

Visualising the state of digital adoption in Asia Pacific

Embracing a path towards **HyperProductivity**

17 industries analysed globally

1,700 business leaders surveyed

2,051 employees surveyed

Your enterprise is losing millions every week – here's why:

\$1.04m The cost of lost productivity every week.

35%

Wasted digital transformation investments due to a **lack of adoption**.

64%

Employees who **lose patience** with their software after just 132 days on the job.

40%

Employees who **resent enterprise software** for how difficult it is to use.

Enterprises are turning to digital adoption to **optimise their tech investments**.

Enterprises ranking digital adoption as a key KPI.



Annual increase in digital adoption investments in 2024.



What does **digital adoption** look like today?

57%

Enterprises with a Center of Excellence of at least six employees responsible for digital adoption.

3%

Enterprises that follow all digital adoption best practices.

- Evaluate and measure current technology use.
- Automate processes and use AI to provide on-demand support.
- Identify business outcomes that aren't being achieved.
- Measure user engagement across applications.
- Build content to boost engagement with applications.

* The number of enterprises following all digital adoption best practices is significantly lower in Asia Pacific compared to the global average.

The benefits of an elite digital adoption strategy.

\$4.9m Amount saved every month.

\$4,800 Annual savings per employee.

↓14%

Fewer investments in digital transformation that fail to meet ROI.

↓23%

Reduced costs due to lost productivity.

↑30%

Increase in application utilisation.

These enterprises are closing in on **HyperProductivity**, a state in which digital adoption practices extend organisation-wide, leading to exponential productivity growth.

Want to see how your **digital adoption strategy** compares?

Download the 2024 State of Digital Adoption

[Get the full report](#)