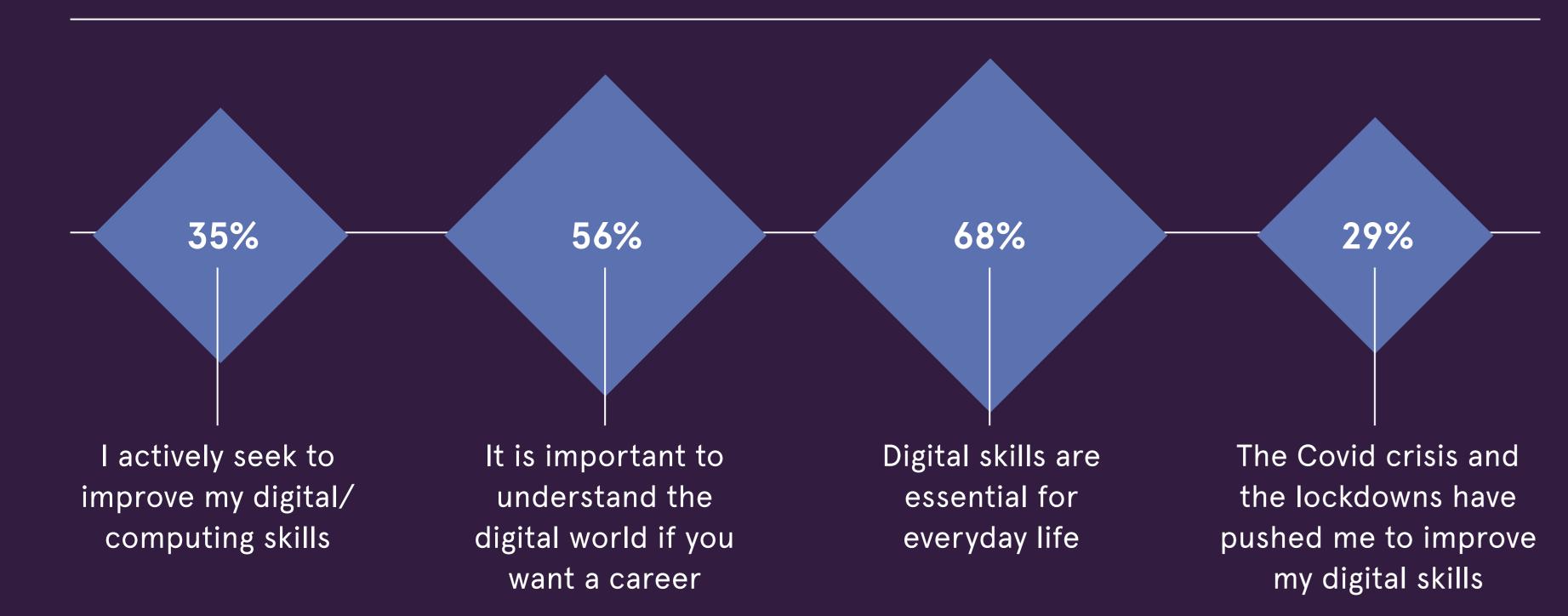
# PIECING TOGETHER

The digital transformation of an organisation is achieved through the orchestrated development of various parts of the business and the adaptation of skills towards an increasingly digitised operation. To realise all of the promised benefits, businesses must be ready to put in place the many pieces that comprise the jigsaw of a successful long-term digital transformation strategy

