

Going digital: How IT executives and non-IT executives see the future of digital transformation



A recent survey by the Economist Intelligence Unit, sponsored by CSC, explored the views of global business leaders – both **senior IT management** and **non-IT executives** – on what IT is getting right as companies move down the path of closer alignment between business strategy and digital technologies, how companies are managing IT, and the expectations for IT's role in driving business success.

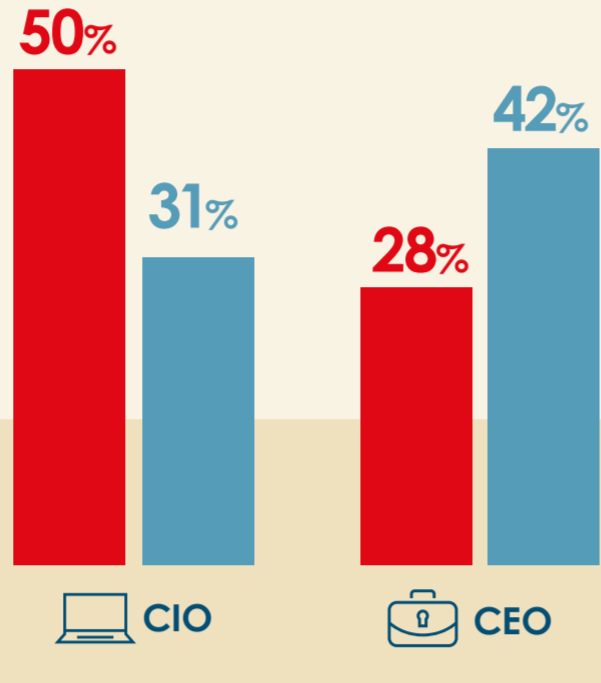


The survey also explored executives' views on core areas of IT management, such as:

- who's in charge
- who controls the budgets
- how digital their companies are
- how integrated their companies are
- the why and how of becoming more digital

1 Who's leading the strategy?

IT executives and non-IT executives most often say either the CIO or CEO is leading the strategy:



2 Where's the money?

IT and non-IT executives agree that central IT most often controls at least some budget, and they acknowledge the role of business units:



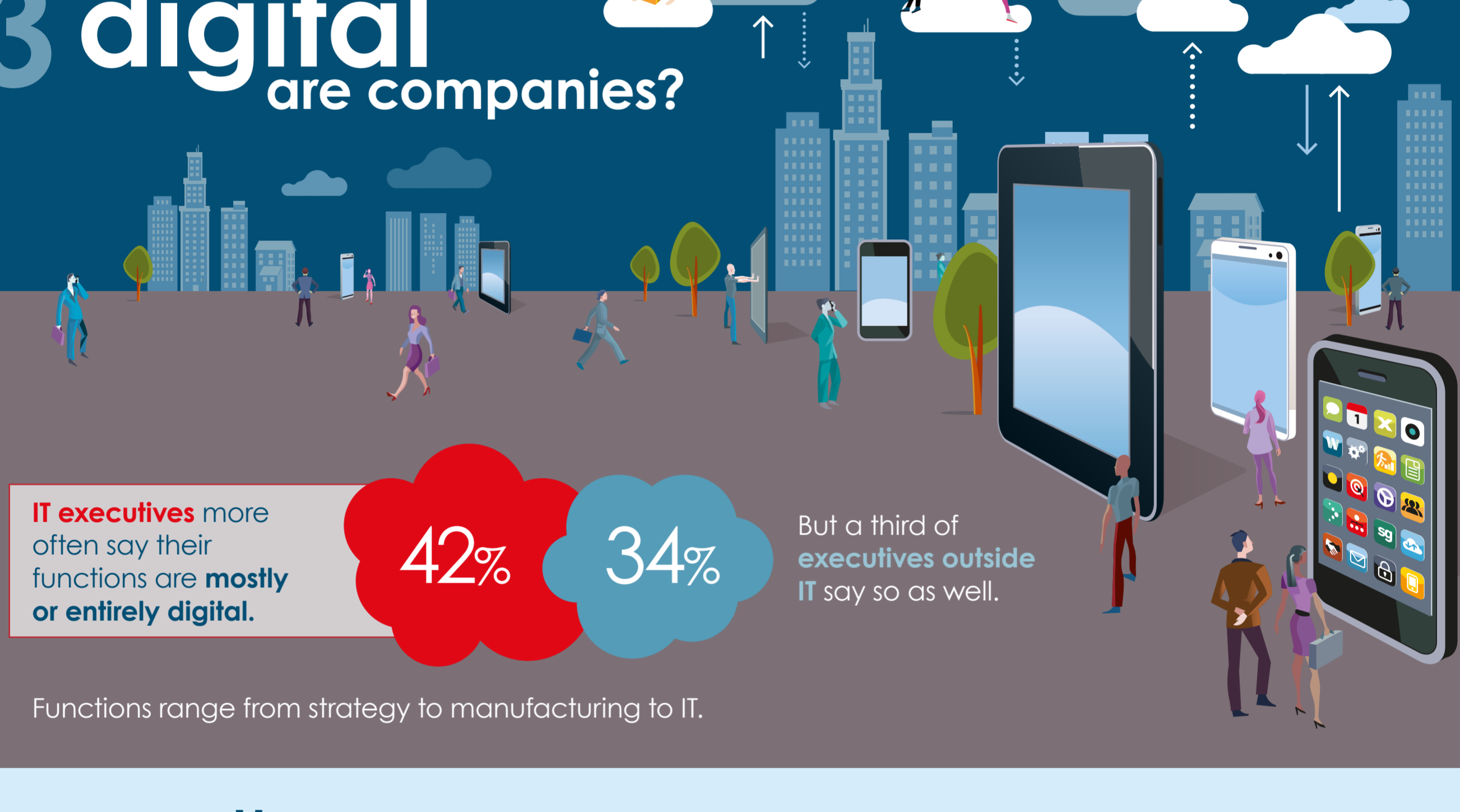
3 How digital are companies?

