

The 4<sup>th</sup> 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?









### EMPOWER EMPLOYEES



OPTIMIZE OPERATIONS

TRANSFORM
PRODUCTS &
ENABLE NEW
BUSINESS MODELS







Lack of organisation leadership to ideate, plan and execute digital transformation



Lack of a digitally-skilled workforce able to optimize digital businesses URRENT
BARRIERS TO
DIGITAL
TRANSFORMATION



4

Lack of leadership shown by Board of Directors & Executive



Cyber threats and security concerns

(2)



Having the right governmental policies and ICT infrastructure

# WHO SHOULD DRIVE DIGITAL TRANSFORMATION? Chief Digital Officer CEO CEO CIO CIO

1

2

### MOST RELEVANT EMERGING TECHNOLOGIES









Next-generation Computing







Quantum Computing

The Microsoft Asia Digital Transformation Survey polled 1,494 business decision makers across Asia to understand their digital transformation journey.

- 13 Asia Pacific markets involved include Australia, China, Hong Kong, Indonesia, India, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan and Thailand
- Business leaders surveyed were from organizations with more than 250 staff and are decision makers involved in shaping their organization's digital strategy
- organizations digital strategy

  Find out more about how Microsoft is enabling the digital transformation journeys of leading organizations here: https://blogs.microsoft.com/transform/

