

Digital in motion: What will it take for private business to dominate with digital?

Based on a global survey of 2,750 private businesses and a series of in-depth interviews with leaders of private digital transformation success stories, we found the advantages and key enablers private companies have at their disposal to accelerate the most important transformation in their organization's history.

Access the full report at www.deloitte.com/digitalprivate

What are the top growth strategies that organizations will focus on over the next 12 months?



The investments in technology **most likely in the next 12 months**

Information Security



39%

Cloud Computing



38%

Data Analytics

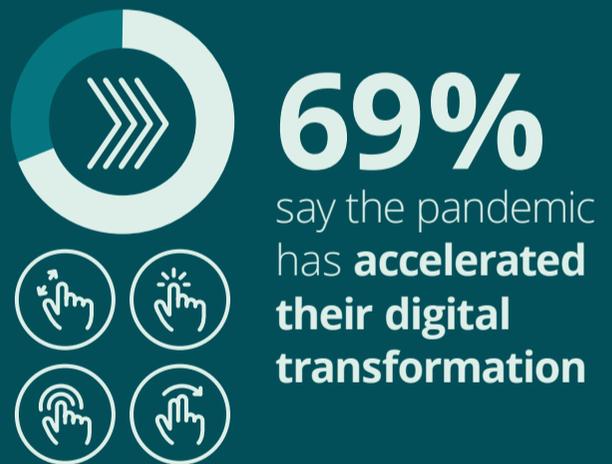
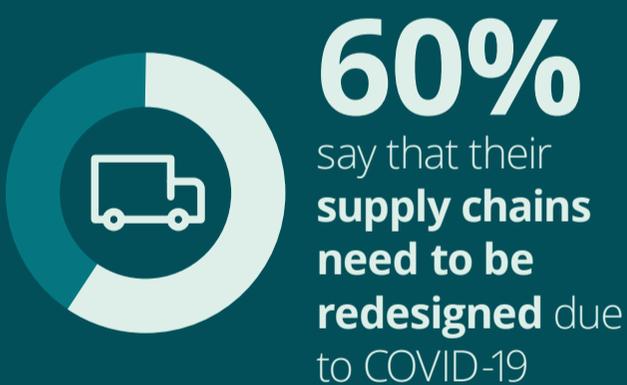


37%

CRM



34%



What are the **most important enablers** when undertaking digital transformation?

- 1 Strong leadership
- 2 Whole of business transformation
- 3 Change management capability
- 4 Culture of innovation
- 5 Internal capability