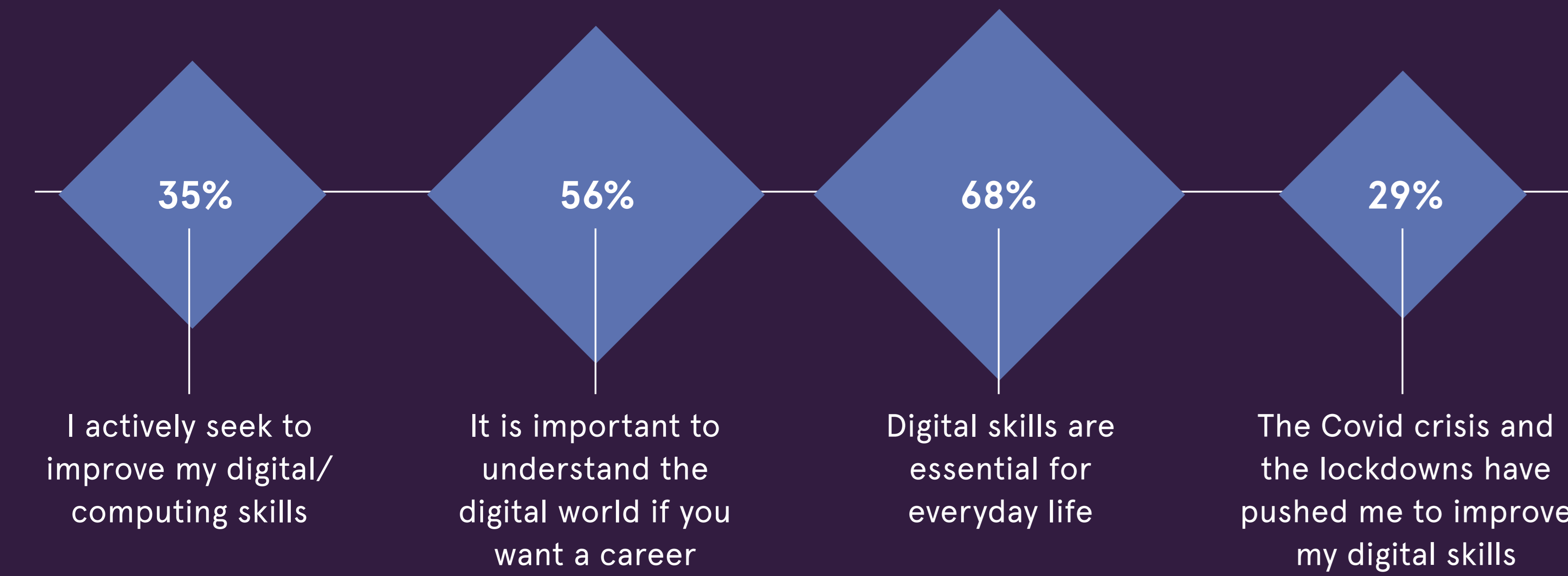


# PIECING TOGETHER THE PUZZLE

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

## 01 Digital literacy

