

DAI is the average DAI score from 0 (lowest) to 100 (highest) per industry in a region

THREE DIGITAL BOOSTERS

Automotive CON Consumer

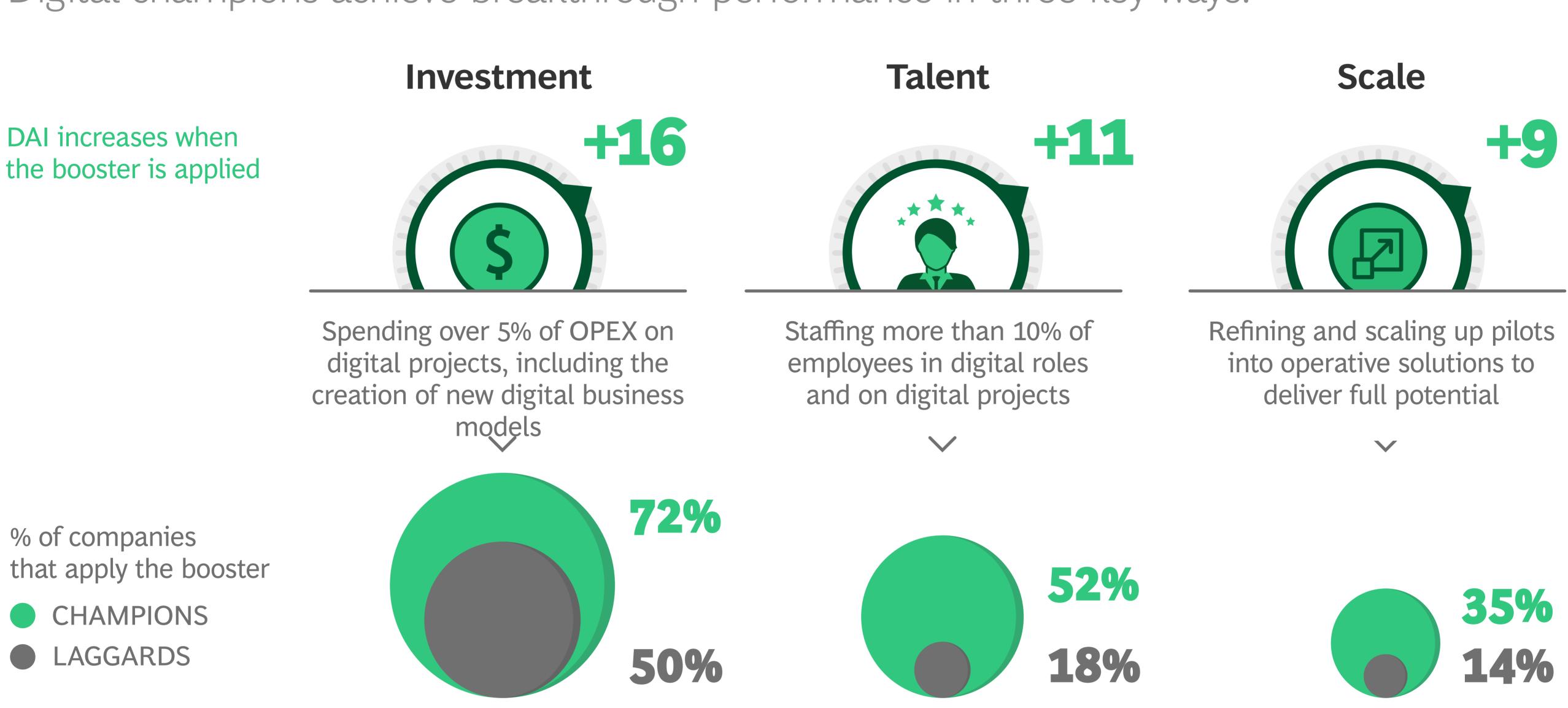
FIN Financial institutions Insurance Manufacturing MAN

