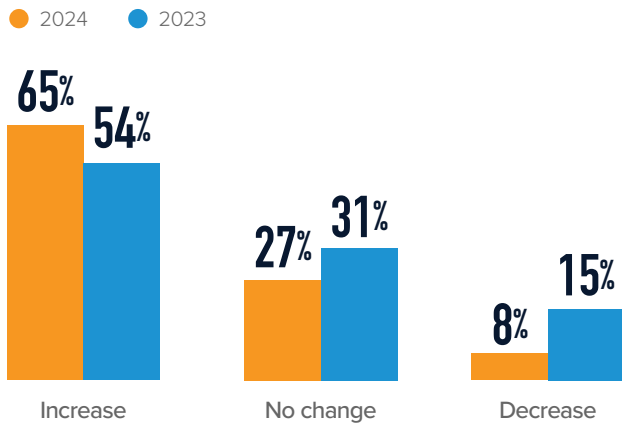


In gearing up for 2024, technology and business leaders are urged to strategically allocate resources for optimal ROI and to position their companies for future growth. With our 2024 State of Digital Transformation report, let's dive into some of the highlights.

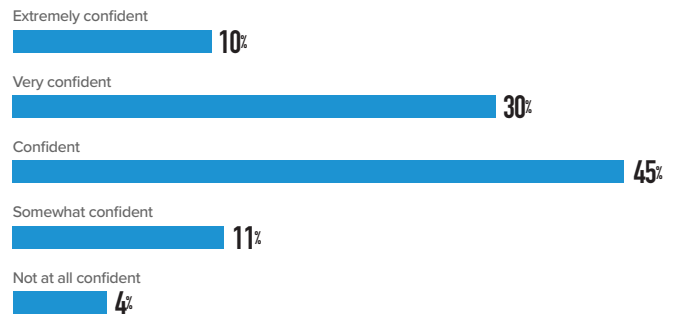
Investments in Digital Business Transformation Are Expected To Rise in 2024, With Digital Leaders Outspending Their Lagging Counterparts

TECHNOLOGY SPEND PROJECTIONS



DX Laggards Express Half the Confidence of DX Leaders in Meeting Expected Returns on Digital Transformation Investments

CONFIDENCE THAT DX INVESTMENTS WILL MEET THE EXPECTED ROI



The Alignment Between Digital Transformation Plans and Business Strategy Is Crucial

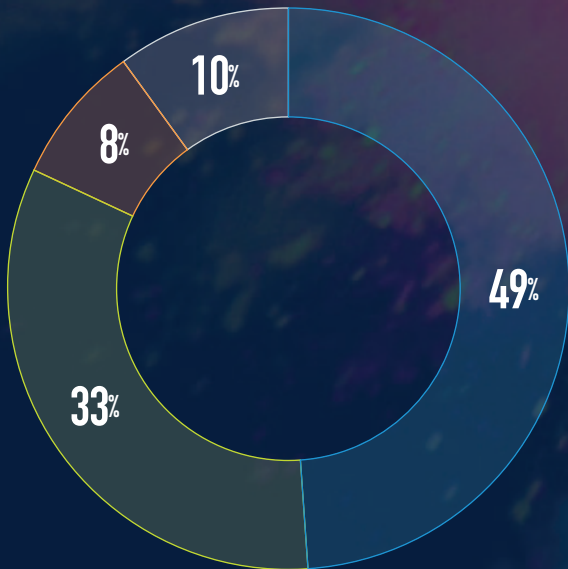
TOP DX GOALS	RANK
Improve customer experience and engagement.	1
Replace or upgrade legacy IT systems.	2
Reduce operational inefficiency.	3

TOP CHALLENGES	RANK
Complexity of current environment / siloed mindset and behaviors	1
Gaps in technical talent	2
High or unforeseen costs associated with digital transformation	3

New Technologies in Digital Transformation Require Innovative Collaboration Processes and Talent Acquisition To Avoid Exposing Vulnerabilities

