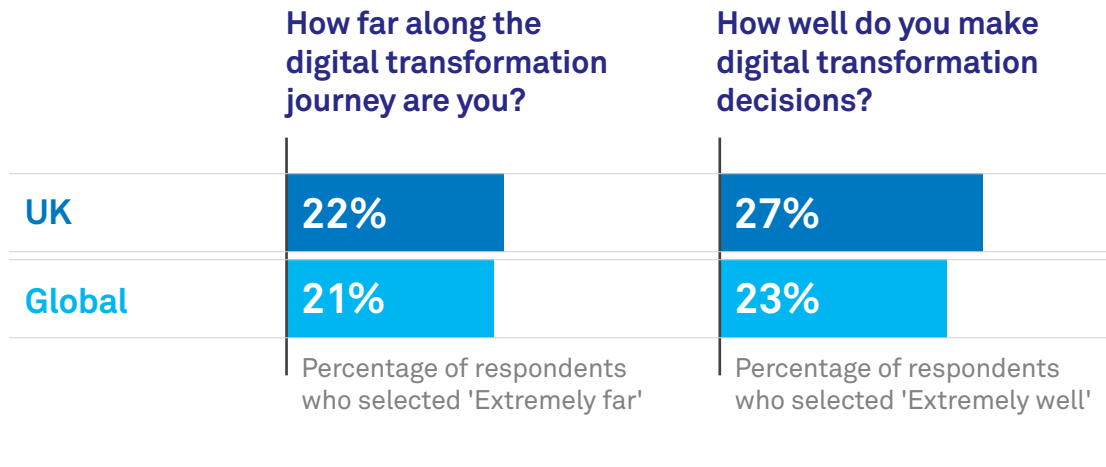


Digital Transformation Decision-Making in the UK



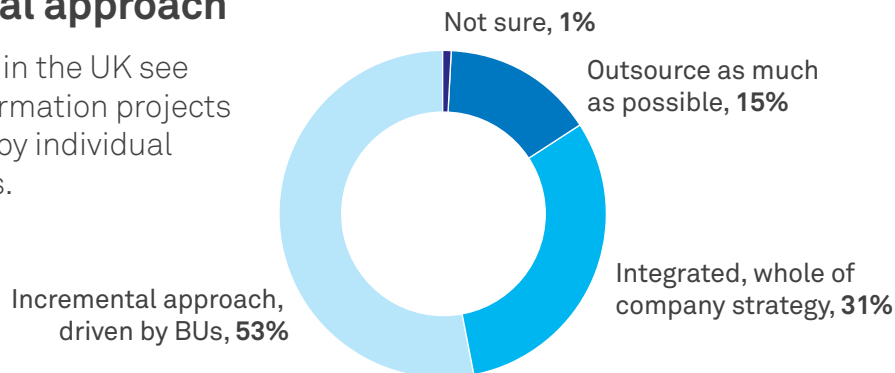
How does decision-making shape digital transformation outcomes in the UK?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including the UK.

Digital transformation decisions in the UK



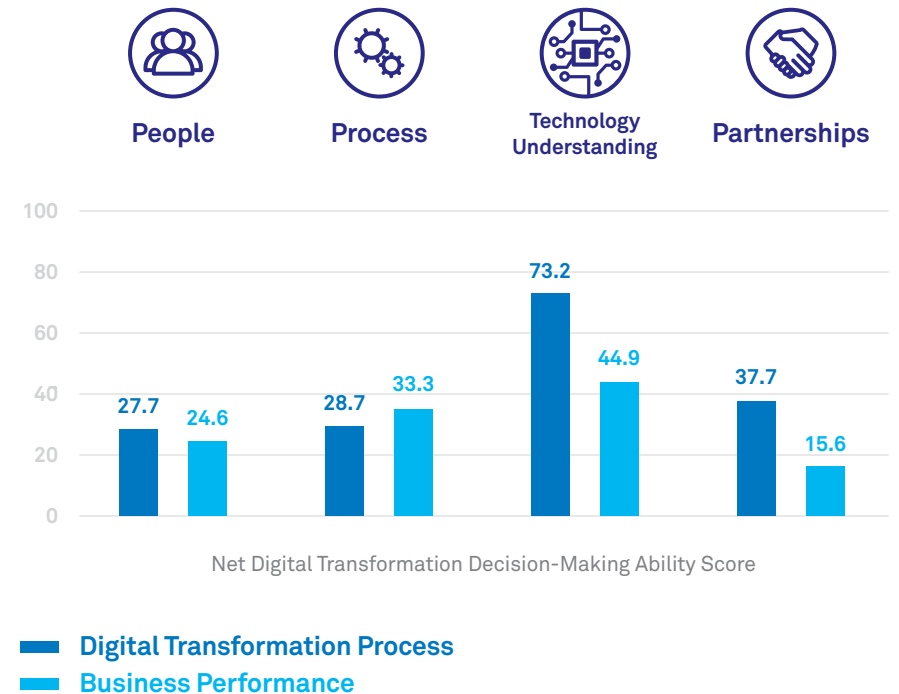
Incremental approach

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



Driven most by understanding of technology

Organisations in the UK rate their understanding of technology over other factors when evaluating their decision-making process and business performance.



Performance gap in digital priorities

Organisations in the UK struggle to meet their top digital transformation priorities.

Top three digital transformation priorities



#1

Optimise our technology to move faster and adapt to change

Rank in performance

16th out of 17



#2

Ensure we are managing our risk and are compliant

Rank in performance

13th out of 17



#3

Protect our digital assets from cyber threats

Rank in performance

15th out of 17

Top partner attributes

Organisations in the UK seek digital transformation partners who understand their technical requirements and business challenges, as well as prioritising trust.

Most important digital partner attributes



Clear expertise and experience with IT offerings at both a hardware and software level



Ability to help determine which IT model best fits my company

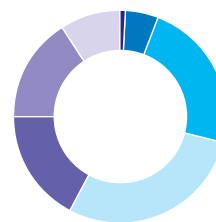


Someone I trust

IT spend (USD)

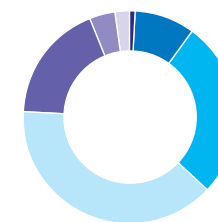
More than half of organisations in the UK say they will increase their IT spend in the next three years. About a quarter spent more than \$1m in the previous year.

Previous year IT spend



Less than \$1,000	1%
\$1,000 to \$9,999	5%
\$10k to \$99k	23%
\$100k to \$499k	29%
\$500k to \$999k	17%
\$1m to \$4.9m	16%
More than \$5m	9%

Expected change in IT spend for next three years



More than -10%	1%
-1% to -10%	9%
No change	27%
+1% to +10%	39%
+11% to +20%	18%
+21% to +30%	4%
More than +30%	2%



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