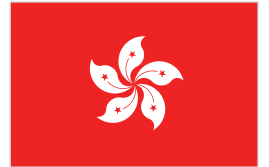
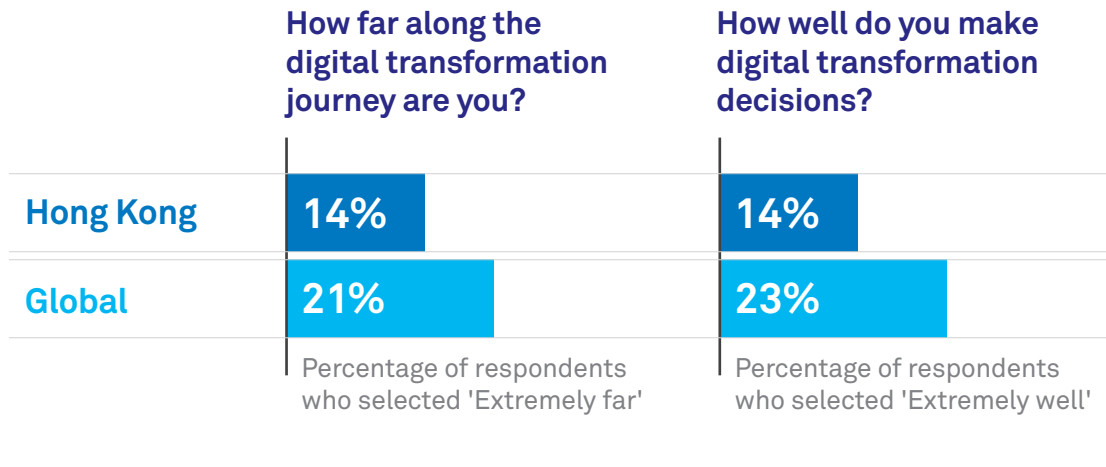


Digital Transformation Decision-Making in Hong Kong



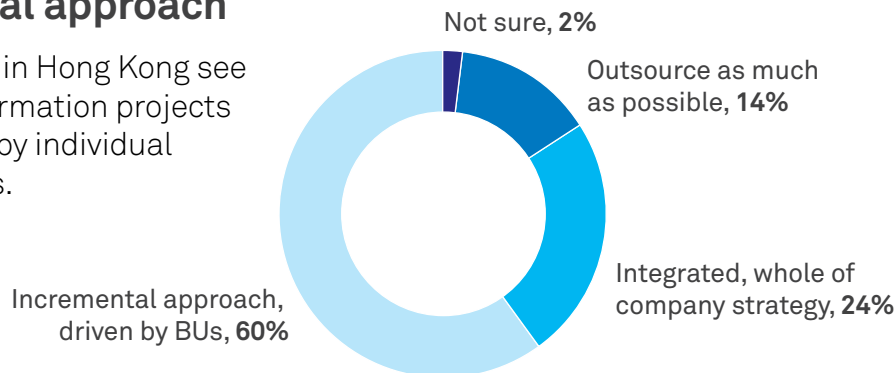
How does decision-making shape digital transformation outcomes in Hong Kong?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Hong Kong.

Digital transformation decisions in Hong Kong



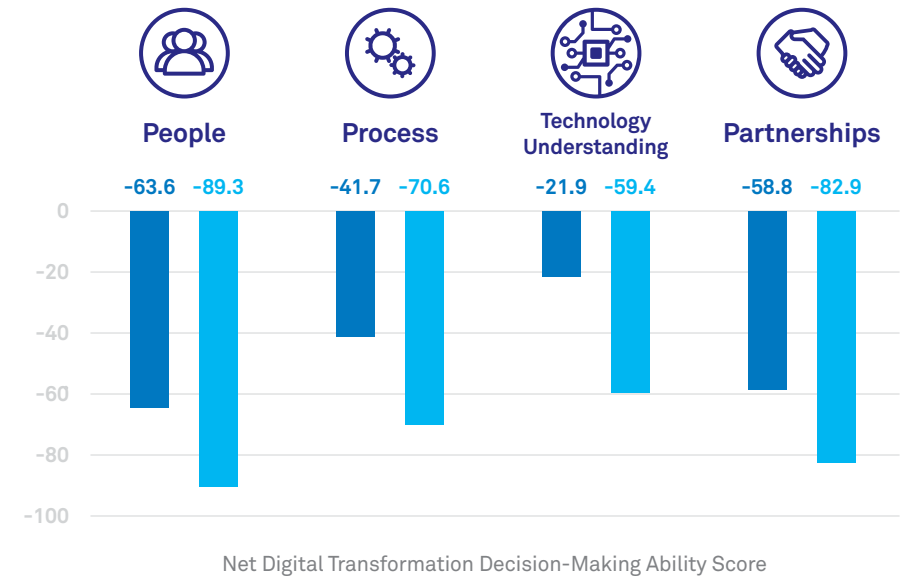
Incremental approach

Organisations in Hong Kong see digital transformation projects driven mainly by individual business units.



Driven most by understanding of technology

Organisations in Hong Kong rate their understanding of technology over other factors when evaluating their decision-making ability and performance.



■ Digital Transformation Process
■ Business Performance

Performance gap in digital priorities

Organisations in Hong Kong are struggling to show performance against top digital transformation priorities.

Top three digital transformation priorities



#1

Optimise our technology to be more competitive

Rank in performance
12th out of 17



#2

Accelerate our time to market to remain relevant to customers

Rank in performance
16th out of 17



#3

Ensure we are managing risk and are compliant

Rank in performance
11th out of 17

Top partner attributes

Organisations in Hong Kong seek digital transformation partners who provide deep understanding of their business, and can translate that understanding into IT strategy.

Most important digital partner attributes



Ability to understand my company's technical requirements



Deep knowledge of our business and how IT can help

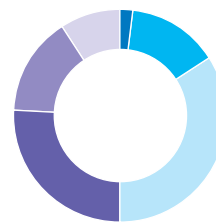


Ability to help determine which IT model best fits my company

IT spend (USD)

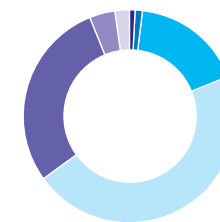
More than eight in 10 organisations in Hong Kong say they will increase their IT spend in the next three years. Half spent more than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	0%
\$1,000 to \$9,999	2%
\$10k to \$99k	14%
\$100k to \$499k	34%
\$500k to \$999k	26%
\$1m to \$4.9m	15%
More than \$5m	9%

Expected change in IT spend for next three years



More than -10%	1%
-1% to -10%	1%
No change	17%
+1% to +10%	46%
+11% to +20%	29%
+21% to +30%	4%
More than +30%	2%



For more insights, visit telstraglobal.com/disruptive-decision to download the Disruptive Decision-Making white paper.