IT executives more often say their functions are **mostly or entirely digital**.

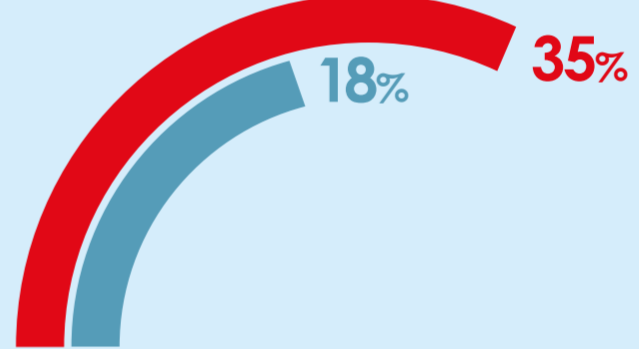


But a third of executives outside IT say so as well.

Functions range from strategy to manufacturing to IT.



4 How integrated are companies?

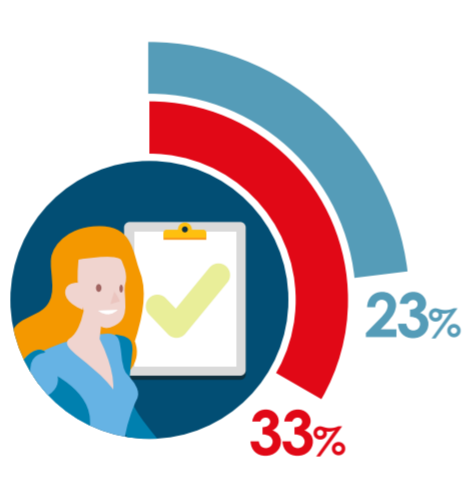


Only 18% of executives outside IT say so.

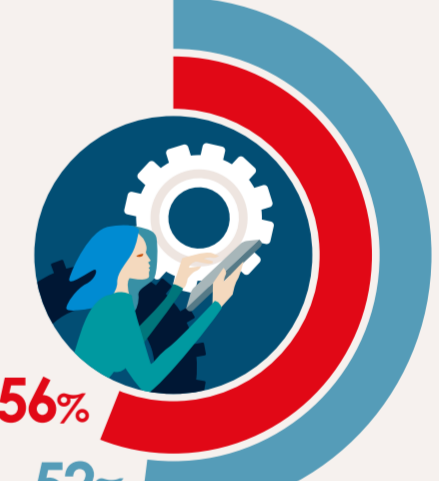


5 Becoming more digital: Why and how

IT executives more often perceive digital technologies as a way to meet customer expectations than non-IT executives.

