

Research report: Digital transformation

A survey across the US, UK, France and Germany revealed that a 'fixation on transformation' within enterprises has raised the risk of jumping into potentially flawed projects. This means that much of the average planned spend on Digital Transformation (\$28 million in the next 12 months) could be wasted.



According to the study, the risk of 'jumping in' is driven by a mounting pressure to transform:

85% of respondents said disruption in their industry has accelerated over the past 12 months due to decision makers agreeing to flawed digital projects

86% believe businesses will have to adapt to providing digital services in the next 12 months, or accept they will become less relevant

The primary drivers of digital transformation include:

Advances of competitors (35%)
Changes in regulation (23%)
Pressure from customers (19%)

Meaning digital transformation is mostly being driven by reactive needs, instead of proactive ideas



The survey also revealed that edge computing looks to be in the pipeline for many IT enterprises, with 34% of respondents looking to implement it in the next year, and 55% in the next 10 years.