



There's great progress and realization of value

Value is gained through 'doing' and 'being' digital



72.9% say their transformation journey is 'in progress' or better



daunting | complex | ambiguous

has changed to



proactive | tangible | tactical – **and ongoing**

A definition of digital transformation:

72.5% cite 'digitizing and automating of core business processes'

Top three benefits realized over the last 12 months:

52.0%

'shaping new ways of working through organizational transformation'

50.7%

'improved operational efficacy including system integration, flexibility, and functionality'

50.0%

'reduction in costs'

Customer at the center

41.8% focus primarily on responding to 'changing customer needs and demands',

64.7% seeking an 'increase in customer experience scores' and

51.4% more than half looking for an 'increase in revenue'

Do little, more often for meaningful traction

51.9%

are 'satisfied' that execution of the digital strategy is progressing in an agile manner, with enough tolerance for correction

Starting the journey, even without a fully defined transformation plan, is acceptable.