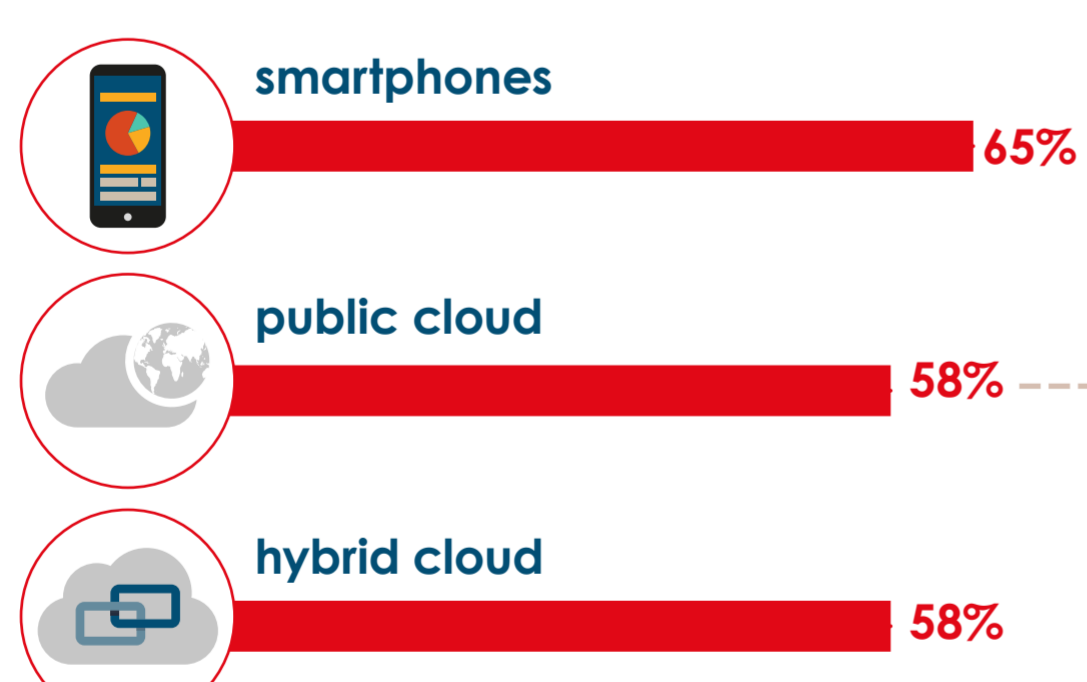


But the **most often cited goal** for becoming more digital, chosen by more than half of both groups, is to **become more efficient**.

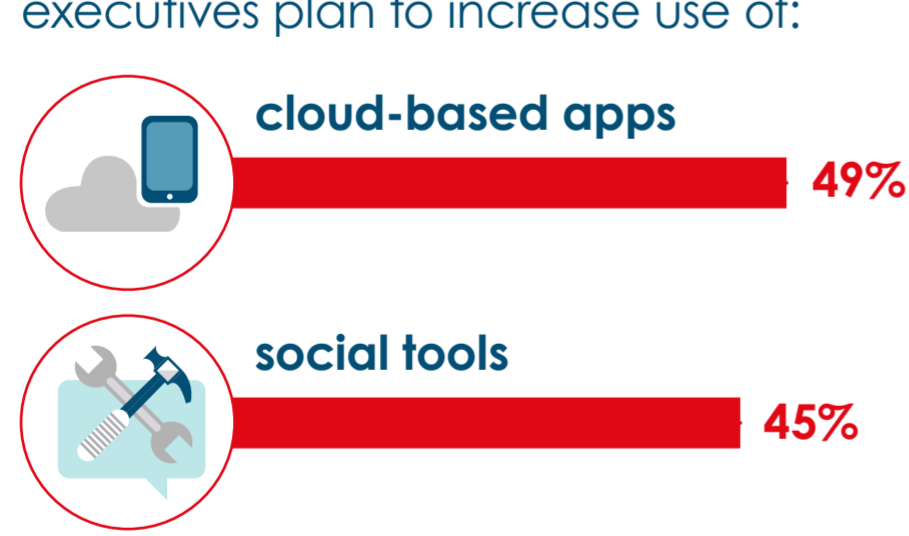


The tools and capabilities the two groups see as priorities also differ.

