

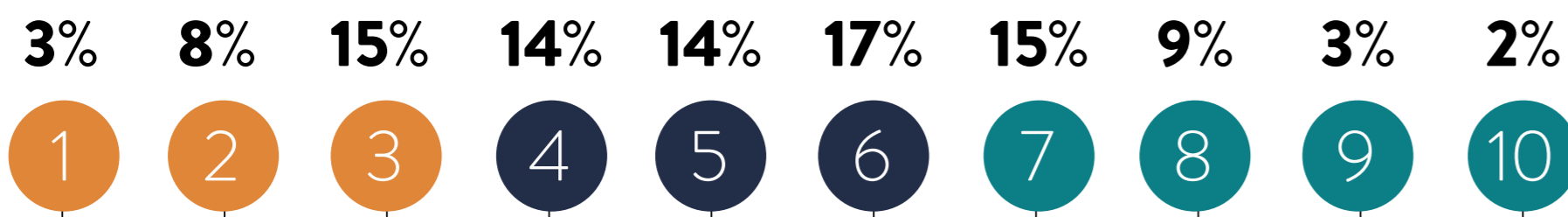
# DRIVERS OF DIGITAL TRANSFORMATION

## ORGANISATION'S DIGITAL MATURITY LEVEL

GLOBAL SURVEY OF SENIOR BUSINESS LEADERS

Ranked from one to ten

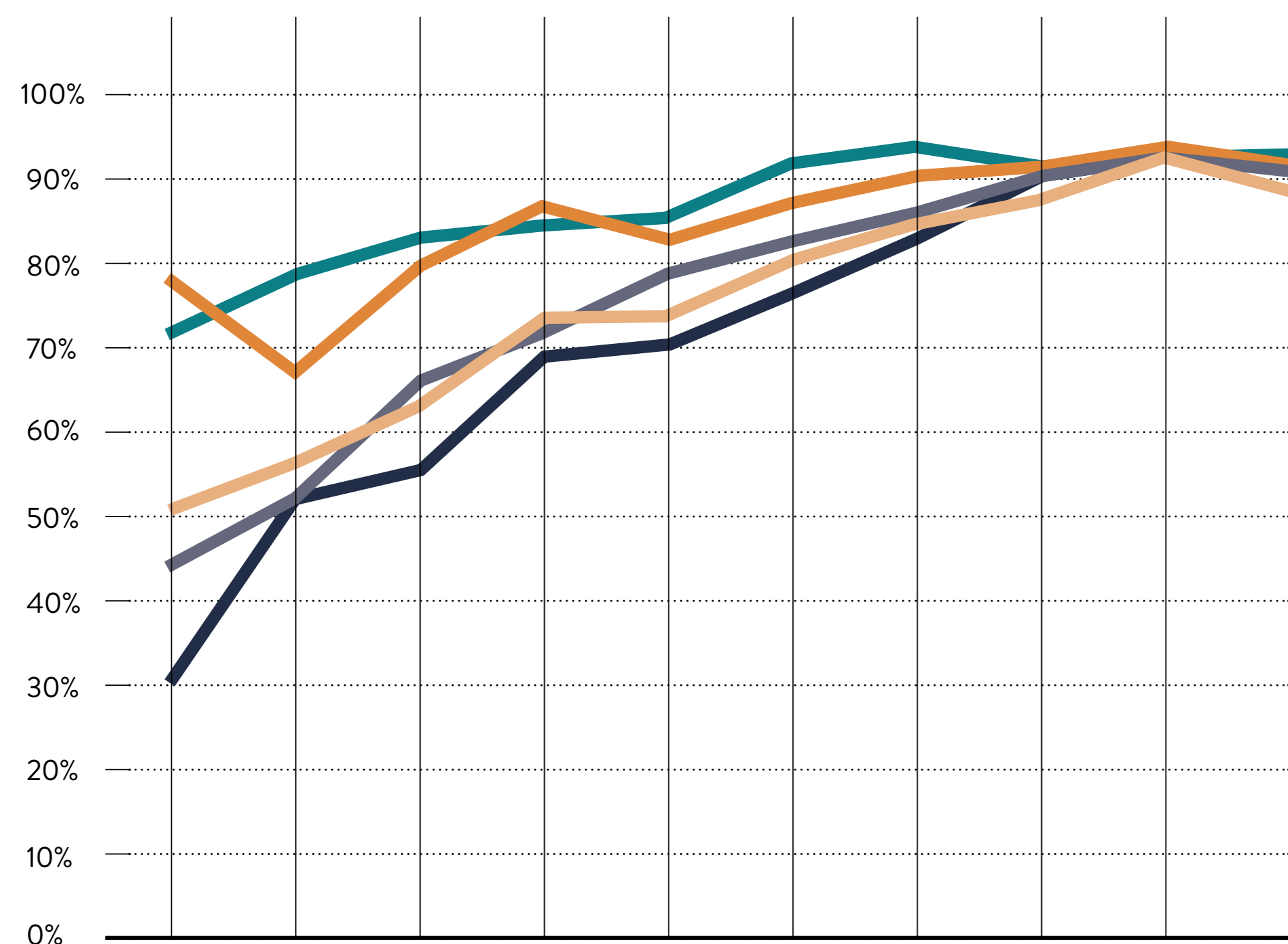
● Early ● Developing ● Maturing



