

# The State of Digital Products

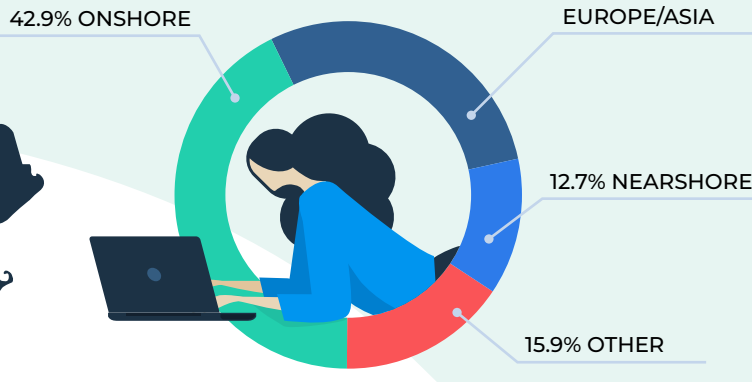
Key Insights and Latest Trends for Digital Product Development in Today's World.

## 1 Outsourcing is No Longer a Dirty Word

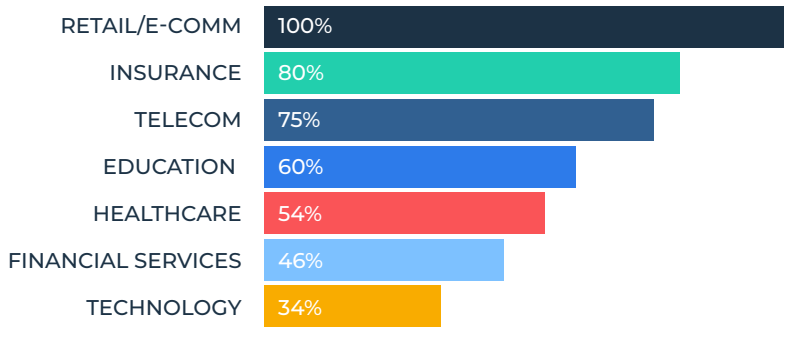
Senior digital product executives are embracing the practice of engaging teams outside their company as a core component of their go-to-market strategies.



**57.8%** of respondents indicate their respective digital product development is supported by outsourcing



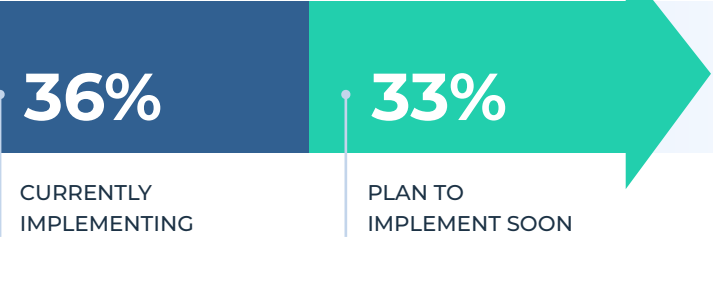
### US Industry Sectors Outsource at a Different Pace



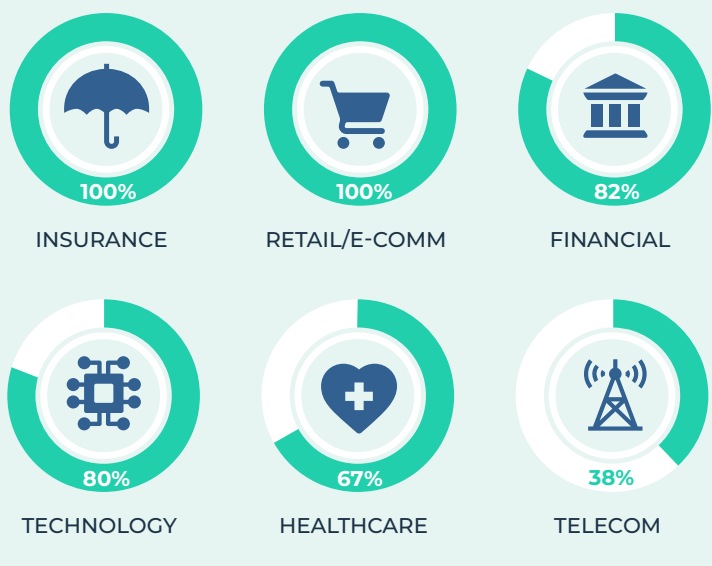
## 2 Digital Product Development Driving Machine Learning Adoption