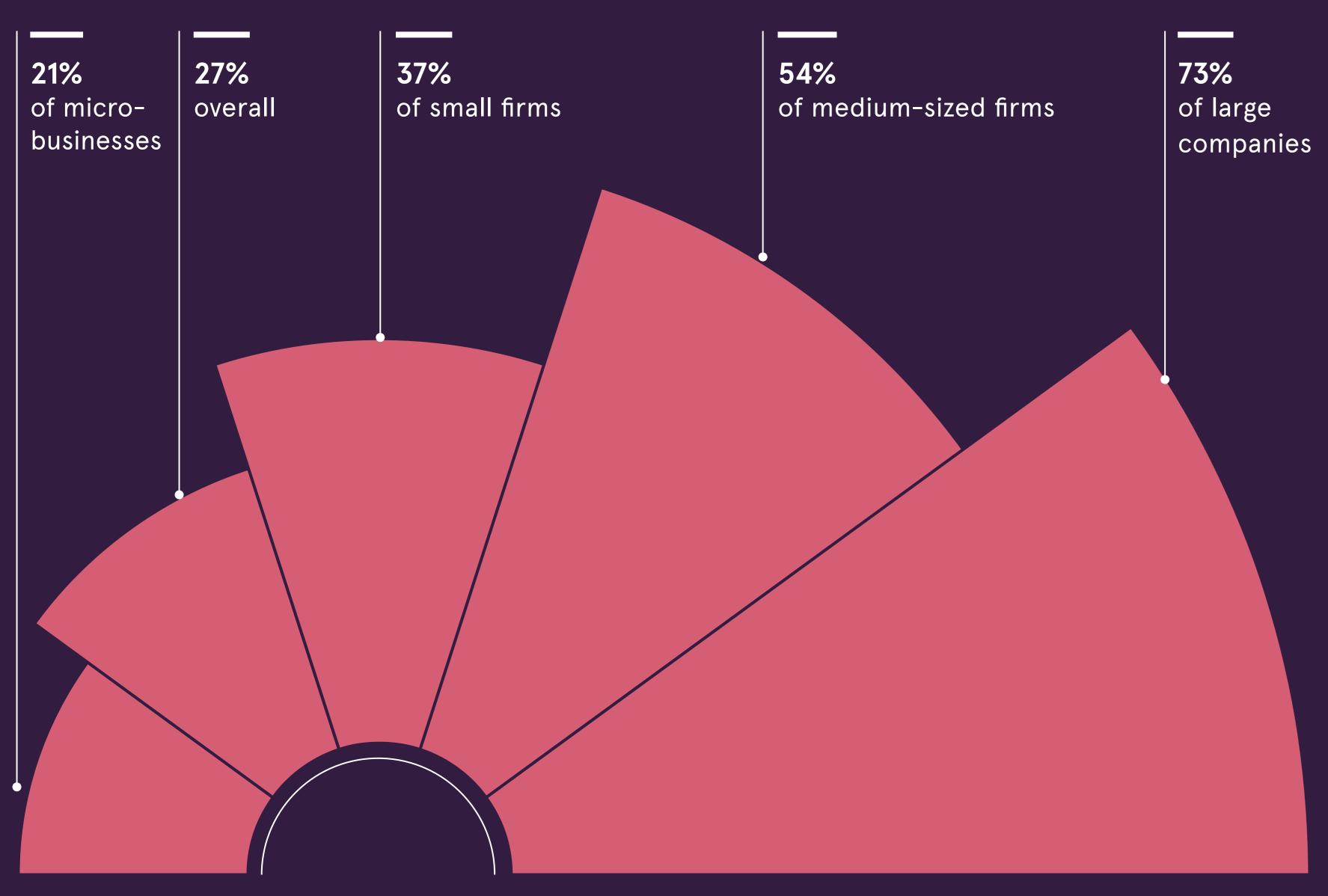
#### Digital literacy

THE FOLLOWING STATEMENTS



### Data and digital security

PERCENTAGE OF UK BUSINESSES CONDUCTING CYBERSECURITY TRAINING



#### TOP MARKETING PRIORITIES IN THE UK

Share of private-sector marketing professionals who identified the following actions as a high priority

Building better customerfacing digital interfaces

Improving data integration to allow for customer tracking

Investing in automation technologies to improve virtual communications with customers