## OBJECTIVES OF DIGITAL STRATEGY

PERCENTAGE OF GLOBAL SENIOR BUSINESS LEADERS WHO AGREE WITH THE FOLLOWING

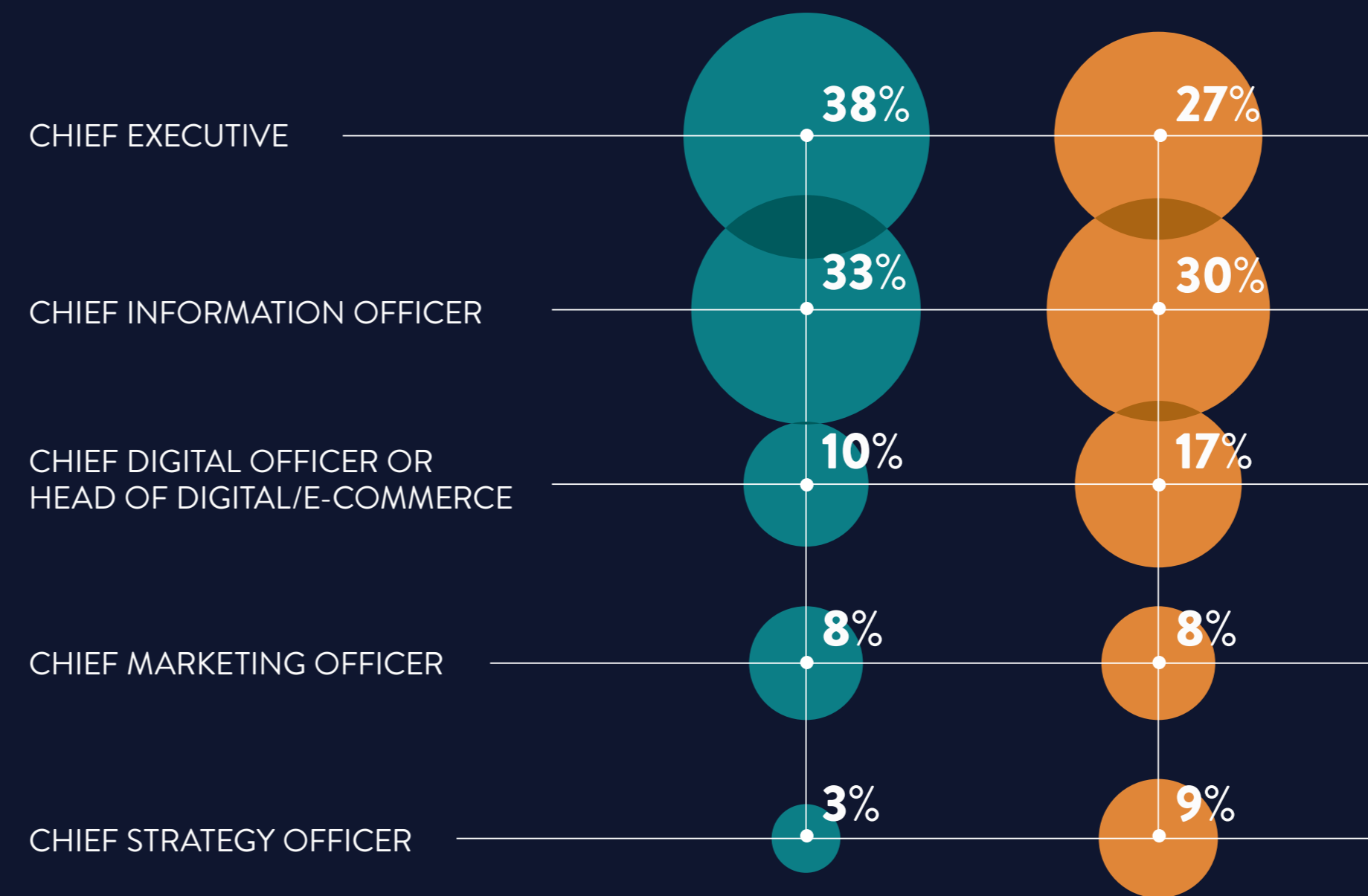
● Improve customer experience and engagement ● Increase efficiency ● Improve business decisions ● Improve innovation ● Transform the business



