

Survey Says:

Challenges in The New Era of Digital Transformation

Today, digital initiatives, even when successful, can bring a host of new obstacles that can hinder future growth. Here's a look at how companies are responding.



What Digital Transformation Looks Like Now

In the digital economy, revenue growth for digital first movers is nearly twice that of companies that play it safe with digital projects. Companies can't afford to sit on the digital sidelines, and our survey results show that the majority are not.

82%

of companies are planning, executing, or have completed a digital transformation project.

Future Proofing with a Digital Strategy

Why are companies pursuing digital transformation projects? For two-thirds of organizations, a desire to future proof their business and stave off future disruption is the number one reason.

REASONS FOR DIGITAL TRANSFORMATION



Digital Transformation Brings New Challenges

Digital transformation is a problem-solving strategy. Companies embark on transformation journeys to solve stubborn business problems, but many are finding new obstacles along the way.

72%

of organizations agree or strongly agree that they are discovering new challenges as they undergo digital transformation.

Increasing Complexity Is the Biggest Issue

What are the new challenges that companies are facing as a result of digital transformation? For nearly half of all companies, it's an increase in IT complexity that comes with implementing a number of new digital solutions.

THE TOP THREE CHALLENGES DURING DIGITAL TRANSFORMATION



Survey Says: Challenges in the New Era of Digital Transformation

Integrating New Solutions Remains a Problem

The ability to add new technologies quickly and cost effectively is a main reason companies pursue digital transformation, but many organizations fail to achieve this goal.

51%

of companies agree that it is still difficult and expensive to integrate new solutions after a digital transformation project.

Too Many Processes Are Still Manual

Automation is the fuel that powers the cost and time savings that transformation projects often promise. Once again, however, companies are not seeing the results they expect.

49%

of companies agree they still have too many commerce processes that must be done manually.

Significant Gaps in Digital Commerce Go-to-Market Ability Persist

Even after the completion of a successful transformation initiative, a significant number of companies still face issues with their digital commerce operations.

"AFTER DIGITAL TRANSFORMATION, I AM NOT CONFIDENT IN MY COMPANY'S ABILITY TO DO THE FOLLOWING:"

Sell a new product from a third-party vendor



33%

Launch and sell through a new channel



24%

Sell on a new device



33%

Prepare for the New Era of Digital Transformation

How can companies avoid these obstacles?

The answer is straightforward: Be as flexible as possible. Build solutions and select vendors that are extensible and technology-agnostic. With the ability to accommodate any digital use case, both now and in the future, you will control your digital destiny.

More Information

AppDirect helps companies enter, grow, and thrive in the digital economy. We provide the technology and expertise to power platforms, ecosystems, and digital transformation. For more information, visit www.appdirect.com.



AppDirect is headquartered in San Francisco, California with offices around the globe and works across vertical industries, including software, manufacturing, value-added resellers, and financial services. J.P. Morgan, Foundry Group, iNovia Capital, StarVest Partners, Stingray Digital, and Mithril Capital Management have invested in AppDirect.

APPDIRECT.COM

