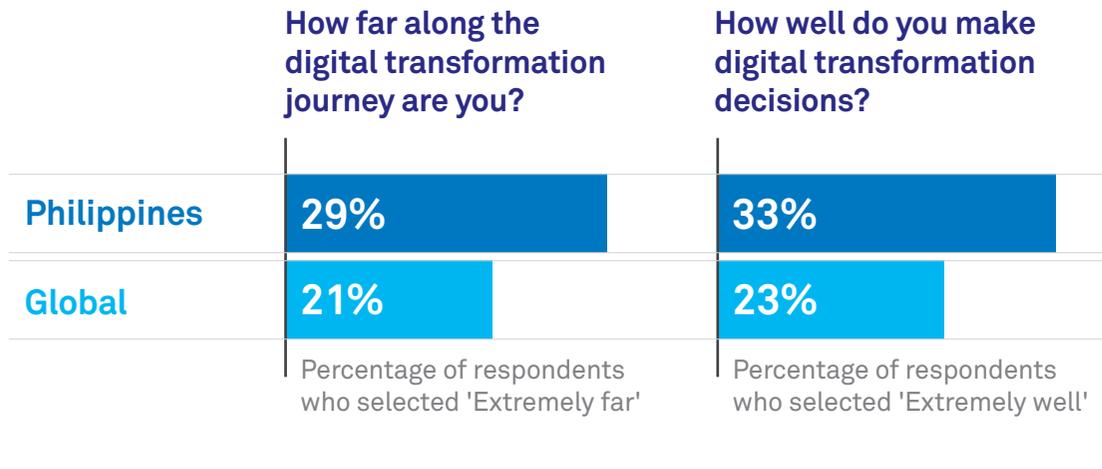


Digital Transformation Decision-Making in the Philippines



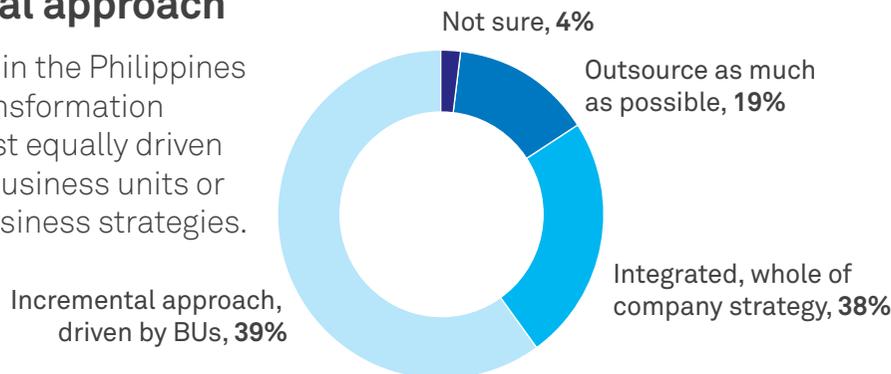
How does decision-making shape digital transformation outcomes in the Philippines? To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including the Philippines.

Digital transformation decisions in the Philippines



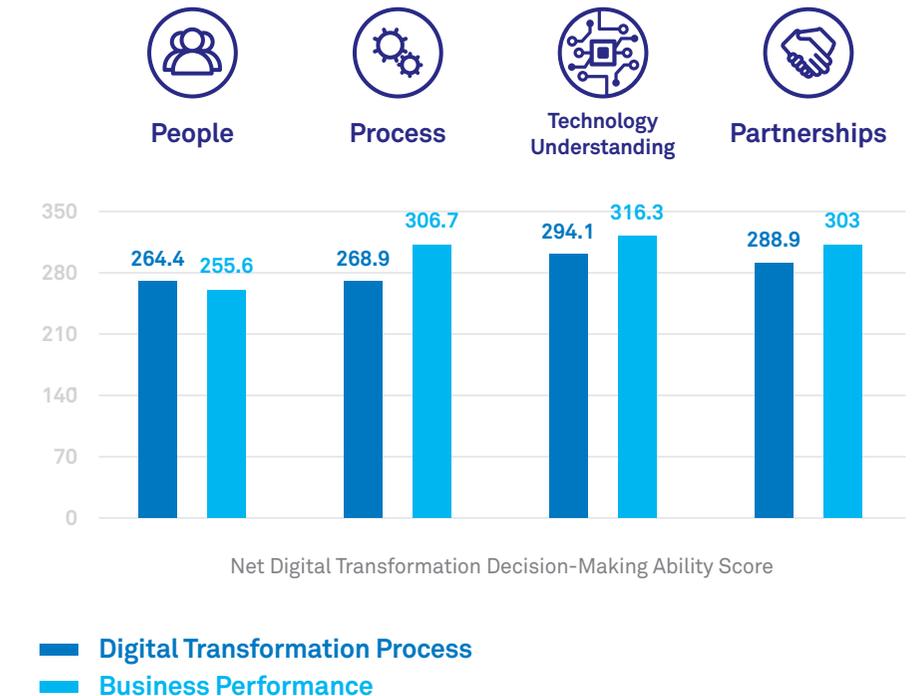
Incremental approach

Organisations in the Philippines see digital transformation projects almost equally driven by individual business units or by whole of business strategies.



Driven most by understanding of technology

Organisations in the Philippines rate their technology understanding over other factors when evaluating their decision-making ability and performance.



Performance gap in digital priorities

Organisations in the Philippines are struggling to show performance against top digital transformation priorities.

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
17th out of 17



#3

Optimise our technology to be more competitive

Rank in performance
8th out of 17

Top partner attributes

Organisations in the Philippines seek digital transformation partners who provide deep understanding of their business.

Most important digital partner attributes



Deep knowledge of our business and how IT can help



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



Ability to understand my company's technical requirements

IT spend (USD)

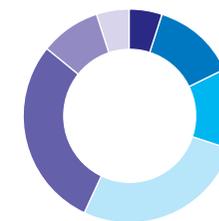
Seven in ten organisations in the Philippines say they will increase their IT spend in the next three years. Thirty per cent spent more than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	7%
\$1,000 to \$9,999	15%
\$10k to \$99k	24%
\$100k to \$499k	24%
\$500k to \$999k	13%
\$1m to \$4.9m	11%
More than \$5m	6%

Expected change in IT spend for next three years



More than -10%	5%
-1% to -10%	13%
No change	12%
+1% to +10%	27%
+11% to +20%	29%
+21% to +30%	9%
More than +30%	5%



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