

## 2018 GLOBAL DIGITAL IQ SURVEY The South East Asia Cut

# It's time to move beyond IT.

A majority of South East Asian executives aspire to become Modernizers; to create new capabilities and modernize their business. This aspiration to be part of a group which embraces more advanced definitions of digital to get there is contradictory when 22% still see digital as synonymous with IT.

As the playing field shakes out, those who adopt that limited definition stand to fall the furthest behind. It is time to adopt more advanced ideas of digital to survive.

## Hit and miss

# 22%

of South East Asian executives still equate digital to IT, an outdated definition that misses the promise of digital.

## There's work to be done

Modernizers encourage innovation at all levels and their digital efforts so far have improved retention and recruitment. But, they say digital strategy is woven into corporate strategy only about half the time. As a group, they're facing disruption at different rates and from different places and will need to align their beliefs about digital with the challenges they face.

# 31%

Global  
29%

'Digital' is an investment to integrate technology in all parts of our business

# 20%

Global  
21%

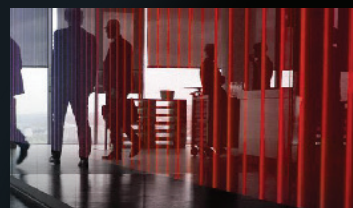
Digital goes beyond technology to reflect a mindset of constant innovation

# 22%

Global  
23%

Digital is synonymous with IT

## Digital aspiration profiles



### Efficiency Seekers

# 20%

Use digital to do business smarter and faster

Where we can help: **Digital Fitness Assessment**



Most popular globally & in SEA

### Modernizers

# 34%

Create new capabilities to modernize our business

Where we can help: **Employee and Customer Experience strategies**



### Redefiners

# 21%

Change our core business model to define our business

Where we can help: **Front office transformation strategies**



### Industry Explorers

# 24%

Break ground in new markets or industries

Where we can help: **Workforce transformation strategies**