

Navigating the Digital Shift

How will the digital shift impact businesses and what do they need to succeed?

Highlights from the IDC InfoBrief, 'Navigating the Digital Shift' sponsored by Endava.

The findings in this report were compiled from executive sentiment surveys and insights published in 2023-24.

→ How will the digital shift impact businesses?

Companies cite the leading benefits of adopting digital transformation as

39% improved security

36% reduced costs

34% improved operational efficiency

and **48%** of firms globally now consider themselves digital businesses

The generative AI opportunity

AI is leading the charge in the digital shift

→ **38% of CEOs** are pursuing generative AI initiatives, as they believe the technology will give their organisations a competitive advantage.

→ **70% of CEOs** have had their businesses disrupted by AI or think it will be in the next 18 months.

→ **30% of global** spending is also set to be on generative AI in 2027, according to the report.

How can firms achieve greater success in their generative AI projects?

→ **1 in 3 firms** cite poor-quality and poorly labelled data as a blocker to higher success in AI.

→ **28% of firms** cite the inability to access the required data sets as the top factor preventing them from achieving higher success in generative AI projects.

→ **1 in 3 firms** find that inadequate infrastructure performance and availability is the greatest factor preventing them from achieving higher success rates in their generative AI projects.

Clean data and core modernisation are crucial infrastructure elements for today's digital demands.

→ Strategic partnerships will be the key to success

47% of firms cite strong relationships with their strategic partners as the most important factor in achieving low-failure rates with their generative AI projects.

50% of organisations expect to increase and diversify their partner ecosystems due to AI.

Firms that leverage the experience, skills and thought leadership of their partners will boast a stronger competitive advantage.

Want to learn more?
Download the full report!

