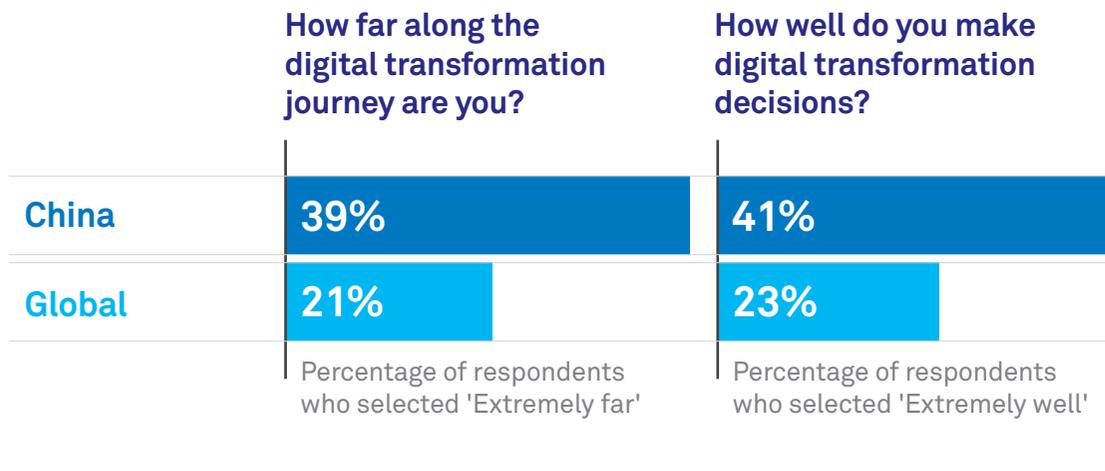


Digital Transformation Decision-Making in China



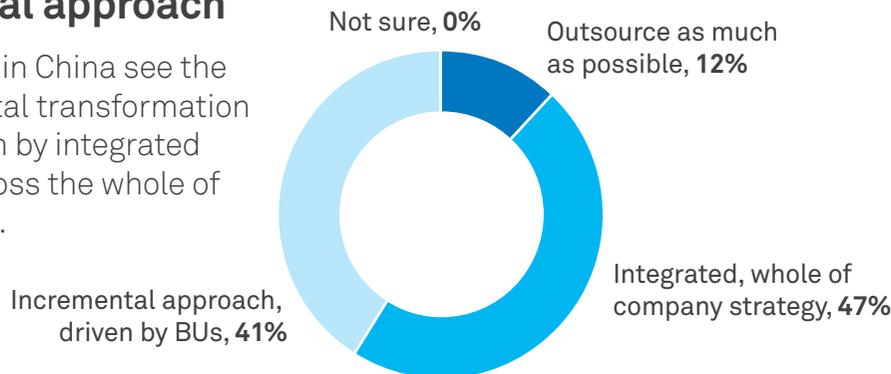
How does decision-making shape digital transformation outcomes in Mainland China? To find out, Telstra surveyed **3,810** executives in **14** markets worldwide, including China.

Digital transformation decisions in China



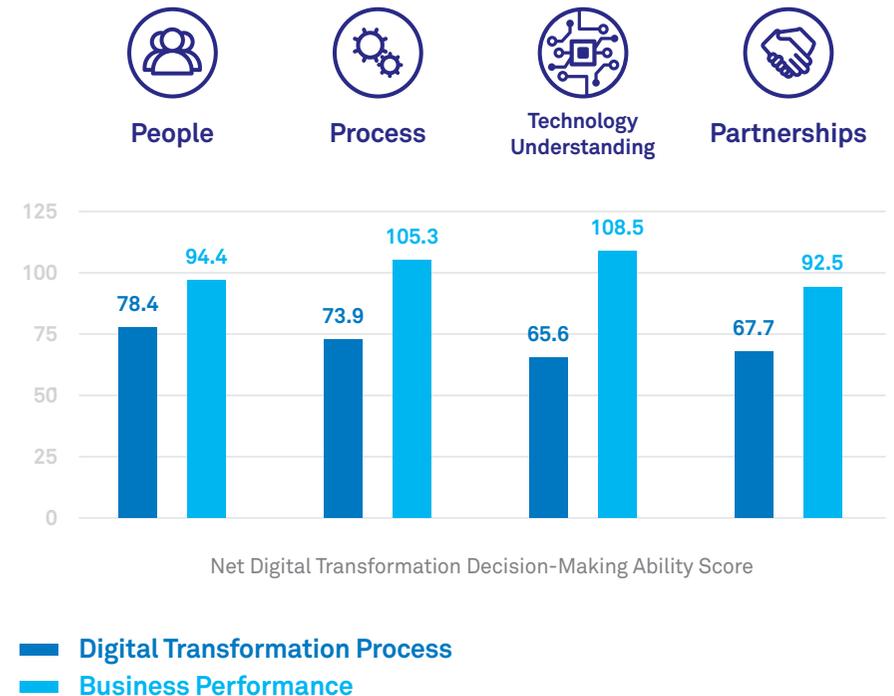
Incremental approach

Organisations in China see the benefit of digital transformation projects driven by integrated strategies across the whole of their business.



Driven most by understanding of technology

Organisations in China say their decision-making ability is the highest when it comes to people, yet technology understanding shows the greatest business performance.



Performance gap in digital priorities

Organisations in China show strong performance in meeting digital transformation priorities.

Top three digital transformation priorities



#1

Optimise our technology to move faster and adapt to change

Rank in performance
4th out of 17



#2

Optimise our technology to be more competitive

Rank in performance
7th out of 17



#3

Develop an enterprise digital strategy to seize new opportunities

Rank in performance
3rd out of 17

Top partner attributes

Organisations in China seek digital transformation partners who understand their technical requirements and business challenges.

Most important digital partner attributes



Ability to help determine which IT model best fits my company



Clear expertise and experience with IT offerings at both hardware and software level

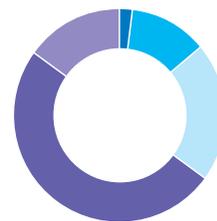


Deep knowledge of our business challenges and how IT can help

IT spend (USD)

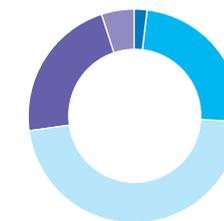
More than three quarters of organisations in China say they will increase their IT spend in the next three years. About two thirds spent more than than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	0%
\$1,000 to \$9,999	2%
\$10k to \$99k	12%
\$100k to \$499k	21%
\$500k to \$999k	50%
\$1m to \$4.9m	15%
More than \$5m	0%

Expected change in IT spend for next three years



More than -10%	0%
-1% to -10%	2%
No change	24%
+1% to +10%	47%
+11% to +20%	22%
+21% to +30%	5%
More than +30%	0%



For more insights, visit telstraglobal.com/disruptive-decision to download the Disruptive Decision-Making white paper.