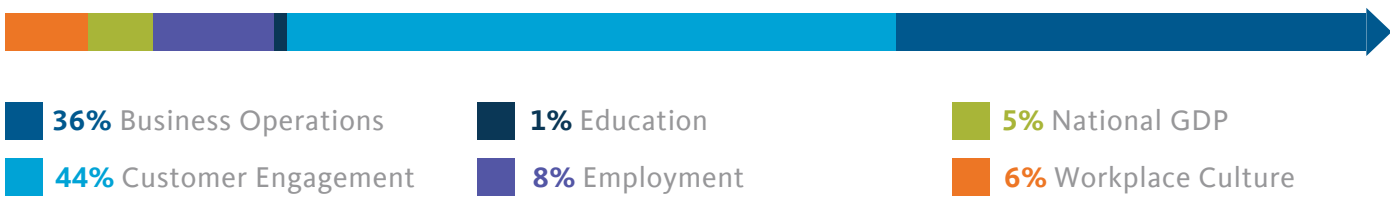


58% say **AI** will have greatest impact on business, nearly double the runner-up **Cloud**

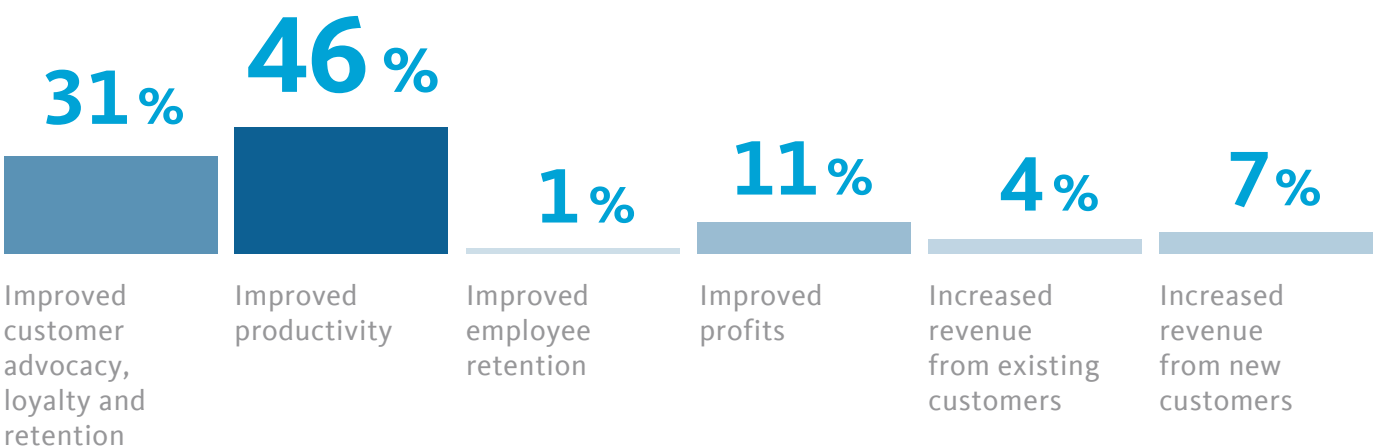


44% say DT's greatest business impact will be on **engagement**

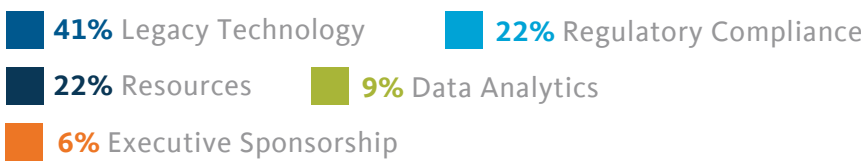
36% say DT's greatest business impact will be on **operations**



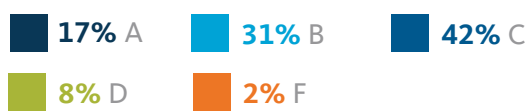
Almost half say Digital Transformation will affect **productivity** most at own firm



Legacy technology is by far the biggest hurdle to transformation... almost twice **compliance** or **resources**



Only 17% give their own Digital Transformation an "A" grade



77% Prefer personal technology

23% Prefer work technology



Broadridge

Broadridge polled 100 representatives of asset managers, banks, broker-dealers, consultancies, industry regulators, technology vendors, wealth managers and others on December 4th, 2018 at a client event in Toronto.