

IT Summit 2023

Practical Digital Transformation

Practical Digital Transformation



Dave Wallen

Director, Product Marketing,
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**“70% of digital transformations
fall short of their objective,
often with profound consequences.”**

– Boston Consulting Group 2022

BCG

**“The most under-appreciated reason
that digital transformations fail,
is by going too big, too fast.”**

– Didier Bonnet 2021

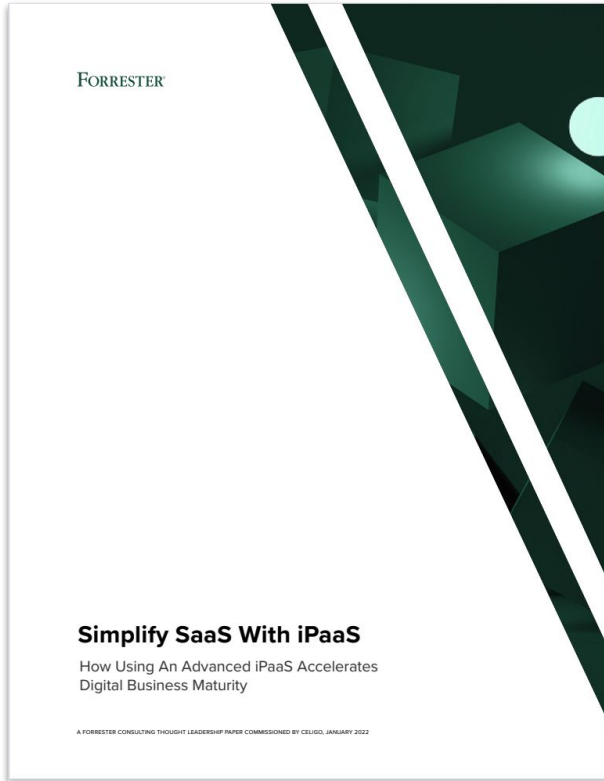
HBR

“Some CIOs are redefining digital transformation, while others abandon the term. What comes next will feature smaller projects, higher levels of automation and a dose of pragmatism.”

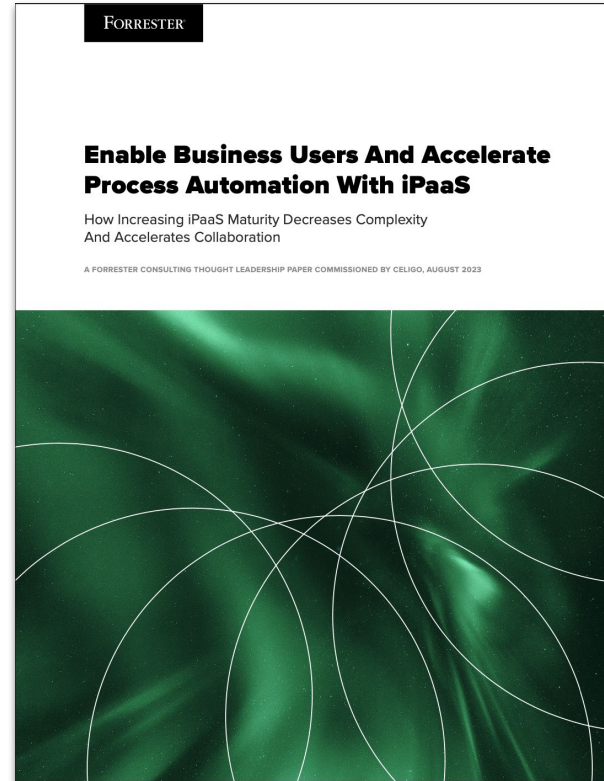
– John Moore 2023



2020



2023



Digital transformation investment



**Covid spend
on digital
transformation
is sustaining**

Increased investment during
COVID period

67%

Increased investment
post-COVID

65%

Planned increases in 2023

85%

Digital Maturity



Percentage
change in
organizations'
assessment of
their digital
maturity
2021 to 2023.