Public sector TCH Technology

ENG Energy

TEL Telecommunications

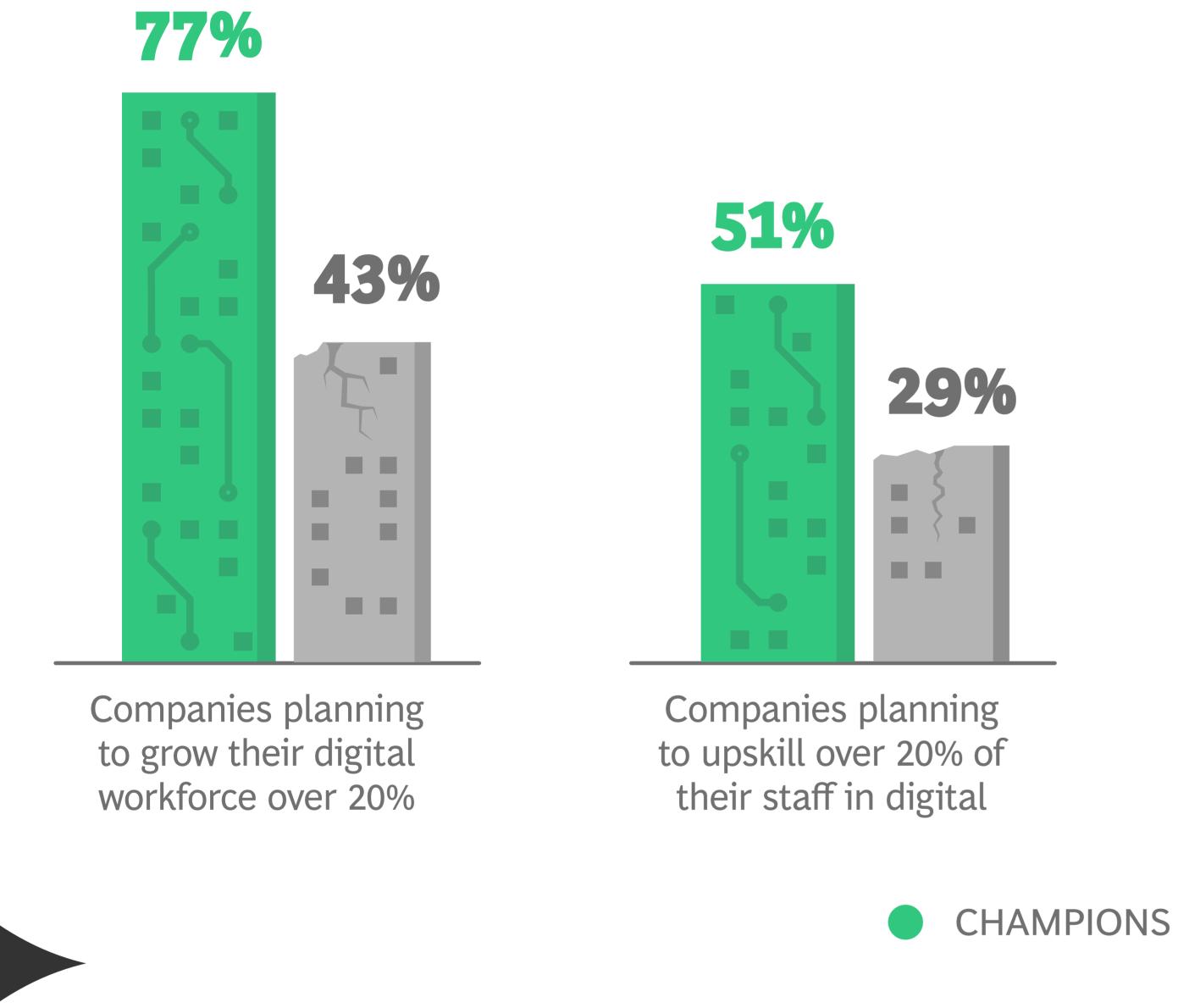
Digital champions achieve breakthrough performance in three key ways.



