The Cycle of Progress
Mapping the digital transformation journey

Businesses are adopting the latest technology innovations to thrive and survive in the global digital economy:

- 53% IoT
- 51% Predictive Analytics
- 46% AI
- 44% Blockchain

Despite the negative hype – business leaders don’t think that robots will take over the world... just 3% of decision makers think that AI will have a negative impact on business or society.

But senior leaders think their business is further along in their digital transformation journey than it actually is:

- 41% Board Members
- 33% C-Level Executives
- 18% Directors
- 14% Department Heads

Yet, digital transformation barriers remain...
Decision makers are anxious about:

- 43% Cost
- 40% Security
- 37% Privacy

Business leaders in developing markets are confident that adopting these technologies is putting them ahead of the curve in their industries:

- 39% UAE
- 46% Israel
- 41% India

Compared with decision makers in developed markets:

- 19% US & Canada
- 14% Singapore
- 15% Germany

Digital technologies can pave the way for a better world too:

- 75% IoT
- 73% Predictive Analytics
- 72% AI

Decision makers believe that IoT, Predictive Analytics and AI can have a positive impact on society.

As digital transformation begins, businesses see new possibilities. The top benefits of technologies are:

- 34% Higher customer satisfaction – AI
- 35% Better quality products – Blockchain
- 41% Efficiency of operations – IoT
- 38% Efficiency of operations – Predictive Analytics

Empowered by their transformation, businesses aspire to evolve further... And the cycle of progress continues.