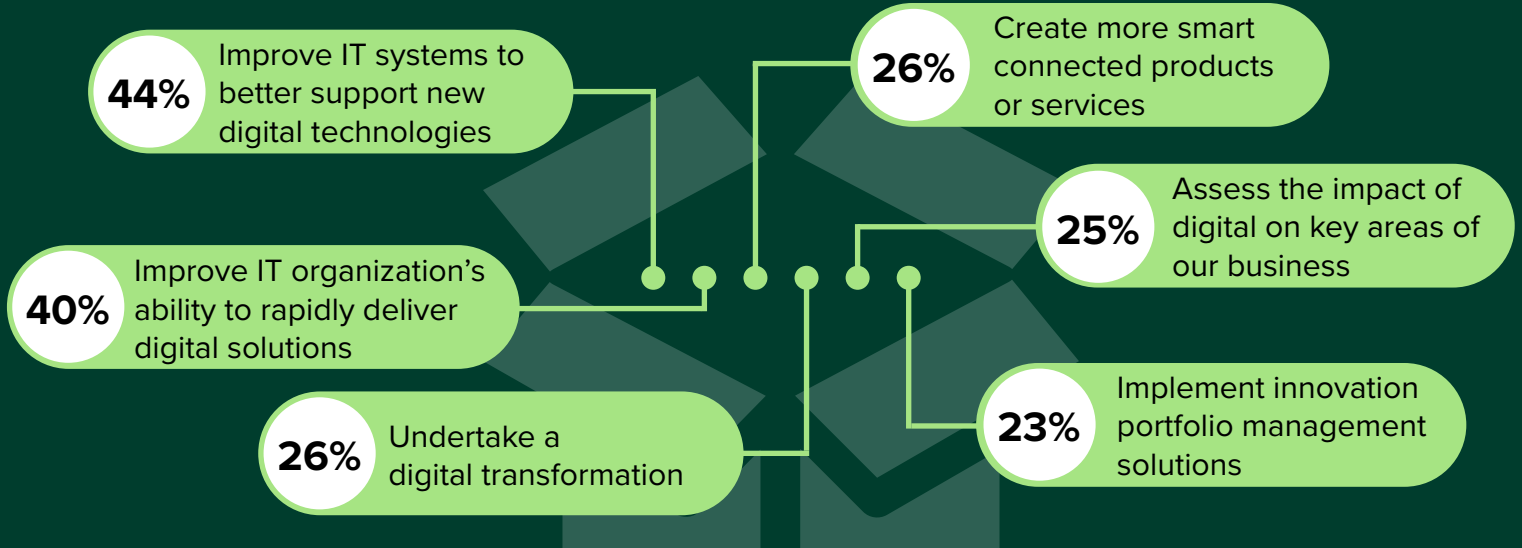
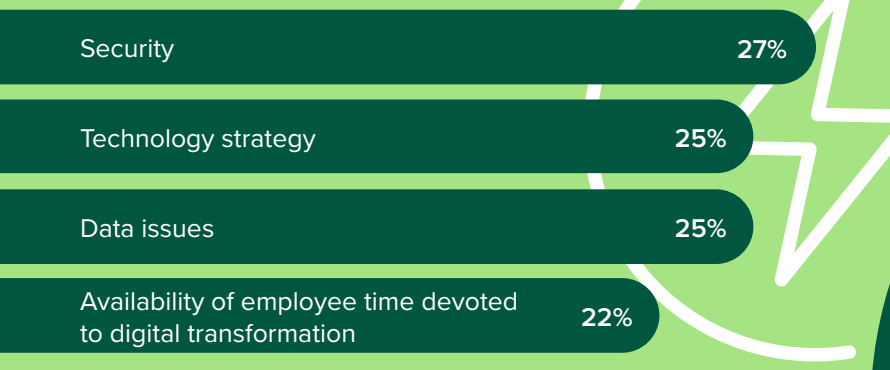


