

2017 UK



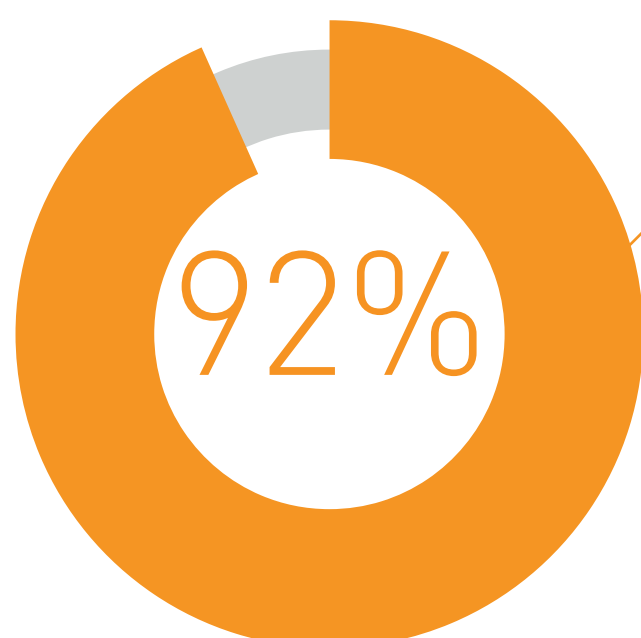
# TRANSFORMATION SURVEY



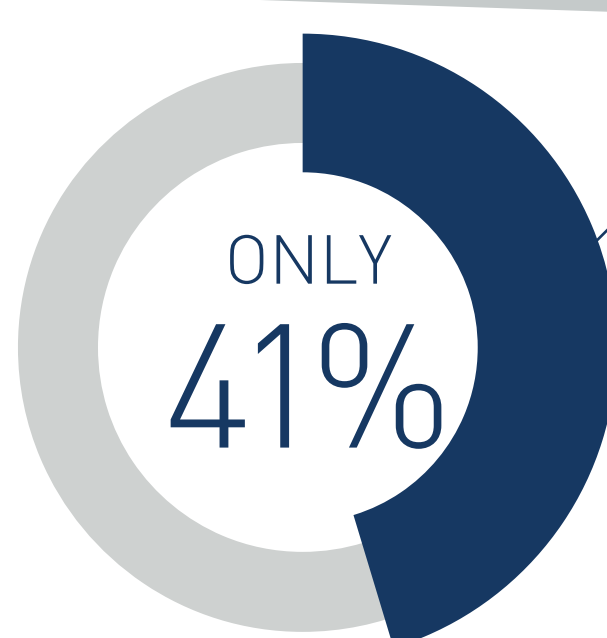
MID-MARKET  
BUSINESSES  
[501-1,000 EMPLOYEES]

## WHAT IS DIGITAL TRANSFORMATION?

Digital transformation refers to the use of digital technologies, such as cloud computing, mobile, big data/analytics and the Internet of Things (IoT), to enhance existing services or create new ones.



OF UK MID-MARKET  
BUSINESSES  
HAVE A FORMAL  
**DIGITAL  
TRANSFORMATION**  
STRATEGY



HAD A **DIGITAL  
TRANSFORMATION**  
STRATEGY IN 2016

## DRIVERS FOR DIGITAL TRANSFORMATION



GREATER **EFFICIENCY** AND **COST SAVINGS**

75%



IMPROVING **CUSTOMER SERVICE**

68%



TECHNOLOGY **INNOVATIONS**

57%



**STAYING AHEAD** OF THE COMPETITION

56%



**NEW BUSINESS** MODELS AND MARKETS

52%

## INVESTMENT AREAS FOR DIGITAL TRANSFORMATION IN THE NEXT 12 MONTHS

1

**CLOUD**

(increased use of cloud computing services)



4

**INTERNET OF THINGS (IoT)**

(efficiencies through connecting internet-enabled devices)



2

**BIG DATA**

(making better use of business/customer data)



5

**CYBERSECURITY**

(protection of internal and external networks and data)



3

**MOBILE**

(providing employees and customers with greater mobile access to information)



6

**ARTIFICIAL INTELLIGENCE (AI) & ROBOTICS**

(automation to improve productivity)



## TOP REASONS GIVEN FOR **NOT ACHIEVING** DIGITAL TRANSFORMATION GOALS



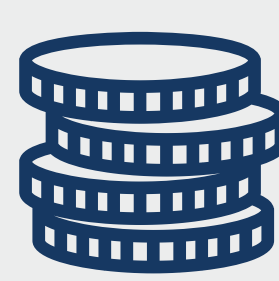
51%

LACK OF TIME AND/OR  
RESOURCE TO IMPLEMENT



42%

LEGACY/EXISTING  
TECHNOLOGY



38%

LACK OF  
INVESTMENT

## TOP INDUSTRIES THAT **DO NOT** HAVE A DIGITAL TRANSFORMATION STRATEGY



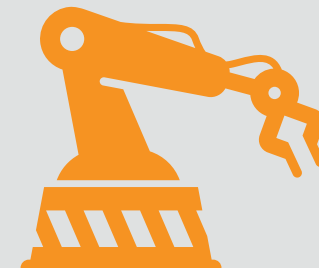
53%

PUBLIC SECTOR  
ORGANISATIONS



44%

RETAIL



39%

MANUFACTURING

To view the full results from the UK Digital Transformation Survey 2017, download the report from [www.daisygroup.com/resource/digital-transformation-report-2017](http://www.daisygroup.com/resource/digital-transformation-report-2017)

The data above is taken from a survey conducted by Censuswide (sponsored by Daisy Group) of 2,000 UK businesses to understand their approaches and challenges to digital transformation.

Digital transformation presents businesses with amazing opportunities as well as certain challenges.

To find out more about how Daisy can help you:

0344 863 3000

[enquiry.dcs@daisygroup.com](mailto:enquiry.dcs@daisygroup.com)

we are **daisy**.  
[www.daisygroup.com](http://www.daisygroup.com)

v1 11.17 © Daisy IT Managed Services Limited (CRN: 1983540)