Source: Deloitte/MIT Sloan Management Review 2015

## PERSON RESPONSIBLE FOR DIGITAL VISION/STRATEGY

● Sets the digital vision/strategy ● Ideally should set the digital vision/strategy

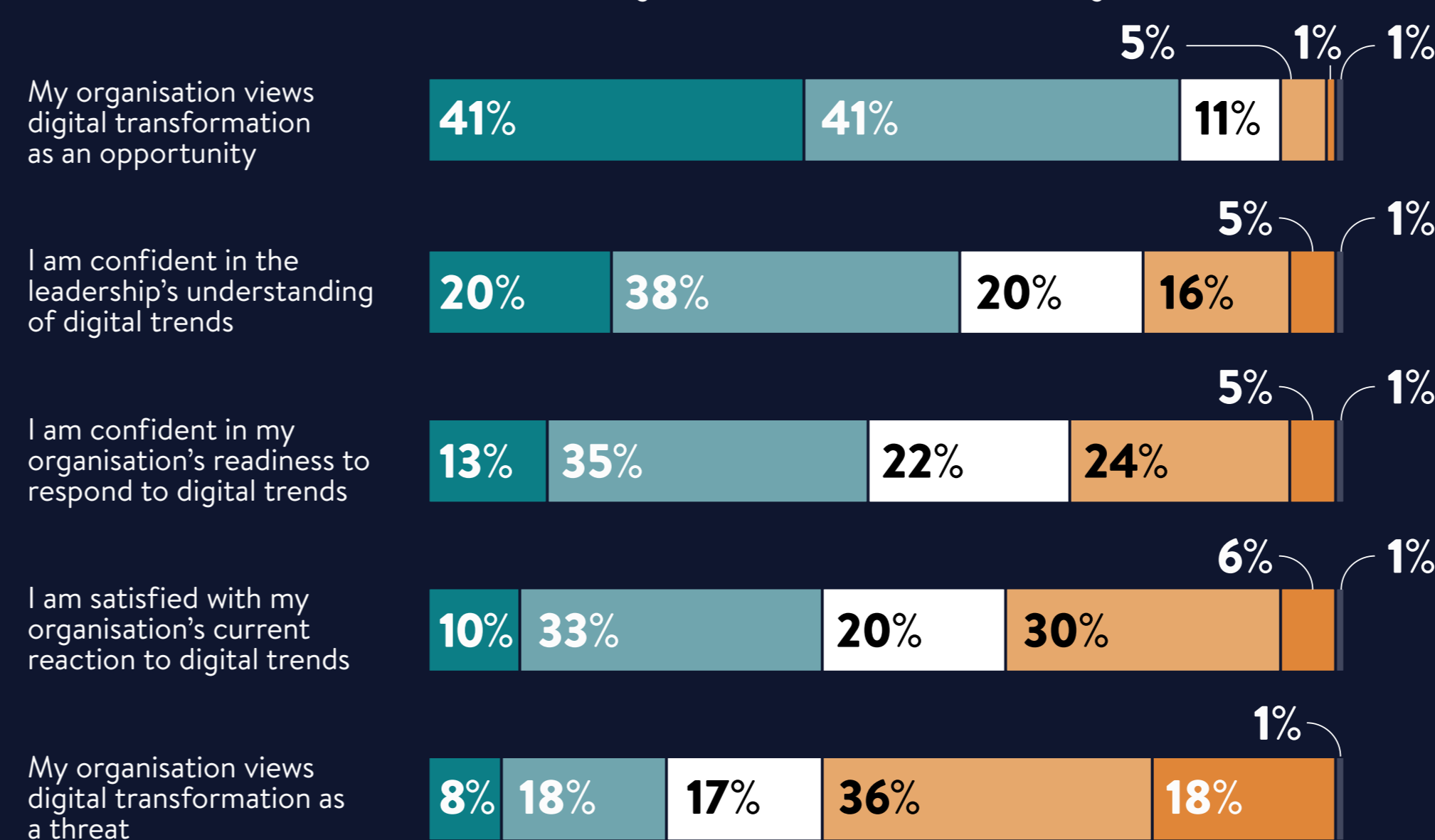


