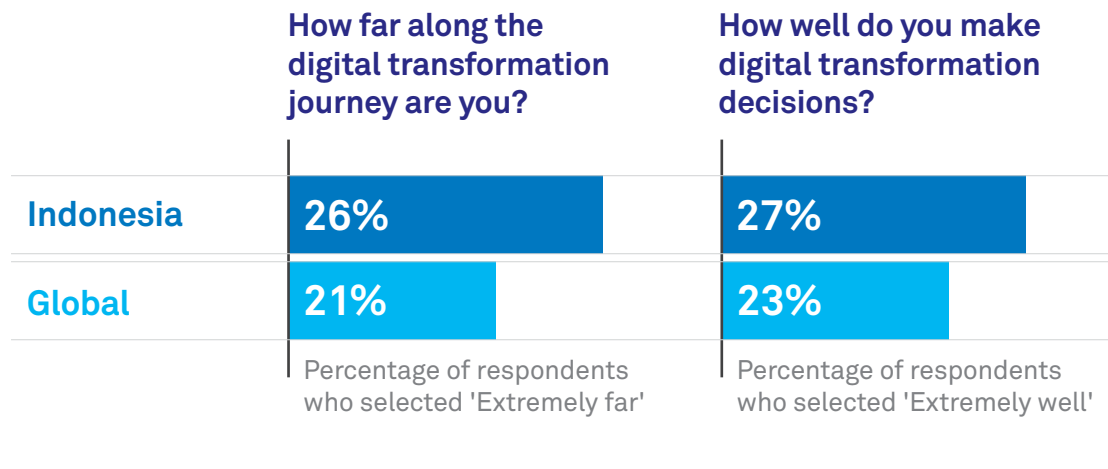


# Digital Transformation Decision-Making in Indonesia



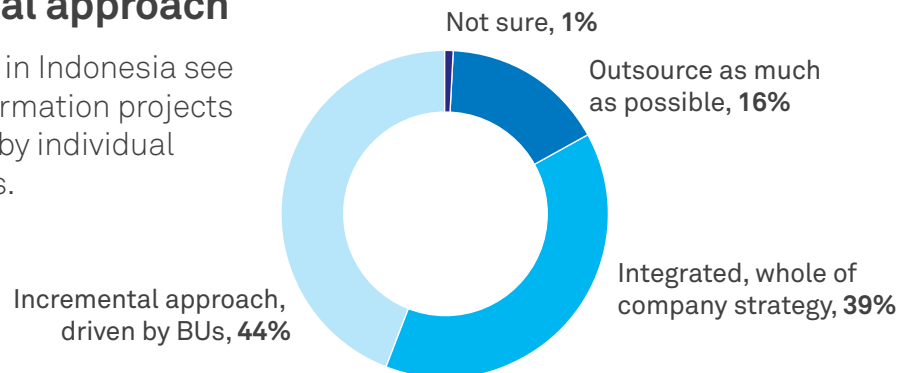
How does decision-making shape digital transformation outcomes in Indonesia?  
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Indonesia.

## Digital transformation decisions in Indonesia



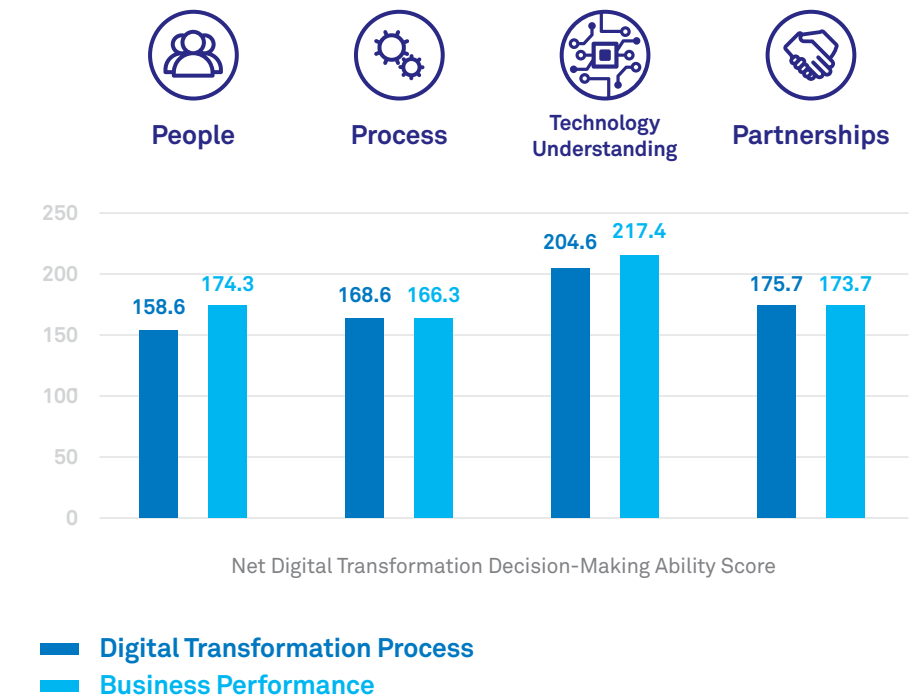
## Incremental approach

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



## Driven most by understanding of technology

Organisations in Indonesia rate their technology understanding over other factors when evaluating their decision-making ability and performance.



## Performance gap in digital priorities

Organisations in Indonesia are struggling to show performance against top digital transformation priorities.

### Top three digital transformation priorities



#1

Protect our digital assets from cyber threats

Rank in performance  
**8th** out of 17



#2

Optimise our technology to move faster and adapt to change

Rank in performance  
**10th** out of 17



#3

Protect, detect and respond in real-time to events

Rank in performance  
**17th** out of 17

## Top partner attributes

Organisations in Indonesia seek digital transformation partners who provide deep understanding of their business – and can prove their ability.

### Most important digital partner attributes



Ability to help determine which IT model best fits my company



Clear expertise and experience with IT offerings at both hardware and software level



Deep knowledge of our business and how IT can help

## IT spend (USD)

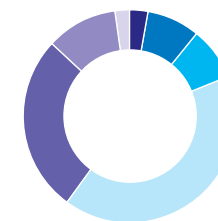
Almost eight in ten organisations in Indonesia say they will increase their IT spend in the next three years. More than three in ten spent more than \$500,000 in the previous year.

### Previous year IT spend



Less than \$1,000	5%
\$1,000 to \$9,999	15%
\$10k to \$99k	19%
\$100k to \$499k	28%
\$500k to \$999k	16%
\$1m to \$4.9m	9%
More than \$5m	8%

### Expected change in IT spend for next three years



More than -10%	3%
-1% to -10%	8%
No change	8%
+1% to +10%	41%
+11% to +20%	27%
+21% to +30%	11%
More than +30%	2%



For more insights, visit [telstraglobal.com/disruptive-decision](https://telstraglobal.com/disruptive-decision) to download the Disruptive Decision-Making white paper.