Immature

-25%

Transitioning

-17%

Mature

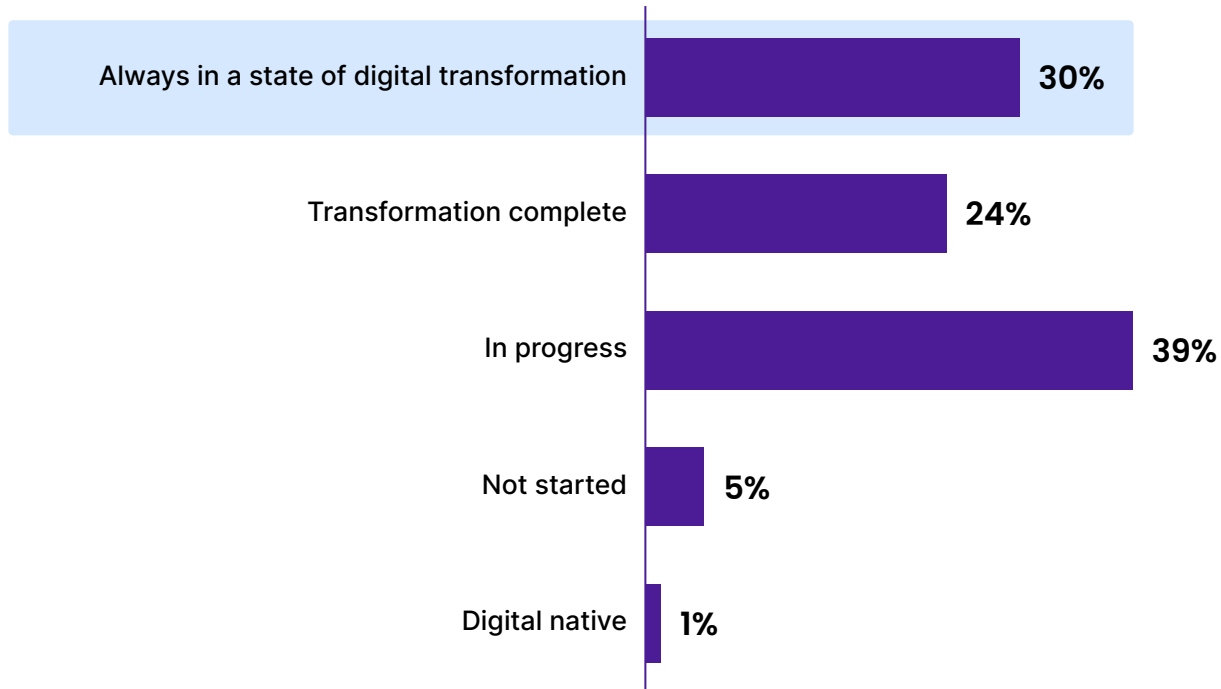
+22%

“In a constant state
of transformation”

+15%

Digital Maturity

Q1-Where is your organization on its journey to digital transformation?



Practical Digital Transformation



1

**Smaller
Initiatives**



2

**Automation as
transformation**



3

**Enterprise-wide
agility**



4

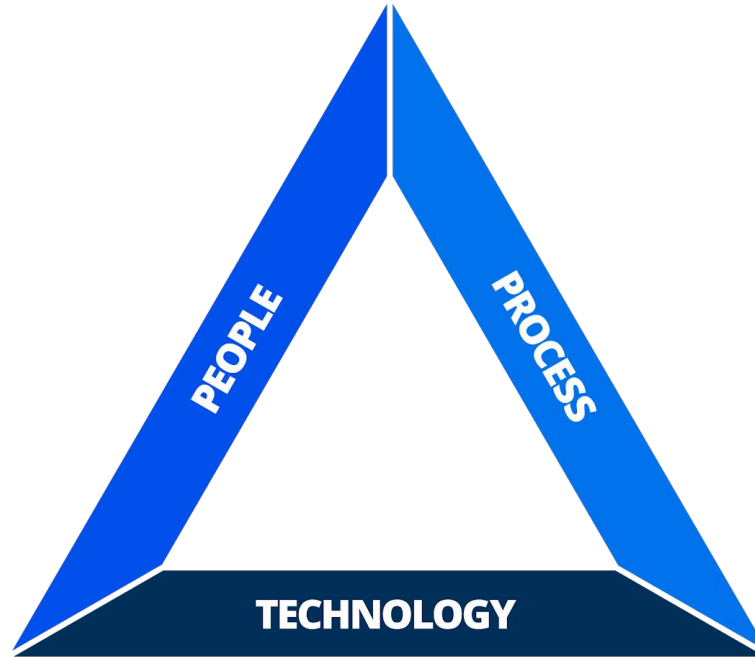
**Pragmatic
integration**

“The key is to start with modernization efforts that don’t transform the business—much less create a new one—but which create the capacity to succeed in more ambitious efforts later on.”