Statista, 2020

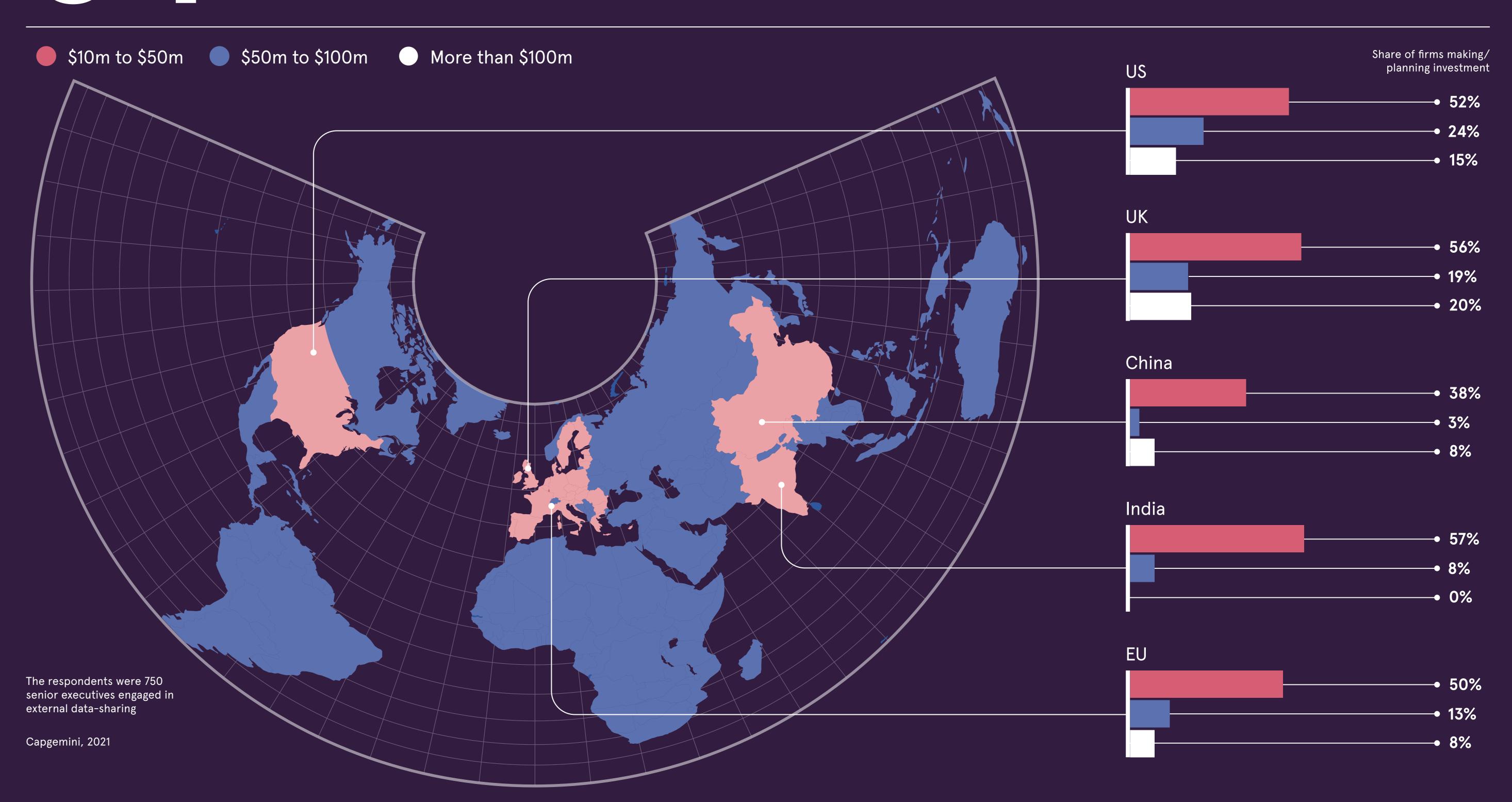
of marketers identified an increase in "customer value placed on digital experiences" in 2020

of marketing leaders stated that digital marketing had contributed very highly to the performance of their business

the estimated average proportion of marketing budgets that will be spent on social media in five years' time

