

ARE NEW ZEALAND'S BUSINESSES READY FOR DIGITAL DISRUPTION?

The 4th Industrial Revolution is upon us, disrupting how we work, live and play. Organizations need to embrace digital transformation to remain relevant in the new economy.

The Microsoft Asia Digital Transformation Study involving 100 business leaders in New Zealand tells us more.

DIGITAL TRANSFORMATION A PRIORITY IN NEW ZEALAND

75%

agreed that every organization needs to become a digital business to drive growth



88%

agreed that new data insights can lead to new revenue streams

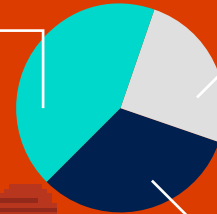
NEW ZEALAND'S ORGANISATIONS ARE IN DIFFERENT STAGES OF DIGITAL TRANSFORMATION

47%

In progress with specific strategy

17%

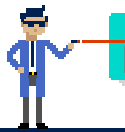
Limited or no strategy in place



36%

Full strategy in place

HOW ARE DIGITAL TRANSFORMATION PILLARS PRIORITIZED IN NEW ZEALAND?



ENGAGE CUSTOMERS



#1

EMPOWER EMPLOYEES



#2

OPTIMIZE OPERATIONS



#3

TRANSFORM PRODUCTS & ENABLE NEW BUSINESS MODELS



#4

CURRENT BARRIERS TO DIGITAL TRANSFORMATION



1 Lack of digitally-skilled workforce



2 Lack of supporting government policies and ICT infrastructure



3 Lack of a business-savvy technology leader



4 Lack of organisation leadership to ideate, plan and execute digital transformation



5 Tightly-regulated industry that limits ability to transform digitally

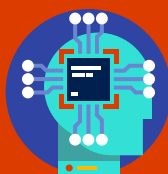


& No urgency or need to counter industry disruptors

MOST RELEVANT EMERGING TECHNOLOGIES



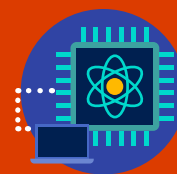
1 Wearable Technologies



2 Artificial Intelligence



3 Internet of Things



4 Quantum Computing



5 Next-generation Computing

The Microsoft Asia Digital Transformation Survey polled 1,494 business decision makers across Asia to understand their digital transformation journey.

- 13 Asia Pacific markets involved include Australia, China, Hong Kong, Indonesia, India, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan and Thailand
- Business leaders surveyed were from organizations with more than 250 staff and are decision makers involved in shaping their organization's digital strategy
- Find out more about how Microsoft is enabling the digital transformation journeys of leading organizations here: <https://blogs.microsoft.com/transform/>