Source: Forrester/Accenture 2015

## ORGANISATIONAL CAPACITY FOR DIGITAL TRANSFORMATION

GLOBAL SURVEY OF SENIOR BUSINESS LEADERS

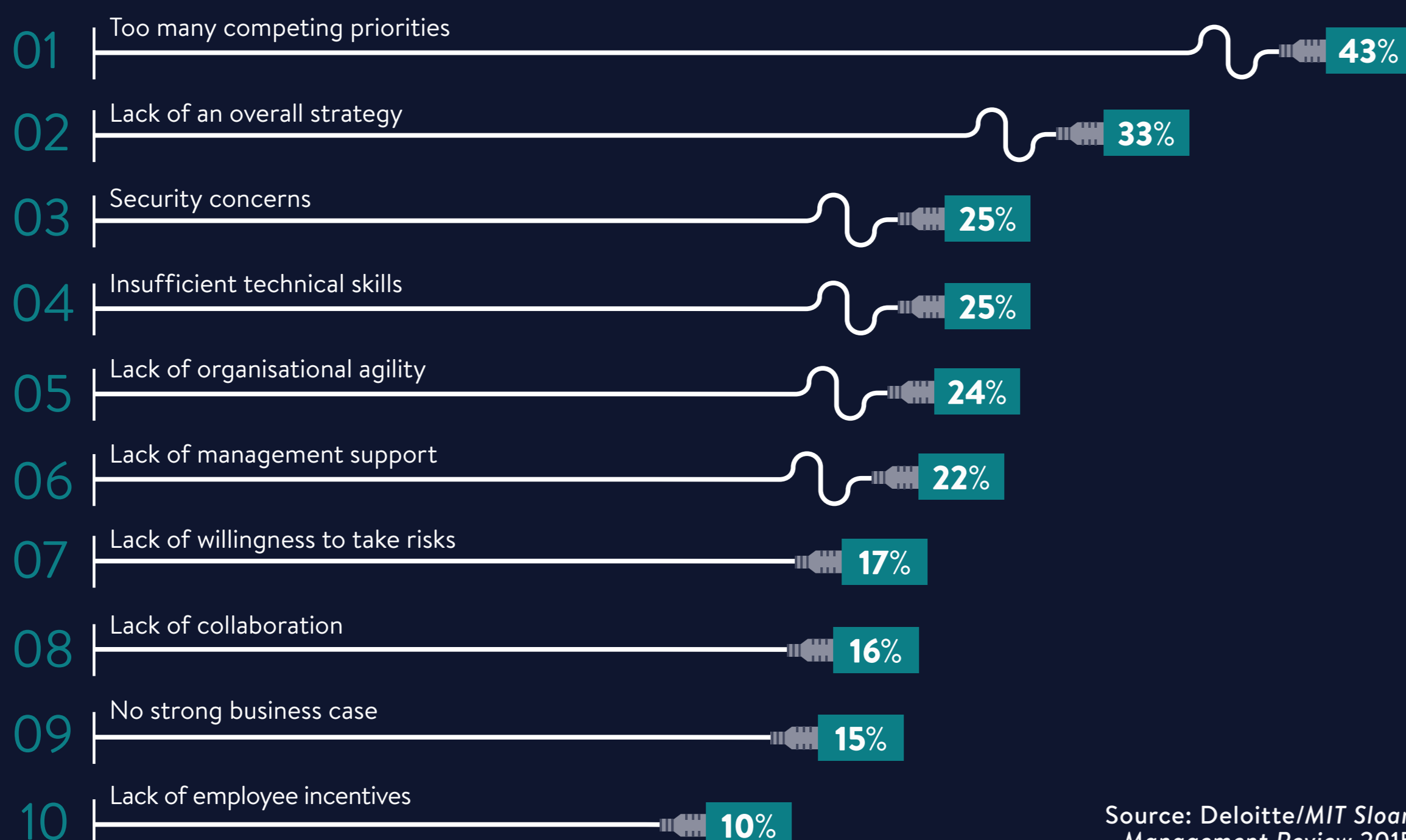
● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree ● Don't know



