

# Digital acceleration for business resilience

3 keys to speeding up digital adoption

91%

organizations feel digital transformation is a priority. In a dynamic business landscape, squeezing years-long transformation initiatives into weeks is the differentiator.



Speed



Flexibility



Decision Making

The keys to digital success in today's ecosystem.

## How to get there faster?

1

### Observe, understand and reprioritize

The pandemic has exposed critical weak spots in businesses.

Manufacturing:

89%

report supply chain disruptions.

Retail & CPG:

60%

report an increase in demand

55%

respondents said digital transformation is the focus of their senior management. Make digital initiatives your board-level focus too

Reprioritize investments and strengthen weak spots

How?

2

### Flexible Business Architecture

Correlation or Causation?

70%

respondents with a robust data strategy are providing a consistent, omnichannel customer experience.

Flexible architectures and adaptive work culture needed to deliver adaptive experiences

## What to do?

Build a flexible technological core, that supports more than just core organizational functions

95%

respondents' companies are already using cloud, but only

34%

are cloud-native.

### Rich partner ecosystem

3

Digital acceleration means massive amount of change in a short period of time. Having strong & expert partners can help

What to do?

45%

are relying on their partner ecosystems

58%

respondents are relying on their in-house teams

Build and tap into a robust ecosystem of technology partners, vendors, advisors and other non-competing enterprises.

## To what end?

Over 60%

respondents identify **operational efficiency** and **greater profitability** as desired outcomes of their transformation strategies.

**Digital Acceleration** is the only way forward and the time to start is now!

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