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Gartner Digital Business Acceleration Survey: Keep Up With the Pace of Change



Stephen Smith

VP Analyst



Digital Business Acceleration



**What actions
did enterprises
take**



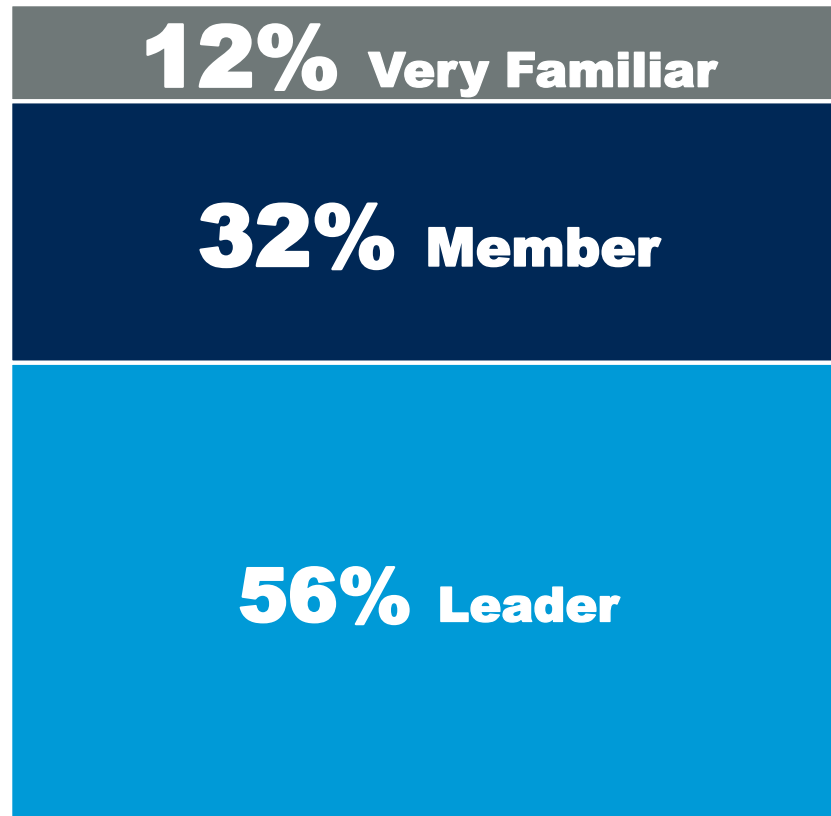
**What outcomes
did they
achieve?**



**What are they
thinking about
the future?**

Involvement with Digital Business Initiatives

Qualifying respondents are “very familiar” or more involved with their enterprise’s digital initiatives. (97 respondents screened out here)



Digital Initiatives

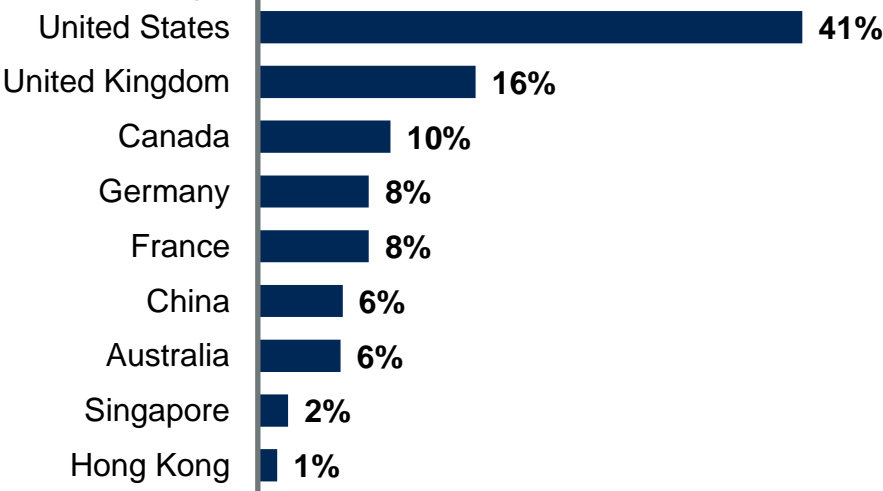
Eliminated

- We don't have this program in our enterprise
- Not aware of this program or activities in my enterprise
- Somewhat familiar with my enterprise's program but no direct involvement
- Very familiar with my enterprise's program but no direct involvement
- Member of a team dedicated to this program (full-time or part-time)
- Leader of the program or team

