

Chief Information Officers have pinpointed Digital Strategy as the single most defining issue of their generation, according to the Forrester consulting report, commissioned by KPMG. But the potential for the right strategy to deliver increased revenue must be weighted against the challenges of managing a mostly outsourced approach.

CIOs HAVE A LASER FOCUS ON

DIGITAL STRATEGY

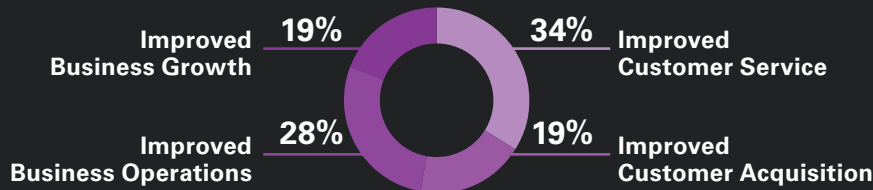
Highest priority for **39%** of respondents

and in the top three for **67%** of respondents

Digital strategy is the strongest **single emerging issue** for CIOs – particularly in **large enterprises**.

WHY? BECAUSE THE BENEFITS ARE SO BROAD

Delivery of the Digital Strategy is expected to provide broad benefits to the customer and to the business.



IT'S ALL ABOUT IMPROVEMENT

A robust Digital Strategy will deliver improvement across:



WHAT ARE THE CHALLENGES?

The top five hurdles to overcome when creating a Digital Strategy are:

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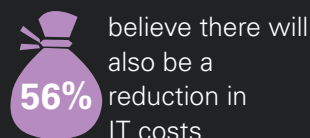
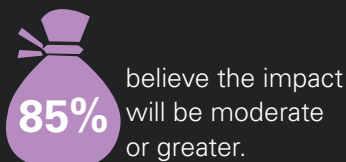
01010101010100101010101010101010 **3 Investment/funding**

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DOES IT PAY?

CIOs believe a good Digital Strategy will have the greatest positive impact on increased business revenue.



HOW IS IT DELIVERED?

Few organisations are delivering their digital strategy internally, so engaging the right partner is critical.

