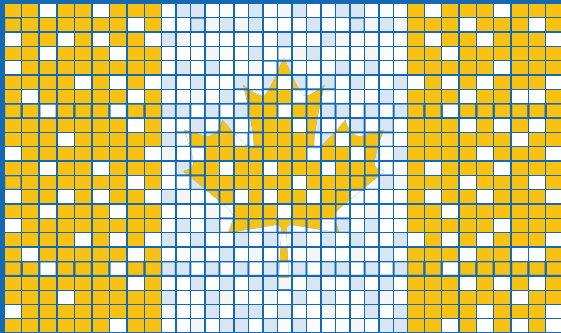


Canada: Digital Technologies – The Pathway to Growth

2015 Mobility Research Study

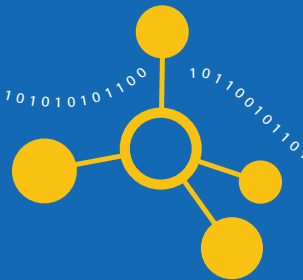


High performance. Delivered.

Canadian executives are positive on the progress their organizations have made with becoming digital, but Canadian companies still lag their global peers.

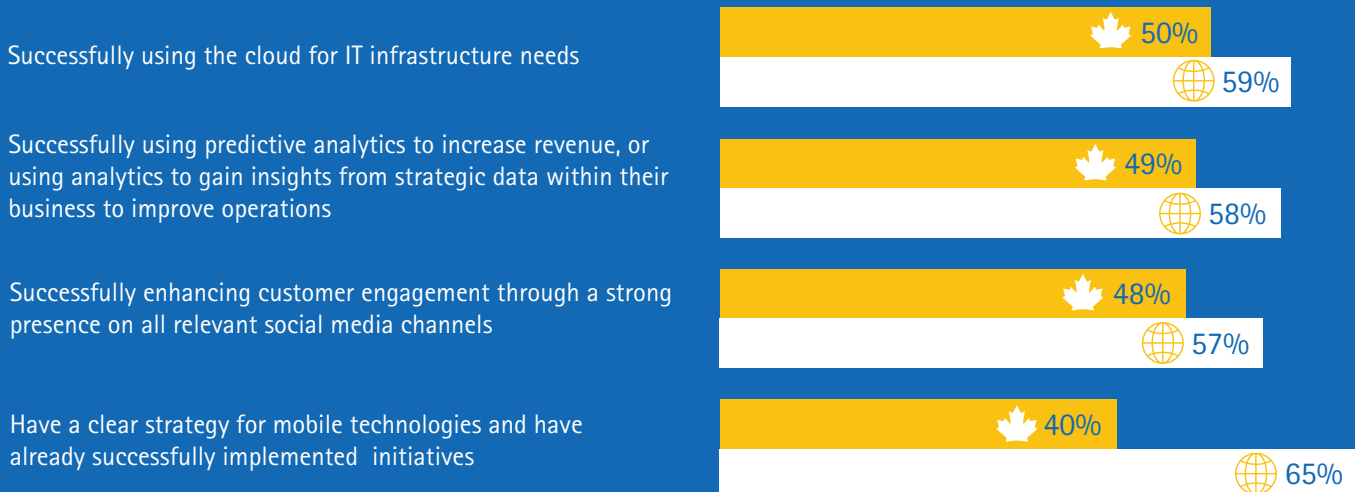


89% believe their company has made significant inroads in using digital technologies; slightly higher than global results (87%)



70% have a holistic strategy for moving forward with becoming a digital business, 10% lower than the global average

Where are companies now with respect to deployment of digital technologies?



When it comes to expected outcomes of digital technologies, analytics (39%) and cloud (29%) were cited as being the most vital.

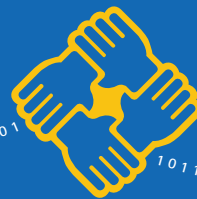


Canada Global

Most organizations do not have central governance in place for digital strategy.



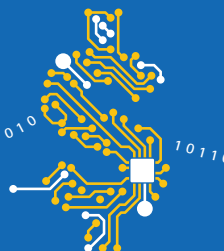
70% acknowledge that digital technologies have more potential to transform an organization when brought in alongside other digital technologies



88% believe implementation of these technologies relies on collaboration across functions



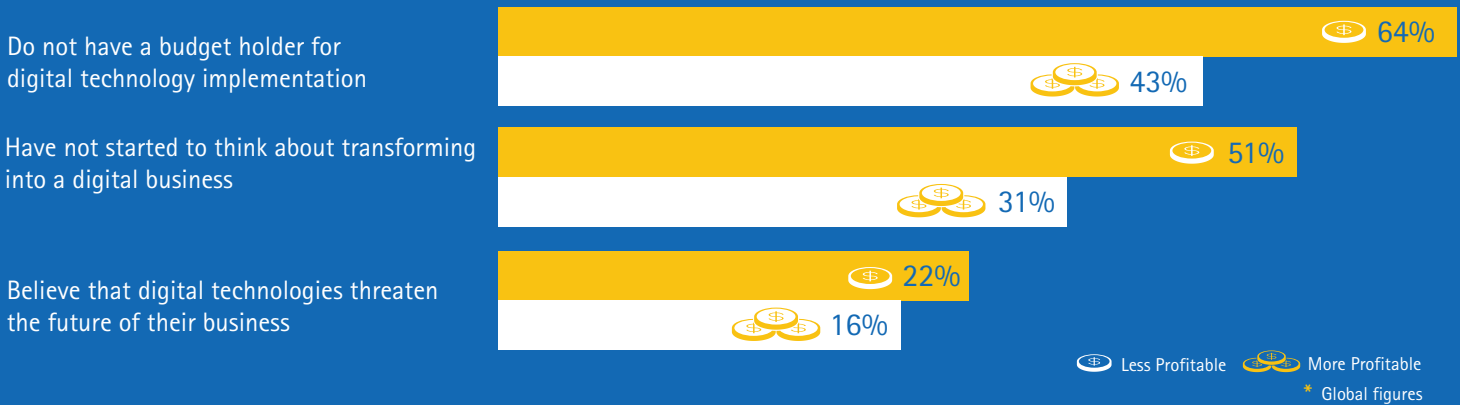
24% have one team that owns digital strategy



