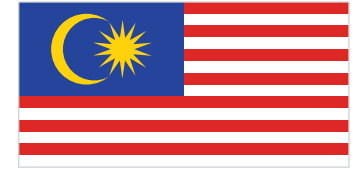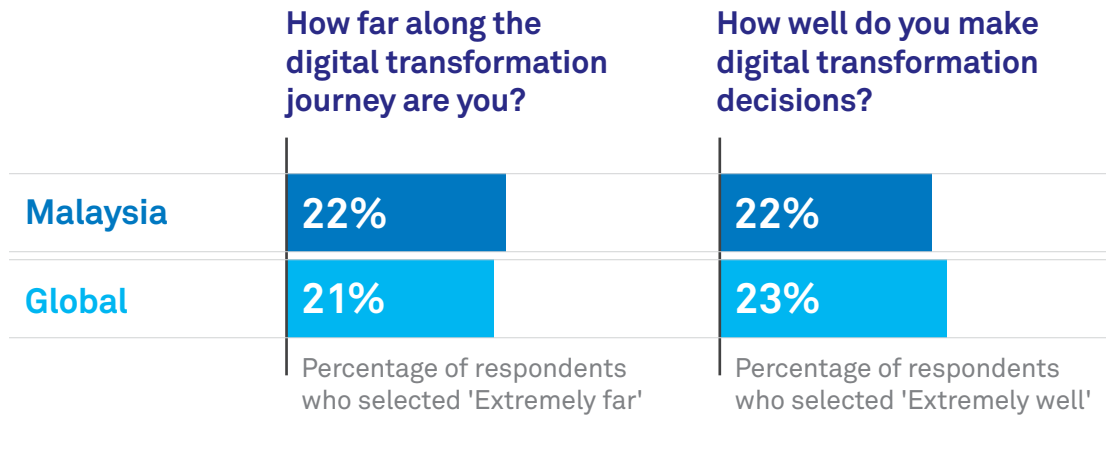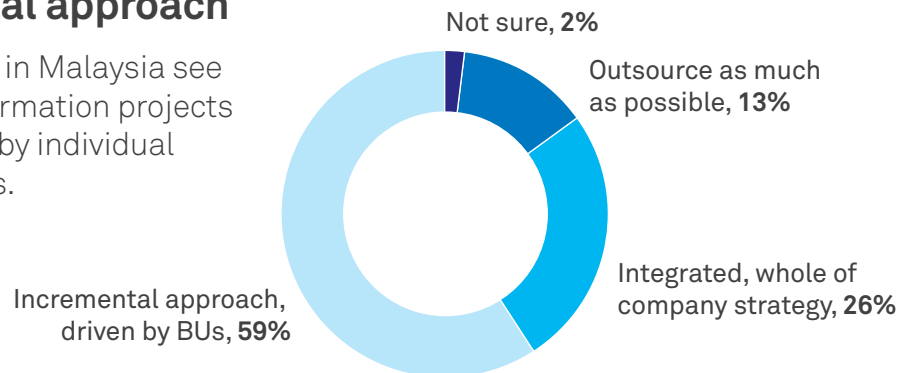# Digital Transformation Decision-Making in Malaysia

How does decision-making shape digital transformation outcomes in Malaysia?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Malaysia.

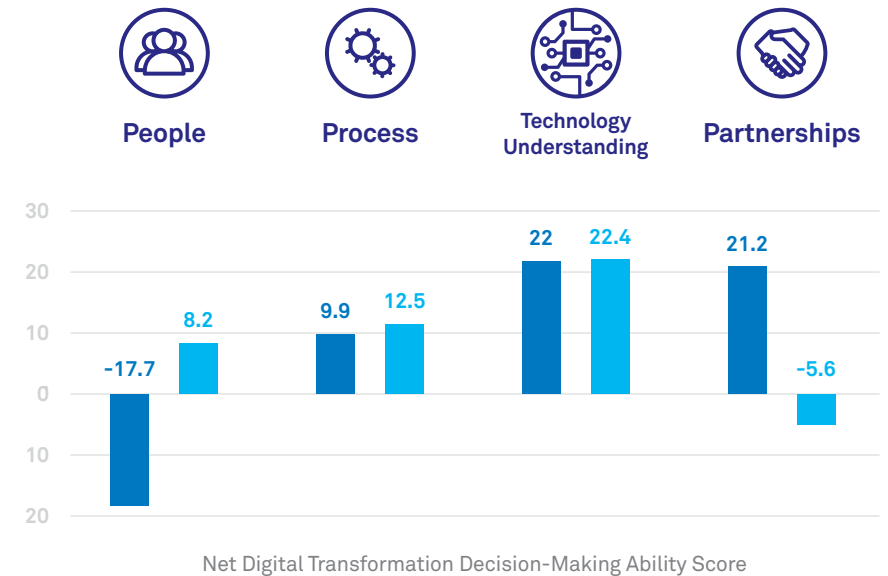## Digital transformation decisions in Malaysia

	How far along the digital transformation journey are you?	How well do you make digital transformation decisions?
Malaysia	22%	22%
Global	21%	23%
	Percentage of respondents who selected 'Extremely far'	Percentage of respondents who selected 'Extremely well'

Incremental approach

Organisations in Malaysia see digital transformation projects driven mainly by individual business units.

Not sure, **2%**

Outsource as much as possible, **13%**

Integrated, whole of company strategy, **26%**

Incremental approach, driven by BUs, **59%**

Driven most by understanding of technology

Organisations in Malaysia rate their understanding of technology over other factors when evaluating their decision-making ability and performance.

People   Process   Technology Understanding   Partnerships

Net Digital Transformation Decision-Making Ability Score

	People	Process	Technology Understanding	Partnerships
Digital Transformation Process	-17.7	9.9	22	21.2
Business Performance	8.2	12.5	22.4	-5.6

■ **Digital Transformation Process**
■ **Business Performance**

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Performance gap in digital priorities

Organisations in Malaysia are struggling to show performance against top digital transformation priorities.

Top three digital transformation priorities

#1
Protect our digital assets from cyber threats

Rank in performance
16th out of 17

#2
Optimise our technology to be more competitive

Rank in performance
17th out of 17

#3
Optimise our technology to move faster and adapt to change

Rank in performance
5th out of 17

Top partner attributes

Organisations in Malaysia seek digital transformation partners who provide deep understanding of their business, and can translate that understanding into IT strategy.

Most important digital partner attributes

Deep knowledge of our business and how IT can help

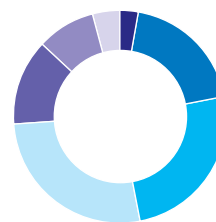**Ability to understand my company's technical requirements**

Ability to help determine which IT model best fits my company
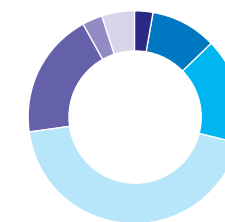
IT spend (USD)

More than seven in ten organisations in Malaysia say they will increase their IT spend in the next three years. A quarter spent more than than $500,000 in the previous year.

Previous year IT spend

Less than $1,000	3%
$1,000 to $9,999	19%
$10k to $99k	25%
$100k to $499k	27%
$500k to $999k	13%
$1m to $4.9m	9%
More than $5m	4%

Expected change in IT spend for next three years

More than -10%	3%
-1% to -10%	10%
No change	16%
+1% to +10%	44%
+11% to +20%	19%
+21% to +30%	3%
More than +30%	5%

For more insights, visit **telstraglobal.com/disruptive-decision** to download the Disruptive Decision-Making white paper.

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