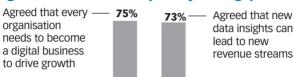
Are Singapore's businesses ready for digital disruption?

The 4th Industrial Revolution is upon us, disrupting how we work, live and play. Organisations need to embrace digital transformation to remain relevant in the new economy.

The Microsoft Asia Digital Transformation Study involving 118 business leaders in Singapore tells us more.



Digital transformation a priority in Singapore





Singapore's organisations are in different stages of digital transformation





How are digital transformation pillars prioritised in Singapore?

- 1 Engage customers
- 3 Empower employees
- 2 Optimise operations
- Transform products & enable new business models



Current barriers to digital transformation

- Cyber threats and security concerns and lack of digitally-skilled workforce
- 2 Lack of supporting government policies and ICT infrastructure
- 3 Lack of leadership from board of directors and executives & lack of data strategy that is strategic to organisational goals



Who should drive digital transformation?

1 Chief digital officer 2 CIO 3 CEO



Most relevant emerging technologies

- Internet of things
- Artificial intelligence
- Wearable technologies
- Quantum computing & virtual, augmented mixed reality