There’s great progress and realization of value

Value is gained through ‘doing’ and ‘being’ digital

- **72.9%** say their transformation journey is ‘in progress’ or better

- **72.5%** cite ‘digitizing and automating of core business processes’

**A definition of digital transformation:**

**Top three benefits realized over the last 12 months:**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>'shaping new ways of working through organizational transformation'</td>
<td>52.0%</td>
</tr>
<tr>
<td>'improved operational efficacy including system integration, flexibility, and functionality'</td>
<td>50.7%</td>
</tr>
<tr>
<td>'reduction in costs'</td>
<td>50.0%</td>
</tr>
</tbody>
</table>

**Customer at the center**

- **41.8%** focus primarily on responding to ‘changing customer needs and demands’
- **64.7%** seeking an ‘increase in customer experience scores’
- **51.4%** more than half looking for an ‘increase in revenue’

**Do little, more often for meaningful traction**

- **51.9%** are ‘satisfied’ that execution of the digital strategy is progressing in an agile manner, with enough tolerance for correction

Starting the journey, even without a fully defined transformation plan, is acceptable.