CHAMPIONS HAVE A SHARP INVESTMENT FOCUS

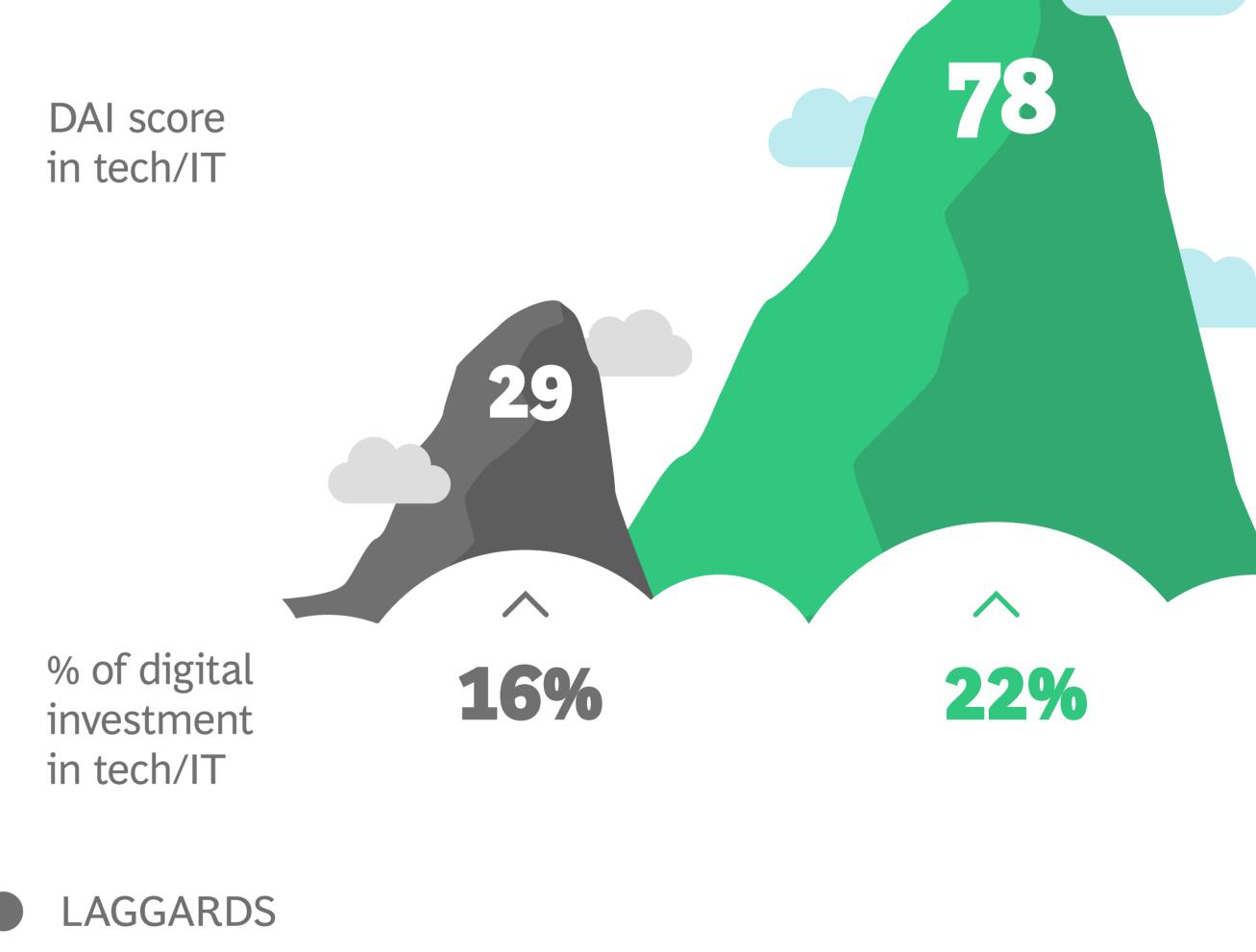
Invest in digital talent

Champions plan to invest more in growing their digital workforces and upskilling their employees compared to laggards.



