

Q&A ON DIGITAL TRANSFORMATION

Everything you need to know about going digital and more.

Recently, SAP asked IDC to take a poll of small and midsize companies around the world about their experience with digital transformation. Here's just a glimpse of what they had to say about the benefits of implementing new technologies.

Want to see how going digital can help your company grow and enhance its competitiveness in the marketplace? Don't miss the full [IDC InfoBrief](#).

Q: What software does your company currently use or plan to add in the next 12 months?

- A:
1. Collaboration software
 2. Customer Relationship Management (CRM) software
 3. e-commerce
 4. HR/Talent management software
 5. Enterprise Resource Planning (ERP) software

Q: How did investing in the digital economy make your company more competitive?

- A:
1. Improved internal efficiencies
 2. Increased ability to compete internationally
 3. Helped improve overall customer experience

Q: How difficult was employing your first solution?

- A:
- 39.5% say it was much less difficult than they thought
 - 40.9% say it was neither more or less difficult than they thought

Q: Reason for adopting your first digital technology?

- A:
- 47.6% say the need was great
 - 35.3% say it was easy to implement
 - 27.9% say the customer required it

Q: Did you achieve your expected goal?

- A:
- 74.2% of those who expected to increase sales did
 - 78.3% of those who expected to improve worker productivity did
 - 72.4% of those who expected to decrease costs did
 - 85.9% of those who expected to provide ease of information access did
 - 78.1% of those who expected to improve customer service did

Source: IDC InfoBrief, sponsored by SAP, The Next Steps in Digital Transformation: How small and midsize companies are applying technology to meet key business goals, January 2017.

WHAT CAN ADOPTING DIGITAL TECHNOLOGY DO FOR YOUR BUSINESS?

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