

# Get ready for a digital-first future: Lessons from the Digital Trailblazers

Digital transformation has reached warp speed over the past year. Covid-19 has forced companies to take digital maturity seriously in order to ensure their survival.

However, at the top end of the digital maturity curve, a small number of firms are not just prepared to survive in a post-pandemic world - they are set to thrive, too.

A new global survey of C-suite executives by Tata Communications reveals an advanced group of digitally mature organisations that have primed themselves for success through a digital-first mindset, a hyperconnected enterprise and a focus on trust.

## Who are the digital trailblazers?



**DIGITAL TRAILBLAZERS** are the 10% of global firms that have developed an advanced digital-first operating model

52% of global firms, who we call **DIGITAL MIGRATORS**, have made significant progress, but still need to digitalise parts of their operating model

38% of global firms are still at an early stage in digitalising their operating models. We call these firms the **DIGITAL ASPIRANTS**

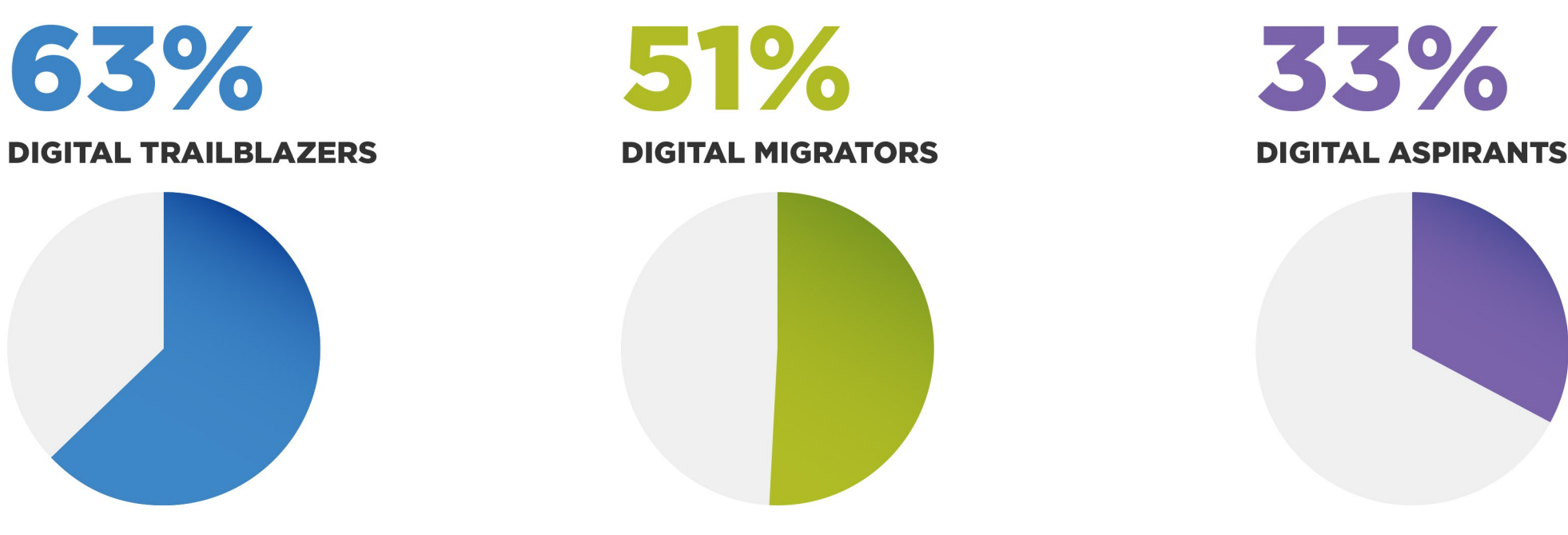
**“It’s very difficult, if not impossible, to drive productivity and sustainability if you’re not taking advantage of the capabilities that digital brings.”**

