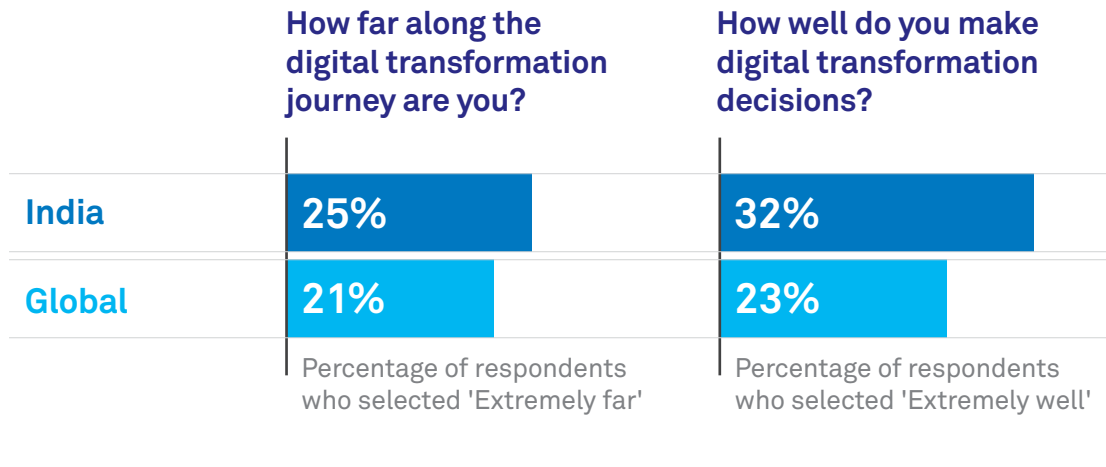


Digital Transformation Decision-Making in India



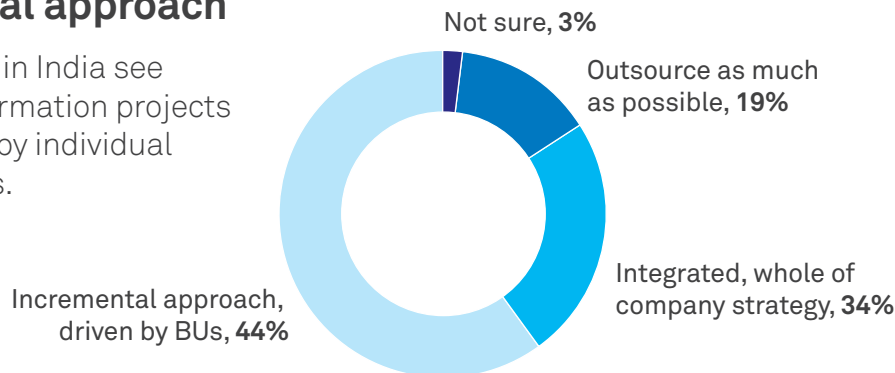
How does decision-making shape digital transformation outcomes in India?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including India.

Digital transformation decisions in India



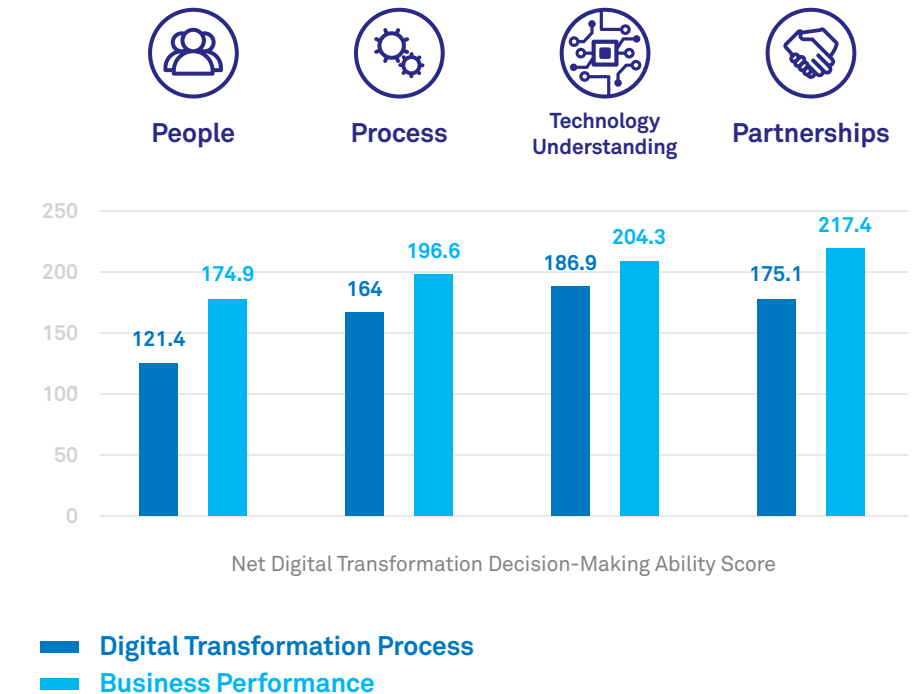
Incremental approach

Organisations in India see digital transformation projects driven mainly by individual business units.



Driven most by understanding of technology

Organisations in India rate their understanding of technology over other factors when evaluating their decision-making ability, though and business performance is impacted more by partnerships.



Performance gap in digital priorities

Organisations in India are only moderately successful when we consider their performance against top digital transformation priorities.

Top three digital transformation priorities



#1

Protect our digital assets from cyber threats

Rank in performance
10th out of 17



#2

Protect, detect, and respond in real-time to events

Rank in performance
9th out of 17



#3

Optimise our technology to be more competitive

Rank in performance
6th out of 17

Top partner attributes

Organisations in India seek digital transformation partners who provide deep understanding of their business, and can translate that understanding into IT strategy.

Most important digital partner attributes



Ability to understand my company's technical requirements



Deep knowledge of our business and how IT can help

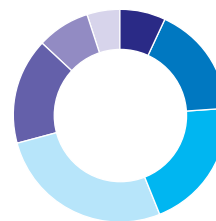


Ability to help determine which IT model best fits my company

IT spend (USD)

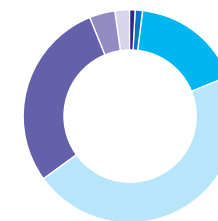
More than three quarters of organisations in India say they will increase their IT spend in the next three years. Almost three in ten spent more than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	7%
\$1,000 to \$9,999	17%
\$10k to \$99k	20%
\$100k to \$499k	27%
\$500k to \$999k	16%
\$1m to \$4.9m	8%
More than \$5m	5%

Expected change in IT spend for next three years



More than -10%	3%
-1% to -10%	4%
No change	12%
+1% to +10%	35%
+11% to +20%	31%
+21% to +30%	9%
More than +30%	6%



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