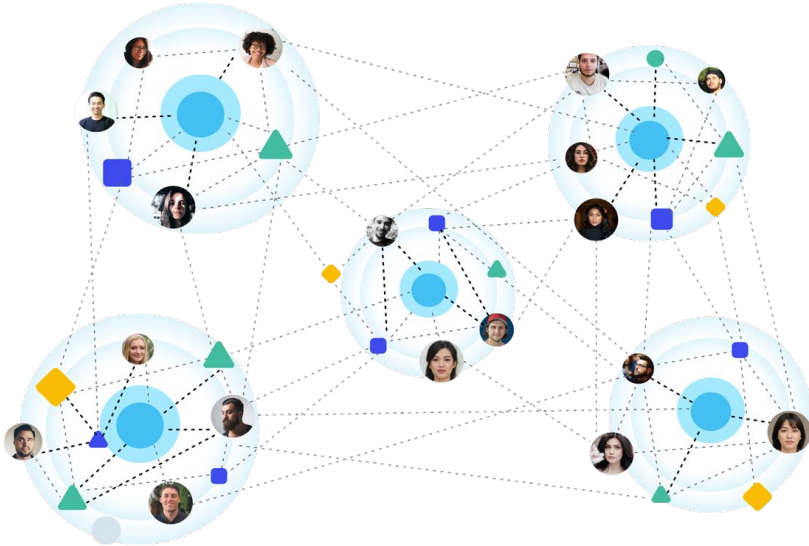
–Didier Bonnet 2021

HBR

Modernization

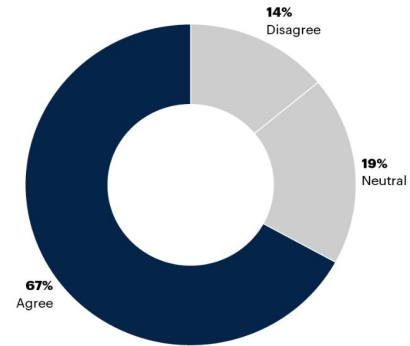


People Modernization



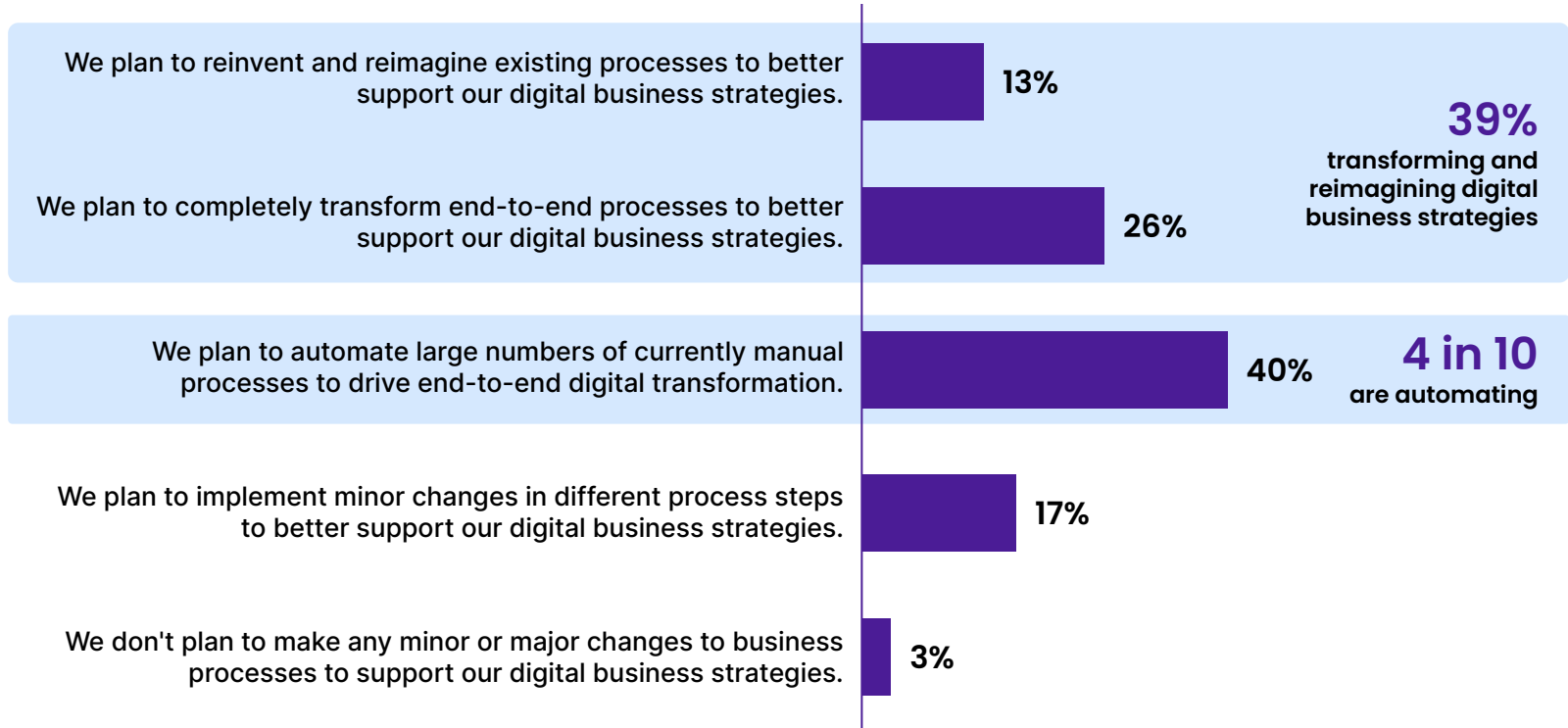
Midsize CIOs See Business Technologists Providing Capacity for Digital Initiatives

