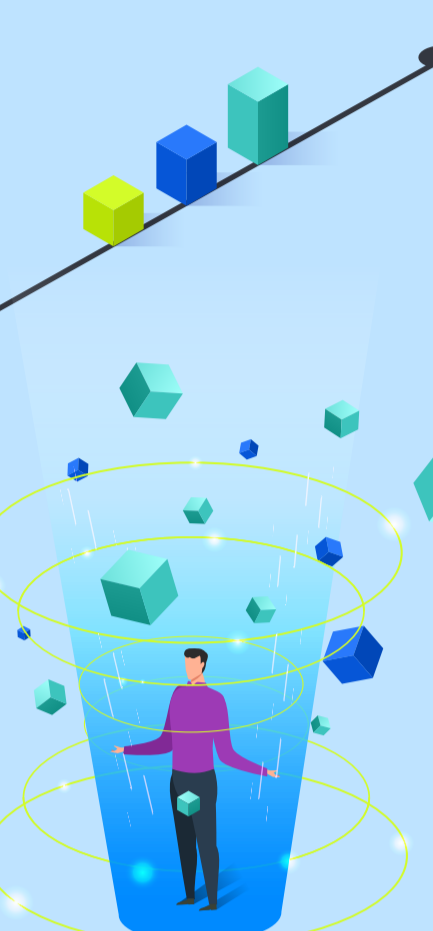


THE NEXT DIGITAL FRONTIER: LIVE DATA, OPERATING MODEL, AND CULTURE

A firm that is organized around offerings, built on a foundation of live data, and takes considered risks is the next frontier of business excellence.

INFOSYS DIGITAL RADAR 2023 IDENTIFIES RECENT TECH TRENDS:

- 2700 senior executives surveyed
- 7 regions covered
- 12 industries



LIVE DATA, THE FOUNDATION FOR DECISIONS

Companies that use live data practices are more likely to have quicker time to market.

TRANSPARENCY: FOR BETTER DIGITAL EXPERIENCES

- Transparent data reporting is one of the top **3** success factors for improving digital experiences.
- Trustworthy data has a strong positive correlation with post-sales customer engagement and loyalty.



IDENTIFY FRICTION, FUEL EXCELLENCE

Firms that identify digital friction in the customer journey increase their chance of seeing excellent improvement in employee engagement by **35%**.

DATA-DRIVEN DECISIONS TO DRIVE DOWN EMISSIONS

- A culture of data-driven decision making for net zero outcomes is positively correlated with a significant increase in employee retention.
- Spreading net zero commitments throughout the company and a flexible leadership style correlate with about a **50%** increase in a firm being one of the top differentiators in the market on net zero.



BUILD A CULTURE OF RESPONSIBLE RISK-TAKING

- Firms that place more importance on encouraging risk-taking tend to create products faster.
- Risk taking requires leaders to inherently see failure as part of the learning process.

CULTURAL LEVERS ACCELERATE INNOVATION

- There are **5** cultural practices that increase the probability of being in the top tier of time to market up to fivefold when combined.
- There are a total of **10** leadership and cultural practices that correlate with faster time to market.



ORGANIZATIONS BUILT AROUND THEIR OFFERINGS

- Firms organized around products and value streams are about **50%** more likely to be among the best at creating products faster.
- Focusing on an outcome-based business model is positively correlated with higher employee retention.
- Subscription-based business models are positively correlated with creating products faster and improving post-sales customer engagement and loyalty.

TO GET THERE, FIRMS WILL NEED TO DO FOUR THINGS WELL:

- Prioritize culture.
- Reduce digital friction.
- Build tomorrow's skills today.
- Make small changes, continuously.

Successful companies don't just adopt new technology, they continuously adapt their business around it.

[Explore the Infosys Digital Radar 2023](#)