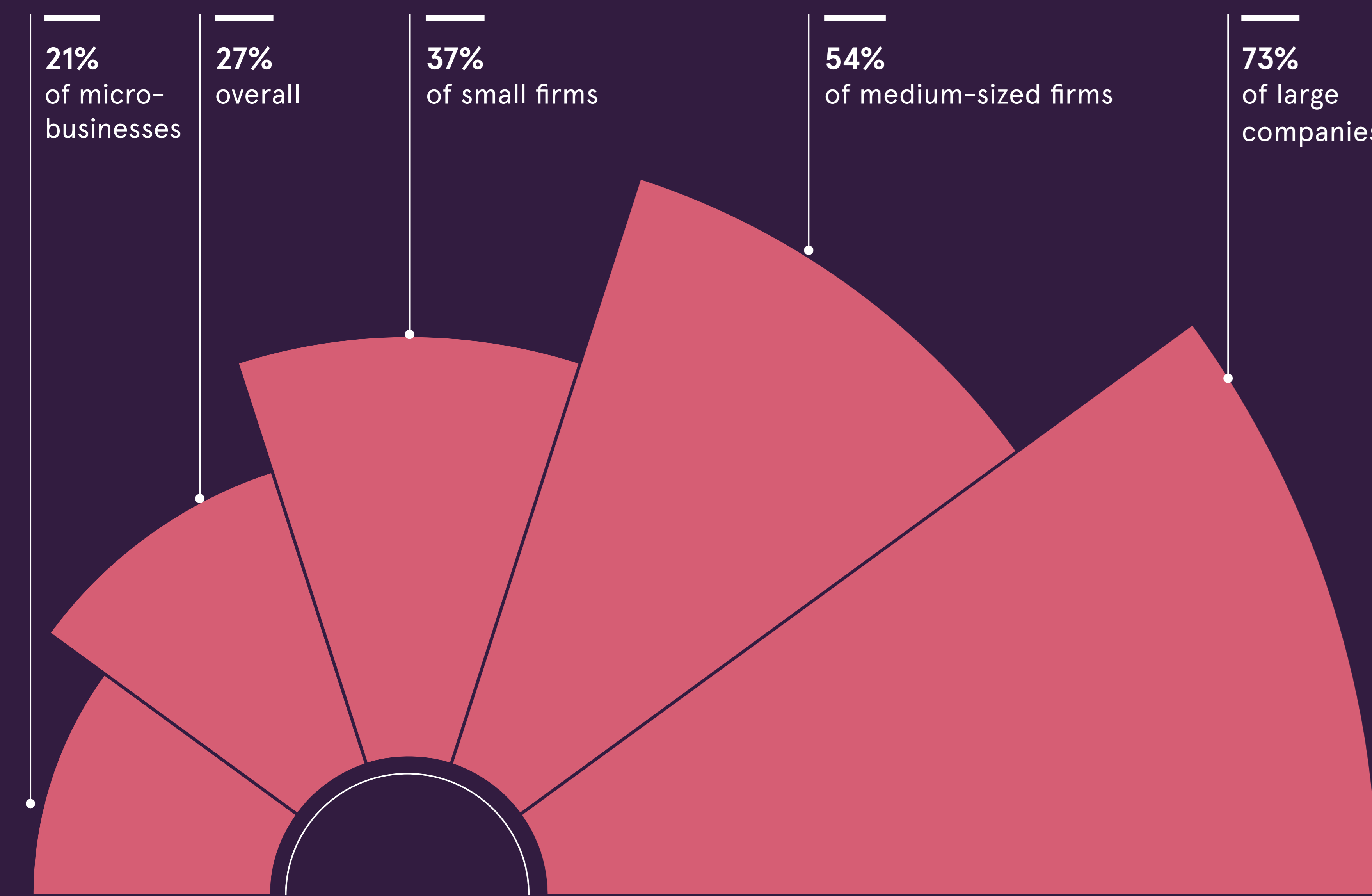
PERCENTAGE OF UK RESPONDENTS WHO AGREED WITH THE FOLLOWING STATEMENTS



Statista, 2020

## 02 Data and digital security

PERCENTAGE