Percent of CIOs Who Perceive Business Technologists as Providing Necessary Capacity for Digital Initiatives



n = 85
Source: 2021 Gartner CIO Talent Planning Survey
749329_C

Process Modernization



Technology Modernization

Growth in
SaaS Usage
2020 - 2023

+55%

Technology Modernization

**Average SaaS applications
that are integration
2023 (Salesforce)**

29%

Technology Modernization

Percentage
change in
organizations'
adoption of
iPaaS
2021 - 2023

No plans for adoption

-44%

Planning to adopt

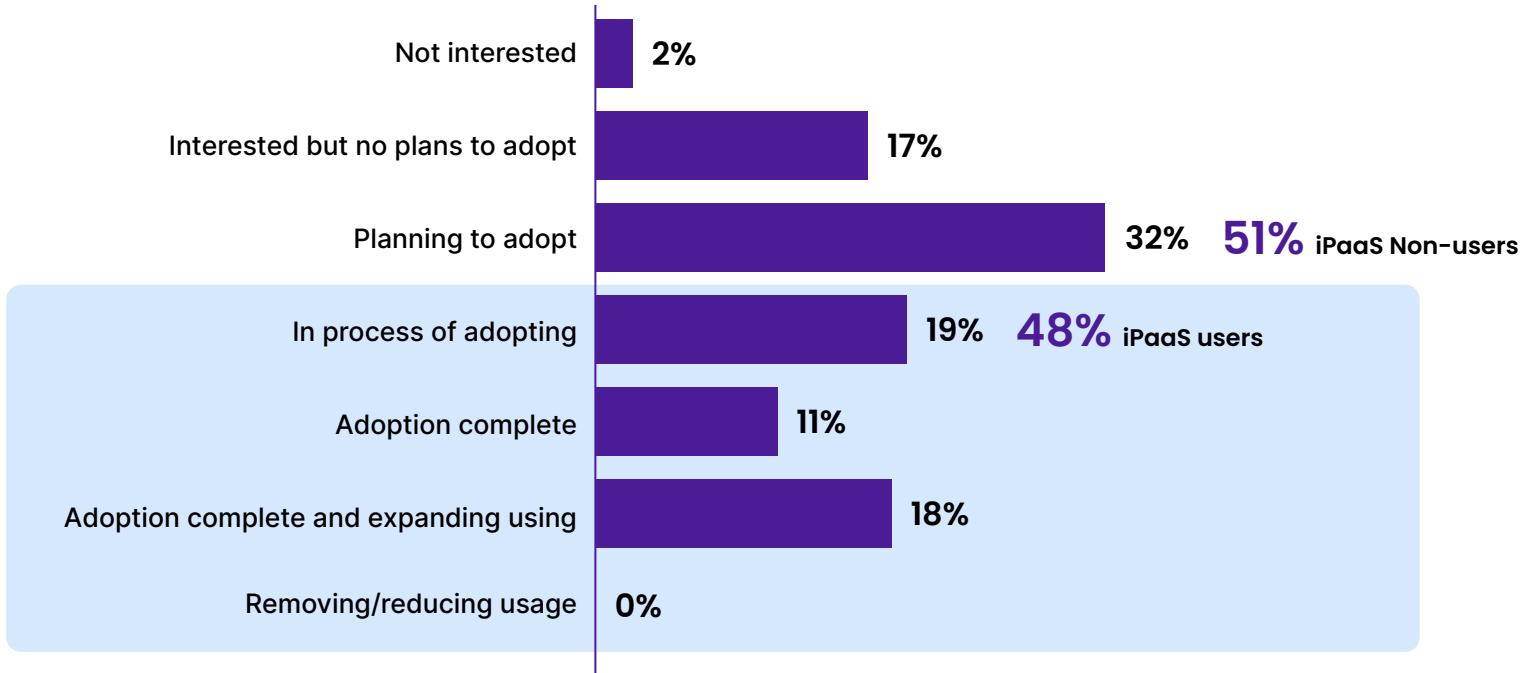
-6%

Current iPaaS users