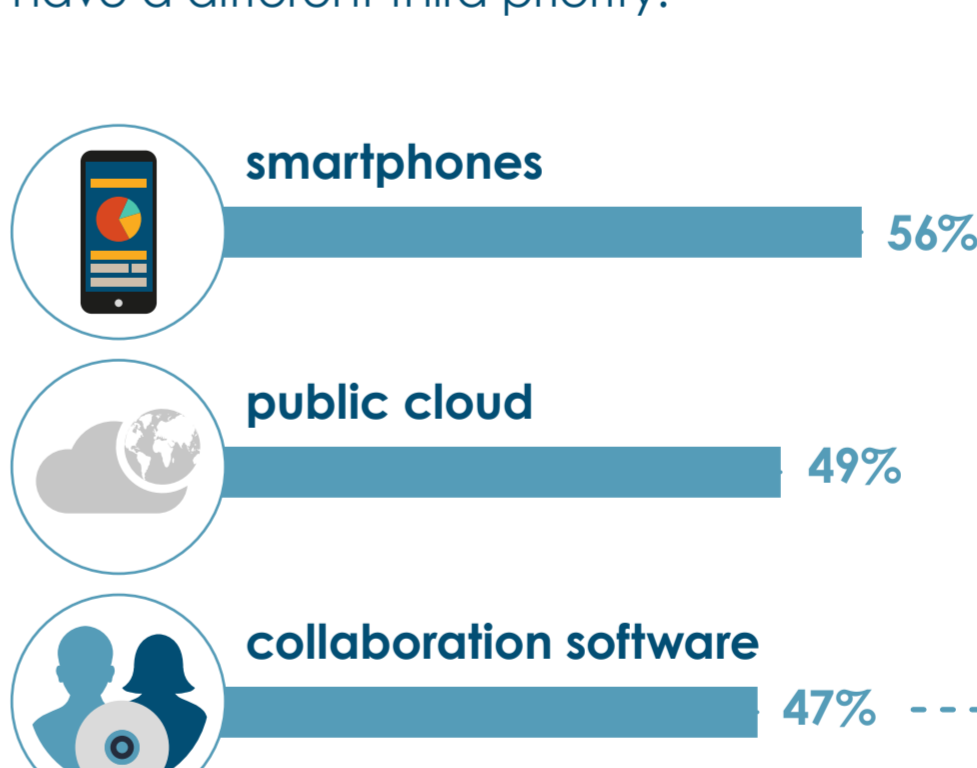
The **tools and technologies** that most IT executives say their companies plan to invest more in over the next three years are:



They also far more often than other executives plan to increase use of:



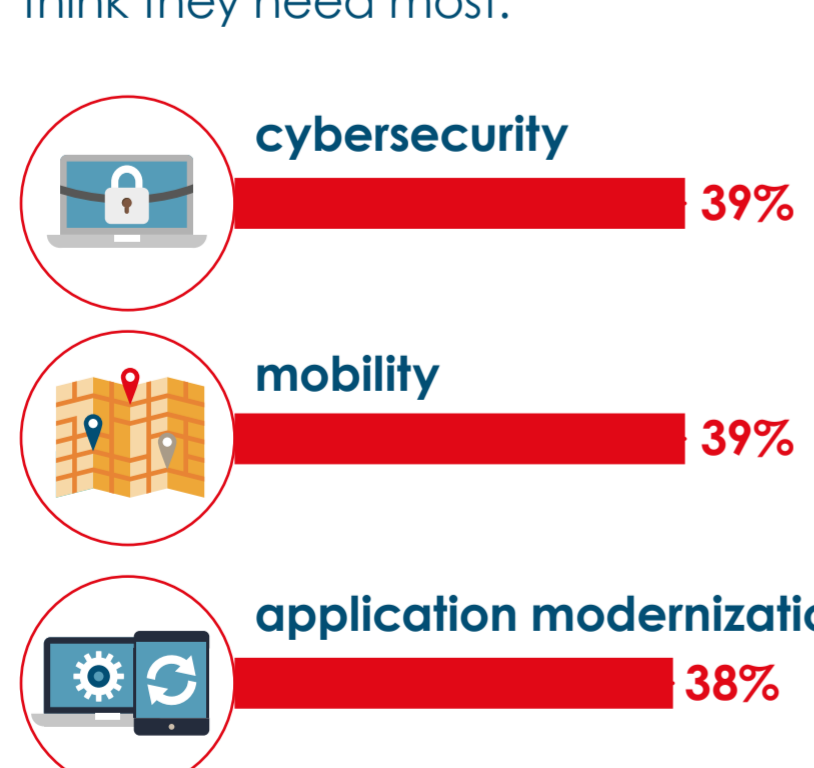
Executives in other functions have a different third priority:



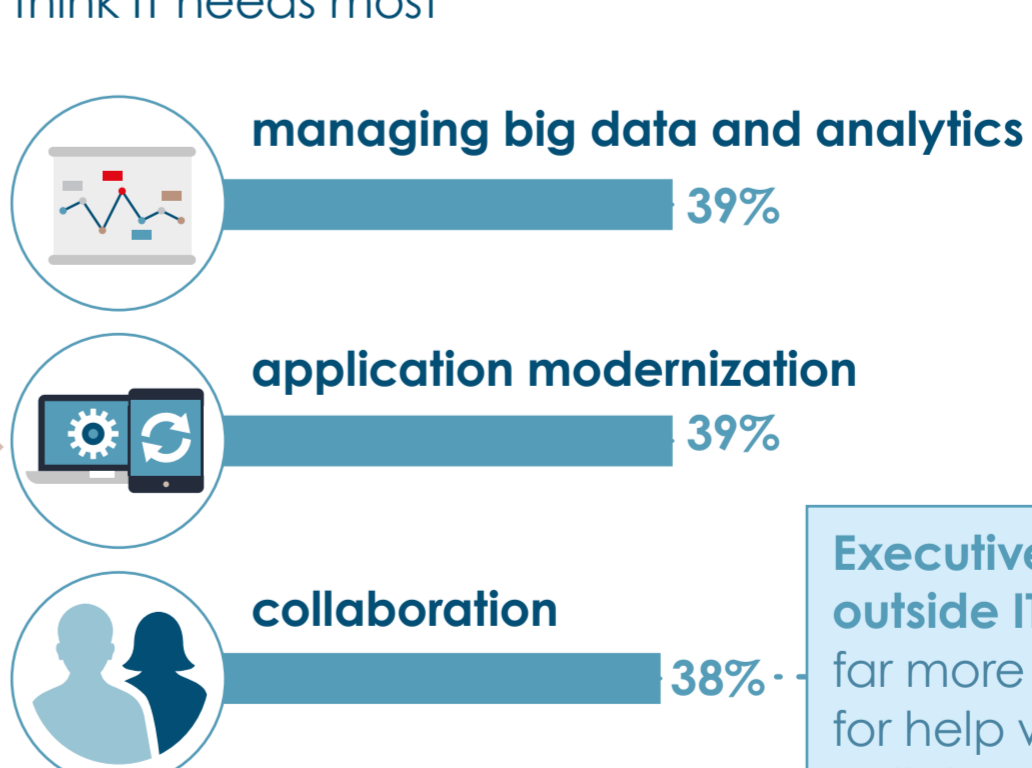
Notably, 3% of all respondents say they plan to stop using PCs over the next three years.



The **capabilities IT executives** think they need most:



The **capabilities other executives** think IT needs most



Executives outside IT see far more need for help with collaboration

6 Barriers to overcome

Notably, **all executives agree on the top three barriers** to IT's ability to deliver the technologies and capabilities the company will need:

- Budget constraints
- Resources primarily focused on managing existing IT workloads
- Difficulty finding staff with the needed capabilities

In summary

Business executives in IT and those in other functions may have different takes on IT's effectiveness, how it's managed and how it should improve – but everyone agrees on the barriers IT will have to overcome to help corporate leaders meet their strategic business goals.

From this common starting point, executives across functions should be able to work together to overcome those barriers, increase companies' digitisation and increase IT's contributions to business success.