AppDirect

Survey Says
How Platforms Power Success in the Digital Economy

The digital economy is changing business as we know it.

Commerce moves faster and markets are more competitive than ever before. To succeed in this new era, companies are launching platforms. Here's a look at how today's companies are using platforms to drive their digital strategies and succeed.
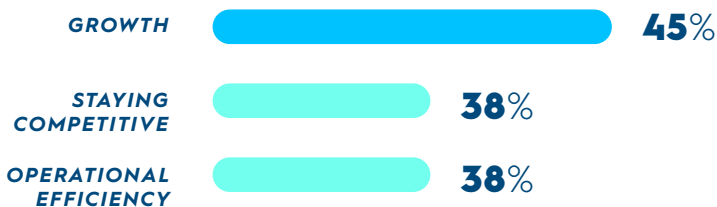
The First Step: Digital Transformation

Before launching a platform, a company must undergo digital transformation to modernize its internal systems and processes.

77%
of executives say that digital transformation is "very important" to their overall business strategy.

WHY DO COMPANIES PURSUE DIGITAL TRANSFORMATION

GROWTH	**45%**
STAYING COMPETITIVE	**38%**
OPERATIONAL EFFICIENCY	**38%**

Driving Growth with a Digital Strategy

Why do companies digitally transform? **Growth is the number one reason**, followed by competitive differentiation and efficiency.

Digital Platforms Are the Key Differentiator for Success

Large or small, consumer or business, local or international—today's customers are digital customers. Moreover, **84 percent of executives say** customers are demanding more digital products and services.

86%
percent of executives say platforms are the key differentiator for success.

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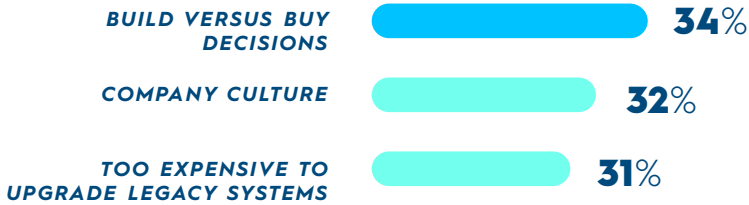⋮ How Platforms Power Success in the Digital Economy

Boosting Platforms with Third-Party Products and Ecosystems

In the digital economy, companies that create ecosystems around their platforms can innovate faster and deliver more value to customers than those that don't. In fact, **almost seven out of 10 executives, 69 percent**, say selling third-party products is important to meeting customer needs.

68%

percent of executives say ecosystems are the only way to innovate quickly to meet customer demands.

THE TOP THREE CHALLENGES IMPACTING DIGITAL PROJECTS

BUILD VERSUS BUY DECISIONS	**34**%
COMPANY CULTURE	**32**%
TOO EXPENSIVE TO UPGRADE LEGACY SYSTEMS	**31**%

Build vs. Buy the Biggest Challenge

Answering the "build versus buy" question is the most common digital challenge, cited by **34 percent of executives.**

The Bottom Line: Digital Is a Matter of Survival

69%

percent of executives believe that, in five years, only businesses that have digitally transformed will survive

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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.

Source

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