

The Urgency Of Digital Transformation: Five Success Factors In 2021



The Crisis Has Accelerated Digital Investment, But Is it Enough?

2020 accelerated digital transformation (DX) initiatives: as GDP fell, spend on digital initiatives continued to rise, reaching \$380 billion in 2021 in Europe, and outpacing GDP by a factor of three.

But accelerating investment is not enough: despite massive digital investments, only 18% of European organizations are currently able to generate substantial

revenue from digital products/services. The reason for this ROI gap is linked to friction between the companies' business fabric and their organization's digital investments.