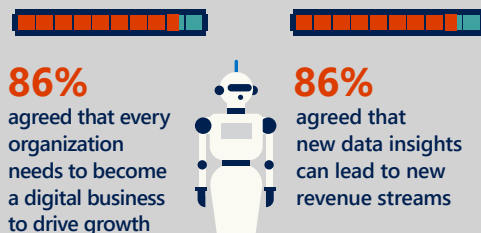# ARE PHILIPPINES' BUSINESSES READY FOR DIGITAL DISRUPTION?
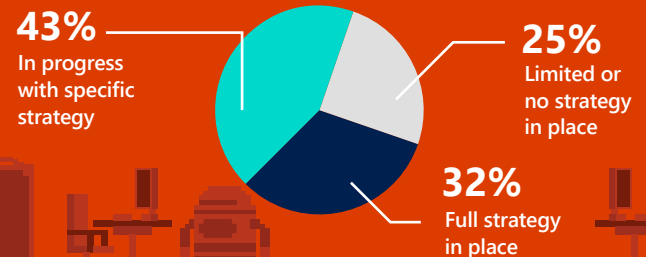
The 4th Industrial Revolution is upon us, disrupting how we work, live and play. Organizations need to embrace digital transformation to remain relevant in the new economy.

The Microsoft Asia Digital Transformation Study involving 111 business leaders in Philippines tells us more.
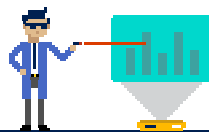
## DIGITAL TRANSFORMATION A PRIORITY IN PHILIPPINES

**86%**
agreed that every organization needs to become a digital business to drive growth

**86%**
agreed that new data insights can lead to new revenue streams

## PHILIPPINES' ORGANISATIONS ARE IN DIFFERENT STAGES OF DIGITAL TRANSFORMATION

**43%**
In progress with specific strategy

**25%**
Limited or no strategy in place

**32%**
Full strategy in place

## HOW ARE DIGITAL TRANSFORMATION PILLARS PRIORITIZED IN PHILIPPINES?

**ENGAGE CUSTOMERS** — #1

**EMPOWER EMPLOYEES** — #2
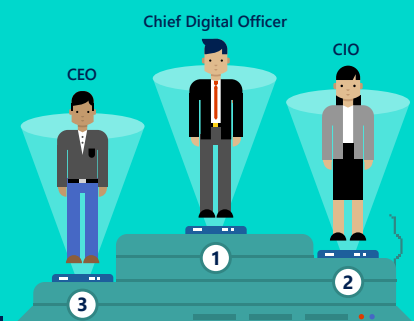
**OPTIMIZE OPERATIONS** — #3

**TRANSFORM PRODUCTS & ENABLE NEW BUSINESS MODELS** — #4

## CURRENT BARRIERS TO DIGITAL TRANSFORMATION

1. Lack of organisation leadership to ideate, plan and execute digital transformation
2. Cyber threats and security concerns
3. Lack of a digitally-skilled workforce able to optimize digital businesses
4. Lack of leadership shown by Board of Directors & Executive

& Having the right governmental policies and ICT infrastructure

## WHO SHOULD DRIVE DIGITAL TRANSFORMATION?

1. Chief Digital Officer
2. CIO
3. CEO

## MOST RELEVANT EMERGING TECHNOLOGIES

1. Internet of Things
2. Artificial Intelligence
3. Next-generation Computing
4. Wearable Technologies
5. Quantum Computing

Microsoft