



Digital Transformation

Canadian 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.



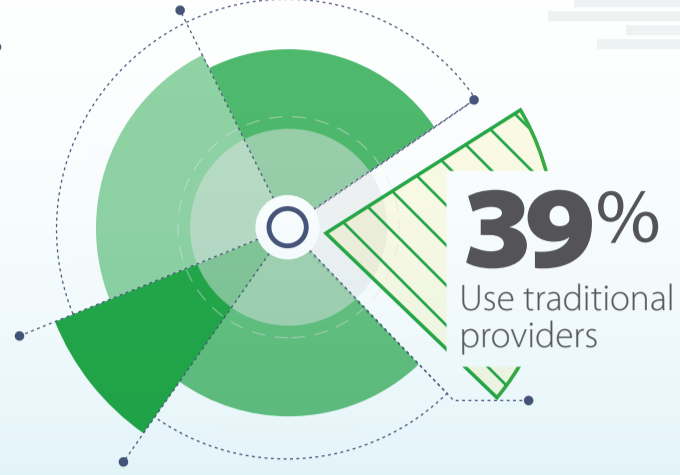
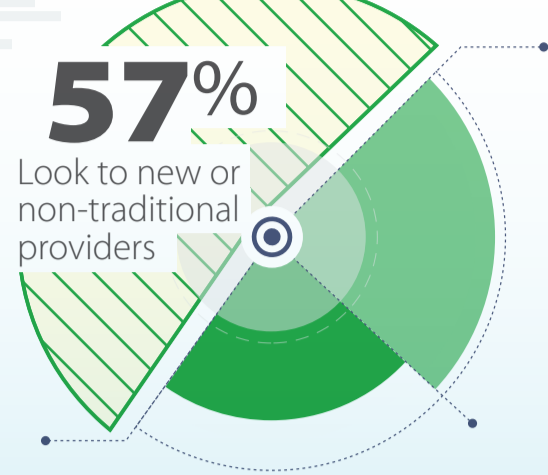
What is the top organizational priority for Canadian Executives?