Source: Deloitte/MIT Sloan Management Review 2015

## TOP 10 BARRIERS TO DIGITAL TRENDS

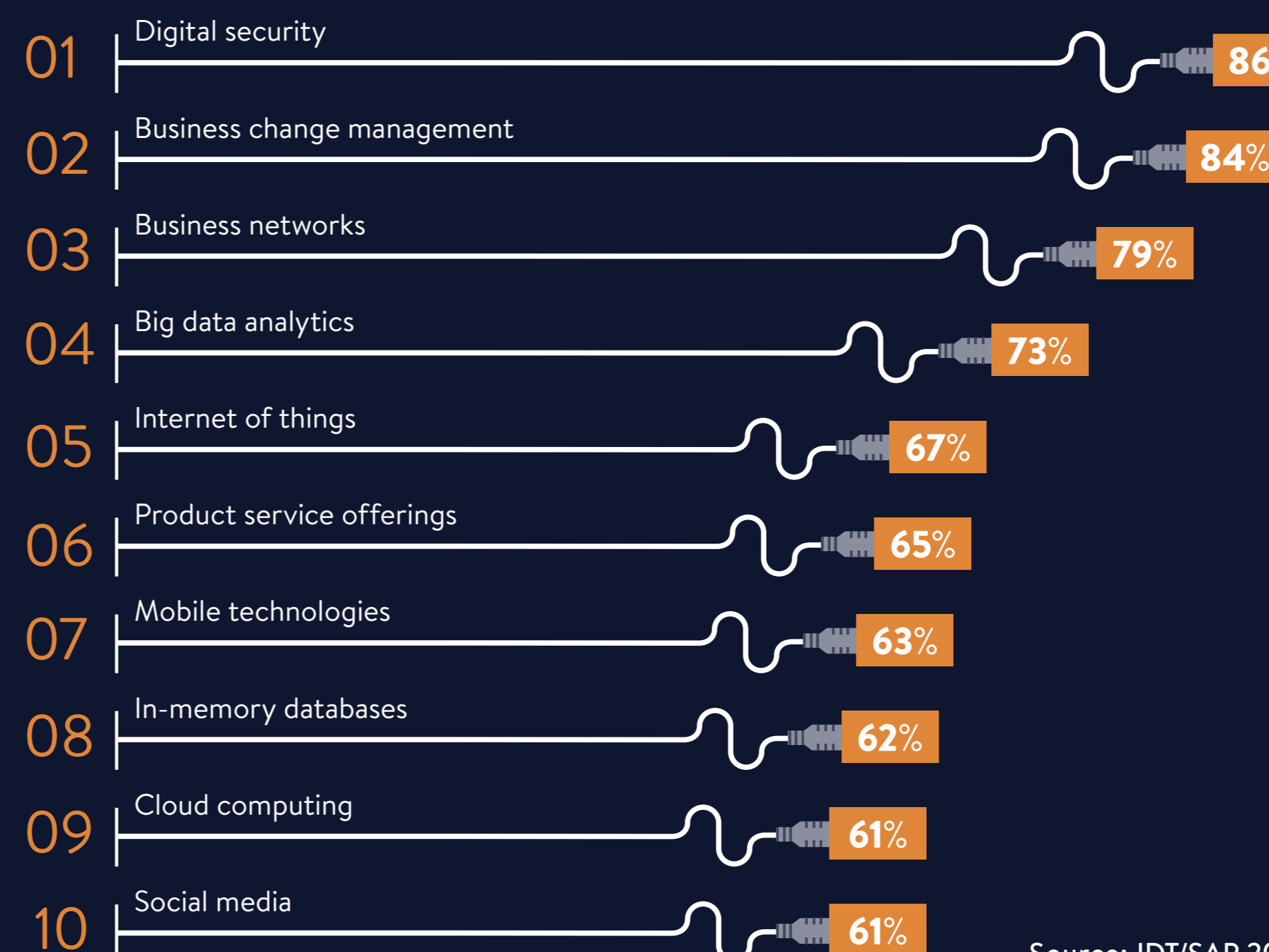
GLOBAL SURVEY OF SENIOR BUSINESS LEADERS



