

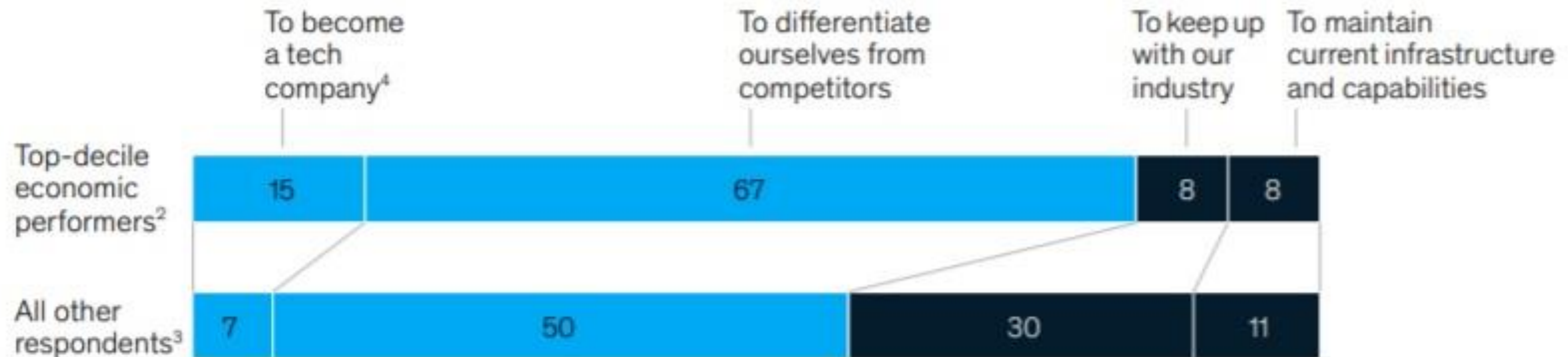
The new digital edge: Rethinking strategy for the postpandemic era

Our latest survey confirms that the future will belong to companies that put technology at the center of their outlook, capabilities, and leadership mandate.



Looking ahead, top economic performers are planning to double down on tech as a differentiator.

Level of ambition for organizations' planned investments in digital and technology, % of respondents¹



¹ Respondents who answered "don't know/not applicable" are not shown.

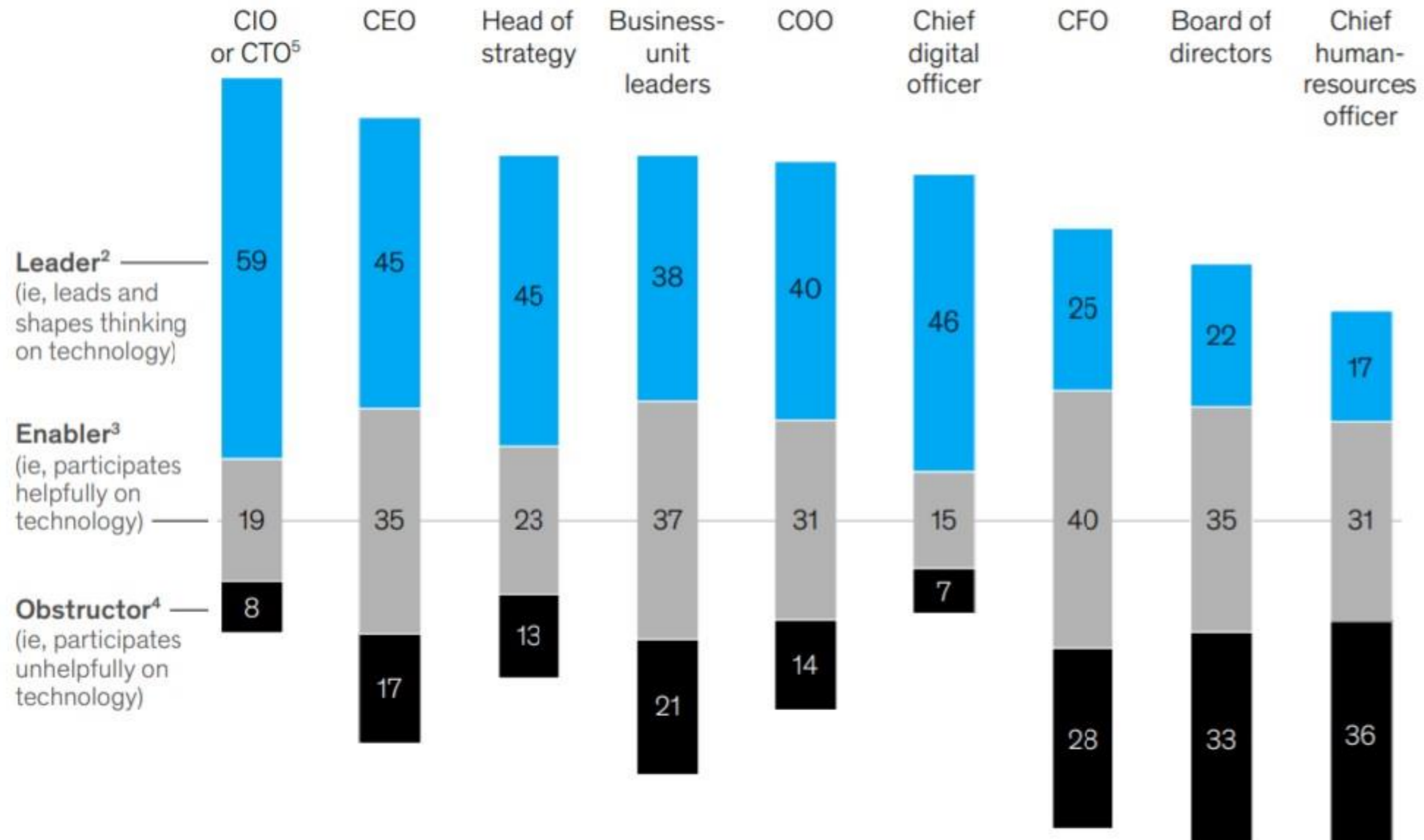
² n = 118.

³ n = 1,022.

⁴ That is, the organization's core value proposition is based on the technology and data it produces.

Across the leadership team, the call to become more tech savvy is urgent—even for roles that have typically engaged very little with technology.

Level of engagement by role, % of respondents¹



70 %

Consider IT solutions
to be essential for their
industries

82 %

Expect digital
technologies to
stimulate growth

25 %

See themselves
as future industry
disruptors.



94%

of executives believe artificial intelligence is important to solving
strategic challenges.



390 %

In the next few years, AI market revenue
will increase by 390%.

HOW
companies
across
industries in
CEE approach
the digital
transformation?



58%

have stated that their main Digital Transformation focus is enabling new business models and engaging customers with innovative technology.



60%

of organizations have a clear digital transformation strategy in place.



82%

see digital transformation as an opportunity for growth.



61%

say they expect disruption in their industry due to digital transformation.

WHAT
companies
across
industries in
CEE consider
most important
in their digital
transformation
?

Business Benefits



Source: UiPath

KEY ISSUES & CHALLENGES

OF THE DIGITAL TRANSFORMATION

BUSINESS PROCESSES

1

Process identification

Optimization opportunities

Prioritization

Exception handling

ADOPTION

2

Awareness & Communication

Employees and departments
management *ENGAGEMENT*

Key roles and responsibilities

IT KNOWLEDGE & INVOLVEMENT

3

In-house capabilities

Technology selection

Design, development, testing

Partner selection