

Total Decision-Making Ability Score Ranked by Industry

- 1  Mining
- 2  Professional, Scientific & Technical Services
- 3  Transportation, Postal & Warehousing
- 4  Construction
- 5  Financial Services or Insurance
- 6  Manufacturing
- 7  Accommodation, Hospitality & Food Services
- 8  Electricity, Gas, Water & Waste Services
- 9  Wholesale Trade
- 10  Healthcare & Pharmaceuticals
- 11  Retail Trade
- 12  Government, Education & Non-Profit

Digital Transformation Decision-Making in Wholesale Trade



How does decision-making shape digital transformation outcomes in the wholesale trade industry? To find out, Telstra surveyed 3,810 executives in 14 markets and 12 industries worldwide.

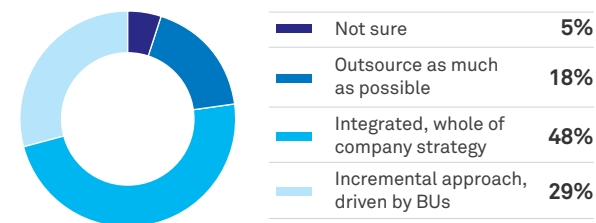
How does wholesale trade compare with other industries?

The wholesale trade industry lags behind other industries in digital transformation decision-making, ranking ninth of 12.

How can wholesale trade businesses make better digital decisions?

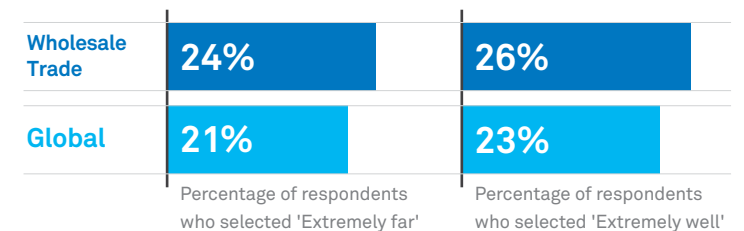
Move beyond an incremental approach to digital transformation.

Wholesale trade digital transformation projects are driven mainly by individual business units.



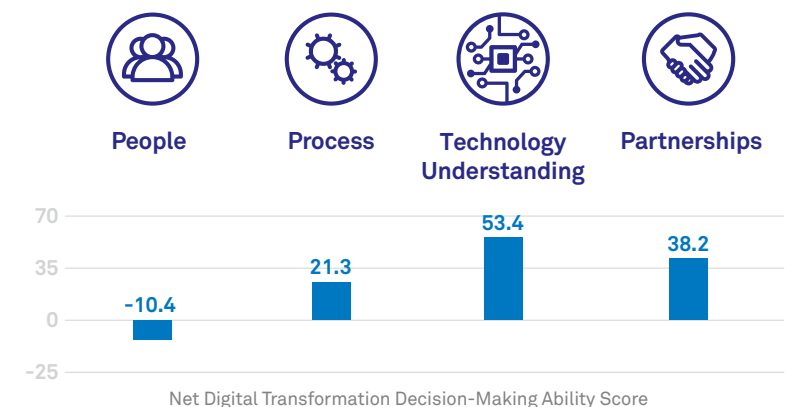
How far along the digital transformation journey are you?

How well do you make digital transformation decisions?



Focus on more than just technology for digital decisions.

Wholesale trade businesses pick their understanding of technology over other decision-making factors when evaluating their digital transformation process.



Closing the digital priorities performance gap

While wholesale trade businesses are successfully delivering their top priority, they struggle to meet other digital transformation priorities, especially when it comes to security.

Top three digital transformation priorities



#1

Take advantage of opportunities in new global markets

Rank in performance
1st



#2

Optimise our technology to be more competitive

Rank in performance
7th



#3

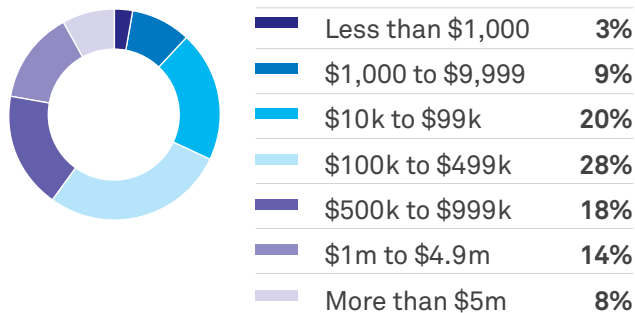
Protect our digital assets from cyber threats

Rank in performance
14th

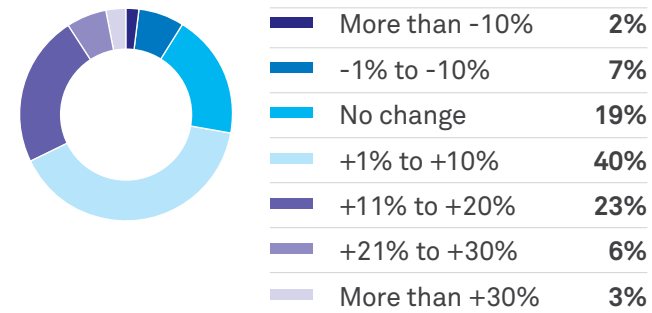
Wholesale trade IT spend (USD) expected to rise

Almost three quarters of wholesale trade businesses say they will increase their IT spend in the next three years. Two in five spent more than \$500,000 in the previous year.

Previous year IT spend



Expected change in IT spend for next three years



Top wholesale trade partner attributes

Wholesale trade businesses seek digital transformation partners that have insight into their challenges and the experience to meet them.



Deep knowledge of our business challenges and how IT can help



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



Ability to determine which IT model best fits my company and my needs



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