Operational Efficiency & Productivity Gains



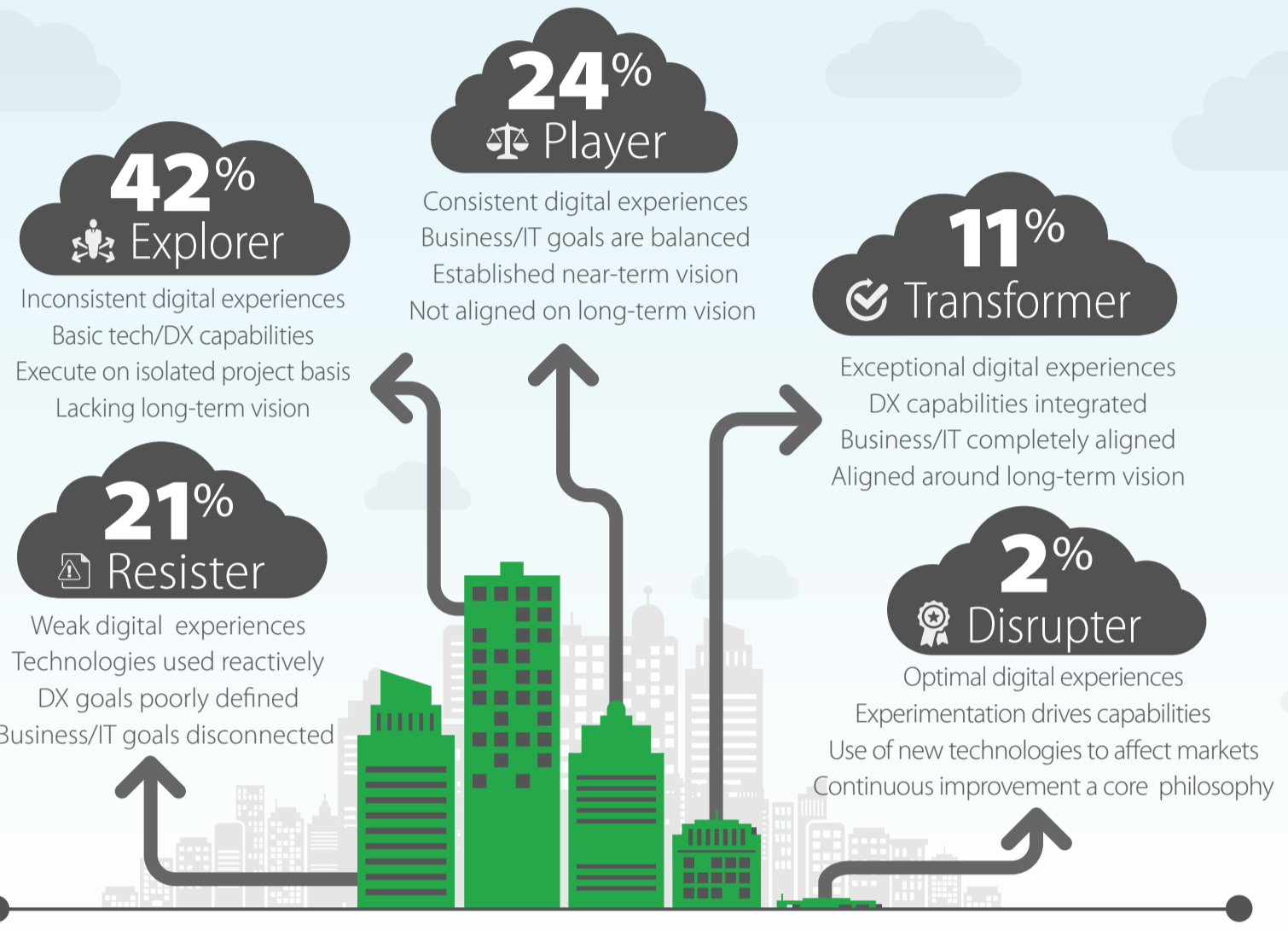
Choosing the right vendor for DX projects

3 in 4 Canadian organizations use technology vendors / partners to **Drive Transformation**.



Stages of Maturity

Canadian Organizations are at different stages on the digital Journey



Digital Transformation Journey

Key challenges of DX investments

for Canadian companies approaching transformation

	Explorer	Player	Transformer
Capital cost	High	Medium	Low
Ongoing/operating cost	High	Medium	Low
Executive level support	Low	Medium	High
Competing priorities	High	Medium	Low
Security concerns	High	Medium	Low
Required technical skills	High	Medium	Low

Long-term benefits

Realizing the **Long-term** Business Benefits of a digital strategy sooner means moving beyond **perceived challenges** now, rather than later

Canadian organizations already benefiting from DX:

✓ New Processes

59%

DX reinvents processes to reduce costs and increase productivity

✓ New Relationships

51%

Reinventing customer relationships through DX initiatives

✓ Asset Reduction

49%

DX is reducing an organization's physical assets

Top benefits of DX investments

Top benefits of investments in digital transformation

	Explorer	Player	Transformer
Improved productivity	Low	Medium	High
Improved revenue	Low	Medium	High
Be faster than competition	Low	Medium	High
More informed decisions	Low	Medium	High
Expand into new markets/channels	Low	Medium	High
Improved customer support	Low	Medium	High

Return on DX investments

Digital is rewriting the rules of virtually every business, driving **41% more revenue than legacy technologies**

✓ Revenue Driven from IT

31.5% | Digital
22.3% | Traditional

✓ Gross Profit Driven from IT

7.8% | Digital
5.6% | Traditional

Time to act

Organizations at different stages of transformation have different priorities:

Explorer

Strategy

Establish a **DX road map** and socialize across the organization to align **lines-of-business** and IT

Player

Design & Execution

Seek inputs from tech vendors/partners to balance **cost, speed of delivery** and **time to value**

Transformer

Change Management

Scale successes and actively manage **organizational change**