OF UK BUSINESSES CONDUCTING CYBERSECURITY TRAINING

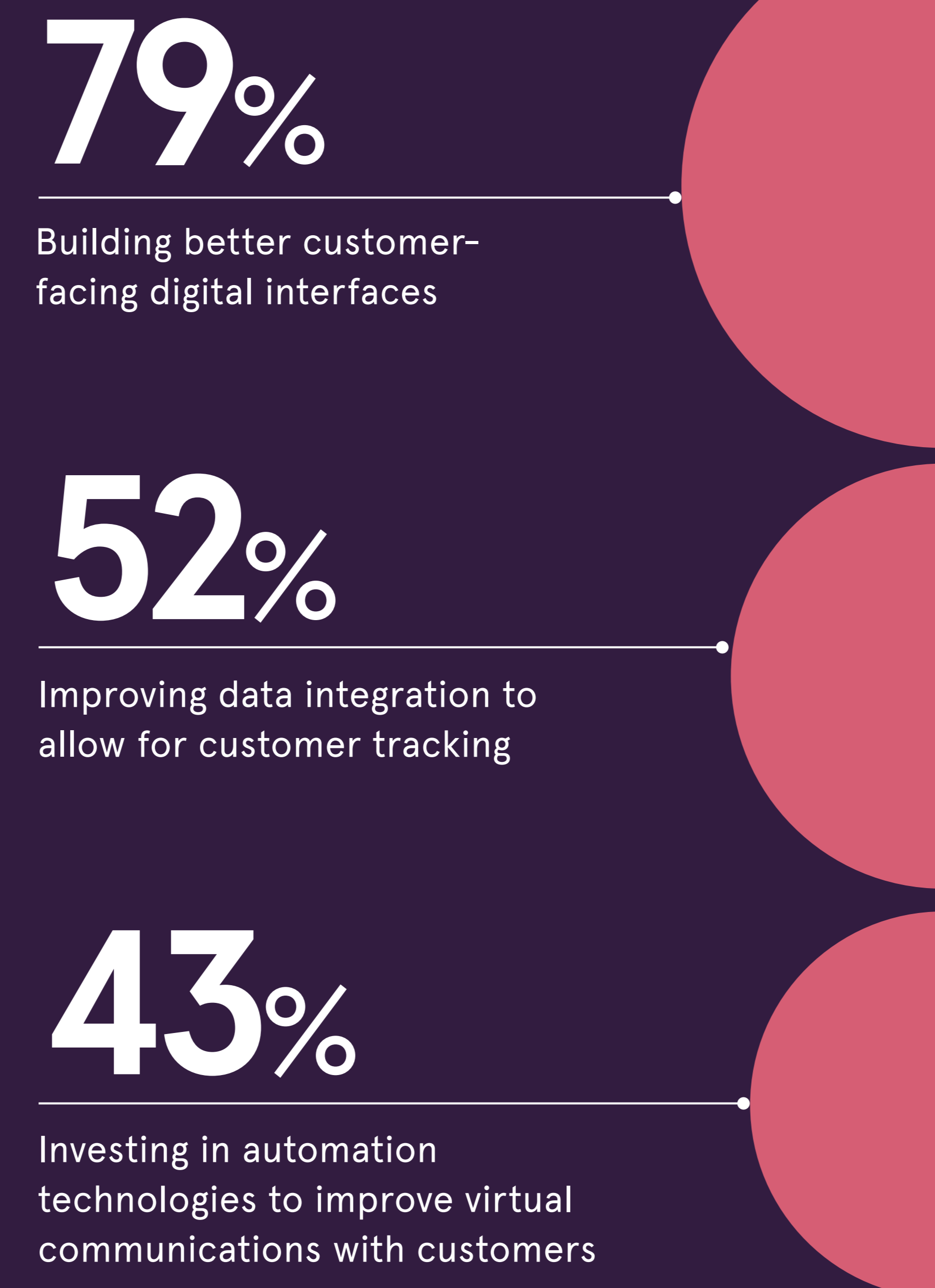


Ipsos Mori, 2019

## 03 Digital marketing

### TOP MARKETING PRIORITIES