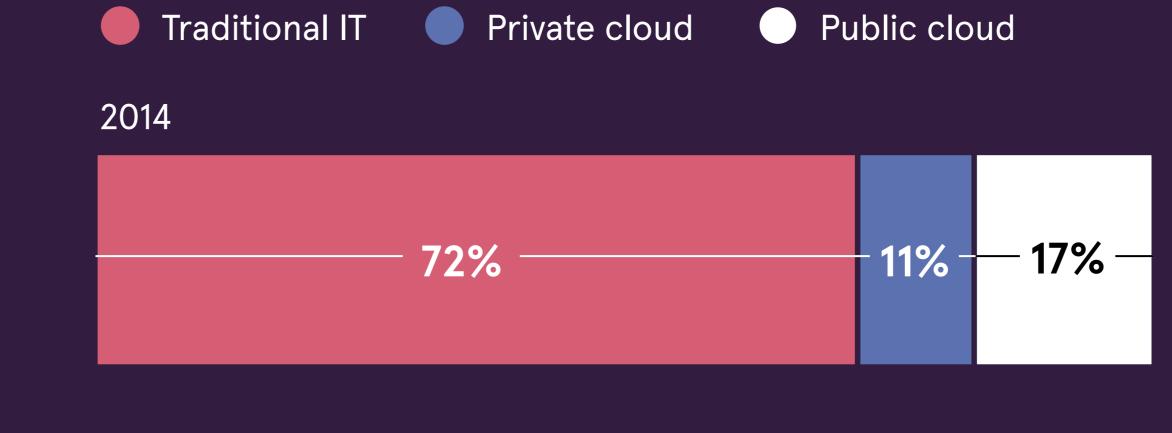
#### Data analysis

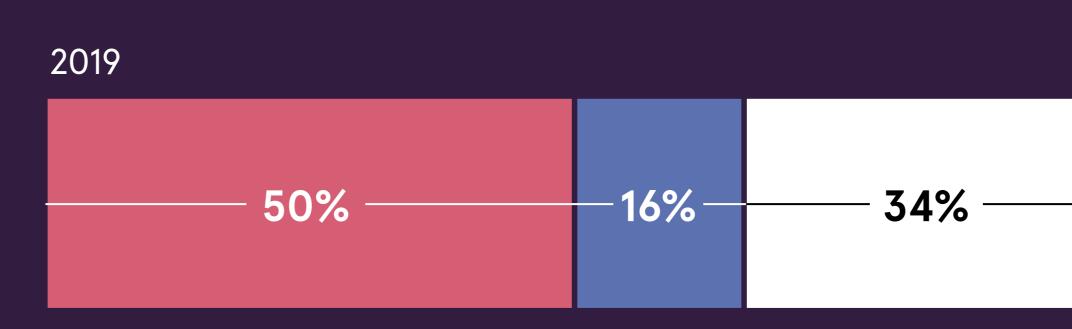
TOTAL ANNUAL INVESTMENTS MADE AND/OR PLANNED IN "DATA ECOSYSTEM INITIATIVES" IN 2021

