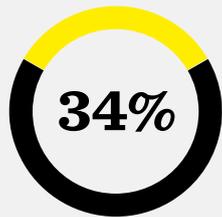


# ARE 65% OF ENTERPRISES WASTING THE DIGITAL OPPORTUNITY?

Harvard Business Review Analytic Services in association with the Genpact Research Institute



Only about a third of companies – **the digital leaders** – are achieving significant positive business outcomes from digital technologies

## Organizational, not technology, barriers

Over half of respondents say that the significant barriers to adopting digital technologies are:

- Challenges working across silos
- Legacy systems
- The inability to conduct experiments quickly

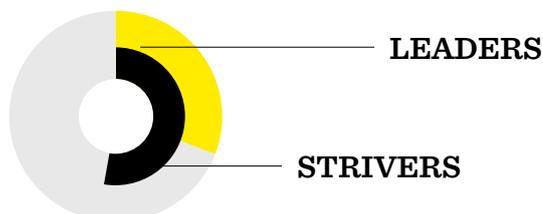


## WHAT DO LEADERS DO DIFFERENTLY?

Take risks, focus, plan, reimagine processes end to end



3X more leaders than strivers\* say that their organizations' **middle and back office support the customer experience** well



Only 31% of digital leaders – vs 53% of other companies – flag a **risk-averse culture** as a major obstacle

\*organizations experiencing lower levels of impact



4X more leaders **align digital interventions** with business outcomes

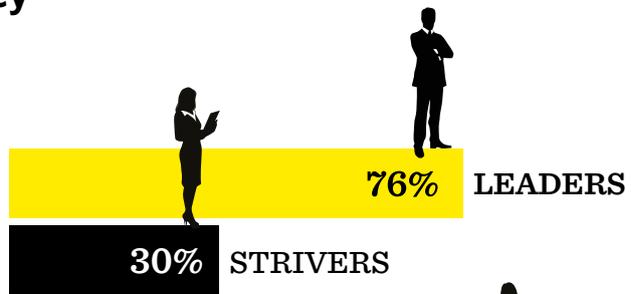


Only 24% digital leaders say that that they **lack a clear vision** for digital transformation vs 47% of other companies

# WHAT IMPACT DO THEY GENERATE?

Create market presence and efficiency

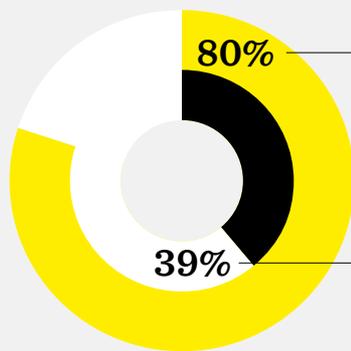
76% - vs 30% of other companies - say digital technologies help **increase market share**



79% of leaders are focusing digital efforts on **new products and services**

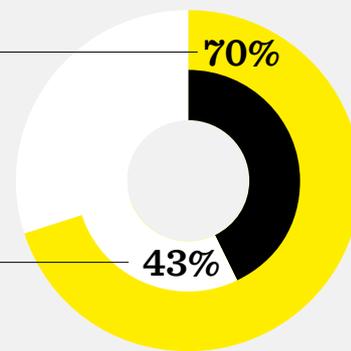


## UTILIZATION OF ASSETS:



80% strongly agree that their digital efforts improve the **utilization of assets**

## REDUCING COSTS:



Digital technologies have played a significant role in **reducing costs** for 70% vs only 43% of other companies

Harvard Business Review Analytic Services conducted a study in association with the Genpact Research Institute to explore how digital technologies are being used. It received responses from 376 people from across sectors and business functions.

To find out how your organization compares, take the Lean Digital ratio diagnostic:

[ratio.genpact.com](http://ratio.genpact.com)