IN THE UK

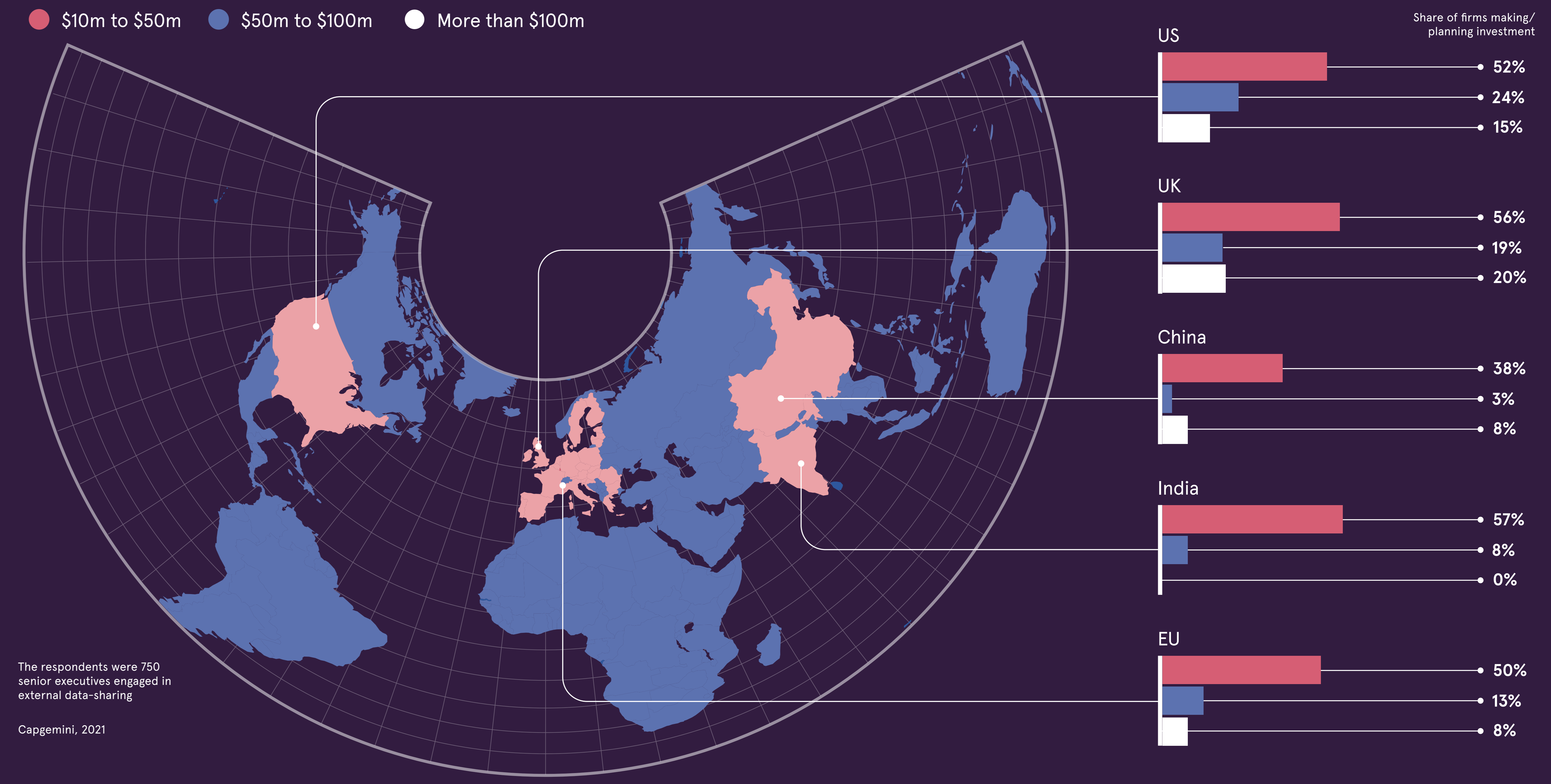
Share of private-sector marketing professionals who identified the following actions as a high priority



