

# 2022-2023 The State of Digital Adoption

From transformation to adoption: How DACH enterprises can unlock value from their digital spend

635

business leaders surveyed

Global enterprises across 11 industries analyzed

## Why is digital adoption needed?

59%

of DACH enterprises are under pressure to accelerate digital transformation

63%

of digital KPIs are not met by UK & Ireland enterprises every year

29%

of DACH enterprises say employees lack digital dexterity to use applications effectively

56%

of DACH leaders say poor digital experiences likely contribute to employee resignations

## What does UK & Ireland digital adoption look like today?

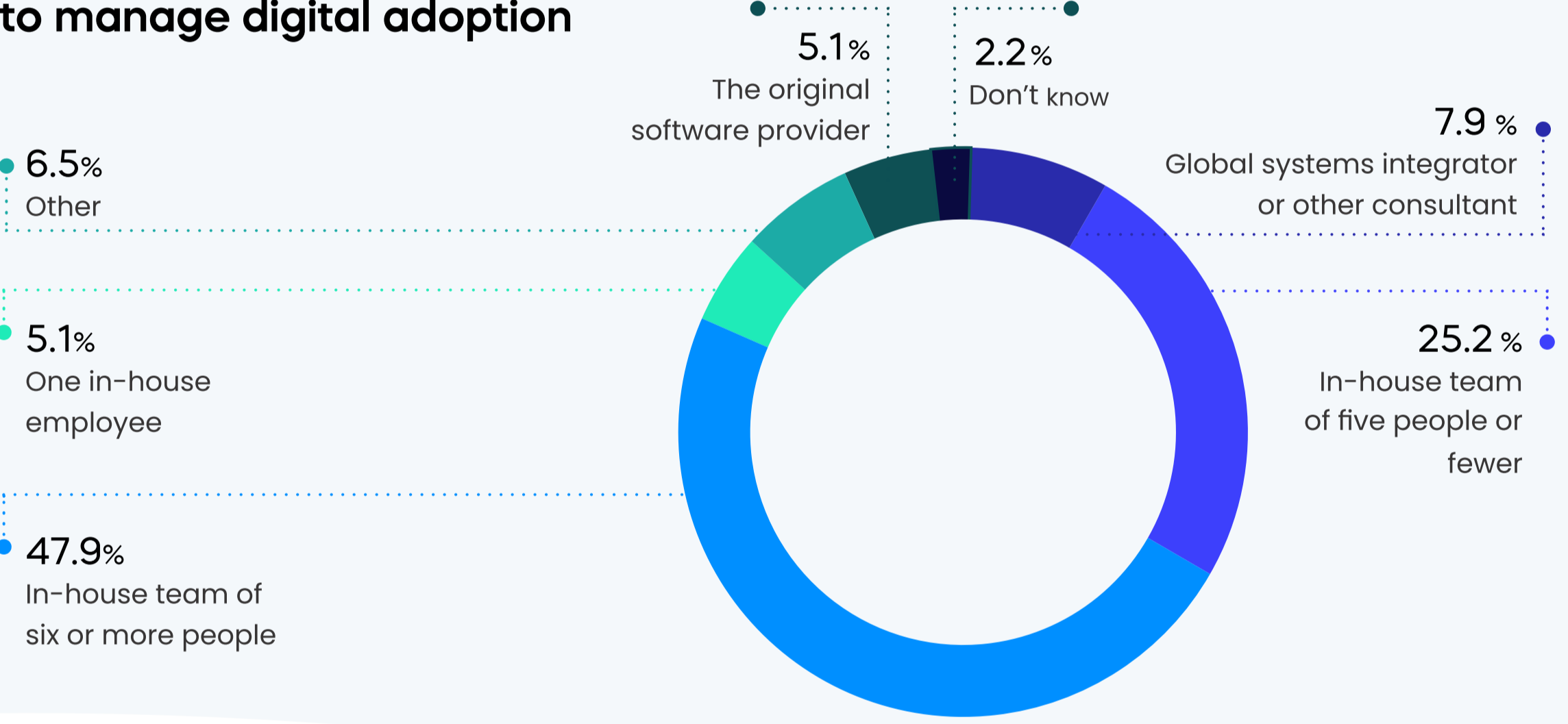
41% of DACH decision makers think a lack of end-user adoption negatively impacts digital ROI

41%

Yet, only 26% of DACH enterprises use adoption as a digital transformation KPI

26%

## 78% of enterprises have in-house employees or teams to manage digital adoption



## Building your digital adoption strategy

What does failed digital adoption mean for your organization? Having the right strategy can help you achieve your targets faster.

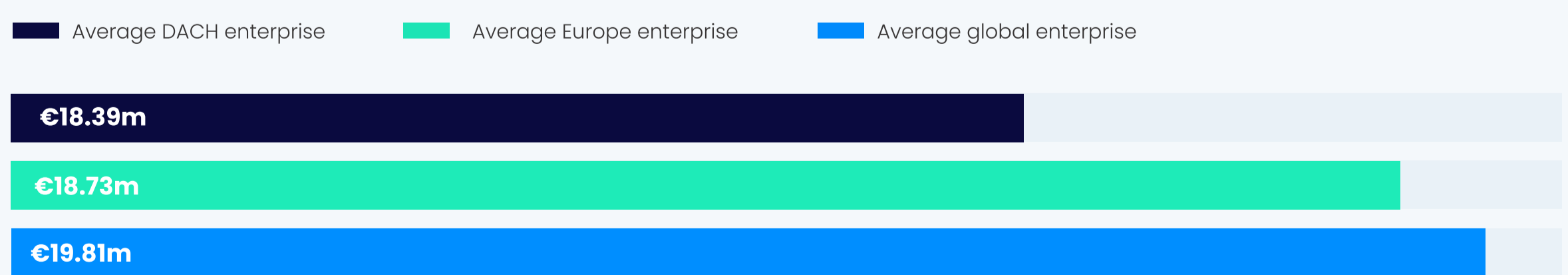
### Top-5 consequences of failed digital adoption

- Operational inefficiencies and wasted resources
- Increased security risk
- Failure to adapt to industry changes
- Lost competitive advantage
- Poor employee retention

### Top-5 priorities for new technologies

- Optimizing support for hybrid work
- Efficiently increasing application utilization
- Improving existing IT security
- Improving infrastructure and cloud migration
- Adapting to cutting-edge technologies (e.g., edge computing, blockchain)

## Planned digital adoption investment



DACH enterprises are investing heavily in digital adoption.

Will you?

Learn how your digital adoption strategy compares to leading global enterprises

Get the full report