

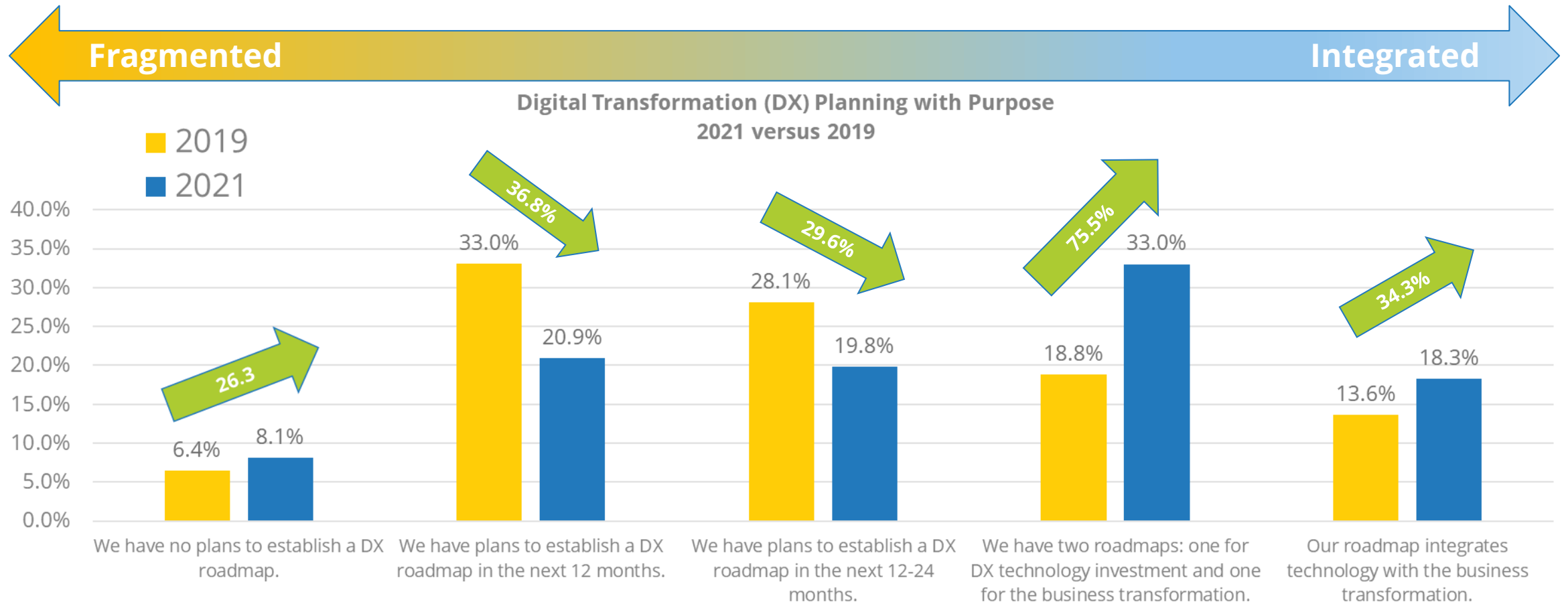
IDC Survey Spotlight

When thinking about digital strategy, are you taking a holistic or fragmented approach?



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What is your organization's approach to Digital Transformation (DX) efforts?



IDC #US48004421 (June 2021)

IDC WW DX Executive Sentiment Survey: 2021 Worldwide sample, n = 1526. June 2021 and 2019 Worldwide sample, n = 2165. June 2019

IDC's Take

Integrated Digital Transformation (DX) Strategies are Becoming the New Normal

- In 2021, **53% of enterprises are digitally determined** (organizations that either have a DX strategy that fully aligns to the business transformation, or the DX strategy is the business strategy); **up from 37% in 2019**. An increase of 43.2% or 16 percentage points.
- ***Digitally distraught*** organizations (those that have no enterprise-wide digital strategy or have on and behalf far too tactically) make up **47% in 2021, down from 63% of companies in 2019**. A decrease of 25.4% or 16 percentage points.
- Across Regions there are still significant differences in approach to digital strategy:
 - North America: 46% of companies are digitally determined yet a full 15% of companies' DX initiatives are completely tactical and disconnected from the enterprise.
 - Latin America: 59% of companies are digitally determined. 4.9% have DX initiatives are completely tactical and disconnected from the enterprise.
 - Western Europe: 53% are digitally determined. 8.4% are fully tactical and disconnected.
 - Asia Pacific excluding Japan: 61.4% are determined with 8.5% fully tactical and disconnected.
 - Japan: 56% are determined and 14% are fully tactical and disconnected.