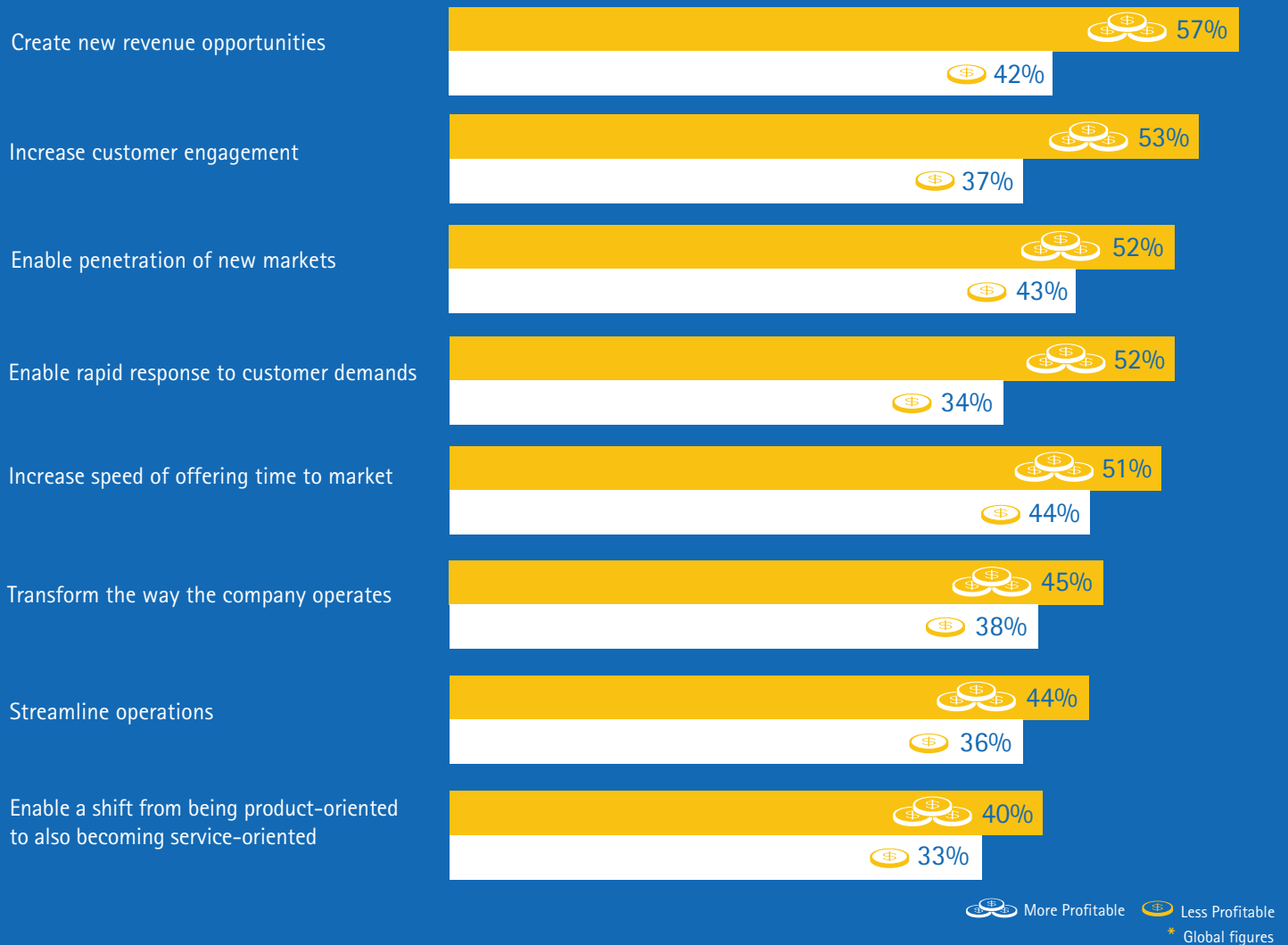
42% have a single budget holder for implementing digital technology

Companies can boost profitability by openly embracing digital technologies and implementing a focused approach. Conversely, companies that are lagging behind in transforming into a digital business—and are trying to avoid digital technologies instead of using them to their benefit—are creating a major gap between themselves and their competitors. And the longer they wait to adopt digital, the harder it will be for them to catch up.

Companies with lower profitability lag in digital transformation*



Expected outcomes for digital differed by company profitability relative to competitors*



Please visit accenture.ca/MobilityResearch2015 to download the full report.

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