

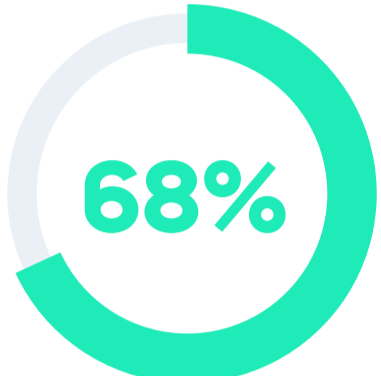
# 2022-2023 The State of Digital Adoption

From transformation to adoption:  
How UK & Ireland enterprises can unlock value from their digital spend

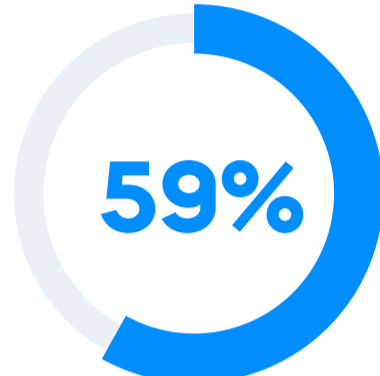
**635**  
business leaders surveyed

Global enterprises across **11** industries analyzed

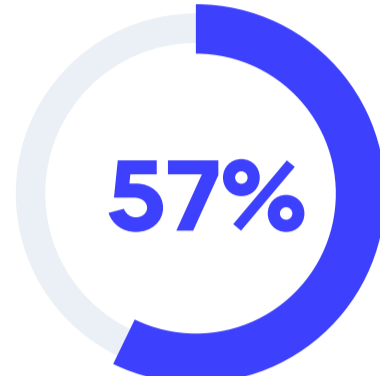
## Why is digital adoption needed?



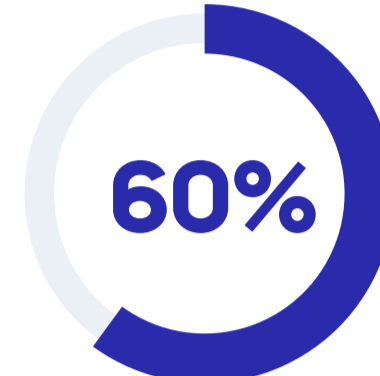
of UK & Ireland enterprises are **under pressure to accelerate** digital transformation



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



of UK & Ireland enterprises say employees **lack digital dexterity** to use applications effectively



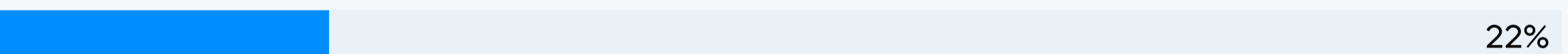
of UK & Ireland leaders say poor digital experiences **likely contribute to employee resignations**

