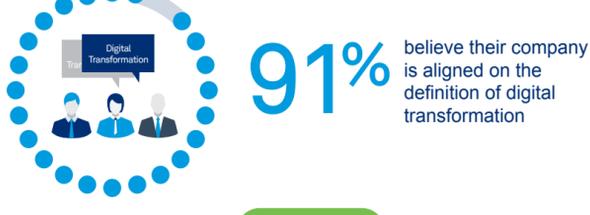


Evidence of a Crisis in Digital Transformation



Companies are aligned on what digital transformation means in theory, but not in practice



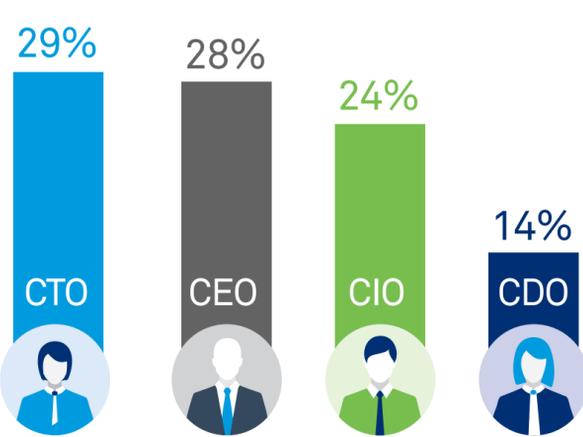
Yet



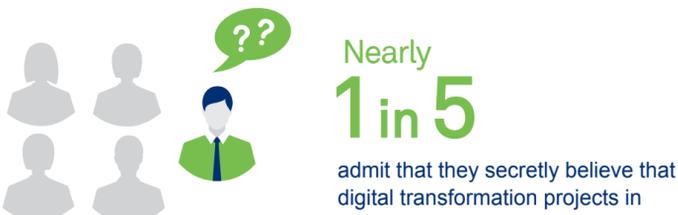
And



Who is leading digital transformation? It's not clear



Underlying doubts cloud the horizon



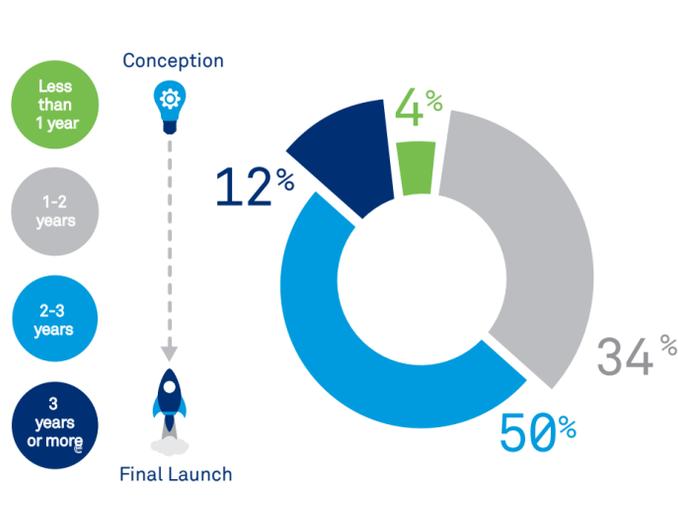
Execution suffers



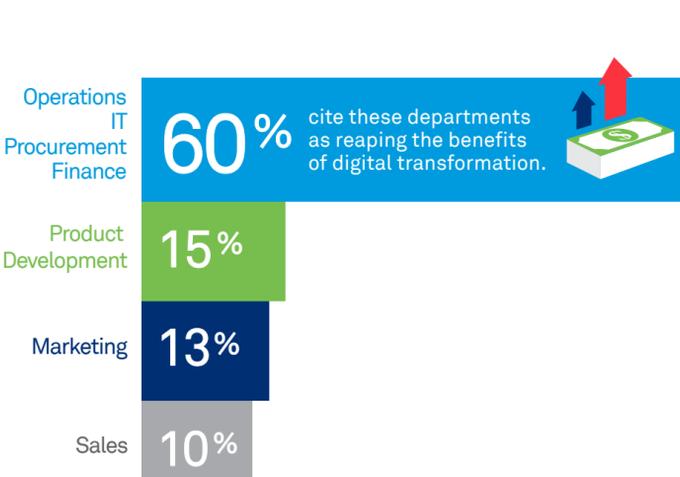
ROI takes too long to materialize



How long did it take for your company to see at least half of its digital investment come to fruition, from conception to final launch?



Back-office benefits more than front-office



Other significant barriers to achieving full digital potential



"Digital Transformation" is dead. Only 6% use the term

