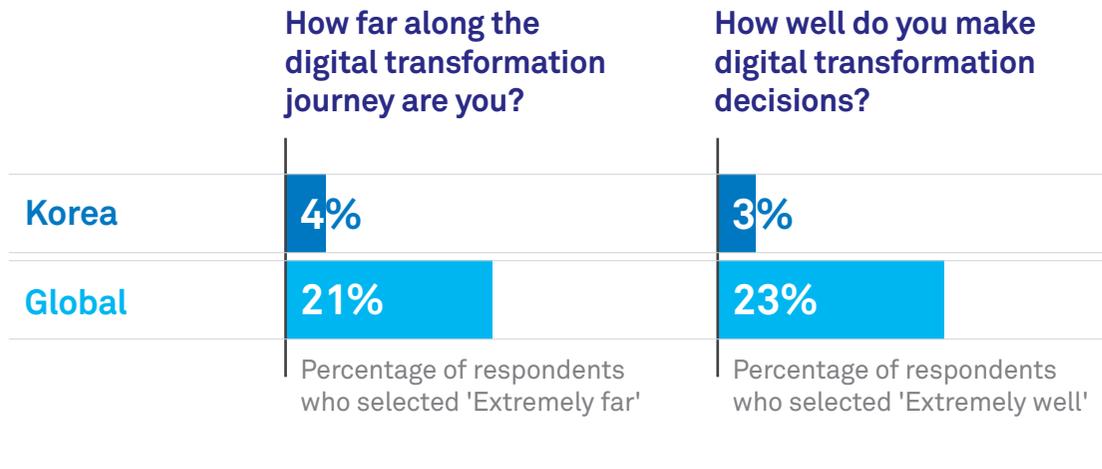


Digital Transformation Decision-Making in Korea



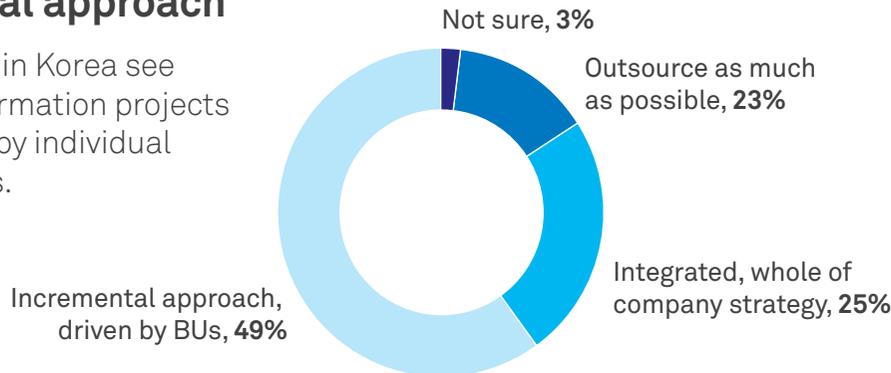
How does decision-making shape digital transformation outcomes in Korea?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Korea.

Digital transformation decisions in Korea



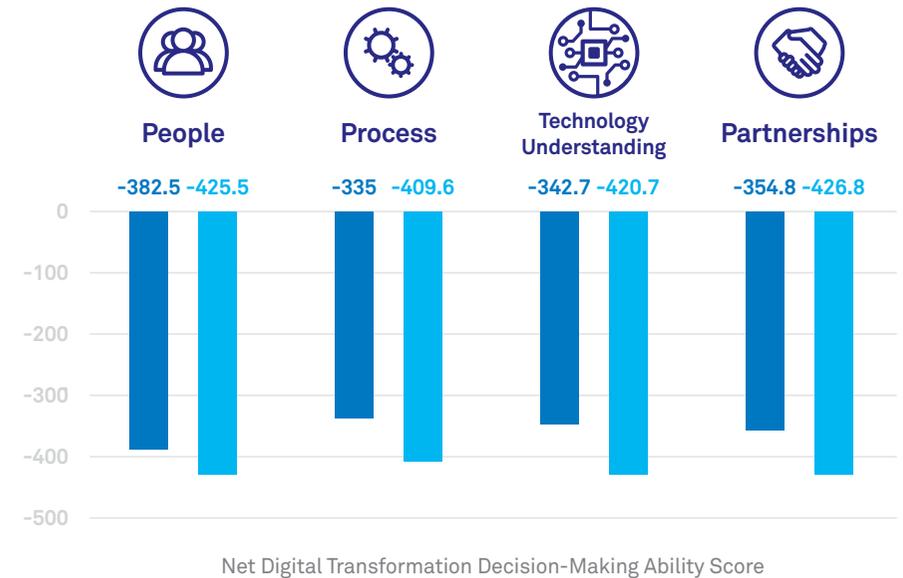
Incremental approach

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



Driven most by understanding of technology

Organisations in Korea rate their understanding of processes over other factors when evaluating their decision-making ability and performance.



■ Digital Transformation Process
■ Business Performance

Performance gap in digital priorities

Organisations in Korea are only moderately successful when we consider their performance against top digital transformation priorities.

Top three digital transformation priorities



#1

Protect our digital assets from cyber threats

Rank in performance
5th out of 17



#2

Protect, detect, and respond in real-time to events

Rank in performance
7th out of 17



#3

Challenge the status quo to differentiate, seizing new market opportunities

Rank in performance
9th out of 17

Top partner attributes

Organisations in Korea seek digital transformation partners who provide deep understanding of their business, and can translate that understanding into IT strategy.

Most important digital partner attributes



Deep knowledge of our business and how IT can help



Ability to help determine which IT model best fits my company



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

IT spend (USD)

Two thirds of organisations in Korea say they will increase their IT spend in the next three years. Almost a quarter spent more than \$1m in the previous year.

Previous year IT spend



Less than \$1,000	1%
\$1,000 to \$9,999	9%
\$10k to \$99k	26%
\$100k to \$499k	22%
\$500k to \$999k	18%
\$1m to \$4.9m	14%
More than \$5m	10%

Expected change in IT spend for next three years



More than -10%	2%
-1% to -10%	9%
No change	23%
+1% to +10%	33%
+11% to +20%	18%
+21% to +30%	8%
More than +30%	7%



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