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

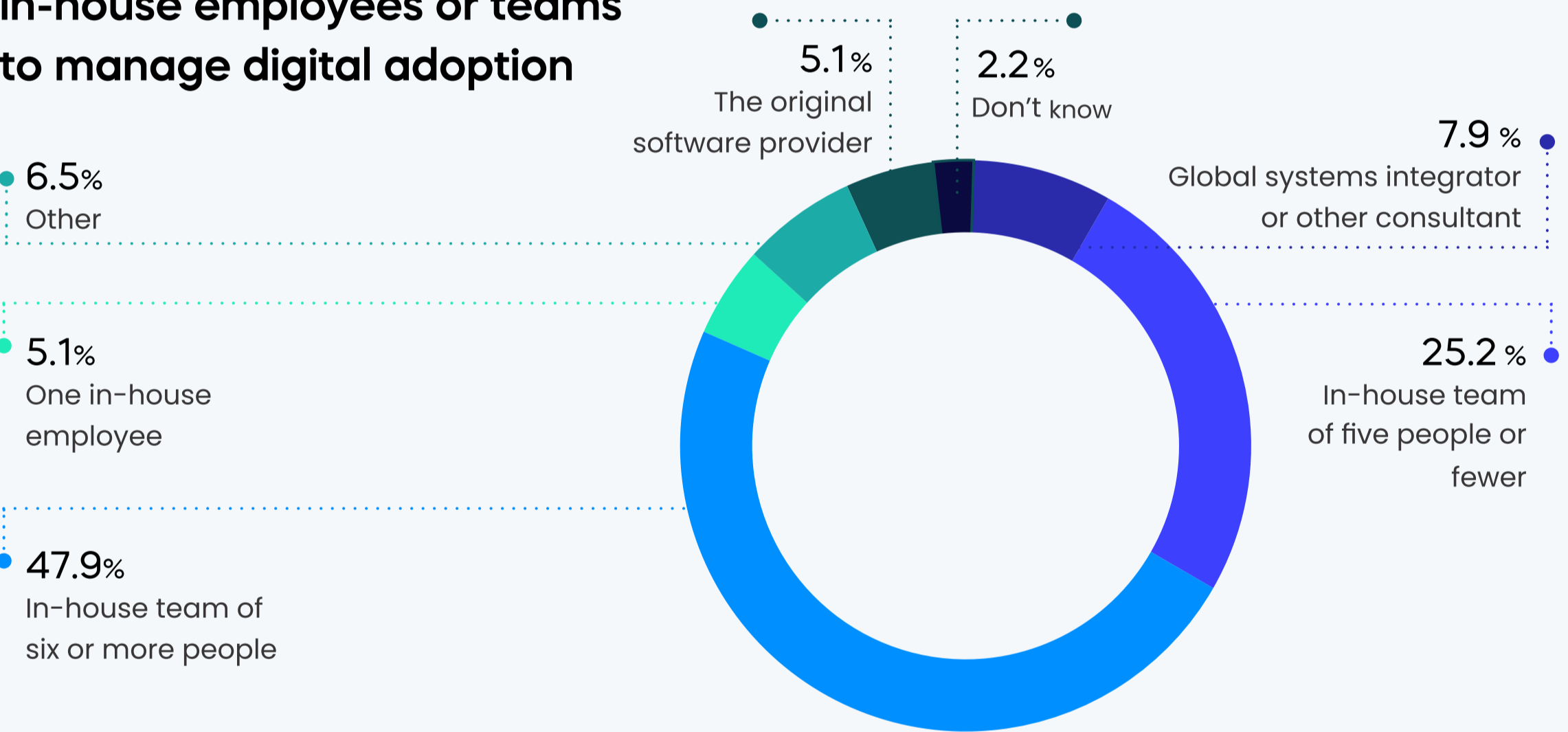
65% of UK & Ireland decision makers think a lack of end-user adoption negatively impacts digital ROI



Yet, only 22% of UK & Ireland enterprises use adoption as a digital transformation KPI



## 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.

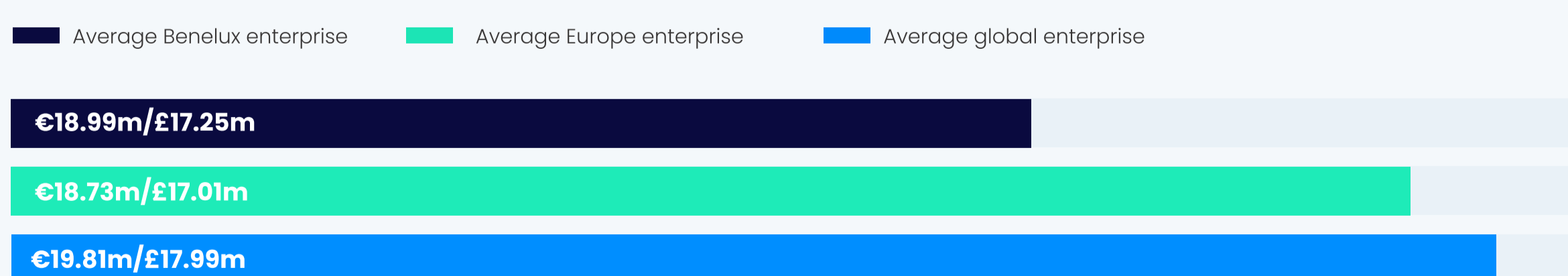
### Top-5 consequences of failed digital adoption

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

### Top-5 priorities for new technologies

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

## Planned digital adoption investment



UK & Ireland enterprises are investing heavily in digital adoption.

**Will you?**

Learn how your digital adoption strategy compares to leading global enterprises

Get the full report