The State Of Digital Transformation Efforts

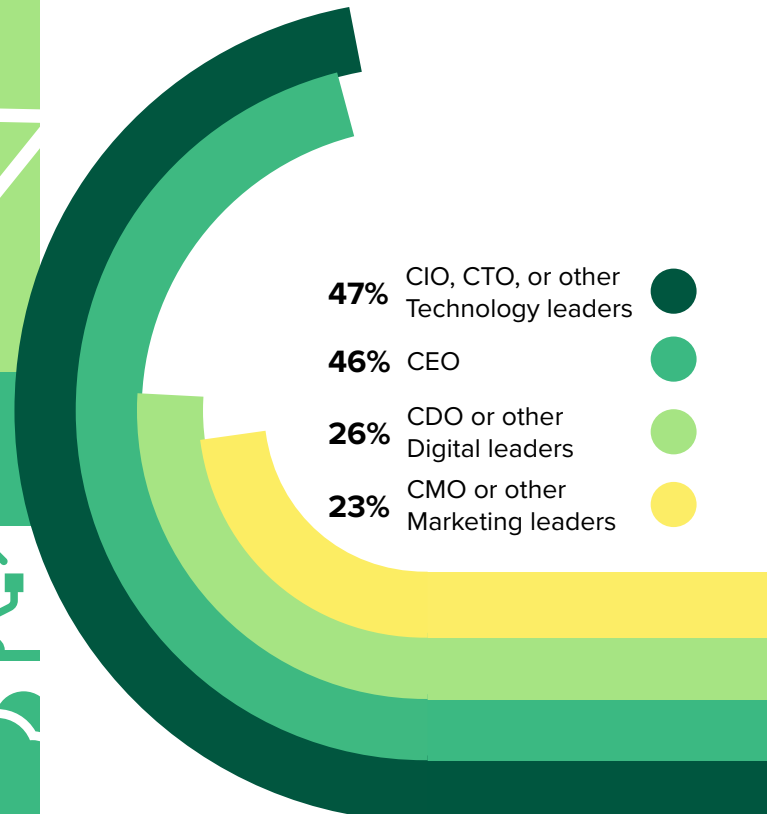
KEY ACTIONS TO ACCELERATE SHIFT TO DIGITAL BUSINESS



CHALLENGES WITH EXECUTING DIGITAL TRANSFORMATION*

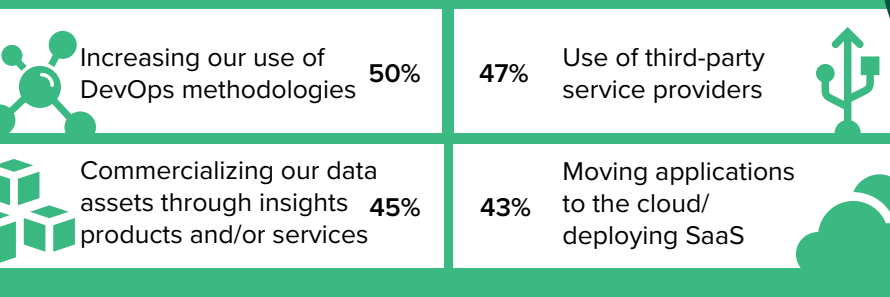


LEADING THE STRATEGY OF DIGITAL TRANSFORMATION*



SUCCESS OF DIGITAL TRANSFORMATION EFFORTS†

Showing most successful areas



Base: 2,224 purchase influencers (past 12 months/next 12 months) who indicate that accelerating their digital business is a priority for their organization

Source: Forrester Analytics Business Technographics® Priorities And Journey Survey, 2021

*Base: 2,655 services decision-makers who are involved in their organization's digital transformation efforts

†Base: 2,652 services decision-makers who are involved in their organization's digital transformation efforts

** Source: Forrester Analytics Business Technographics® Business And Technology Services Survey, 2020

An infographic commissioned by EY. For more information, [click here.](#)