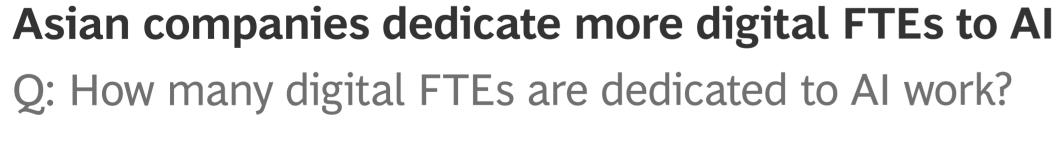
Invest in tech/IT

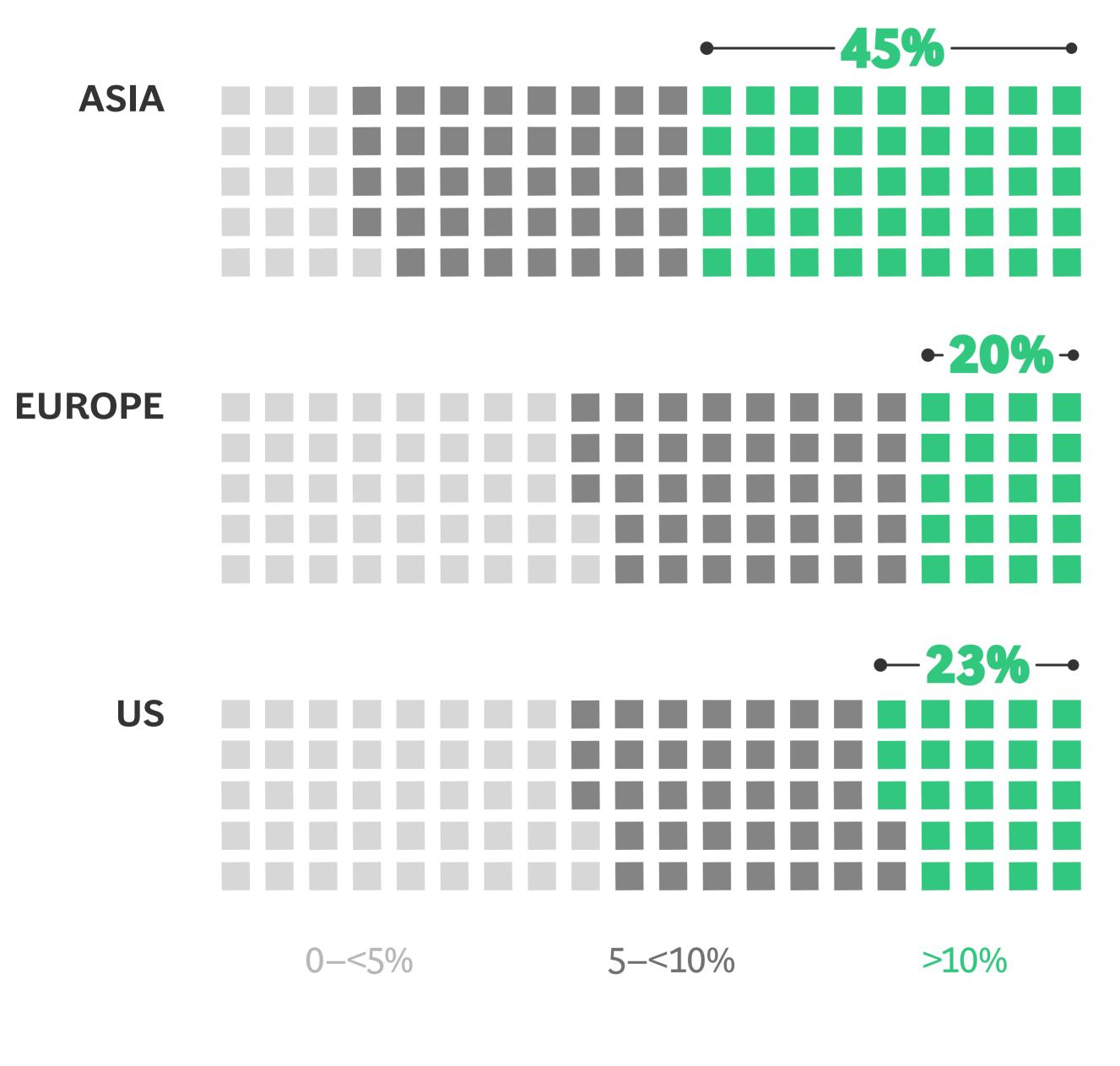
Champions dedicate 22% of their digital investment to tech/IT, while laggards only invest 16%. This extra investment helps to propel champions ahead of laggards by 49 DAI points.



