



The new landscape of digital transformation

Technology-enabled change

Gains to be had from taking a longer term, all-company view to digital transformation



On the up

46% of respondents said their digital transformation budget will increase over the next 12 months



All together

44% are implementing an organization-wide digital transformation strategy. Only 2% said their tactical technology implementation is not tied to their broader strategy



Big spenders

Data security measures 66%, automation 65%, customer-centric technologies 59%, and cloud computing 57% will be the most common areas for increased investment in the next 6-12 months



Flexibility is key

60% say the business case process for their digital transformation strategy and investments is more flexible and agile than before the pandemic*

Base: 820 professionals involved with digital transformation strategy decisions

*Base: 738 professionals involved with digital transformation strategy decisions and making the business case for digital transformation

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, April 2021

© 2021 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.