Que Thanh Dallara, CEO, Honeywell Connected Enterprise

## Reaping the rewards from digital maturity

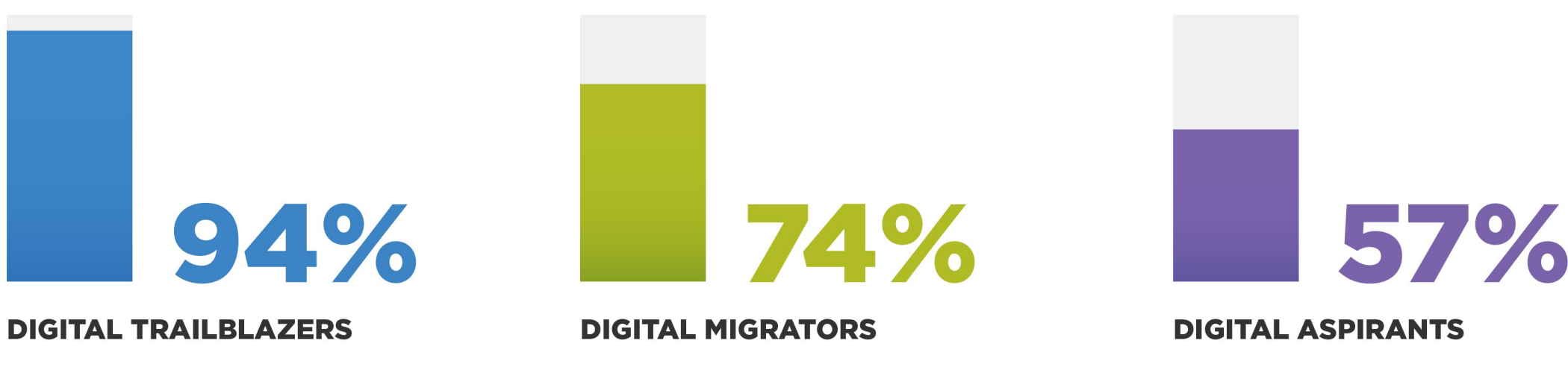
The **TRAILBLAZERS’** revenue is growing faster than the rest

Proportions of firms that have experienced revenue growth in 2020:

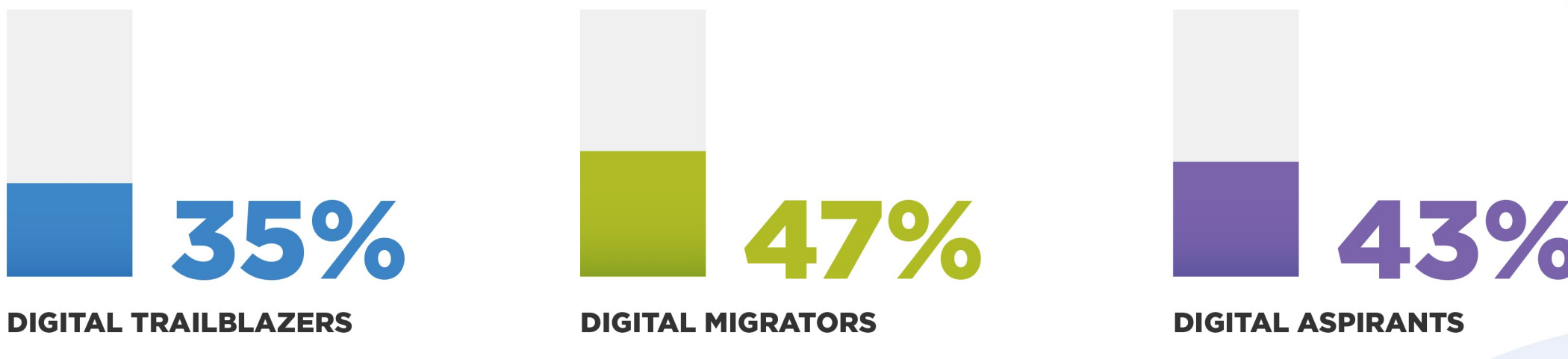


Digital maturity also boosts firms’ confidence in a crisis, as they edge out competitors through innovation

Proportions of firms that are confident in their ability to continue business as usual in the face of disruption:



Proportions of firms that struggled to innovate in 2020 as a result of the pandemic:



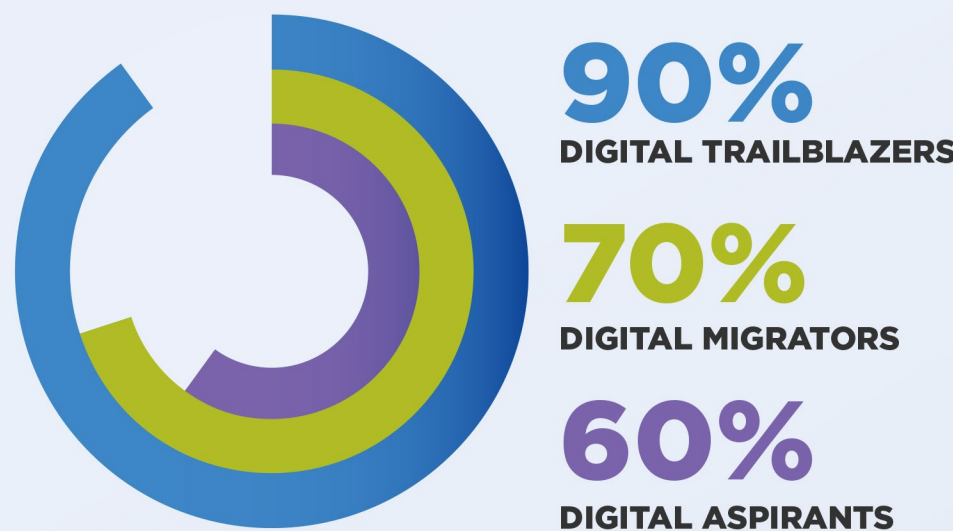
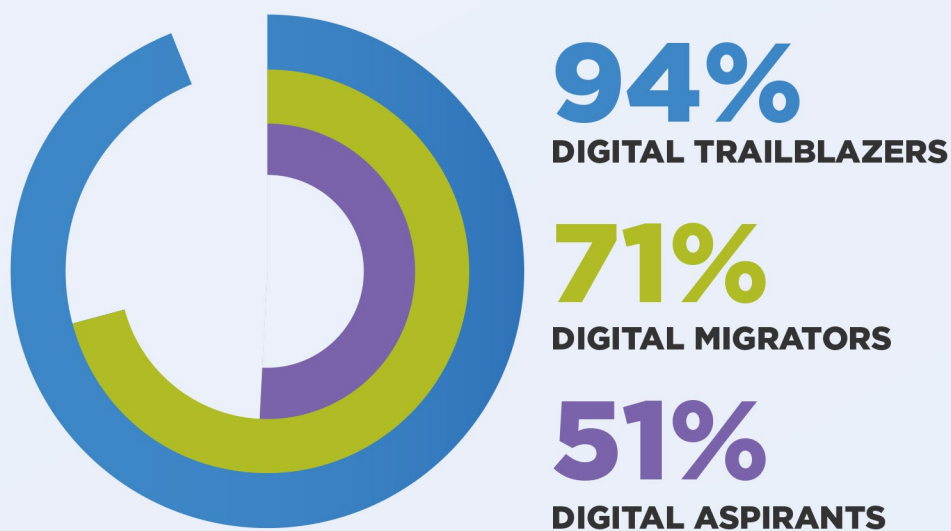
## What are the TRAILBLAZERS doing differently?

### 1. Their digital estate allows for effective collaboration

Digital maturity enhances business agility and the customer experience

They have an agile operating model”

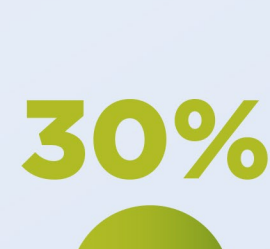
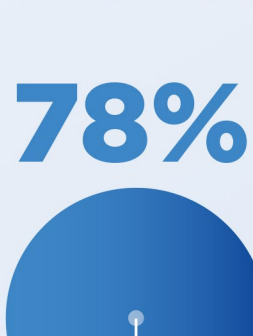
They deliver successful customer and partner experiences



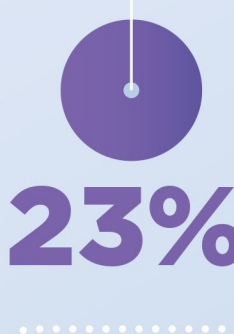
### 2. They are hyperconnected

The **TRAILBLAZERS’** connectivity ensures seamless experiences across their value chain

They enable our workforce to work productively from anywhere



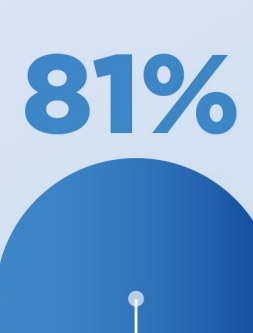
They connect stakeholders to drive productivity



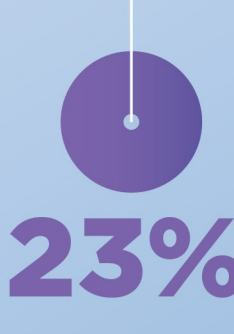
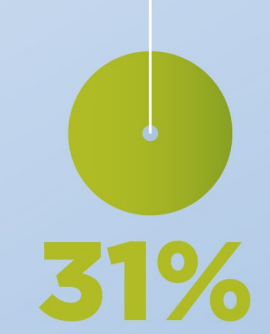
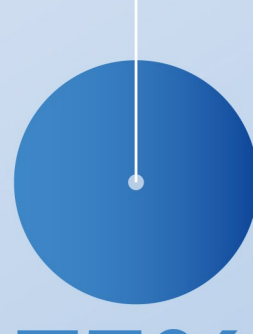
### 3. They foster trust through secure systems

Not only do **TRAILBLAZERS** fend off potential breaches, they engender trust for the whole ecosystem

Their workforce can access apps and data securely from any location



They establish secure and trusted interactions with partners



**“[Being digital-first] is about offering a different experience to our guests. It’s about speed, it’s about efficiency, it’s about staying relevant.”**

Duncan O’Rourke, Chief Executive Officer, Accor Northern Europe

