

# Digital IQ

Can companies in China drive greater value from digital?

## What is Digital IQ?

We define Digital IQ as how well a company understands the value of digital technology and weaves it into the fabric of its organization

**58%** of companies in China rate their Digital IQ as more than 80/100

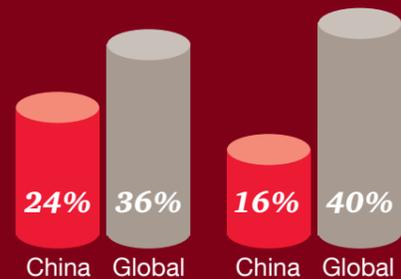
IT = digital



## Perception

Business leaders in China see Digital in terms of IT and technology innovation. Globally, companies have a broader definition.

Q: How does your organization define digital?



Digital refers to all customer-facing technology initiatives

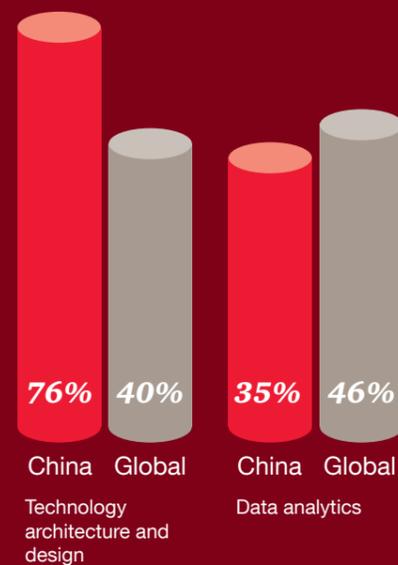
Digital refers to all the investments we're making to integrate technology into all parts of our business



## Skills

Companies in China see technology skills as more important than analytics skills – in contrast with global.

Q: How would you rate the importance of these skills to your business?



## Investment

In China, business leaders are spending the largest proportion of their digital budgets on IT and marketing whereas globally companies are investing in digital capabilities in other areas.

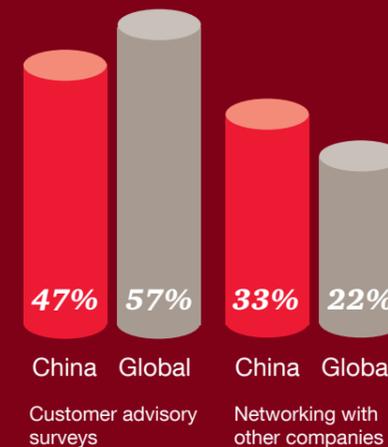
Spend: greater than 10% of digital budget



## Collaboration

Companies in China are relying primarily on their vendors for inspiration on how to apply new technologies. Could they be making more use of customer advisory surveys or opportunities to network with other companies and industries?

Q: How does your organization gather ideas from external sources for applying emerging technology in new ways?



## Innovation

Global companies are 3x more likely than than companies in China to use a dedicated innovation or lab group to explore innovation.

Q: What is the primary way that you explore and act on high priority emerging and disruptive technology innovations in your organization?

