**TREND 1**: Only 41% of respondents currently recognize digital as one of their top 3 priorities – but they see its impact on operational performance.

**TREND 2**: New digital technologies are disrupting the industry, but digital maturity is still a barrier to wider adoption.

**TREND 3**: More than half of NOCs (57%) believe more efficient maintenance is the third benefit.

**TREND 4**: The benefits of digital can help to:
- **TREND 5**: Digital enablement plans must be embedded in the business.