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.

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.

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.

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.

Together we do great things
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