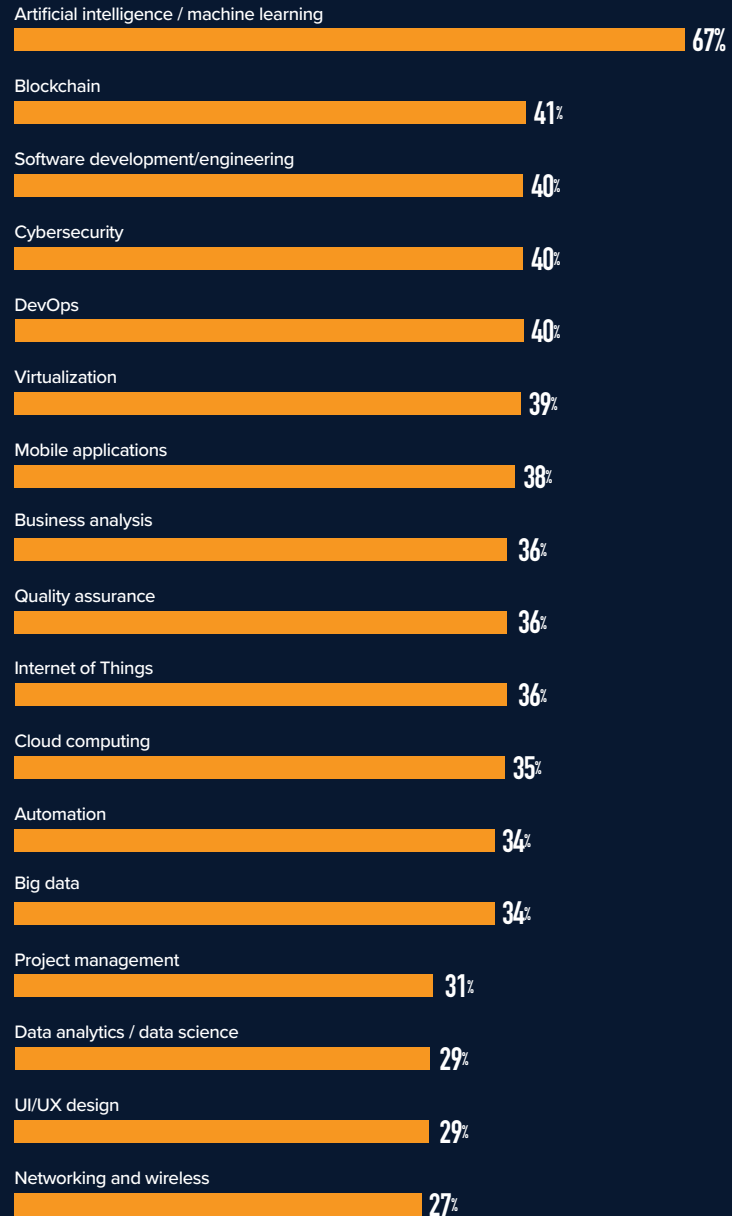
TALENT REIMAGINED

- We don't need to change the types of talent we currently have in the organization.
- We need to completely revise the nature of our talent base in the organization.
- We need some new types of talent in a few places in the organization.
- We need many new types of talent in volume across the organization.



New Talent Brings Fresh Skills to the Table

BIGGEST SKILLS GAP



Digital Business Transformation Isn't Just About Technology; It's Also About People, Processes and a Mindset Shift Toward Innovation and Adaptation



CONSTRUCT A CLEAR VISION AND STRATEGY

Define a clear vision for the transformation and align it with your overall business strategy.



ENGAGE SENIOR LEADERSHIP

Ensure top-level support and engagement throughout the process to drive change effectively.



TAKE A DATA-CENTRIC APPROACH

Leverage data intelligently; it's the backbone of digital transformation.



EMBODY AGILITY AND FLEXIBILITY

Embrace an agile mindset to adapt to changing technologies and market conditions swiftly.



FOCUS ON CUSTOMER-CENTRICITY

Keep the customer experience at the forefront of all digital initiatives.



BUILD ROBUST SECURITY MEASURES

Prioritize cybersecurity to safeguard data and infrastructure.

ABOUT THE RESEARCH

TEKsystems conducted an online survey from November to December 2022 with 855 technology and business decision-makers. Respondents included members of the C-suite, company executives, vice presidents, directors and managers who have final decision-making authority and/or influence on their organization's digital transformation efforts. The sample includes a balance of decision-makers in enterprise IT and line-of-business functions in the United States, Australia, Canada, China, India, Singapore, Belgium, France, Germany, Ireland, Netherlands and the United Kingdom across a broad spectrum of industries.

Digital transformation refers to the process of using technology to create new business processes, culture and customer experiences to meet changing business and market requirements.

We analyzed digital leaders versus digital laggards to uncover opportunities and achievement gaps, so your company can navigate your own digital evolution. In this report, digital leaders are defined as companies with a mature digital transformation strategy where digital processes and mindsets are ingrained in the DNA of the organization. Digital laggards are defined as companies with tentative plans and limited digital transformation initiatives and investments in place.

ABOUT TEKSYSTEMS AND TEKSYSTEMS GLOBAL SERVICES

We're TEKsystems. We accelerate business transformation for our customers. We bring real-world expertise to solve complex technology, business and talent challenges—across the globe. We're a team of 80,000 strong, working with over 6,000 customers, including 80% of the Fortune 500 across North America, Europe and Asia, who partner with us for our scale, full-stack capabilities and speed. We're strategic thinkers, hands-on collaborators, helping customers capitalize on change. We're building tomorrow by delivering business outcomes and driving positive impacts in our global communities. TEKsystems is an Allegis Group company.