Digital continues to disrupt

By 2020 executives predict 47% of total sales will be influenced by digital

But are they ready to execute digital transformation?

26% believe their CEO sets a clear vision for digital

14% believe they have the right processes

21% say they have the right culture

16% say they have the necessary people and skills

21% have the right people

19% have the necessary technology

Three Factors Determine Digital Business Success

1. Delivering exceptional customer experience
   - 1/2 of executives say data analytics is a critical skills gap necessary for mapping and improving customers’ journeys

2. Creating new sources of value for customers
   - 1/4 Just 25% of executives feel confident their company fully understands the potential for digital to change value creation.

3. Executive understanding and leadership
   - 2/3 of C-suite understand digital strategy
   - 1/3 but only 1/3 of senior managers feel the same

Base: 478 survey executive respondents in companies with 250+ employees
*Respondents were asked to estimate the total sales their business generated through digital products/services or products sold online (e.g. eCommerce, advertising, app sales, data)
Survey source: Forrester/Odgers Berndtson Q3 2015 Global Digital Business Online Survey
For more info on digital business: http://forr.com/digital2020

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