

BUILDING TOMORROW'S BUSINESS: Pioneering Digital Transformation in 2019

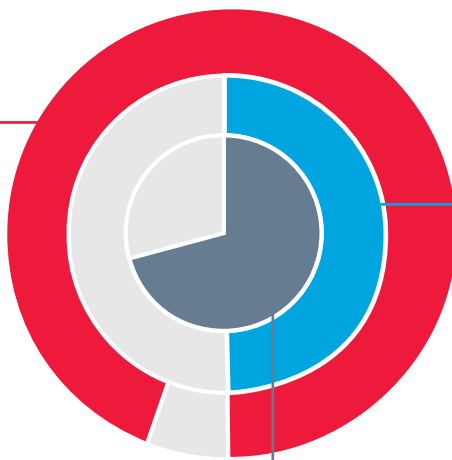


Why is everyone talking about digital transformation? BDO's inaugural survey of 300 executives across the C-Suite sought to go behind the headlines and buzz words, and identify what middle-market companies experience in the market, how they believe they compare to their peers, and what they predict will come next. **Let's take a look at their findings:**

"Disrupt or be disrupted" means organizations can't be complacent:

94%

of mid-market organizations have either developed a digital transformation strategy (**63%**), or are in the midst of developing one (**31%**).



Once a strategy is identified,

51%

plan to approach digital transformation by taking intentional steps toward a clearly defined plan.

72%

The #1 short-term business goal for organizations is replacing or upgrading legacy IT systems

It starts at the top:



47% of companies... have hired board members or senior management with relevant oversight skills to oversee digital transformation



Nearly half (46%) of all middle market companies... state their non-tech C-suite executives (e.g. CEO, CMO, COO) are responsible for leading digital transformation

Customers come first:

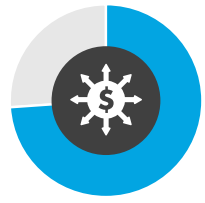


69% say...

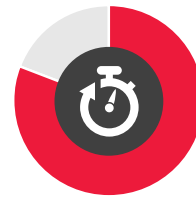
improving customer experience is one of their top 3 long-term business goals (18 months-3 years), with 16% saying it is, by far, their top priority

Organizations that identify implementing their digital strategy as their top digital priority are more concerned about **cyberattacks** and **data privacy breaches** than all others (47% vs. 26%)

Digital transformation pays off:



74% have observed an **increase in profitability** over the last 12 months



79% anticipate an **increase in profitability** (40% by 10% or more)

In the past year, **71%** of companies have seen **increases in revenue** from digital initiatives

81% anticipate an **increase in revenue** from digital transformation (37% by 10% or more)

To learn more, please view our [Digital Transformation Services survey](#).

ABOUT BDO'S DIGITAL TRANSFORMATION SERVICES SURVEY:

The 2019 BDO Middle Market Digital Transformation Survey was conducted by Rabin Research Company, an independent marketing research firm, utilizing Op4G's panel of executives. The survey included 300 C-level executives in a wide range of capacities, for companies with annual revenues between \$250 million and \$3 billion. The focus included companies in the retail and consumer products, natural resources and energy, financial services, and healthcare and pharmaceutical industries.

BDO'S DIGITAL TRANSFORMATION SERVICES PRACTICE:

At BDO, we advise and guide our clients to see digital transformation through to fruition, so they can reimagine the way they're doing business, and then make it a reality—maximizing value with minimal disruption to their existing infrastructure. Applying our deep industry knowledge and extensive experience, our team of talented professionals provide a holistic approach to middle market clients looking for successful digital transformation, using our Digital 3+1 approach and solutions. Whether you want to focus on enhancing your customer interaction, increasing profitability through operational excellence, improving your employee experience, or deploying to the cloud for increased agility and flexibility, we'll help you achieve your goals.

[Visit our Digital Transformation Services practice page.](#)