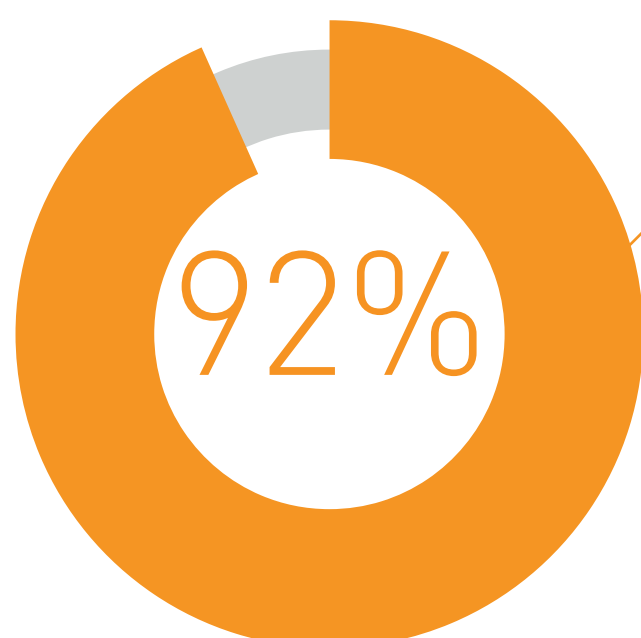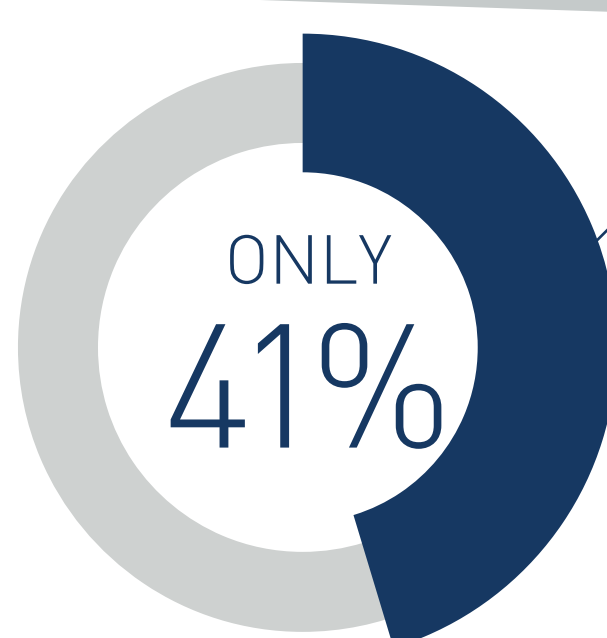# 2017 UK
DIGITAL TRANSFORMATION SURVEY

daisy.

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.

92% OF UK MID-MARKET BUSINESSES HAVE A FORMAL **DIGITAL TRANSFORMATION** STRATEGY

ONLY **41%** 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)

2 BIG DATA
(making better use of business/customer data)

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

4 INTERNET OF THINGS (IoT)
(efficiencies through connecting internet-enabled devices)

5 CYBERSECURITY
(protection of internal and external networks and data)

6 ARTIFICIAL INTELLIGENCE (AI) & ROBOTICS
(automation to improve productivity)

12 months

TOP REASONS GIVEN FOR **NOT ACHIEVING** DIGITAL TRANSFORMATION GOALS
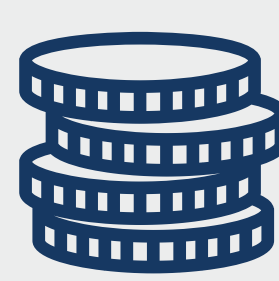
51%
LACK OF TIME AND/OR RESOURCE TO IMPLEMENT

42%
LEGACY/EXISTING TECHNOLOGY

38%
LACK OF INVESTMENT

TOP INDUSTRIES THAT **DO NOT** HAVE A DIGITAL TRANSFORMATION STRATEGY
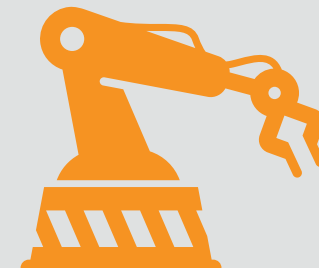
53%
PUBLIC SECTOR ORGANISATIONS

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**

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