



Mind the Tech Gap

NOVEMBER 2022

Executive Summary

We surveyed more than 2,600 executives, nearly all of them key decision makers, in 13 countries to better understand digital transformation.

Through transformation, companies hope to develop new business models and achieve greater sustainability. About 60% plan to increase investments in 2023 in digital transformation.

To date, however, companies have struggled to deliver bottom-line results. They are aiming too low. The focus of most digital transformation is on internal processes and operations rather than breakthrough performance.

Five key challenges emerged in establishing and executing digital transformation:

- 01** Making the right choices among disruptive technologies
- 02** Reaching scale fast with new digital solutions
- 03** Recruiting talent
- 04** Prioritizing investment and development
- 05** Managing the cost and uncertainty of return on investment

Companies have big aspirations

The top two areas for future investments in digital transformation:

01

Business model transformation

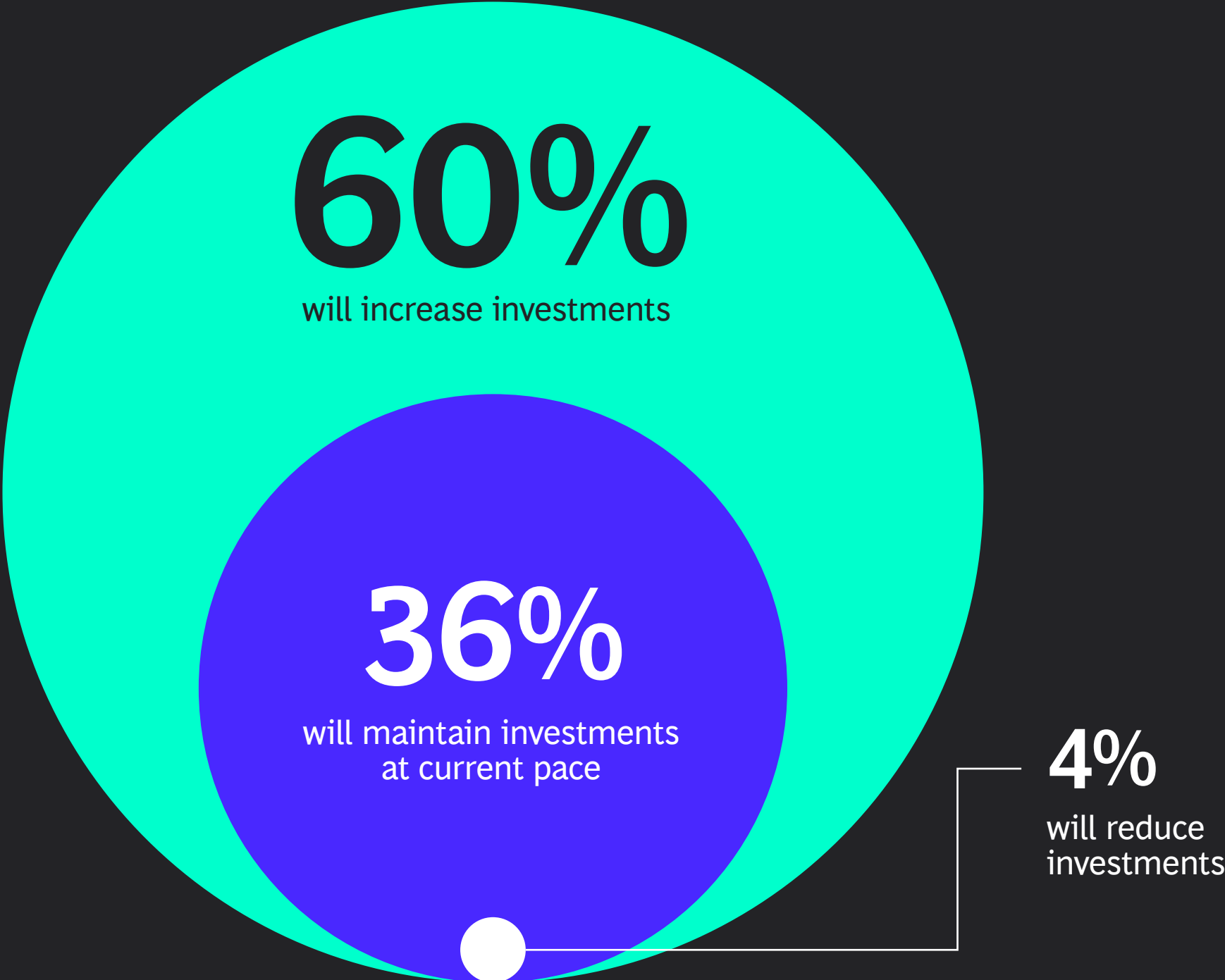
02

Sustainability

94%

of companies want to achieve substantial and rapid impact

They also plan to increase their investments in digital transformation in 2023 vs. 2022



Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.

