2019 Digital Means Business Benchmarking Report

Progress in value realization
72.9% say their journey to enterprise-wide transformation is ‘in progress’ or better.

Need for large-scale transformation
71.1% of organizations in the early stages of transformation still believe a complete restructuring of the business and operating model is required.

Balance of internal and external focus
Over two-thirds of digital transformation efforts are internally focused.

Iterative, agile approach delivering results
There’s a direct correlation between value and maturity.

Leaders need to lead change
Only 11.3% are highly satisfied with digital transformation leadership.

Digital is addressing internal requirements
- digitizing core processes (72.5%)
- restructuring the business operating model (72.3%)
- changing organizational structures to enable different ways of working (59.6%)

Ownership of digital
82.4% have appointed a Chief Digital Officer (CDO) as the custodian for digital transformation, a role previously owned by an IT leader.

People-related benefits are first realized
- shaping new ways of working (52.0%)
- improved operational efficacy (50.7%)
- achieving more efficient business processes (49.3%)

7 key take-outs
1. There’s no correct starting point for digital transformation.
2. Transformation planning and execution should be organization-wide and cross-functional.
3. Value created by people and their digital efforts isn’t always immediately recognized using traditional performance metrics.
4. Digital needs to be customer insight-led.
5. Some of the initial benefits of digital efforts shouldn’t be misconstrued as a sign that transformation is complete.
6. Enable the ownership and delivery of digital with a clear mandate – this responsibility is increasingly being assumed by the CDO.
7. Enable all levels of the organization with the appropriate skills and behaviours to embrace digital.

About the 2019 Digital Means Business Benchmarking Report
15 countries, across 6 regions
11 industry sectors
Employee base from 501+ to 15,001+
More than 50% of responses from C-level executives
1,157 respondents

Determine your level of digital maturity
Assess your organization on our Digitally Astute Index and benchmark yourself against your industry on our Digital Means Business Benchmarking Data Portal.

How can we help?
We help you change mindsets and improve customer experience through better technology, processes, and systems enablement. Find out more about our Digital Advisory Services.

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