

Digital TransformationCanadian organizations at different stages in their DX journey

Canadian organizations are in the early stages of digital transformation maturity. At each stage of their transformation journey, Canadian businesses have different priorities and need to consider vendors with competencies that address their unique needs.



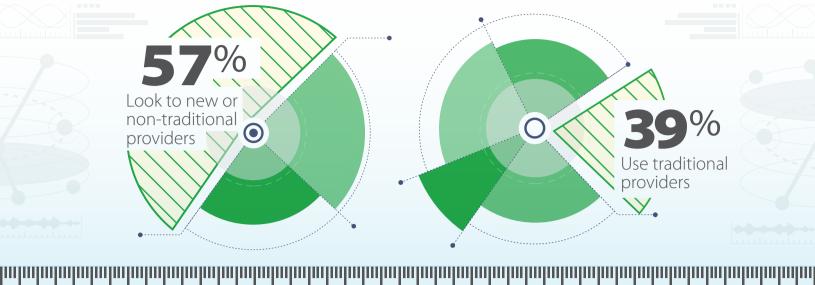
What is the top organizational priority for Canadian Executives?

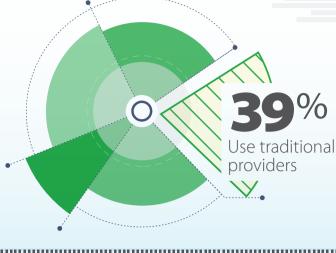
Operational Efficiency & Productivity Gains



Choosing the right vendor for DX projects

Canadian organizations use technology vendors / partners to **Drive Transformation**.





Stages of Maturity

on the digital Journey

Canadian Organizations are at different stages

Inconsistent digital experiences Basic tech/DX capabilities

Execute on isolated project basis Lacking long-term vision

Technologies used reactively DX goals poorly defined Business/IT goals disconnected

Weak digital experiences

Consistent digital experiences Business/IT goals are balanced

Established near-term vision Not aligned on long-term vision

Exceptional digital experiences DX capabilities integrated Business/IT completely aligned Aligned around long-term vision

> Disrupter Optimal digital experiences Experimentation drives capabilities

Use of new technologies to affect markets Continuous improvement a core philosophy

Key challenges of DX investments

Capital cost

Ongoing/operating cost

Digital Transformation Journey

Transformer Player

for Canadian companies

approaching transformation

Executive level support Competing priorities Security concerns Required technical skills Realizing the *Long-term* Business Benefits of a digital strategy sooner **Long-term benefits** means moving beyond *perceived challenges* now, rather than later

Explorer

New Processes

DX reinvents processes

to reduce costs and

New Relationships Asset Reduction

increase productivity Top benefits of DX investments

Be faster than competition

DX initiatives

Explorer

Reinventing customer

relationships through

Canadian organizations already benefiting from DX:

Top benefits of investments in digital transformation

Transformer

DX is reducing an

organization's physical

Improved productivity Improved revenue

Player

More informed decisions Expand into new markets/channels Improved customer support Digital is rewriting the rules of virtually every business, **Return on DX investments** driving 41% more revenue than legacy technologies Gross Profit Driven from IT Revenue Driven from IT

22.3% Traditional

Organizations at different stages of Time to act transformation have different priorities:

31.5% | Digital ←

7.8% | Digital ←

5.6% Traditional

Establish a **DX road map** and socialize across the

organization to align

Explorer

Strategy

lines-of-business and IT

Seek inputs from tech vendors/partners to balance

Player

cost, speed of delivery and time to value

Design &

Execution





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