

Put The Business First In Digital Transformation

Lessons from organizations with successful modernization initiatives

KEYS TO SUCCESS

Decision-makers with successful modernization initiatives prioritize the nontechnical aspects of transformation:

86%

said their organizational culture and strategy were as or more important for their success than the tech solutions they chose.

81%

said their tech partner's skill and expertise were as or more important for their success than the specific solutions they provided.

TOP PRIORITIES OF MODERNIZATION

Successful firms prioritize business metrics:



Improving customer experience



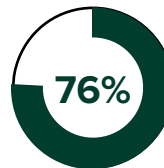
Improving data insights or business intelligence



Improving IT agility

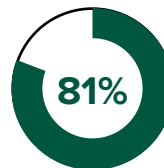
PLAN FOR LONG-TERM SUCCESS

Modernization doesn't happen overnight ...



of leaders at successful firms said they took 12 months or more before they were able to demonstrate business value

... and it can't be a one-and-done process ...



of decision-makers at successful orgs said their #1 key to success was implementing a process of continuous improvement

BENEFITS OF MODERNIZATION SUCCESS

Decision-makers reported the following benefits from their firms' modernization success:



13.4 pts
average increase in Net Promoter Score*



3.3%
increase in sales revenue



10.3%
average decrease in time-to-market

Base: 409 digital transformation and modernization decision-makers at organizations that have had successful modernization or digital transformation initiatives
*Note: Net Promoter and NPS are registered service marks, and Net Promoter Score is a service mark, of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

Source: A commissioned study conducted by Forrester Consulting on behalf of ThoughtWorks, May 2021

