

Curbing the Cost of Digital Waste

Your company's digital transformation wastes millions each year on failed strategy implementation. New research shows how to maximize your return on digital investments.

40% of digital innovation work is wasted.¹

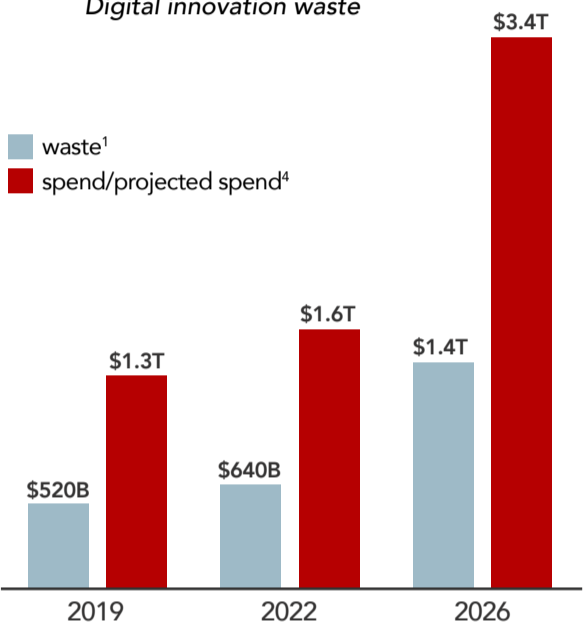
Put another way: Only 60% of digital investments drive value.

WHY IT MATTERS



Digital waste is a big headache made bigger in the age of AI, when transforming from traditional to digital models is a competitive imperative.²

Fig. 1. Digital transformation spend vs. Digital innovation waste



A new study shows that 85% of executives say their organization's ability to adapt to change falls short.³



Organizations need more accountability in strategy implementation (86%), goal setting, and performance-monitoring systems (84%)³ to realize desired outcomes in a time of exponential change.

THE BIG PICTURE

Digitalization has a strategy implementation problem, threaded from decision making to delivery.

Here's what 600 executives reported in a new whitepaper written by Economist Impact, commissioned by Planview.³

just 14%

expressed confidence in their company's decision-making governance

84%

recognize the need to improve data-driven decision making

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recognize the need to improve employee engagement

85%

say their organization's ability to adapt to change falls short

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report challenges related to process, metrics, and data as critical hindrances in evaluating the progress of initiatives tied to business strategy implementation

only 20%

are confident in the resources allocated for implementation

GO DEEPER

A predictable problem is a preventable problem.

The high cost of digital waste is a predictable problem for many companies. But bridging the strategy implementation gap – an equally predictable issue – can make digital waste a preventable problem.

Uncover the actions you can take to close the strategy implementation gap with new research developed by Economist Impact, commissioned by Planview.

[Get the Report](#)

Sources

1 Planview 2023 Project to Product State of the Industry Report

2 AI has taken the board room by storm. Here's what you must know.

3 Bridging the gap: turning strategy into reality. The survey, developed by Economist Impact and commissioned by Planview, was fielded across seven countries (Australia, France, Germany, New Zealand, Singapore, United States and the United Kingdom) and six industries (business & professional services, financial services, healthcare & life sciences, IT/technology, manufacturing, retail & FMCG). Most surveyed companies have annual revenues above US\$1 billion.

4 Spending on digital transformation technologies and services worldwide from 2017 to 2026