PURPOSE POINTS THE WAY FOR DIGITAL TRANSFORMATION

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Infosys Digital Radar 2022 sheds light on how to adapt for the new era ahead.

ACROSS 8 COUNTRIES

FROM 12 INDUSTRIES

OF 1,300 COMPANIES

SURVEYED 2,700 LEADERS

WATCHERS ARE GONE. BUSINESS GOES DIGITAL.

70% of organizations surveyed were explorers and **30%** were visionaries.

THE DIGITAL FLOOR REPLACES THE DIGITAL CEILING

Technology adoption barriers fell. More than **90%** indicated they had at least started to adopt the tech initiatives surveyed.

DATA CENTER

BEYOND EFFICIENCY, EXPERIENCE GUIDES

Efficiency as a transformation goal plummeted from **68%** in 2020 to **10%** in 2021. Experience took its place.

INNOVATION PRIORITIZED AS A TRANSFORMATION GOAL

43% of respondents focused on "innovation," "increasing customer engagement" and "developing a data-driven culture".

TECH WITH A PURPOSE DELIVERS BETTER RESULTS

Digital alone is not living up to its promise. High levels of tech adoption need to be combined with a strong ESG strategy that focuses on:

Human-centric outcomes
Long-term resilience
Carbon-neutrality goals

ESG PROVIDES DIRECTION, CLARITY AND PROFITS

When companies had high levels of tech adoption and strong ESG commitment, more than **80%** of the time, they also used technology more effectively.

IMPROVED TRANSFORMATION EFFECTIVENESS, INCREASED PROFITS

Increasing effectiveness can add **$357 billion** in profits globally. The vast majority of the profit potential (**$287 billion**) can be realized by improving from **86** to **100** on the technology effectiveness scale identified in the Digital Radar.

UNIFYING ESG WITH DIGITAL TRANSFORMATION

The report reveals four approaches to amplify purpose and increase transformation effectiveness:

1. INTEGRATE EXPERIENCE INTO THE OPERATING MODEL

40% of businesses wanted tech to address experience goals more than efficiency.

2. ELEVATE THE HUMAN ELEMENT ACROSS THE LIFE CYCLE

Agile practices enhance human experiences. Companies that implemented Agile in **60%** of their teams and started their Agile journey less than two years ago were **10%** more likely to grow faster than peers.

3. BUILD DIVERSE, DEDICATED TEAMS SO THAT TECH SOLUTIONS MEET THE NEEDS OF ALL

Organizations with high diversity scored **77.1%** on the technology effectiveness scale, while ones with average and low diversity scored **72.3%** and **67.4%**, respectively.

4. MEASURE INITIATIVES USING ESG TARGETS

Science-based targets can be used to formally measure environmental attributes like emissions or in areas such as ethical governance. Technologies like blockchain, cloud computing, and internet of things (IoT) can help companies set and achieve their climate goals.