



# The rise of the CDO and the collaboration games business and IT play

Business and IT are crafting their transformation path, as a combined force.

**49.0%** of digital transformation projects are still IT-led.



Only **28.6%** are embracing digital transformation as a collaborative effort.

## Enter the Chief Digital Officer (CDO)

**82.4%** have identified the CDO as responsible for leading digital transformation.

**42.3%** believe business and IT are now planning in a more integrated manner.

but

Only **12.1%** are highly satisfied that planning is flowing effectively through to execution.



Many find it challenging to provide adequate resources and support, and struggle to balance competing priorities.

and



**22.8%** of CDOs agree 'too many competing priorities' impedes success.

## CDO is helping bring business and IT together



problem resolution



collaboration



number of priorities



customer outcomes

By **working as one**, is the organization can define, plan and execute the right initiatives to meaningfully respond to the market and ensure support of internal changes.