Source: Deloitte/MIT Sloan Management Review 2015

## TOP 10 SKILLS NEEDED FOR DIGITAL TRANSFORMATION

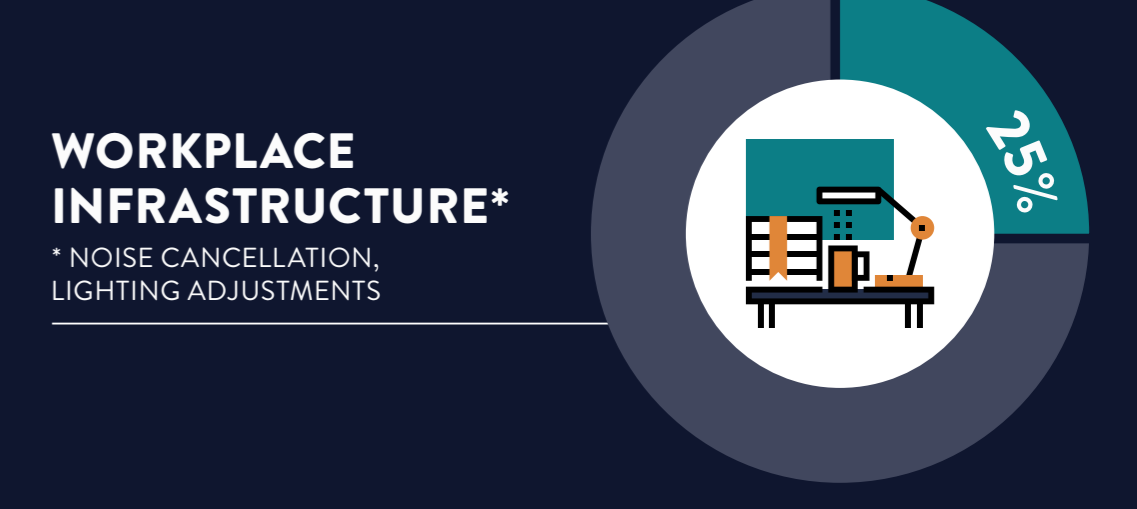
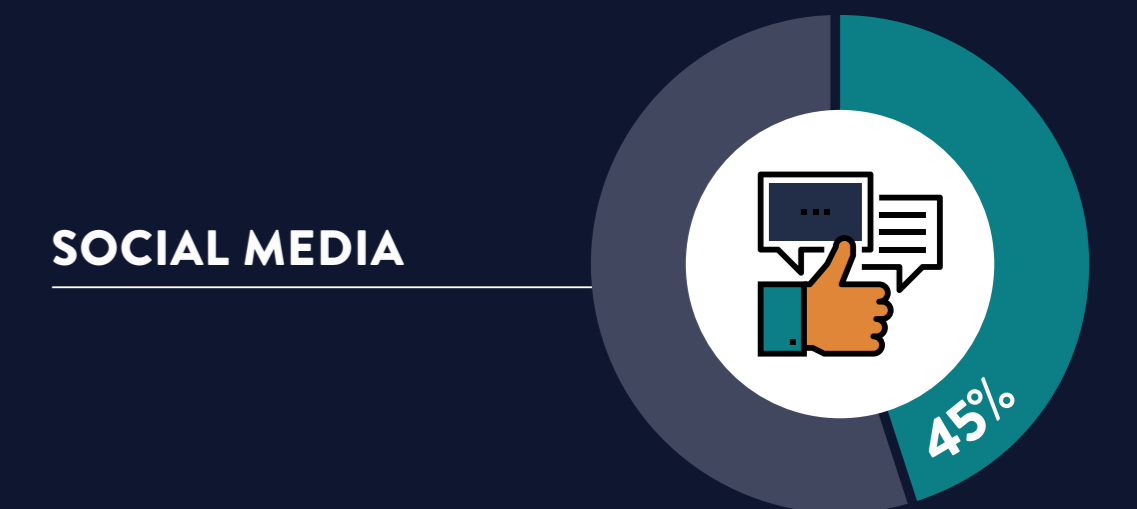
GLOBAL SURVEY OF IT DECISION-MAKERS



Source: IDT/SAP 2015

## WORKPLACE-CHANGING TECHNOLOGIES

SOLUTIONS COMPANIES ARE CONSIDERING IMPLEMENTING OVER THE NEXT THREE YEARS



Source: Raconteur/Google 2016