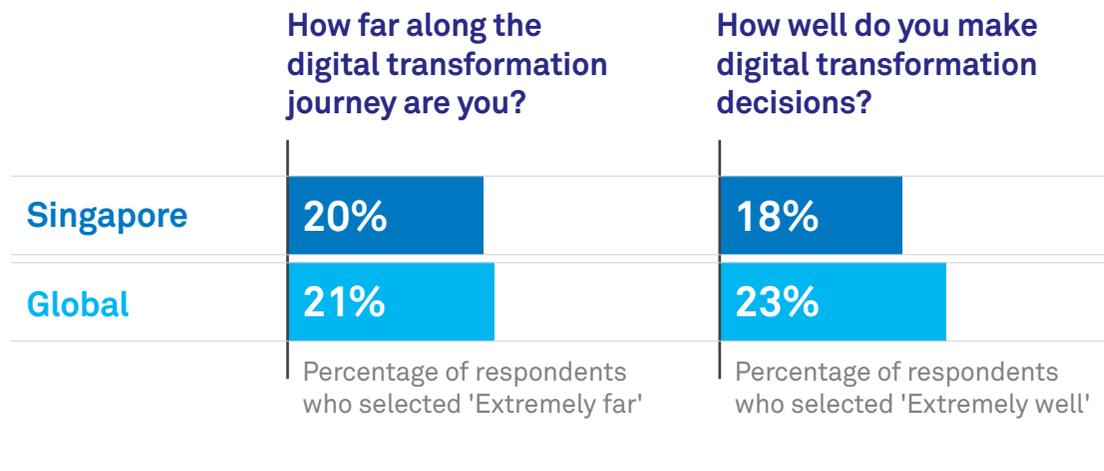


Digital Transformation Decision-Making in Singapore



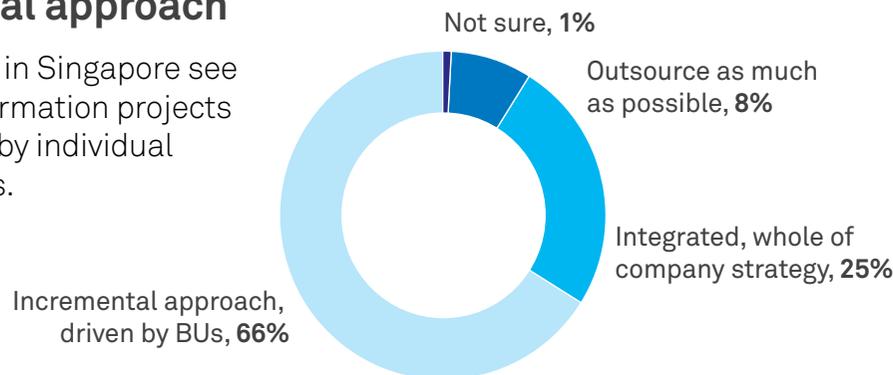
How does decision-making shape digital transformation outcomes in Singapore?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Singapore.

Digital transformation decisions in Singapore



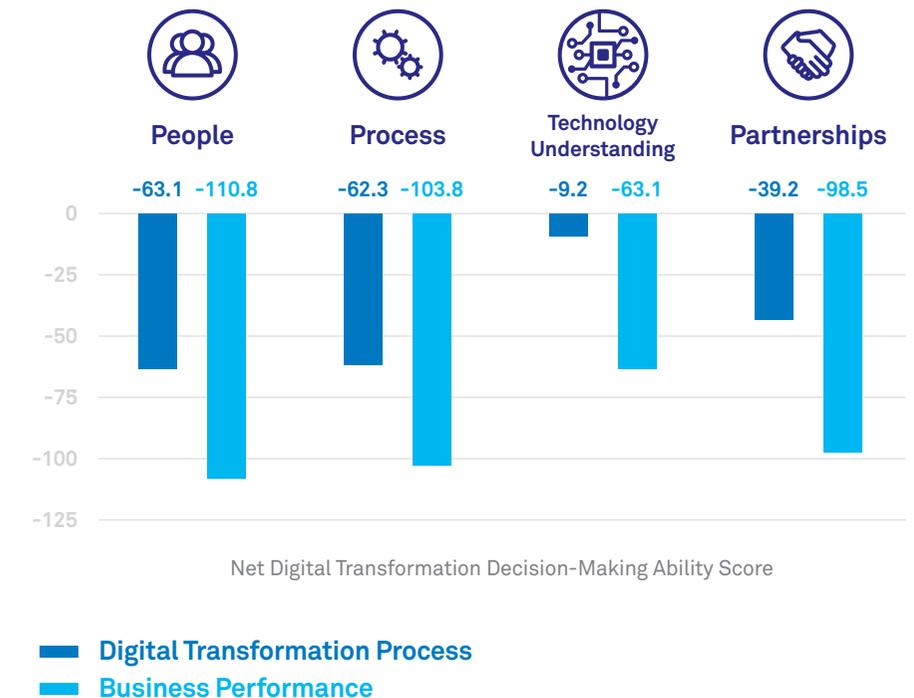
Incremental approach

Organisations in Singapore see digital transformation projects driven mainly by individual business units.



Driven most by understanding of technology

Organisations in Singapore pick their understanding of technology over other factors, when evaluating their decision-making process and business performance.



Performance gap in digital priorities

Organisations in Singapore struggle to meet their security digital transformation priorities in particular.

Top three digital transformation priorities



#1

Optimise our technology to move faster and adapt to change

Rank in performance

4th out of 17



#2

Protect our digital assets from cyber threats

Rank in performance

17th out of 17



#3

Optimise our security investments to reduce time and resource management

Rank in performance

6th out of 17

Top partner attributes

Organisations in Singapore seek digital transformation partners who understand their technical requirements and business challenges.

Most important digital partner attributes



Deep knowledge of our business challenges and how IT can help



Ability to understand my company's technical requirements

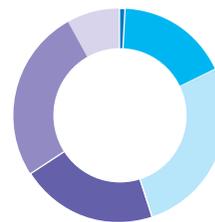


Ability to help determine which IT model best fits my company

IT spend (USD)

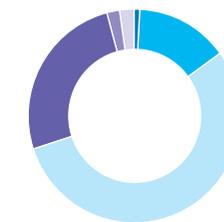
More than three quarters of organisations in Singapore say they will increase their IT spend in the next three years. About half spent more than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	0%
\$1,000 to \$9,999	1%
\$10k to \$99k	17%
\$100k to \$499k	27%
\$500k to \$999k	21%
\$1m to \$4.9m	26%
More than \$5m	8%

Expected change in IT spend for next three years



More than -10%	0%
-1% to -10%	1%
No change	14%
+1% to +10%	55%
+11% to +20%	26%
+21% to +30%	2%
More than +30%	2%



For more insights, visit telstraglobal.com/disruptive-decision to download the Disruptive Decision-Making white paper.