

# Digital Acceleration for Business Resilience

## Executive Summary

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As global businesses transform to adapt to the new normal, one thing is clear: we won't be returning to business as usual.

For forward-looking organizations, the pandemic has presented a new call to action for digital acceleration. **91% of enterprises feel digital transformation is currently a priority**, and these businesses are leveraging the momentum to identify weak links in their value chains in pursuit of superfast transformation with an eye toward business resilience.

Today, most sectors are seeing disruptions in supply and demand. In this environment, speed, flexibility and bottom-up decision making are becoming the new measures of digital success. Digital acceleration is the only way forward for businesses to achieve these pillars of excellence that define the enterprise of tomorrow. **Over 89% of companies plan to invest more heavily in at least one next-gen technology as a direct result of the pandemic** – but accelerated technology investment alone does not equal digital acceleration.

Synchronizing business and IT decisions toward an outcome of business architecture modernization calls for a board-level focus on your transformation strategy. Customer centricity remains a core driver of enterprise digital transformations, and this golden ticket is closely linked to the real gold in today's



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Digital transformation is no longer a question of, IF

# But HOW FAST?

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value chains – a robust data strategy. In fact, **our survey of over 400 forward-looking IT and business decision makers** confirms the correlation between having a clear data strategy and delivering a consistent omnichannel experience.

Customers today are going digital, and so are your employees. It is no wonder then, that **95% of survey respondents reported reliance on a public cloud to some extent**. Taking a cloud-native approach is the need of the hour, however, **only a third of the respondents indicate that their organization is fully cloud native**. Throw a robust data strategy into the mix, and businesses can perfect the recipe for bringing speed, accuracy and optimal end-to-end delivery to their core offerings.

While digital acceleration will define our world's future economic leaders and laggards, **over 35% of companies lack in-house expertise to shoulder an organization-wide transformation**, and more importantly, nail the ultimate outcomes of such a massive process. **Over 60% of respondents expect higher profitability and increased efficiency from their transformation strategy**. While companies invest in upskilling and reskilling internally, building and leveraging a healthy partner ecosystem will be as critical to navigating an otherwise overwhelming business landscape.



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