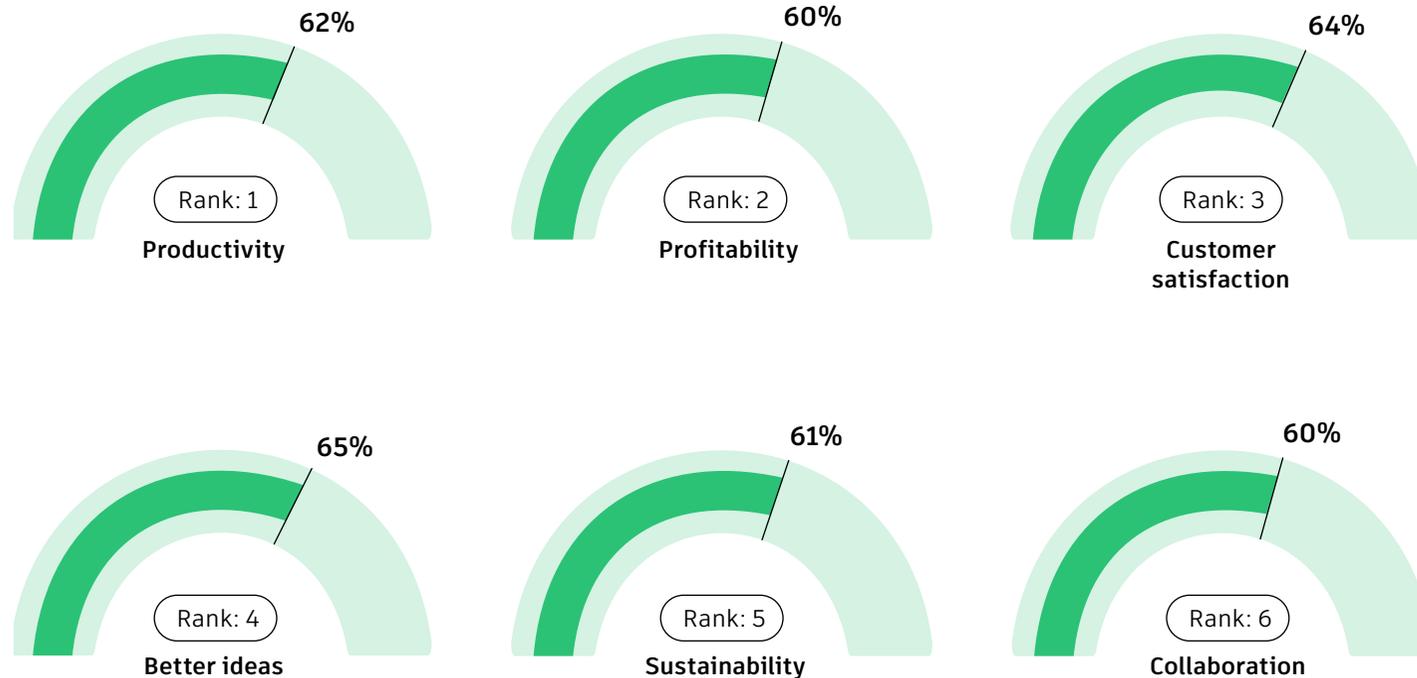


# Top advantages of digital transformation

The impact of digital transformation on business areas, rated on a scale of 0%–100%



Top-ranked response to survey question: Has your company or organization experienced any of the following benefits of digital transformation?  
 Follow-up survey question: On a scale of 0% to 100%, how much has digital transformation impacted your top-ranked benefit?

## INSIGHT 3

### Benefits to effective digital transformation

In this report, “digitally mature” companies are defined as those that are approaching the goal or have achieved the goal of their digital transformation journey.

Respondents from digitally mature companies are more likely than their peers to report that they ...

... have experienced “above average” or “exceptional” **performance** +34%

... have “increased” or “strongly increased” **investment** in the past 3 years +34%

... have kept up “very well” with **change in the industry** +20%

... “agree” they are **prepared** for the future +26%

... are “very effective” at **leveraging data** +19%