

## Total Decision-Making Ability Score Ranked by Industry

- 1  Mining
- 2  Professional, Scientific & Technical Services
- 3  **Transportation, Postal & Warehousing**
- 4  Construction
- 5  Financial Services or Insurance
- 6  Manufacturing
- 7  Accommodation, Hospitality & Food Services
- 8  Electricity, Gas, Water & Waste Services
- 9  Wholesale Trade
- 10  Healthcare & Pharmaceuticals
- 11  Retail Trade
- 12  Government, Education & Non-Profit

# Digital Transformation Decision-Making in Transport and Logistics



How does decision-making shape digital transformation outcomes in the transport and logistics industry? To find out, Telstra surveyed 3,810 executives in 14 markets and 12 industries worldwide.

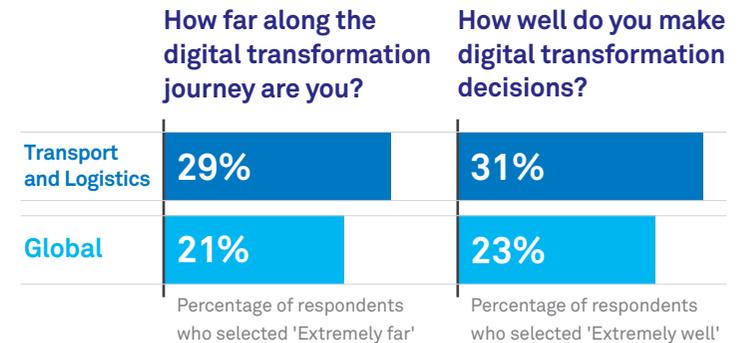
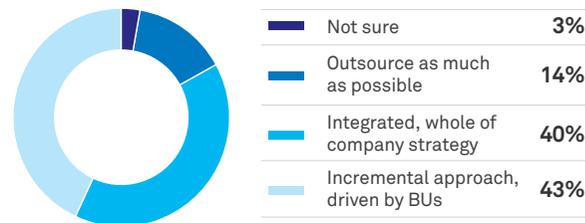
## How does transport and logistics compare with other industries?

The transport and logistics industry performs strongly when compared with other industries in digital transformation decision-making, ranking third.

## How can transport and logistics firms make better digital decisions?

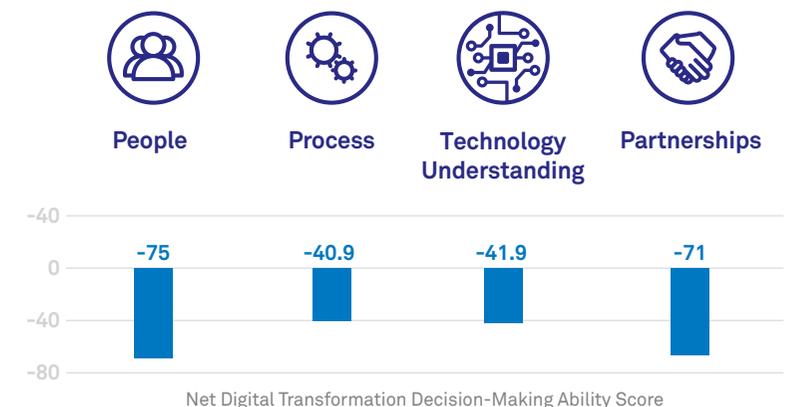
**Move beyond an incremental approach to digital transformation.**

While there are a number of companies with integrated, cross-company strategies, digital transformation projects are driven mainly by individual business units.



## Focus on more than just technology and processes for digital decisions.

Transport and logistics firms say they have significantly more ability when it comes to processes and understanding of technology over other decision-making factors.



## Closing the digital priorities performance gap

Transport and logistics firms struggle to meet their top digital transformation priorities – in fact their top priority, ‘Protect our digital assets from cyber threats’, ranks last out of 17 in terms of performance.

### Top three digital transformation priorities



**#1**

Protect our digital assets from cyber threats

Rank in performance  
**17th**



**#2**

Optimise our technology to move faster and adapt to change

Rank in performance  
**9th**



**#3**

Optimise our technology to be more competitive

Rank in performance  
**8th**

## Transport and logistics IT spend (USD) expected to rise

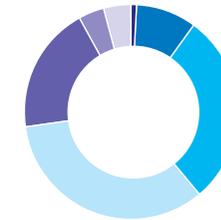
Three in five transport and logistics companies say they will increase their IT spend in the next three years. More than two in five spent more than \$500,000 in the previous year.

### Previous year IT spend



Less than \$1,000	2%
\$1,000 to \$9,999	11%
\$10k to \$99k	25%
\$100k to \$499k	20%
\$500k to \$999k	17%
\$1m to \$4.9m	15%
More than \$5m	10%

### Expected change in IT spend for next three years



More than -10%	1%
-1% to -10%	9%
No change	29%
+1% to +10%	34%
+11% to +20%	19%
+21% to +30%	4%
More than +30%	4%

## Top transport and logistics partner attributes

Transport and logistics firms seek digital transformation partners that have insight into their business and experience in delivering solutions.



Ability to understand my company's technical requirements



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



Ability to determine which IT model best fits my company and my needs



For more insights, visit [telstraglobal.com/disruptive-decision](https://telstraglobal.com/disruptive-decision) to download the Disruptive Decision-Making white paper.