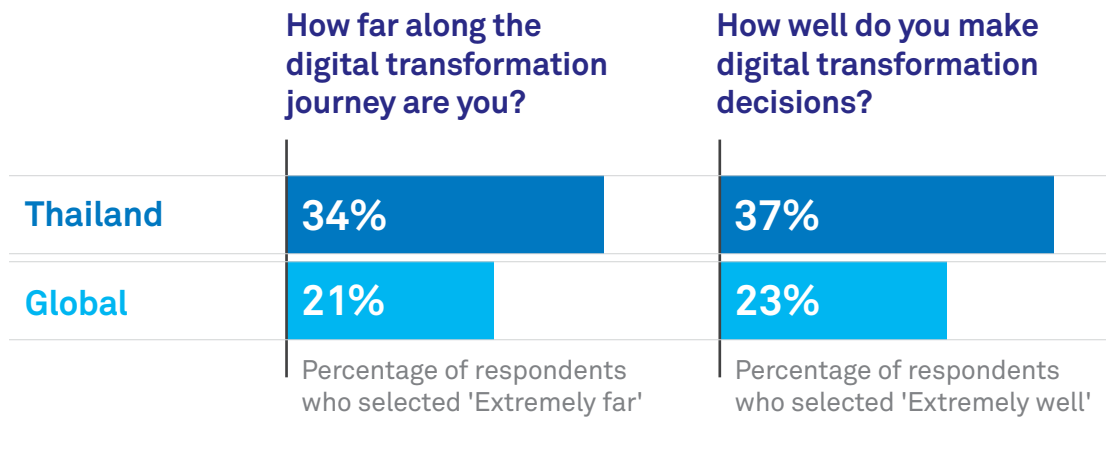


Digital Transformation Decision-Making in Thailand



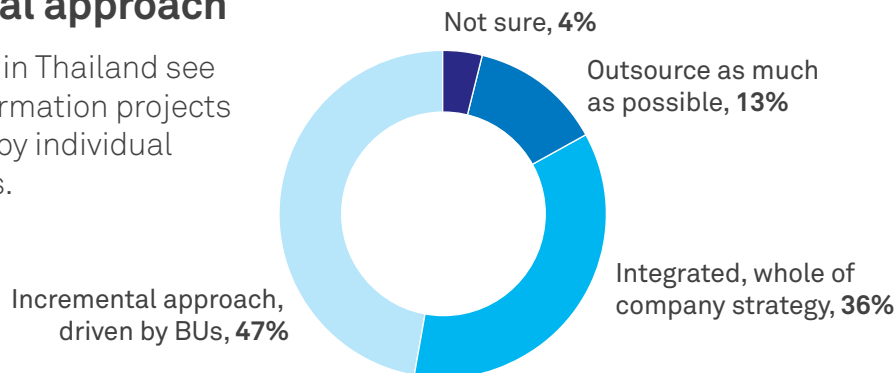
How does decision-making shape digital transformation outcomes in Thailand?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Thailand.

Digital transformation decisions in Thailand



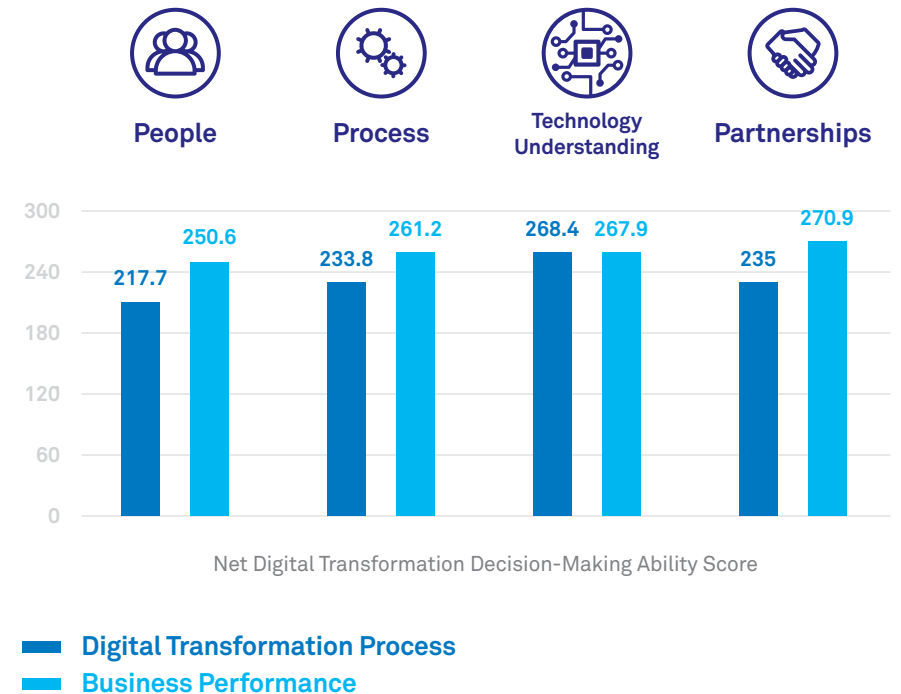
Incremental approach

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



Driven most by understanding of technology

Organisations in Thailand rate their technology understanding over other factors when evaluating their decision-making ability, though partnerships rate higher when it comes to performance.



Performance gap in digital priorities

Organisations in Thailand 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
12th out of 17



#2

Take advantage of opportunities in global markets

Rank in performance
9th out of 17



#3

Make the organisation more agile

Rank in performance
5th out of 17

Top partner attributes

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

Most important digital partner attributes



Deep knowledge of our business and how IT can help



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

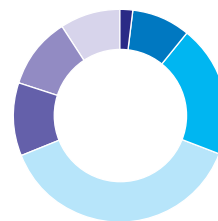


Can demonstrate a track record of dealing with similar organisations and challenges

IT spend (USD)

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

Previous year IT spend



Less than \$1,000	2%
\$1,000 to \$9,999	9%
\$10k to \$99k	20%
\$100k to \$499k	38%
\$500k to \$999k	11%
\$1m to \$4.9m	11%
More than \$5m	9%

Expected change in IT spend for next three years



More than -10%	5%
-1% to -10%	11%
No change	5%
+1% to +10%	45%
+11% to +20%	21%
+21% to +30%	8%
More than +30%	5%



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