The CMO Survey, 2021

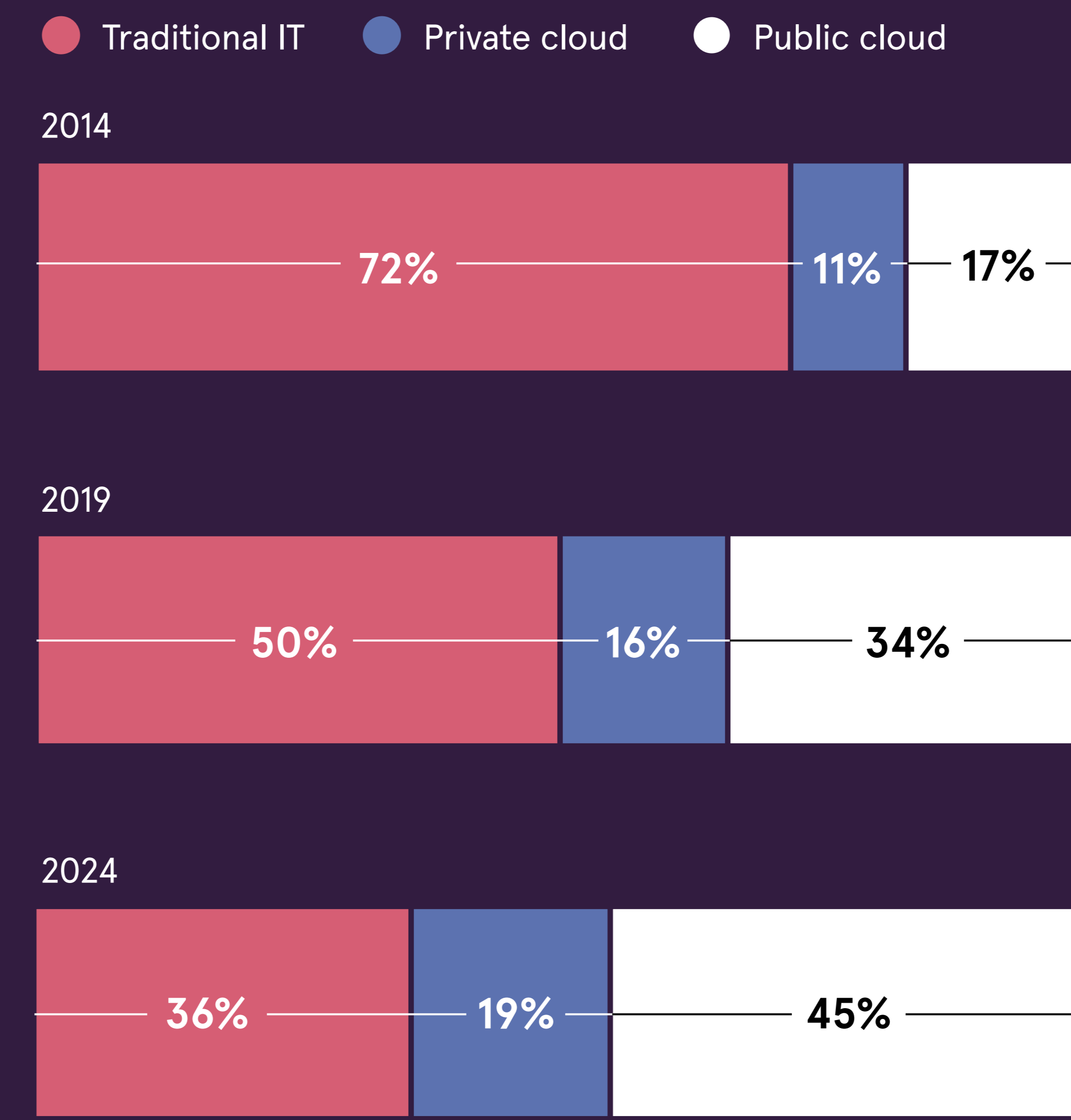
## 04 Data analysis

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



## 05 Information storage and HR management