The top five challenges in digital transformations

01

Making the right choices among disruptive technologies

93%

of companies are struggling to navigate the rapidly growing landscape of disruptive new technologies

02

Reaching scale fast with new digital solutions

03

Recruiting talent

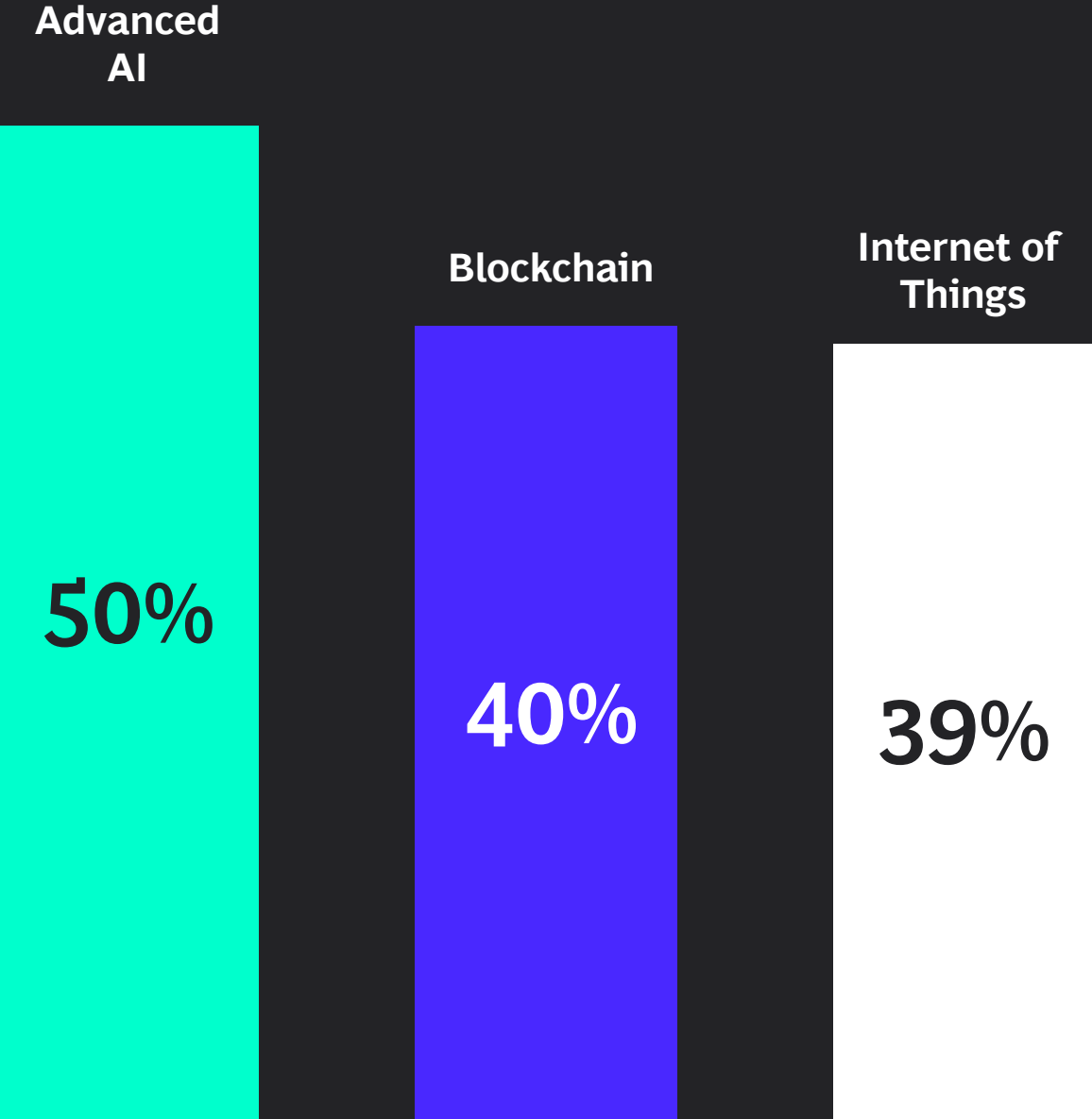
04

Prioritizing investment and development

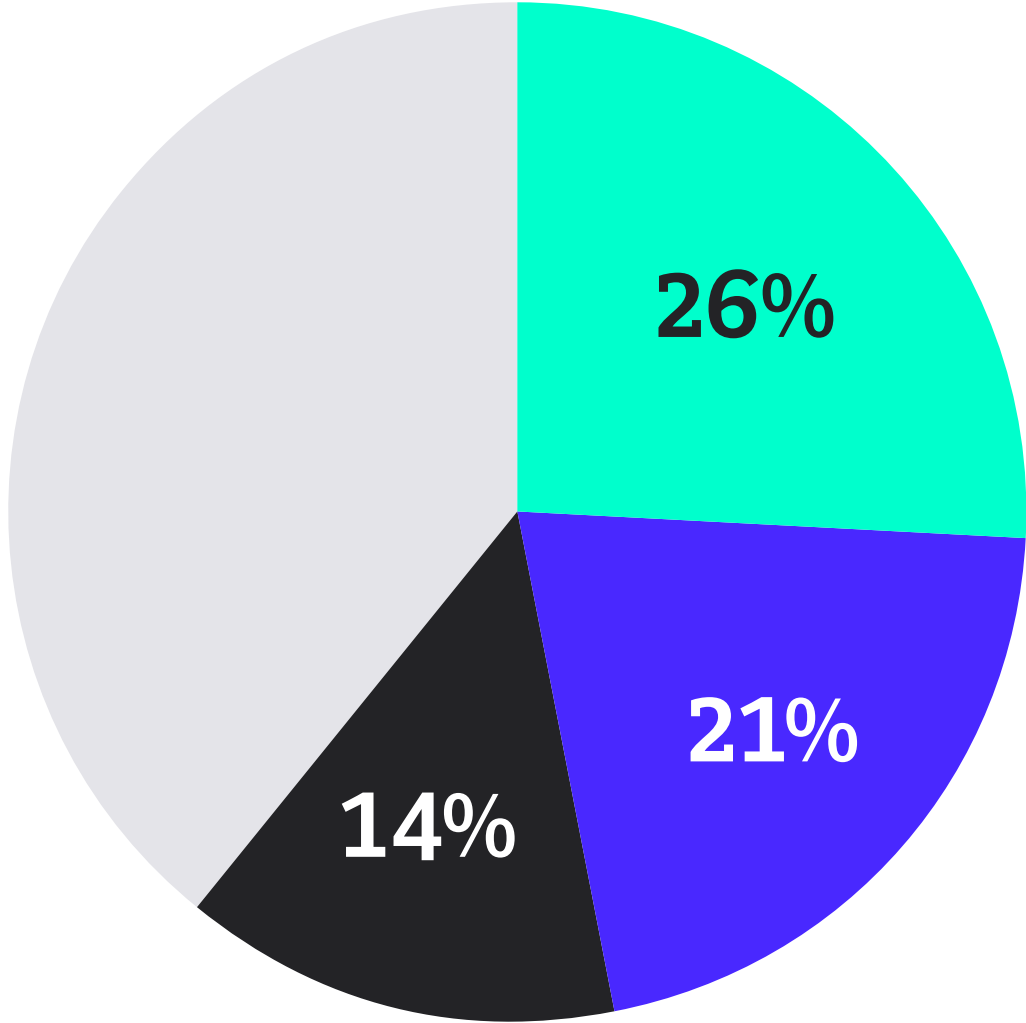
05

Managing the cost and uncertainty of return on investment

The top three transformative business technologies



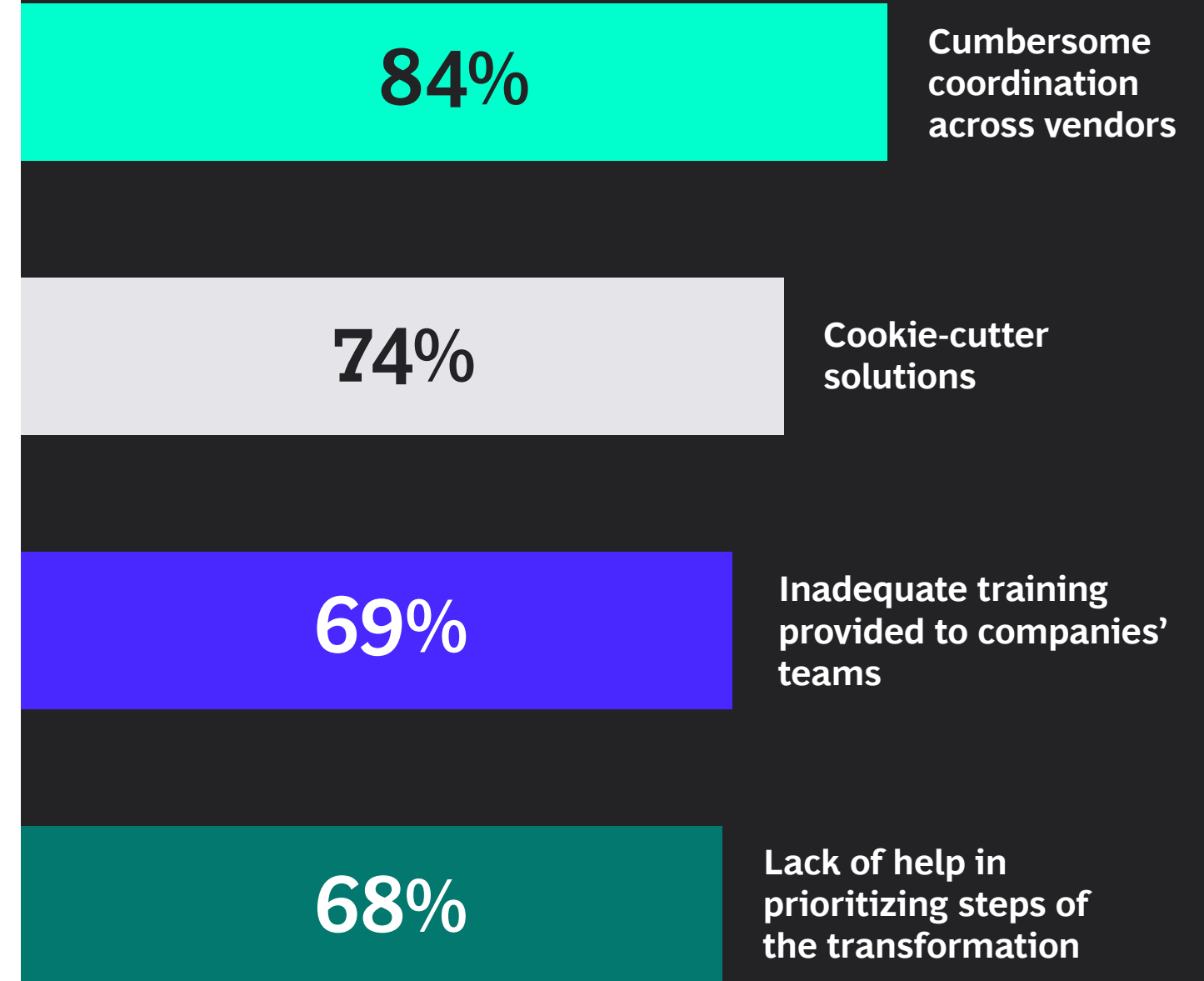
