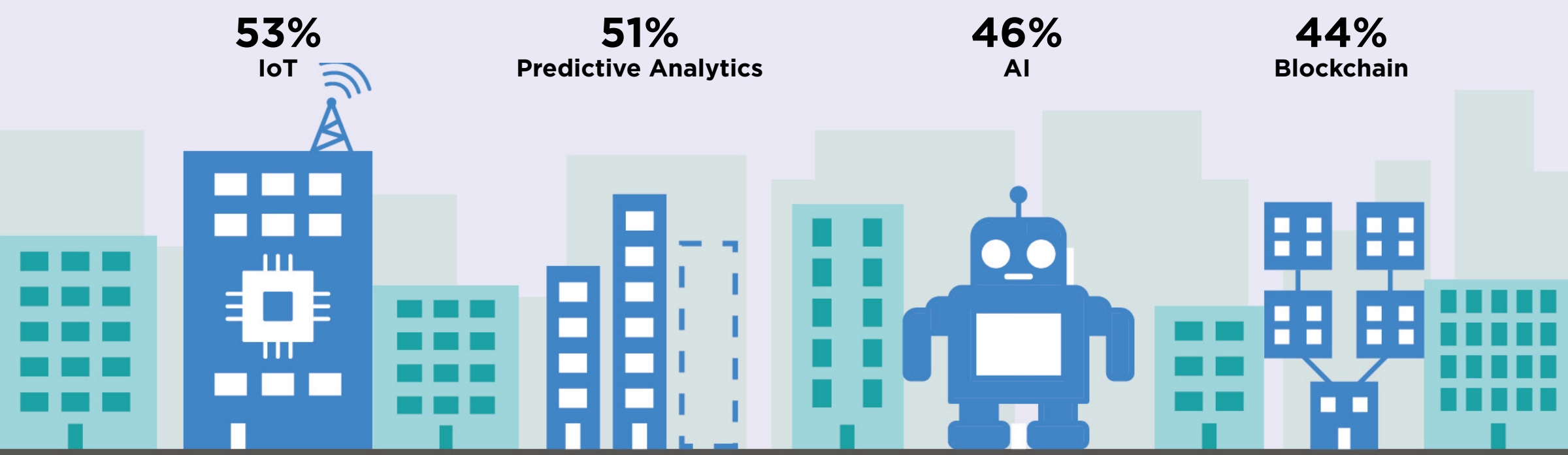


The Cycle of Progress

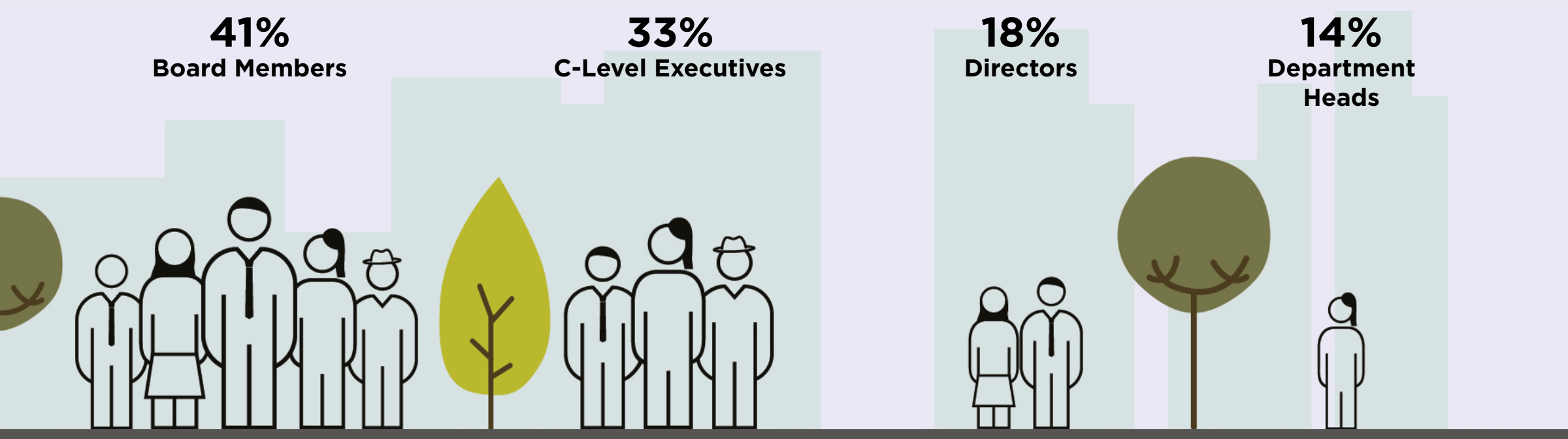
Mapping the digital transformation journey