Advanced technologies are at the forefront of digital product development.

ALMOST **70%** of respondents are implementing or plan to implement advanced technologies into their digital product development



Industries highly reliant on customer service are leading the pack on advanced technology like machine learning:



## 3 Data and Talent Keep Product Managers Awake at Night

PRODUCT TEAMS MAIN CHALLENGES

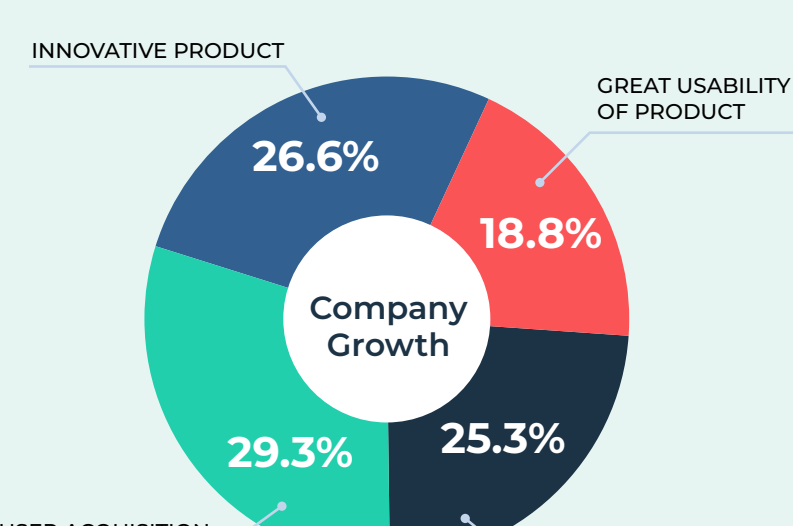
- BUILDING HIGH PERFORMANCE TEAMS
- GETTING CUSTOMER FEEDBACK AND VALIDATION
- DEFINING A PRODUCT STRATEGY
- DISCOVERING USER'S NEEDS AND PAINS
- ANALYZING METRICS AND MAKING DECISIONS BASED ON DATA

- VALIDATING THE PROBLEM-SOLUTION FIT FOR THE PRODUCT
- ATTRACTING NEW USERS
- INCREASING PRODUCT ADOPTION-USAGE

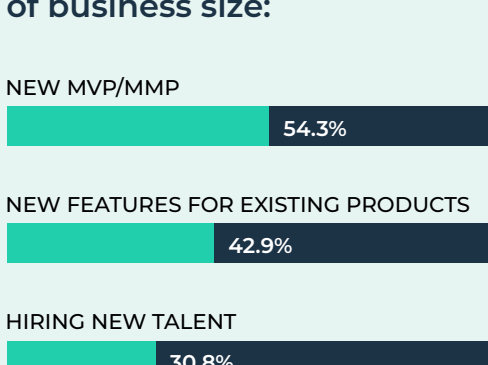
ON THE PRODUCT DEVELOPMENT SIDE, these are the biggest challenges from a business perspective

## The Many Faces of Data

Data Insights are Directly Tied to a Company's Overall Growth



Budget allocation over the next six months, regardless of business size:



### Summary

- THE ABILITY TO INNOVATE IS CRITICAL TO SURVIVAL
- OUTSOURCING IS A NECESSITY RATHER THAN AN OPTION
- STAND OUT TALENT AS A COMPETITIVE ADVANTAGE