The three hardest tech roles to fill



Experts in advanced tech Software engineers Data scientists

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.

The top four complaints about digital partners and vendors

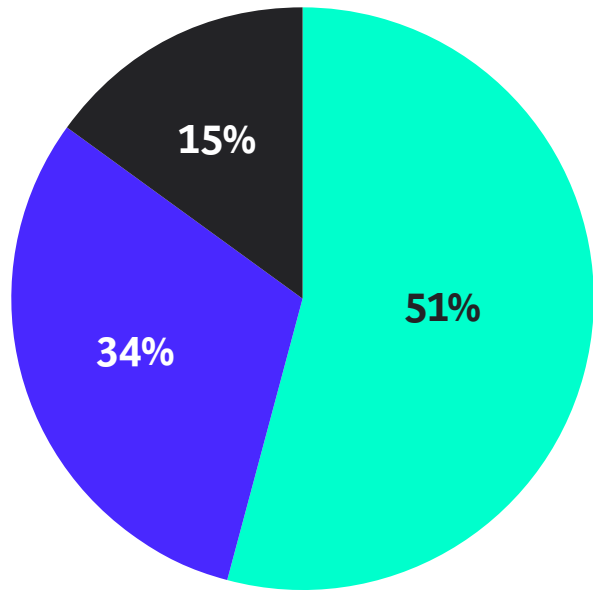


Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.

