walk me 2024

## Visualising the state of digital adoption in the **UK and Ireland**

Embracing a path towards HyperProductivity

17 industries analysed globally

1,700 business leaders

surveyed

2,051

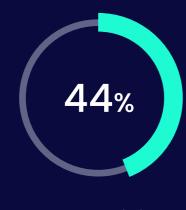
employees surveyed

\* UK - increased trend in Digital adoption investment \* cost of reduced productivity is significantly higher in

Europe compared to the global average

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

The cost of lost \$1.88m productivity every week. 屾



Wasted digital transformation investments due to a lack of adoption.



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



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.

**72**%

Annual increase in digital adoption investments in 2024.

86%

## What does digital adoption look like today?

**75%** Enterprises with a Center of

Excellence of at least six employees responsible for digital adoption.



## 4% Enterprises that follow all digital

adoption best practices.

technology use. Automate processes and use Al

Evaluate and measure current

to provide on-demand support.

Identify business outcomes that

 Measure user engagement across applications.

aren't being achieved.

Build content to boost

engagement with applications.

## elite digital adoption strategy.

The benefits of an

\$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.

**130**%

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?

Get the full report

Download the 2024 State of Digital Adoption