



Harnessing the digital opportunity is showing signs of maturity

Digital is pervasive.

Two fifths see themselves as 'advanced or complete' in their digital transformation journey.



13.7% say 'complete'.

26.4% say 'well advanced'.

Almost two thirds are delivering their strategy through a centralized model and/or an integrated organization-wide effort.

but

49.0% of transformation delivery models are STILL IT-led

Only **28.6%** show a collaborative effort from both business and IT



Shift from

- a finite transformation initiative
- master plans and all-encompassing digital strategies and execution



to

- ongoing journey, learning, and adapting
- continuous, emergent, and iterative planning

Digitally mature organizations



realize relevant, outcomes-driven value



focus on developing their employees



test and validate initiatives with customers



encourage agility and innovation



cultivate a digitally astute mindset

Digital maturity is a culmination of accelerated efforts that enforces iterative success on a repetitive basis.