

# Innovation: A Key Driver Of Digital Transformation

Improving IT capabilities to promote agility and innovation is the top driver of digital transformation

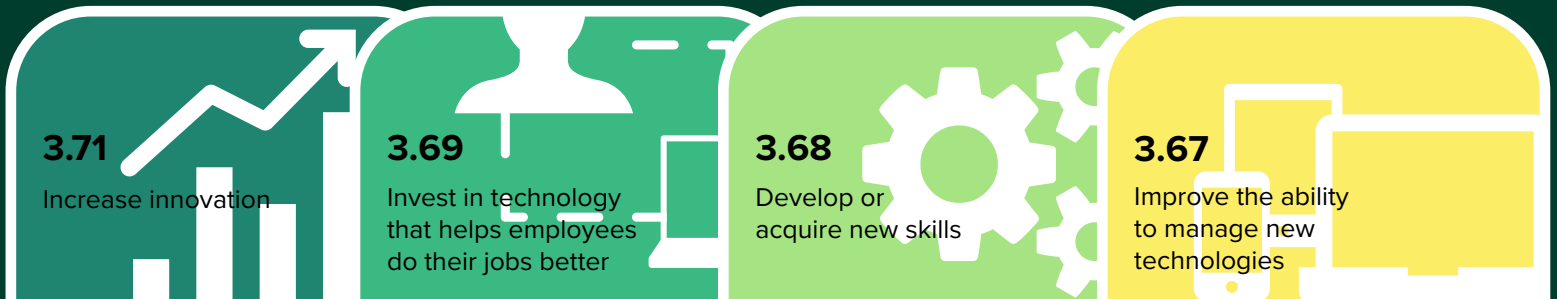
## KEY ACTIONS TO IMPROVE ABILITY TO INNOVATE

- 31%** Improve understanding of customer needs
- 30%** Invest in emerging technology to drive innovation
- 26%** Improve collaboration with partners
- 23%** Provide employees with dedicated innovation time and resources
- 22%** Adopt a “design thinking” mindset and methodologies
- 21%** Create a center of innovation



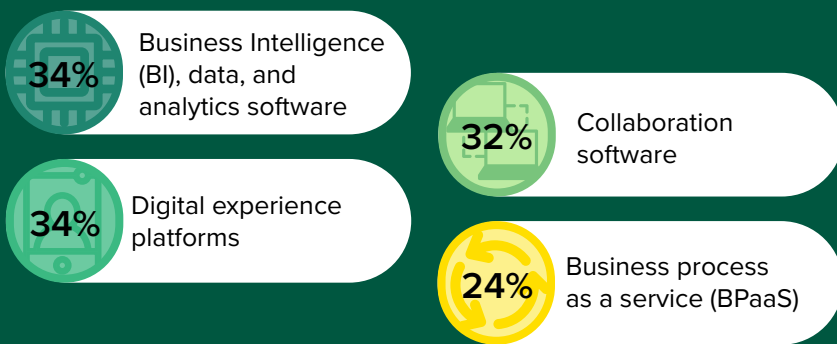
## KEY IT INITIATIVES FOR ORGANIZATIONS OVER THE NEXT 12 MONTHS\*

Showing average answer, with 5 = Critical priority

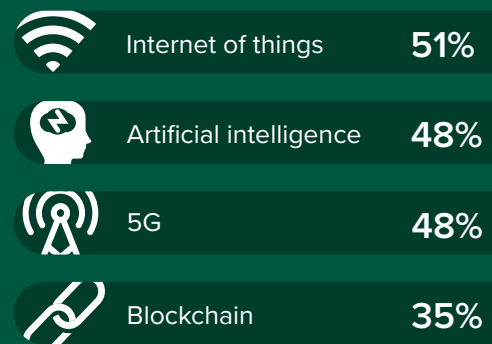


## BUSINESSES ARE INVESTING IN A RANGE OF TECHNOLOGIES TO SUPPORT DIGITAL TRANSFORMATION

Classic technology investments<sup>†</sup>



Emerging technology investments<sup>†</sup>



Base: 2,245 purchase influencers (past 12 months/next 12 months) who indicate that improving their ability to innovate is a priority for their organization

\*Base: 20,995 purchase influencers

Source: Forrester Analytics Business Technographics® Priorities And Journey Survey, 2021

†Base: 2,655 services decision-makers who are involved in their organization's digital transformation efforts

Source: Forrester Analytics Business Technographics® Business And Technology Services Survey, 2020

An infographic commissioned by EY. For more information, [click here.](#)