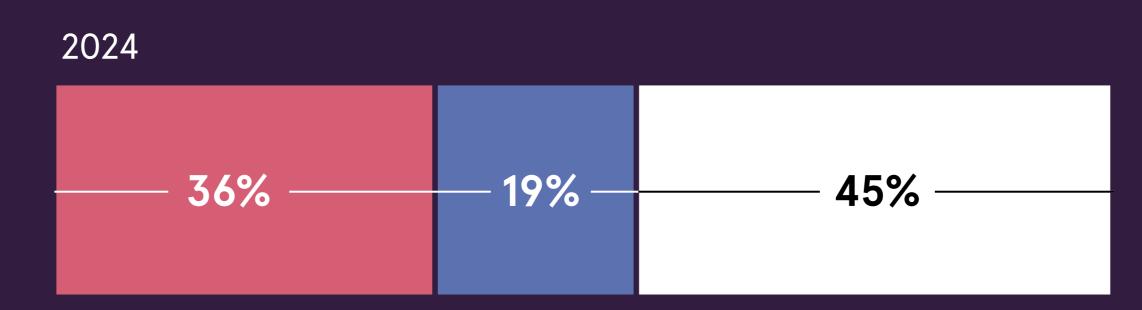


Information storage and HR management

ACTUAL AND PROJECTED ENTERPRISE SPENDING ON IT INFRASTRUCTURE – A BREAKDOWN



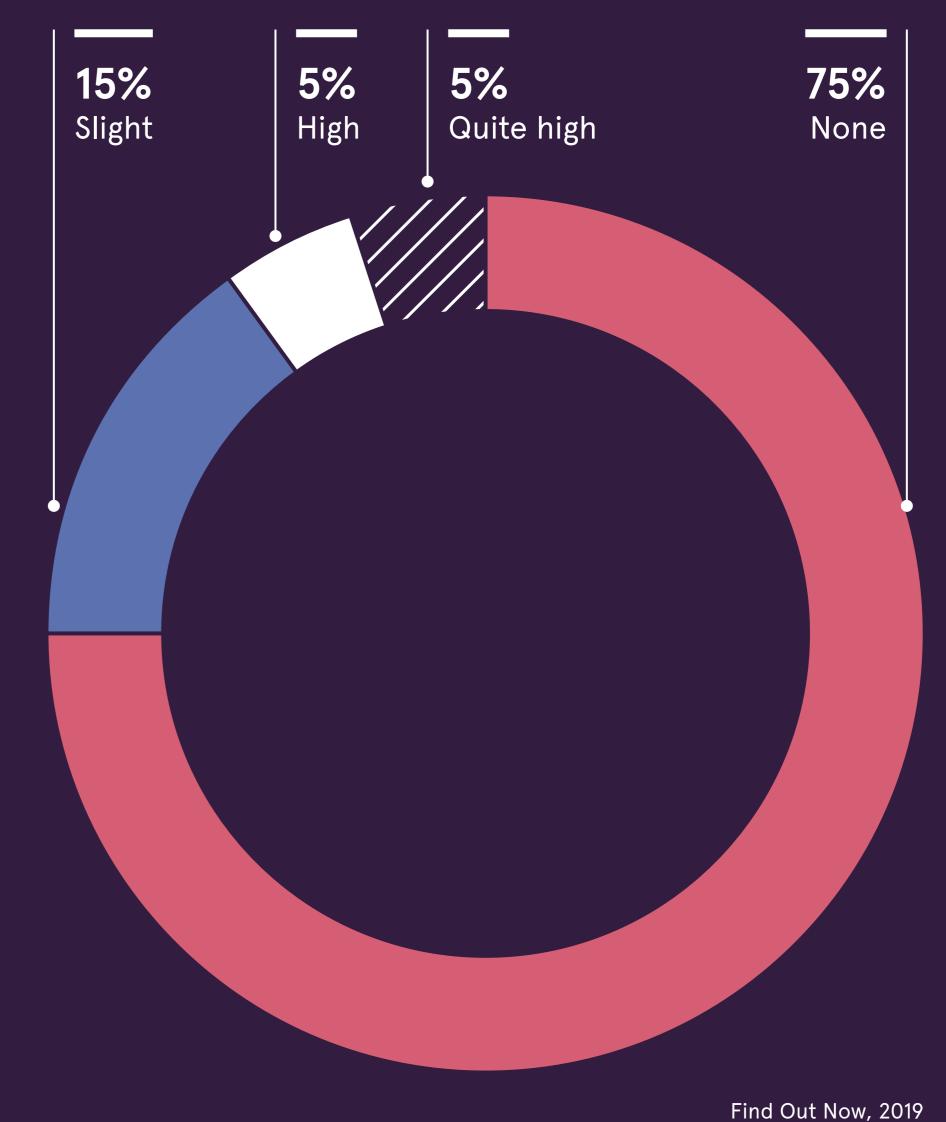




IDC, Statista, 2021

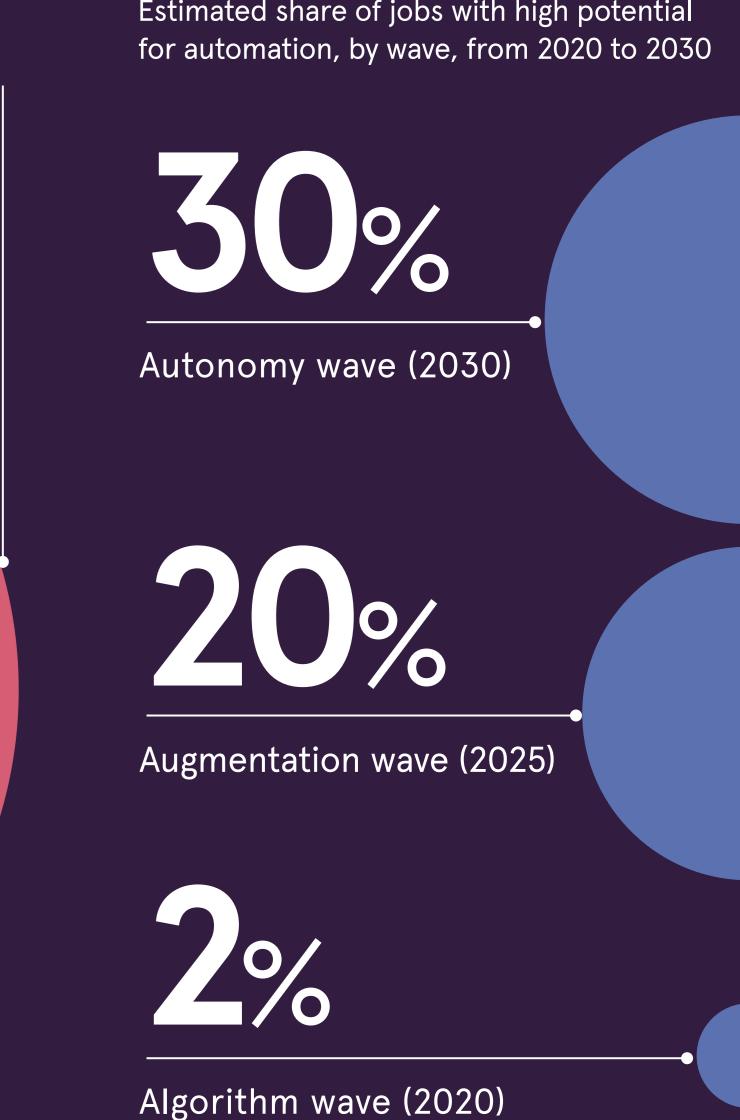
## Machine learning and automation

FEARS OF JOB AUTOMATION Responses to the question: "What do you think is the risk of a machine taking your job in the next 10 years?"



#### UK JOBS AT HIGH RISK OF AUTOMATION

Estimated share of jobs with high potential



RACONTEUR