



Disruption and delusion – the never-ending journey of digital

Disruption is one of the top factors driving digital transformation



71.1% in the early transformation stage still believe complete restructuring is the primary definition of digital transformation

and



13.7% say they have actually completed their digital transformation.

but

true, customer-centric digital transformation is never-ending.



Requires shift from

- disruption as an event
- once-off, game-changing disruption
- restructuring business models
- bringing new products to market



to

- continuous integrated process
- smaller, incremental initiatives
- continuous customer-centric solutions
- improving customer experience

35.7%

see **'new entrants disrupting the market'** as the top factor driving digital transformation.

41.8% say changing customer needs and demands

41.2% competitor, market/industry pressure

37.5% new digital business opportunities



True disruption comes from an organization's ability to solve real and meaningful customer problems.

Breakthrough opportunities come from a common cadence of relentless improvement.

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