2,677

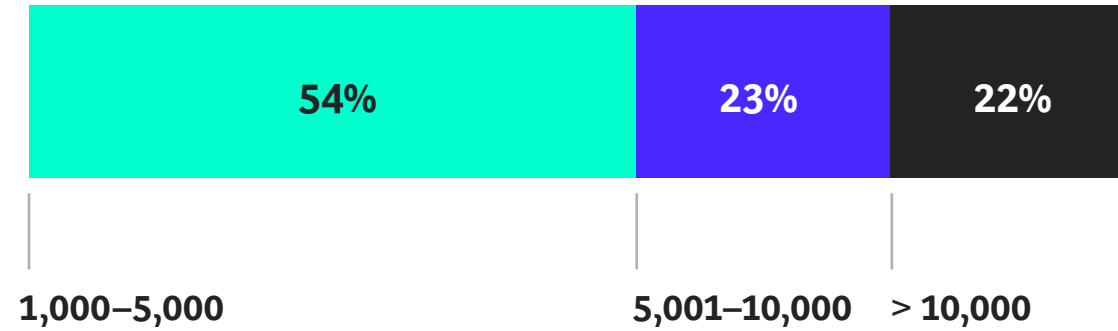
Respondents

Role in decision making in digital transformation



- Sole decision maker
- One of several decision makers
- Other contributor

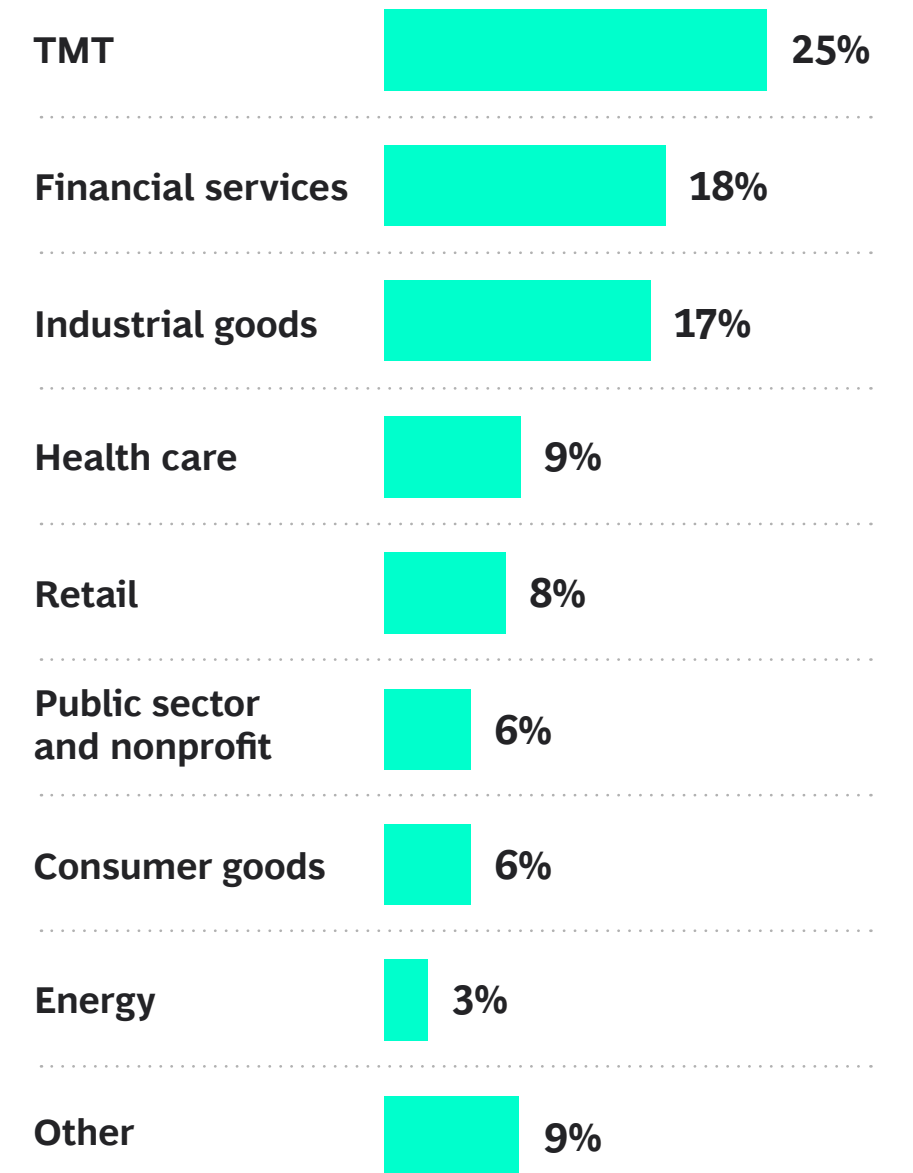
Number of employees at the company



Companies that responded, by country



Represented industries



Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.

Note: Financial services includes insurance companies; TMT = technology, media, and telecommunications.