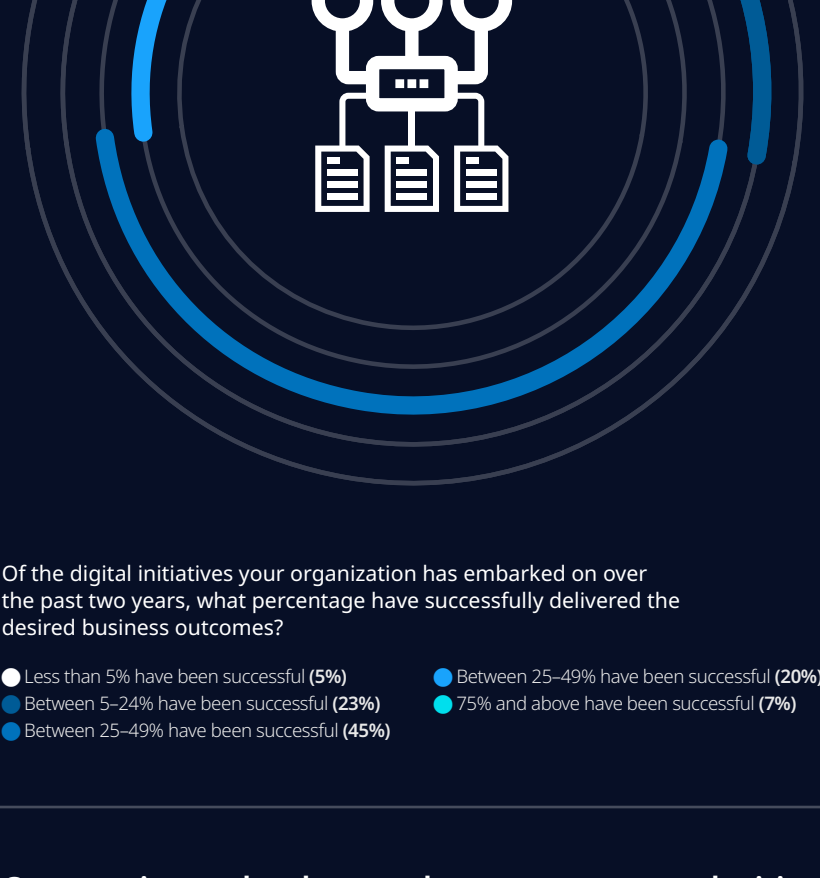


The state of digital initiatives: Insights and opportunities for improvement

A staggering 73% of businesses report that less than half of their digital initiatives have been successful over the past two years.

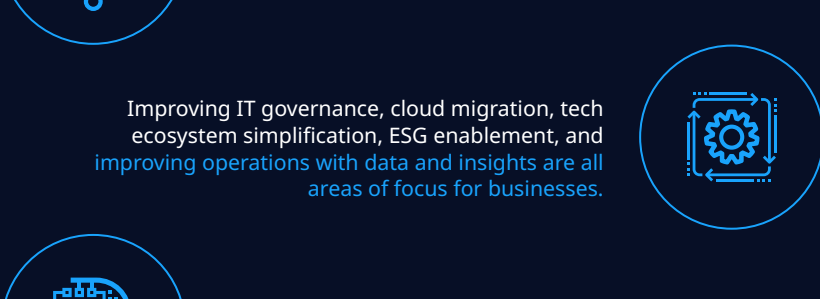


Of the digital initiatives your organization has embarked on over the past two years, what percentage have successfully delivered the desired business outcomes?

- Less than 5% have been successful (5%)
- Between 5-24% have been successful (23%)
- Between 25-49% have been successful (45%)
- 75% and above have been successful (7%)

Overcoming technology and governance complexities will be vital to digital transformation success