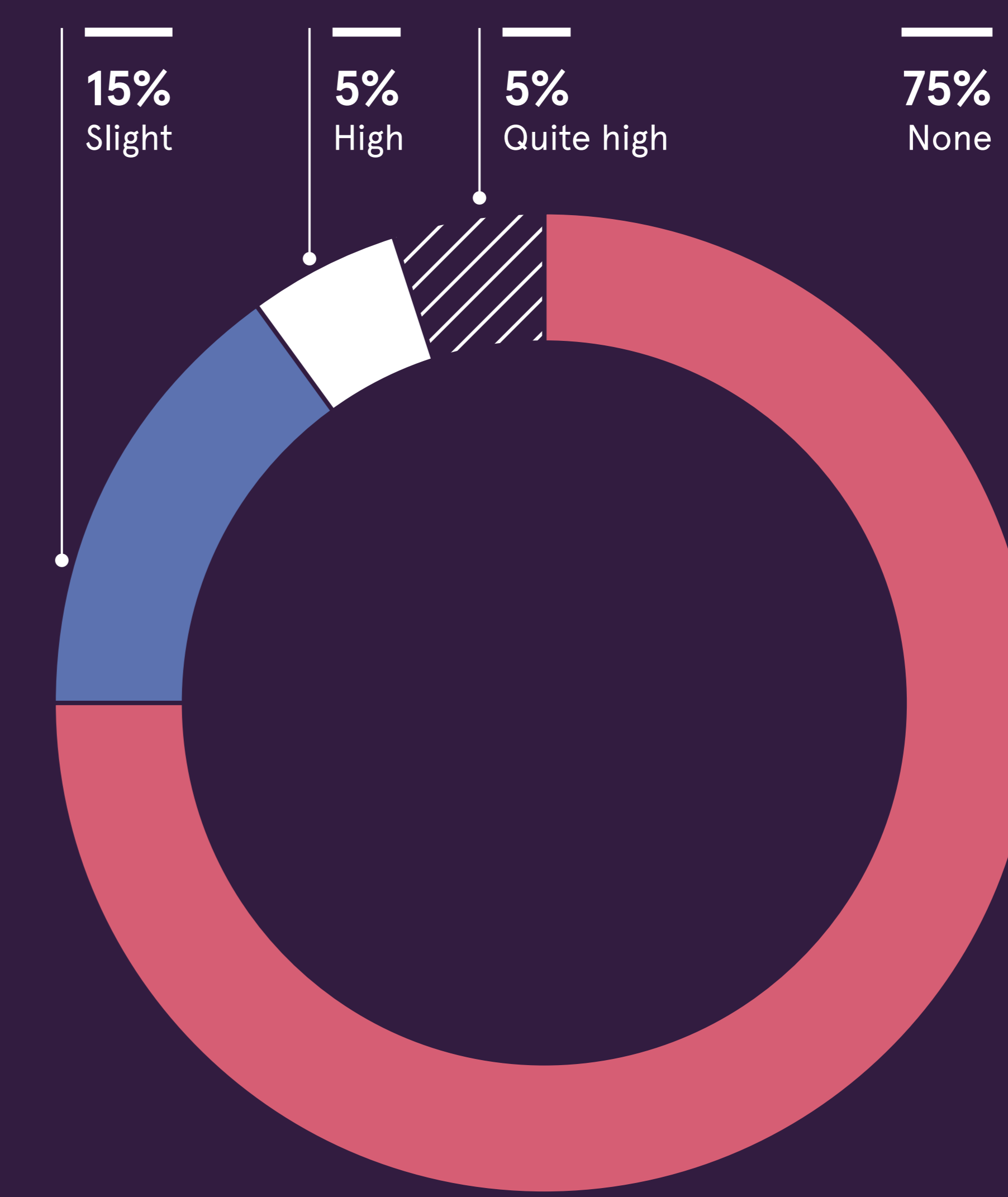
### ACTUAL AND PROJECTED ENTERPRISE SPENDING ON IT INFRASTRUCTURE – A BREAKDOWN



## 06 Machine learning and automation

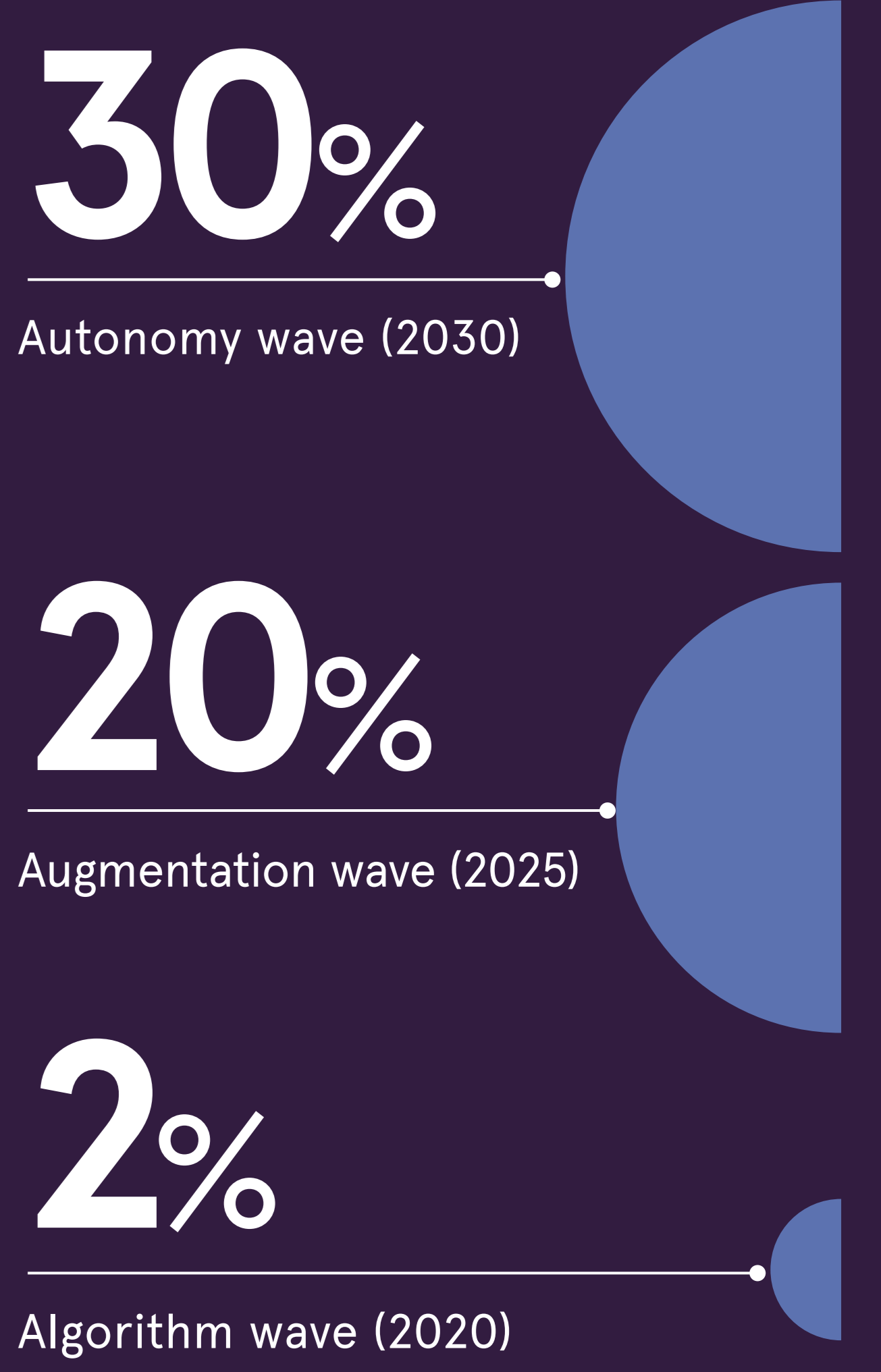
### FEARS OF JOB AUTOMATION

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 for automation, by wave, from 2020 to 2030



Find Out Now, 2019

PwC, 2018