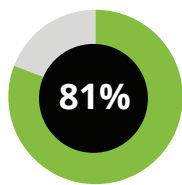


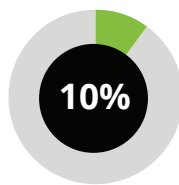
Digital Transformation

Why digital transformation is no longer a luxury for your business

DIGITALLY MATURING COMPANIES INNOVATE AT FAR HIGHER RATES THAN THEIR LESS MATURE COUNTERPARTS



of respondents from digitally maturing companies cite **innovation** as a strength of the organisation.



of respondents from early-stage companies cite **innovation** as a strength of the organisation.



Maturing organisations **invest more in innovation**



- Digital ecosystems
- Cross-functional teams

EMPLOYEES OF DIGITALLY MATURING COMPANIES HAVE MORE LATITUDE TO INNOVATE IN THEIR JOBS

+
- **5x**

Survey respondents from maturing companies as from early-stage companies report that their organisations provide them with **sufficient resources to innovate**.



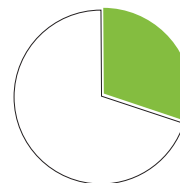
There is a strong relationship between a company's **rate of digital innovation** and its staffers' confidence that the organisation will be **stronger in the future**, thanks to digital trends.

DIGITALLY MATURING COMPANIES ARE MORE LIKELY TO COLLABORATE WITH EXTERNAL PARTNERS



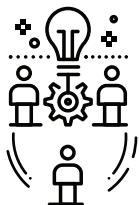
80%

of respondents at digitally maturing companies say their organisations **cultivate partnerships** with other organisations to **facilitate digital innovation**.



Only one-third of early-stage companies do the same.

DIGITALLY MATURING COMPANIES ARE MORE LIKELY TO USE CROSS-FUNCTIONAL TEAMS



Cross-functional teams are an important source of digital innovation

- Greater autonomy
- members are often evaluated as a unit
- work supported by senior management



For more advanced companies, the organising principle behind cross-functional teams is **shifting from projects toward products**.

DIGITALLY MATURING COMPANIES BELIEVE THEY HAVE THE POWER TO ADAPT TO CHANGES WROUGHT BY DIGITAL DISRUPTION



Digitally maturing organisations believe they will be **stronger moving forward** and have the **power to adapt** to changes wrought by digital disruption.



Less mature organisations view disruption as a result of **market forces they cannot control**.