CHAMPIONS INVEST IN AI—ASIA IS LEADING

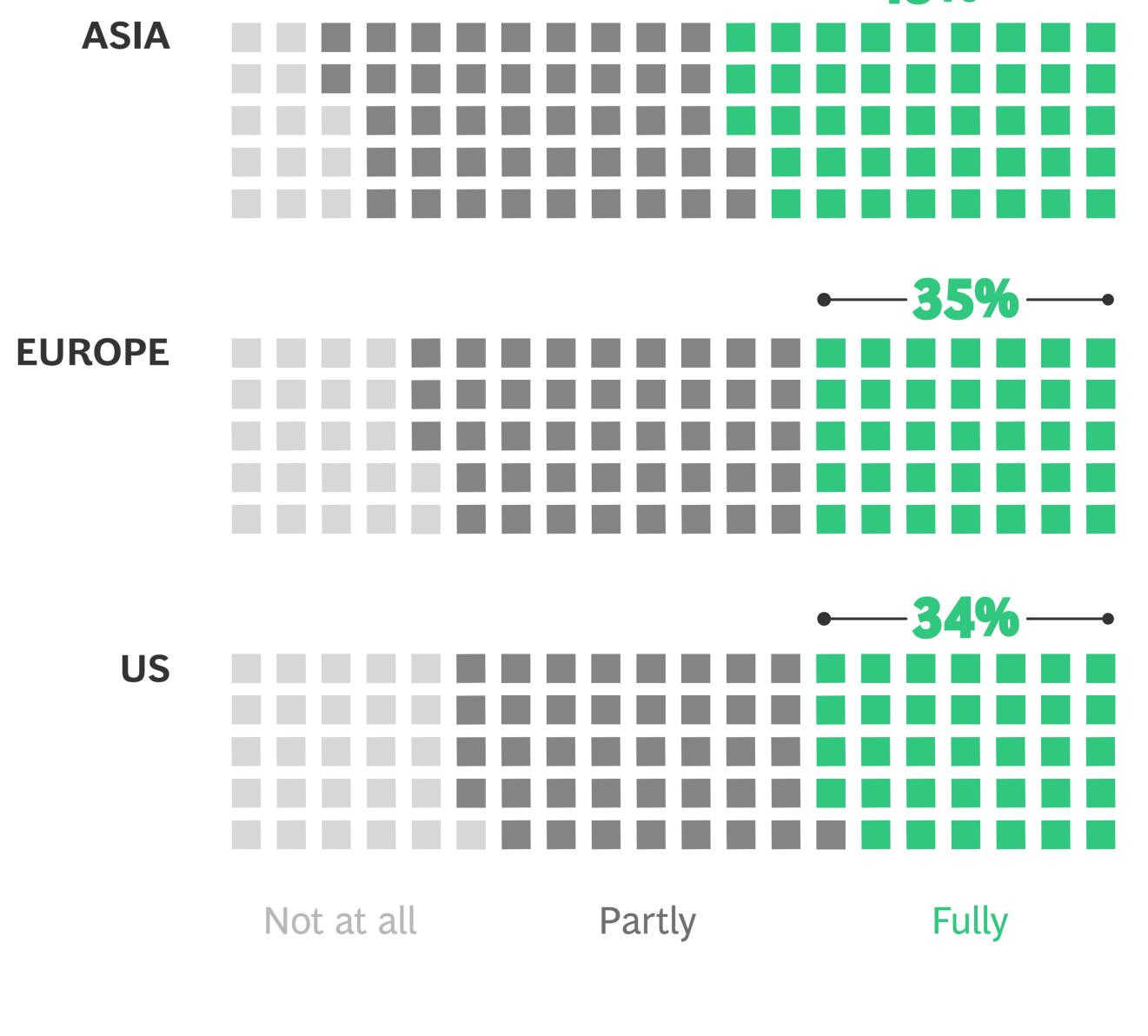
Globally, 49% of champions dedicate more than 10% of the digital workforce to AI, but only 13% of laggards do the same. Asian companies have the most people working in AI, and they are further along in AI adoption.





Asian companies are also ahead in AI adoption Q: How much have AI technologies been adopted?

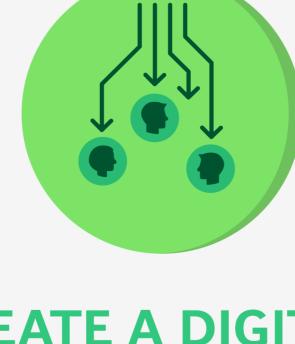
43%



HOW TO BECOME **A CHAMPION**

What truly sets champions

apart is how they bring their digital strategy to life on an operational level. Here are some next steps that all companies can take.



CREATE A DIGITAL-TALENT AGENDA

Make assignment, hiring, and upskilling decisions based on a clear agenda of where digital talent is most needed.

We examined nine industries: automotive, consumer goods, energy, financial institutions, insurance, manufacturing, public sector, technology, and telecommunications.

Germany, France, Sweden, and Italy) and the United States to estimate their digital maturity across 35 dimensions.

a DAI score of 67 points and above as digital champions, while we considered those with a DAI score of 43 and below to be digital laggards.

Please direct questions to socialmedia@bcg.com.



STRIVE FOR A **WORLD-CLASS TECH FUNCTION**

Invest disproportionately in a future-ready tech function to enable new technologies and lift efficiencies.



ORGANIZATION Put data at the center of the organization to drive the

CENTRIC

digital transformation, facilitate new tools, tap new revenue pools, and carve out new competitive positions.

We assigned the values to responses on a scale from 0 to 100 and weighted them to determine each company's overall performance on BCG's Digital Acceleration Index. We ranked companies with

Note: Data in this infographic comes from a BCG survey of senior executives in 1,817 companies across Asia (including China, Singapore, Malaysia, Japan, and Thailand), Europe (including UK,