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

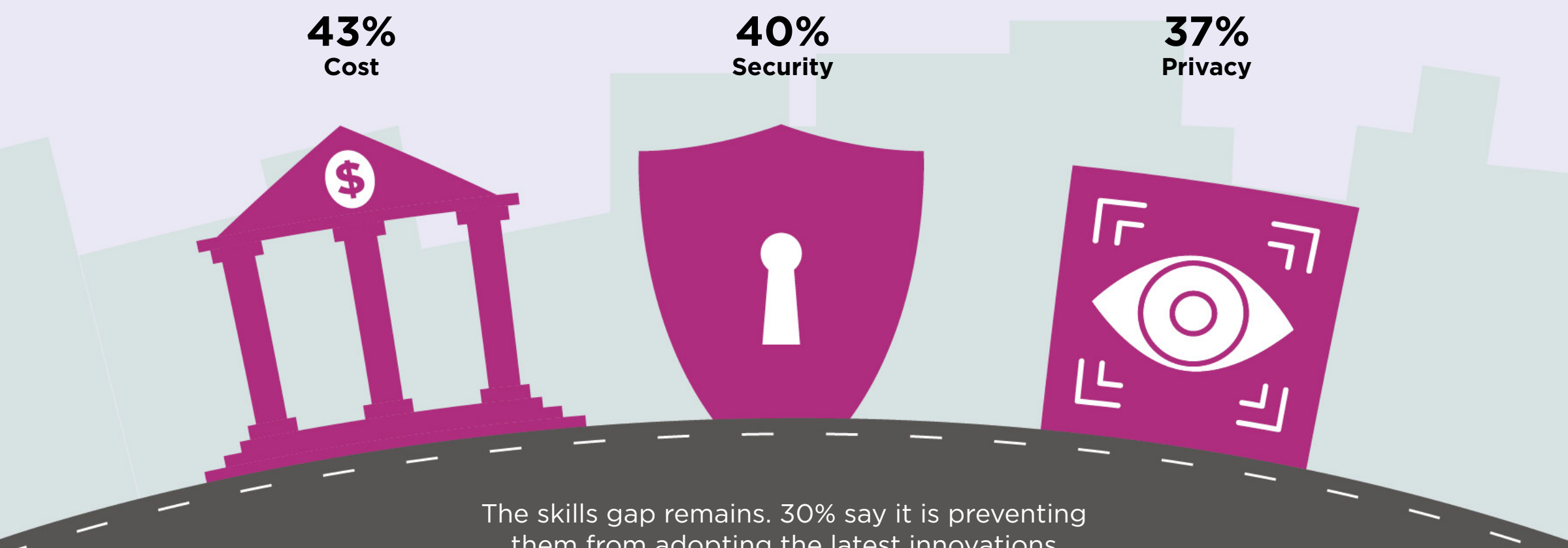


Despite the negative hype – business leaders don't fear that robots will take over the world...
...Just 3% of decision makers think that AI will have a negative impact on business or society

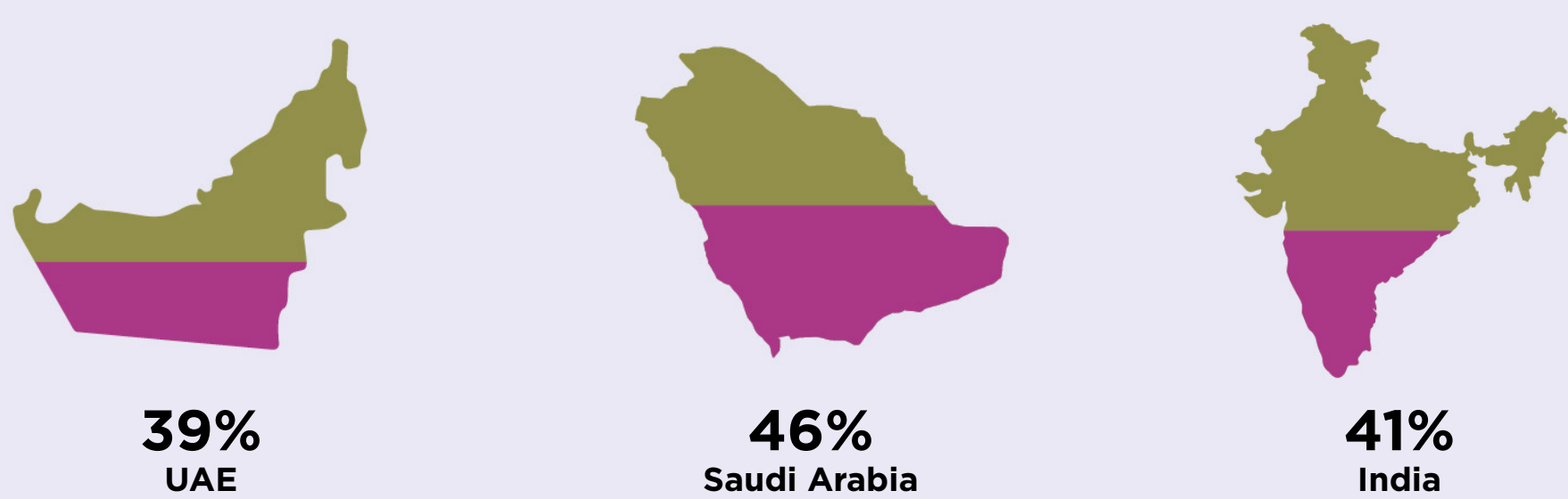
But senior leaders think their business is further along in their digital transformation journey than it actually is:



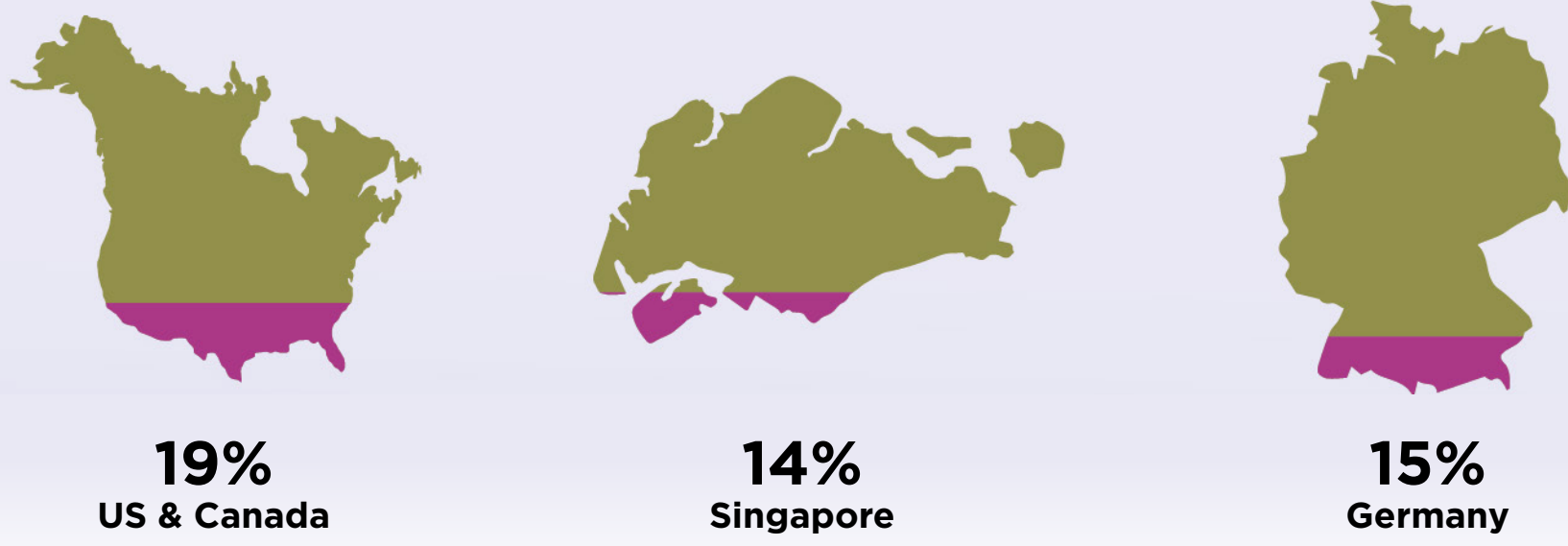
Yet, digital transformation barriers remain...
Decision makers are anxious about:



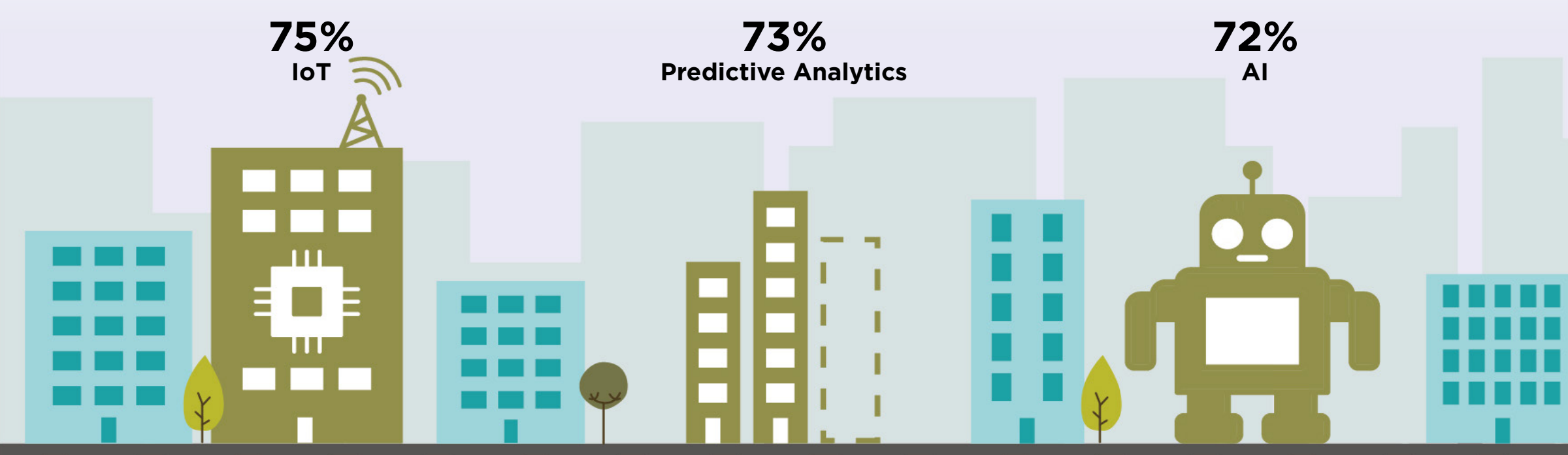
Business leaders in developing markets are confident that adopting these technologies is putting them ahead of the curve in their industries:



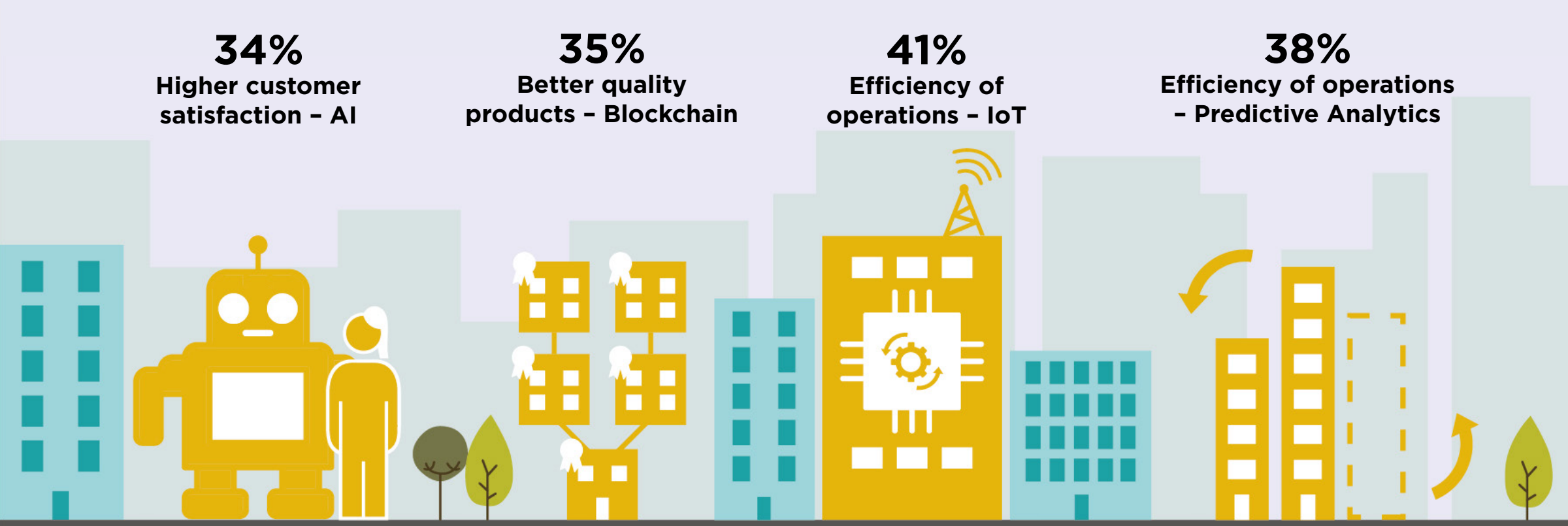
Compared with decision makers in developed markets:



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



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



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