



# Digital

## The 2025 PwC Caribbean CEO Survey found that...

28%

Believe their company won't be viable in 10 years

50%

Believe their company will be threatened by technological disruption in the next 12 months

56%

Developed innovative products or services (including the digitisation of analogue products)

66%

Plan to integrate AI into their core business strategy

### Impact on you:

As Caribbean organisations pursue ambitious digital strategies and operational changes to remain viable, technological advancements can pose significant challenges. Investing time and resources into leveraging the right technologies can greatly enhance the ability for achievement of organisational goals.

### Key actions CEOs need to consider:

01

Embrace rapid technological changes, particularly in AI, for unlocking new avenues for growth and future readiness.

02

Actively integrate AI into business processes and workflows, utilizing its capabilities to streamline operations and improve decision-making.

03

Integrate AI into workforce and skills strategies, ensuring employees are equipped to effectively leverage AI tools and maximise its potential benefits.

04

Create ambitious digital strategies and embrace forward-thinking approaches to maintain competitiveness in a swiftly evolving digital global landscape.

**Proven outcomes :** PwC is helping Caribbean clients **deliver integrated digital and experience solutions**, from strategy and innovation through to execution. Let us support your digital transformation.

**Tomorrow starts now**  
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