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.
- **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
- change in customer needs and demands
- competitor, market/industry pressure
- new digital business opportunities

**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.

Together we do great things

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