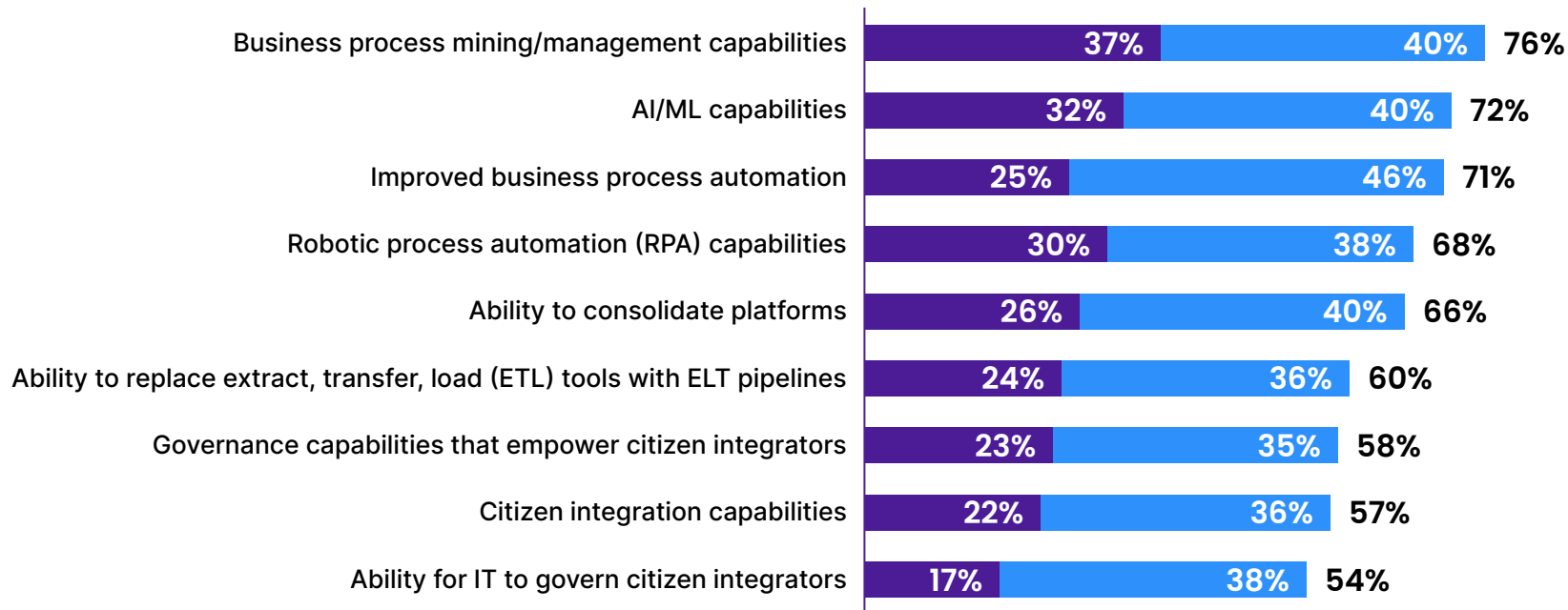
+118%

Technology Modernization

Q4-What is your organization's adoption status of integration platforms as a service (iPaaS)?



Technology Modernization



- Critically important
- Very important
- Critically/very important

Practical Digital Transformation



1

**Smaller
Initiatives**



2

**Automation as
transformation**



3

**Enterprise-wide
agility**



4

**Pragmatic
integration**

Becoming Practical

celigo



Mobilizing for Innovation

A Blueprint for Rapid Automation Across the Enterprise

eBook

Thank you!

