

Total Decision-Making Ability Score Ranked by Industry

- 1  Mining
- 2  **Professional, Scientific & Technical Services**
- 3  Transportation, Postal & Warehousing
- 4  Construction
- 5  Financial Services or Insurance
- 6  Manufacturing
- 7  Accommodation, Hospitality & Food Services
- 8  Electricity, Gas, Water & Waste Services
- 9  Wholesale Trade
- 10  Healthcare & Pharmaceuticals
- 11  Retail Trade
- 12  Government, Education & Non-Profit

Digital Transformation Decision-Making in Professional Services



How does decision-making shape digital transformation outcomes in the professional services industry, spanning professional, scientific and technical services? To find out, Telstra surveyed 3,810 executives in 14 markets and 12 industries worldwide.

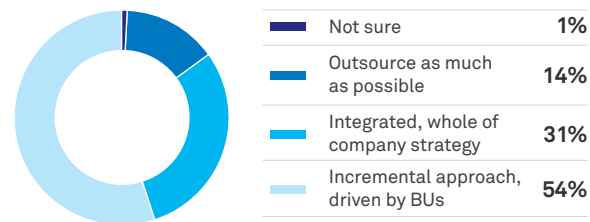
How does professional services compare with other industries?

The professional services industry leads the majority of other industries in digital transformation decision-making, ranking second.

How can professional services firms make better digital decisions?

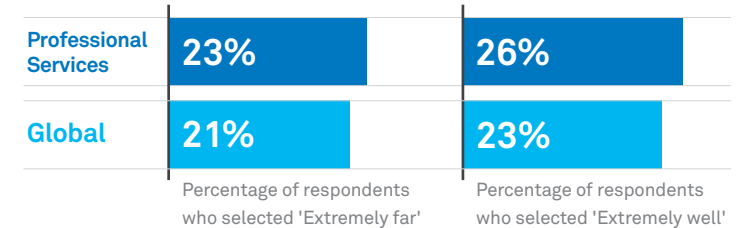
Move beyond an incremental approach to digital transformation.

Professional services' digital transformation projects are driven mainly by individual business units.



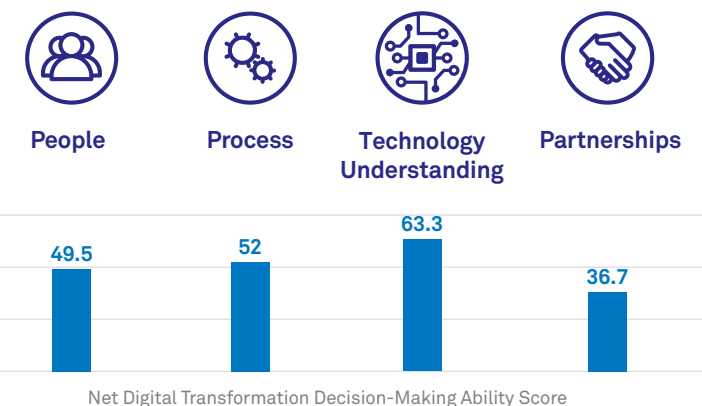
How far along the digital transformation journey are you?

How well do you make digital transformation decisions?



Focus on more than just technology for digital decisions.

Professional services firms pick their understanding of technology over other decision-making factors when evaluating their digital transformation process.



Closing the digital priorities performance gap

Professional services firms struggle to meet their top digital transformation priorities – in fact their top priority, ‘Protect our digital assets from cyber threats’, ranks 16th out of 17 in terms of performance.

Top three digital transformation priorities



#1

Protect our digital assets from cyber threats

Rank in performance
16th



#2

Optimise our technology to be more competitive

Rank in performance
14th



#3

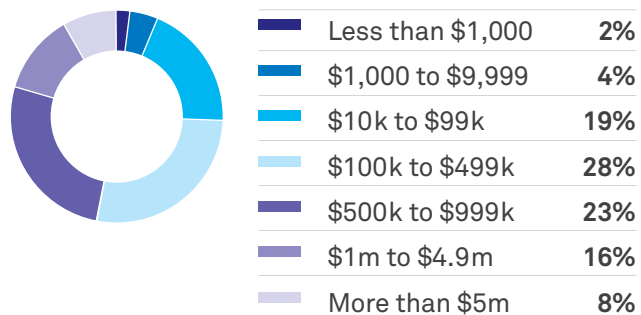
Optimise our technology to move faster and adapt to change

Rank in performance
2nd

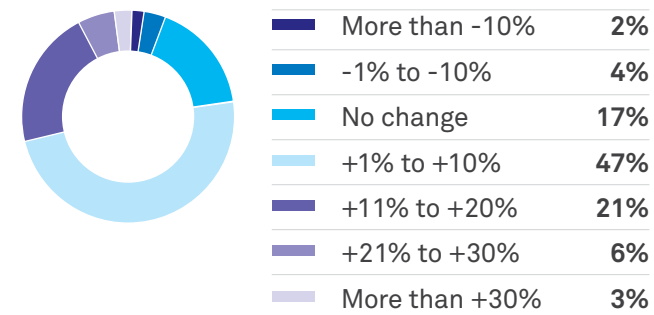
Professional services IT spend (USD) expected to rise

Over three quarters of professional services firms say they will increase their IT spend in the next three years. Almost half spent more than \$500,000 in the previous year.

Previous year IT spend



Expected change in IT spend for next three years



Top professional services partner attributes

Professional services firms seek digital transformation partners that understand their technical requirements and relevant IT experience.



Ability to determine which IT model best fits my company and my needs



Ability to understand my company's technical requirements



Clear expertise and experience with IT offerings at both a hardware and software level



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