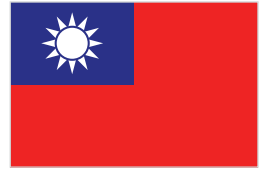
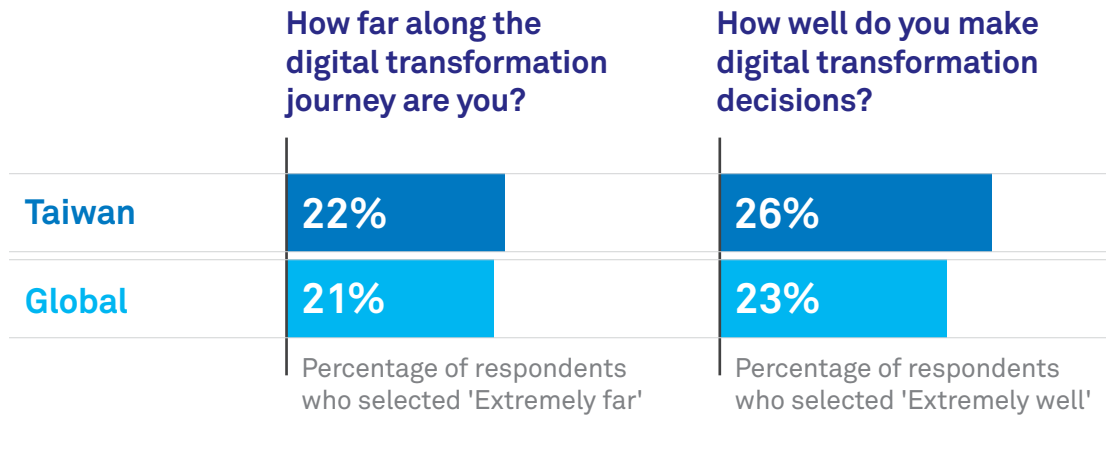


Digital Transformation Decision-Making in Taiwan



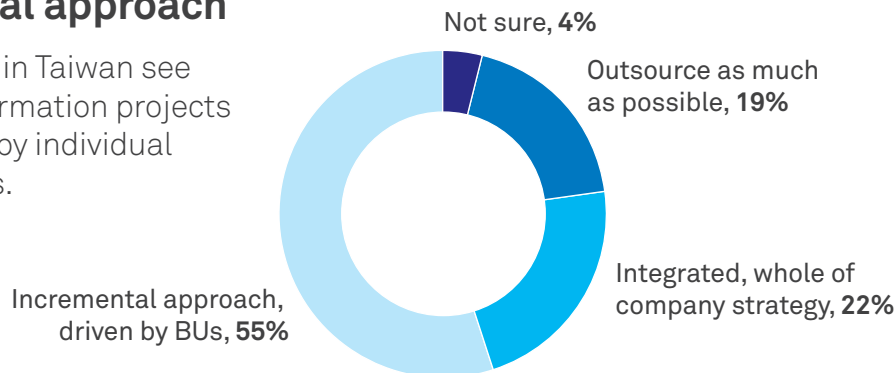
How does decision-making shape digital transformation outcomes in Taiwan?
To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including Taiwan.

Digital transformation decisions in Taiwan



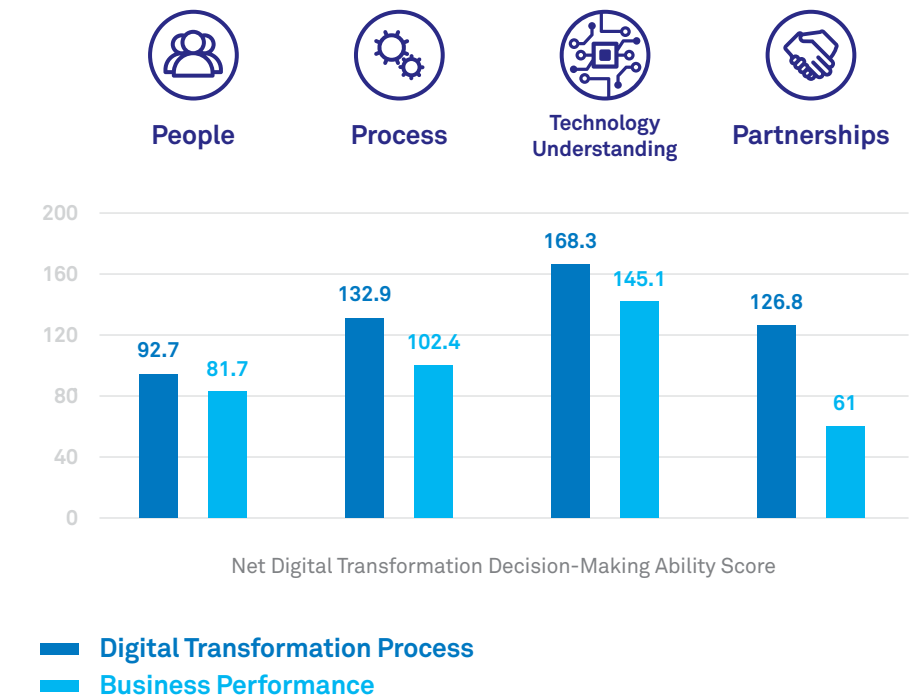
Incremental approach

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



Driven most by understanding of technology

Organisations in Taiwan pick their understanding of technology over other factors when evaluating their decision-making process and business performance.



Performance gap in digital priorities

Organisations in Taiwan struggle to meet their security digital transformation priorities in particular.

Top three digital transformation priorities



#1

Take advantage of opportunities in new global markets

Rank in performance
12th out of 17



#2

Optimise our security investments to reduce time and resource management

Rank in performance
15th out of 17



#3

Accelerate time to market to remain relevant to customers

Rank in performance
4th out of 17

Top partner attributes

Organisations in Taiwan seek digital transformation partners who understand their technical requirements and business challenges.

Most important digital partner attributes



Ability to help determine which IT model best fits my company



Ability to understand my company's technical requirements



Deep knowledge of our business challenges and how IT can help

IT spend (USD)

Three quarters of organisations in Taiwan say they will increase their IT spend in the next three years. About a quarter spent more than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	4%
\$1,000 to \$9,999	11%
\$10k to \$99k	12%
\$100k to \$499k	43%
\$500k to \$999k	12%
\$1m to \$4.9m	13%
More than \$5m	5%

Expected change in IT spend for next three years



More than -10%	4%
-1% to -10%	6%
No change	15%
+1% to +10%	43%
+11% to +20%	19%
+21% to +30%	8%
More than +30%	5%



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