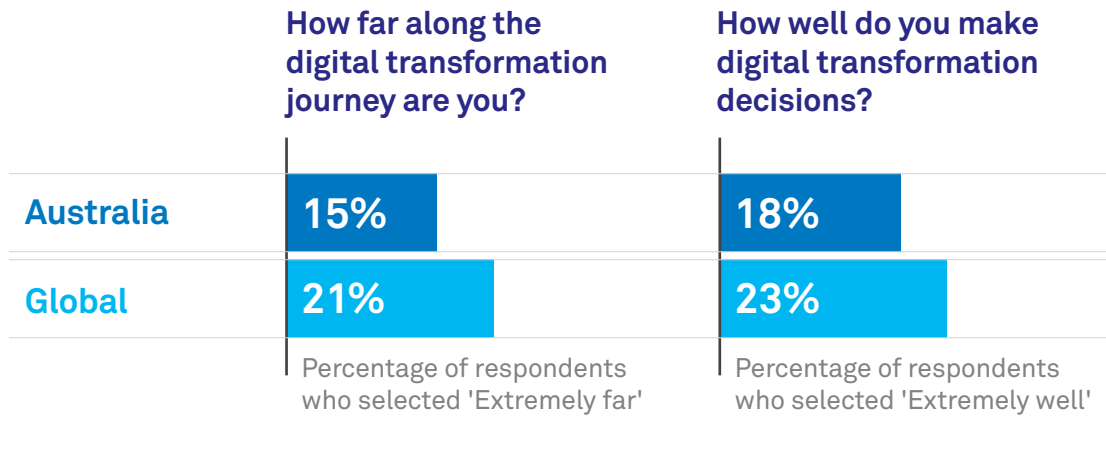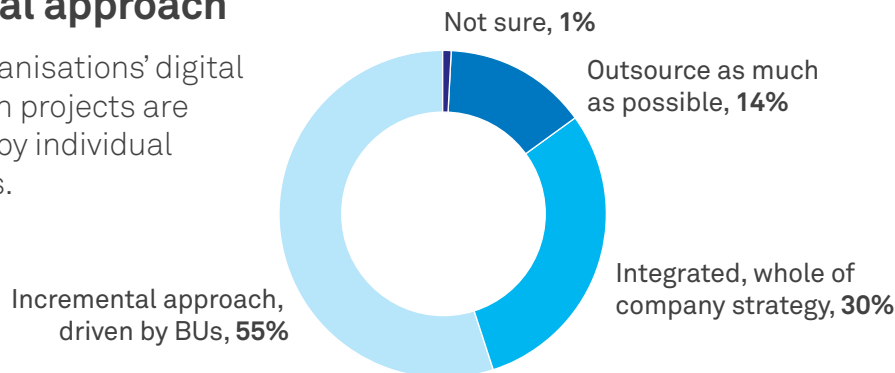# Digital Transformation Decision-Making in Australia

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

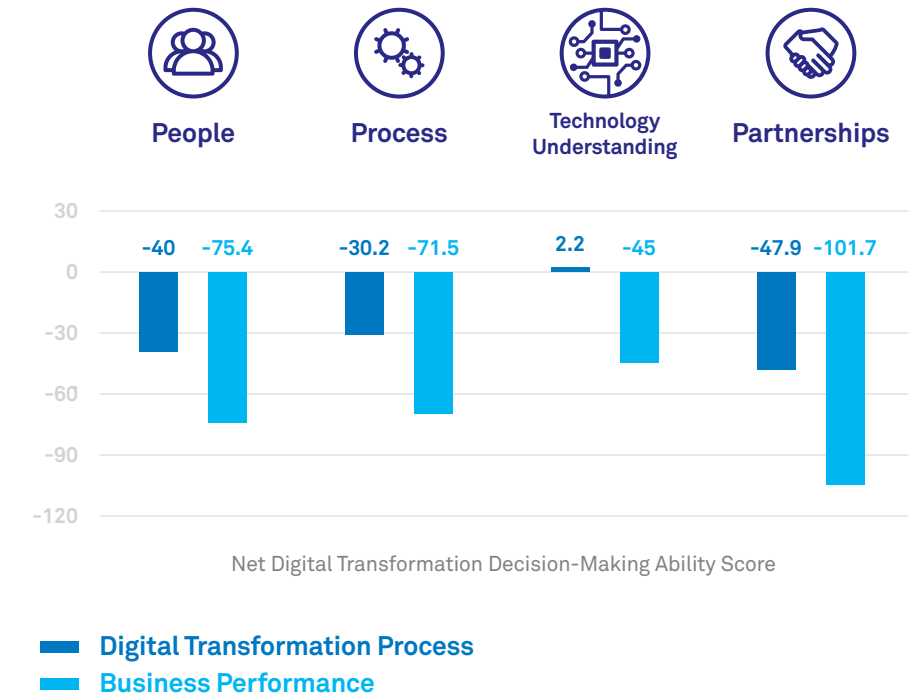## Digital transformation decisions in Australia

	How far along the digital transformation journey are you?	How well do you make digital transformation decisions?
Australia	15%	18%
Global	21%	23%
	Percentage of respondents who selected 'Extremely far'	Percentage of respondents who selected 'Extremely well'

Incremental approach

Australian organisations' digital transformation projects are driven mainly by individual business units.

- Not sure, **1%**
- Outsource as much as possible, **14%**
- Integrated, whole of company strategy, **30%**
- Incremental approach, driven by BUs, **55%**

Driven most by understanding of technology

Australian organisations pick 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	-40	-30.2	2.2	-47.9
Business Performance	-75.4	-71.5	-45	-101.7

Net Digital Transformation Decision-Making Ability Score

- **Digital Transformation Process**
- **Business Performance**

TELSTRA

Performance gap in digital priorities

Australian organisations struggle to meet their top digital transformation priorities, ranking the latter among the lowest in performance.

Top three digital transformation priorities

#1
Protect our digital assets from cyber threats

Rank in performance
16th out of 17

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

Rank in performance
8th out of 17

#3
Deliver great, consistent customer experiences

Rank in performance
13th out of 17

Top partner attributes

Australian organisations seek digital transformation partners who understand their technical requirements and have comprehensive IT offerings, which let them recommend the best IT model.

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
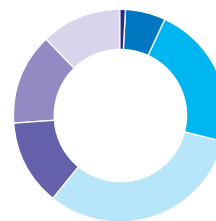
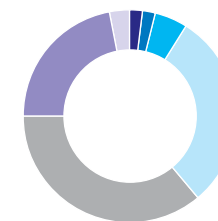**Ability to determine which IT model best fits my company**

IT spend (USD)

More than half of Australian organisations say they will increase their IT spend in the next three years. About three in five spent less than $500,000 in the previous year.

Previous year IT spend

Less than $1,000	1%
$1,000 to $9,999	6%
$10k to $99k	22%
$100k to $499k	32%
$500k to $999k	13%
$1m to $4.9m	14%
More than $5m	12%

Expected change in IT spend for next three years

More than -10%	2%
-1% to -10%	2%
No change	5%
+1% to +10%	30%
+11% to +20%	36%
+21% to +30%	22%
More than +30%	3%

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

TELSTRA