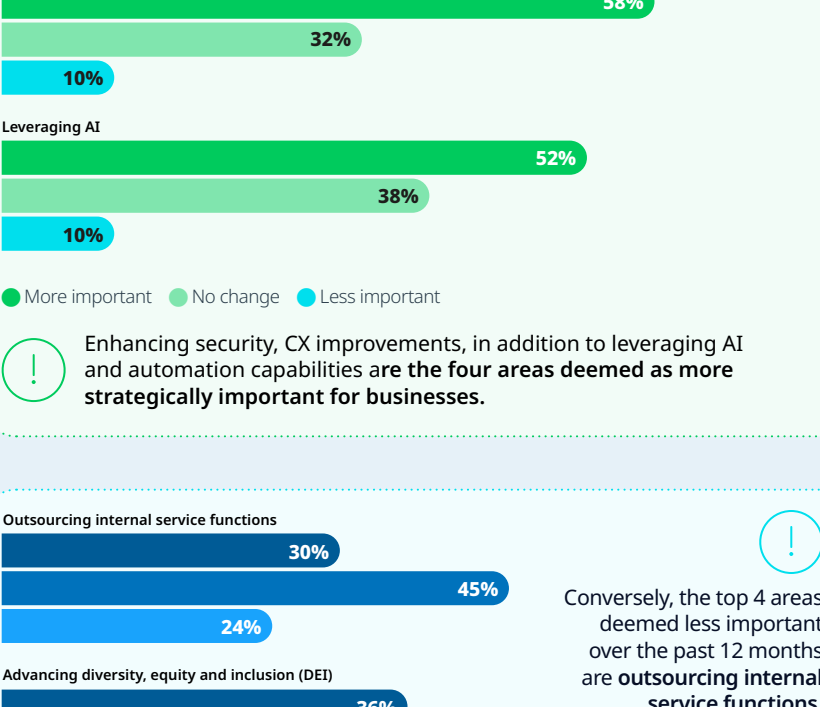
What are the most significant digital challenges your business will face over the next 18 months?



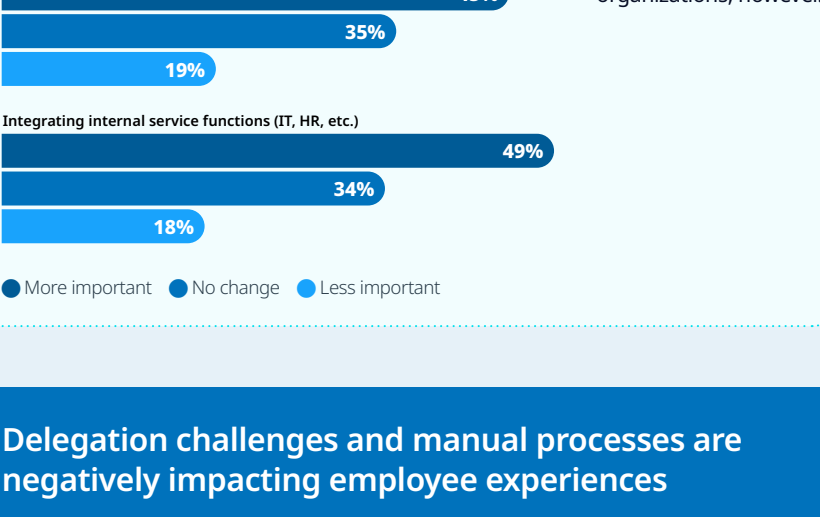
Successful digital transformation requires that businesses focus and invest in improvement across multiple areas. Improving IT governance, cloud migration, tech ecosystem simplification, ESG enablement, and improving operations with data and insights are all areas of focus for businesses. 39% of businesses highlight the adoption of generative AI as the top (or second) priority.

New business challenges are driving strategic changes

How has the importance of the following strategic initiatives changed in your organization over the past 12 months?



Enhancing security, CX improvements, in addition to leveraging AI and automation capabilities are the four areas deemed as more strategically important for businesses.



Conversely, the top 4 areas deemed less important over the past 12 months are outsourcing internal service functions, advancing DEI, reducing carbon footprint, and integrating internal service functions. These areas are still important to some organizations, however.

Delegation challenges and manual processes are negatively impacting employee experiences

Employee experience is crucial for businesses, and productivity is a key factor. The emphasis on employee productivity has increased recently due to changes in work styles and processes.

Top four factors that have the most negative impact on employee productivity:

- Lack of skills makes delegation difficult: 45%
- Too many manual/legacy processes: 42%
- Lack of training in how to best utilize existing tools: 39%
- Fragmented and disconnected workflows between teams: 34%

ServiceNow supports businesses in strengthening all these areas

Other areas of concern include:

- Difficulties collaborating and communicating between employees
- Hierarchical organization structures slowing decision-making
- Lack of capable technologies

The areas ranked the lowest were:

- Bureaucratic work practices
- Too many remote working distractions

Interest in generative AI is driven by a pursuit to improve workplace efficiencies and customer satisfaction

What are the most important value derivations your organization seeks from any investment in generative AI?



Understanding how and where generative AI can be applied, and of the value the technology can be challenging. In addition to workplace efficiency improvement, businesses are looking to leverage generative AI to speed up product/service development and in reducing the time taken to recognize value from business initiatives and projects.

Improving customer satisfaction and loyalty is another key driver of investment in generative AI.

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