Digital Transformation Decision-Making in the United States

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

Digital transformation decisions in the United States

How far along the digital transformation journey are you?

How well do you make digital transformation decisions?

	How far along the digital transformation journey are you?	How well do you make digital transformation decisions?
USA	23%	26%
Global	21%	23%
	Percentage of respondents who selected 'Extremely far'	Percentage of respondents who selected 'Extremely well'
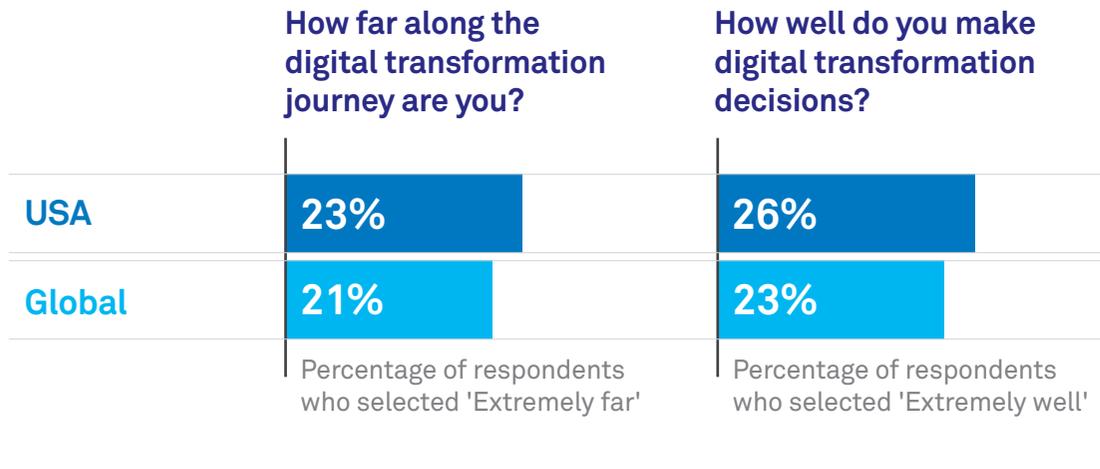
Incremental approach

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

Not sure, **2%**
Outsource as much as possible, **13%**
Integrated, whole of company strategy, **36%**
Incremental approach, driven by BUs, **49%**
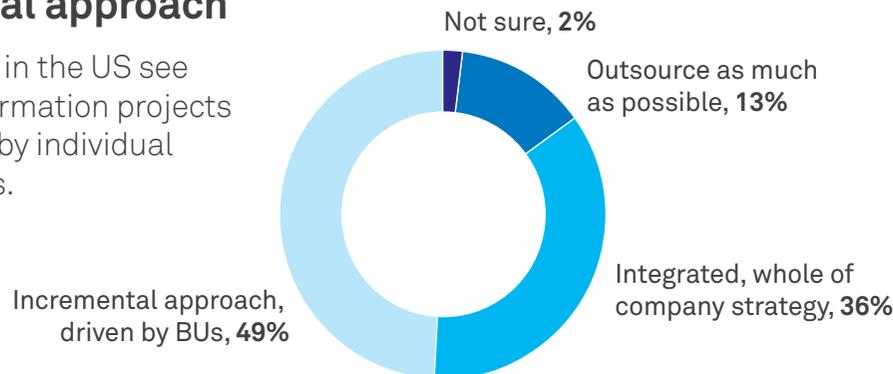
Driven most by understanding of technology

Organisations in the US rate their understanding of technology over other factors when evaluating their decision-making process and business performance.

People **Process** **Technology Understanding** **Partnerships**

	People	Process	Technology Understanding	Partnerships
Digital Transformation Process	50.9	51.5	102.7	72.4
Business Performance	41.6	32.9	66	40.6

Net Digital Transformation Decision-Making Ability Score

■ **Digital Transformation Process**
■ **Business Performance**

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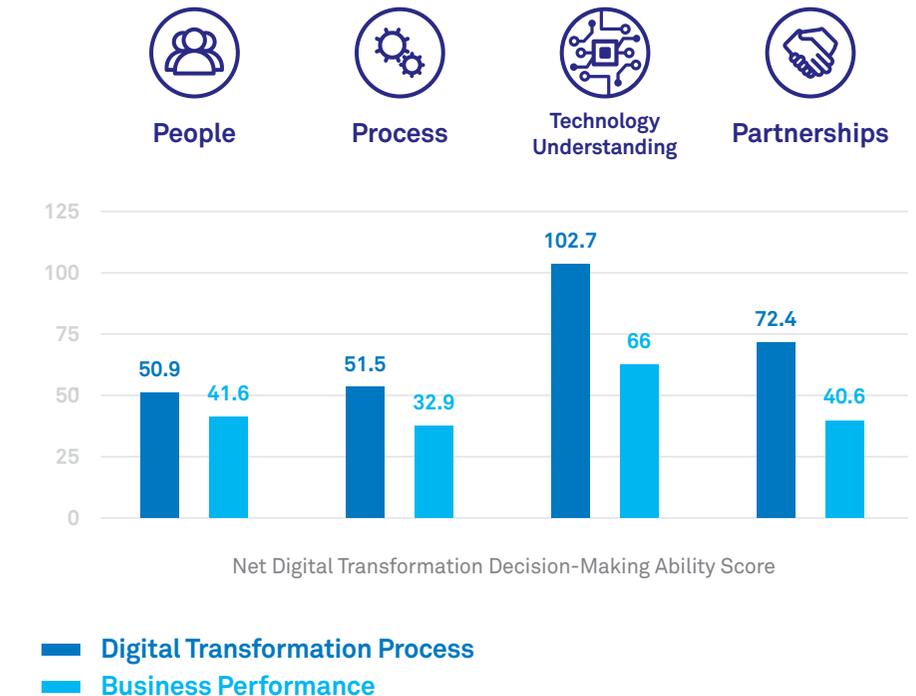
Performance gap in digital priorities

Organisations in the United States struggle to meet their security digital transformation priorities in particular.

Top three digital transformation priorities

#1
Protect our digital assets from cyber threats

Rank in performance
17th out of 17

#2
Optimise our technology to move faster and adapt to change

Rank in performance
6th out of 17

#3
Deliver great, consistent customer experiences across global operations

Rank in performance
12th out of 17

Top partner attributes

Organisations in the US seek digital transformation partners who understand their technical requirements and show the relevant industry and organisational experience.

Most important digital partner attributes

Ability to understand my company's technical requirements

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

Relevant knowledge about my company and industry

IT spend (USD)

About two thirds of organisations in the US say they will increase their IT spend by up to 20% in the next three years. About half spent more than $500,000 in the previous year.

Previous year IT spend
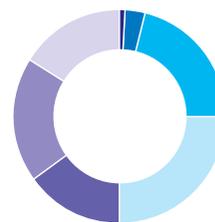
Less than $1,000	1%
$1,000 to $9,999	3%
$10k to $99k	21%
$100k to $499k	25%
$500k to $999k	15%
$1m to $4.9m	19%
More than $5m	16%

Expected change in IT spend for next three years
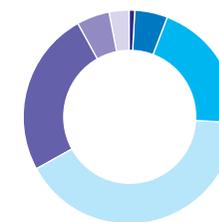
More than -10%	1%
-1% to -10%	5%
No change	20%
+1% to +10%	41%
+11% to +20%	25%
+21% to +30%	5%
More than +30%	3%

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

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