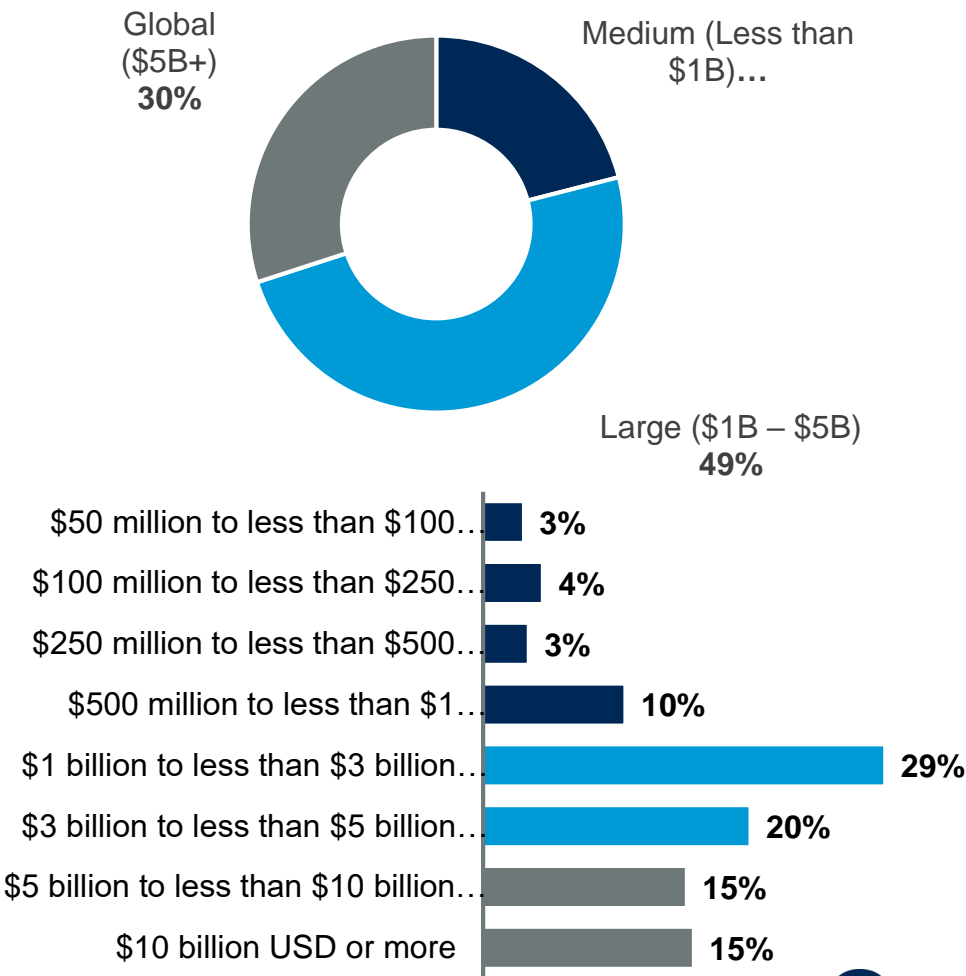
Survey Demographics

Fielded online from April 1 – May 2, 2021, among 615 respondents from North America, EMEA and APAC.

Geography



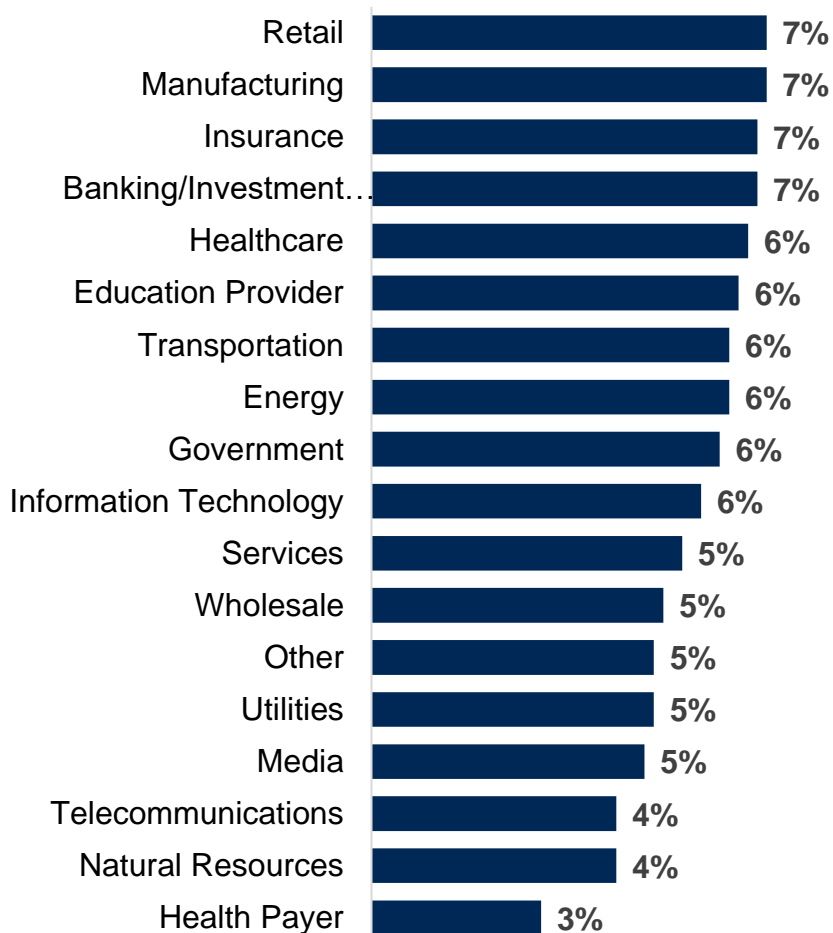
Size



Survey Demographics

Fielded online from [April 1 – May 2, 2021](#), among 615 respondents from North America, EMEA and APAC.

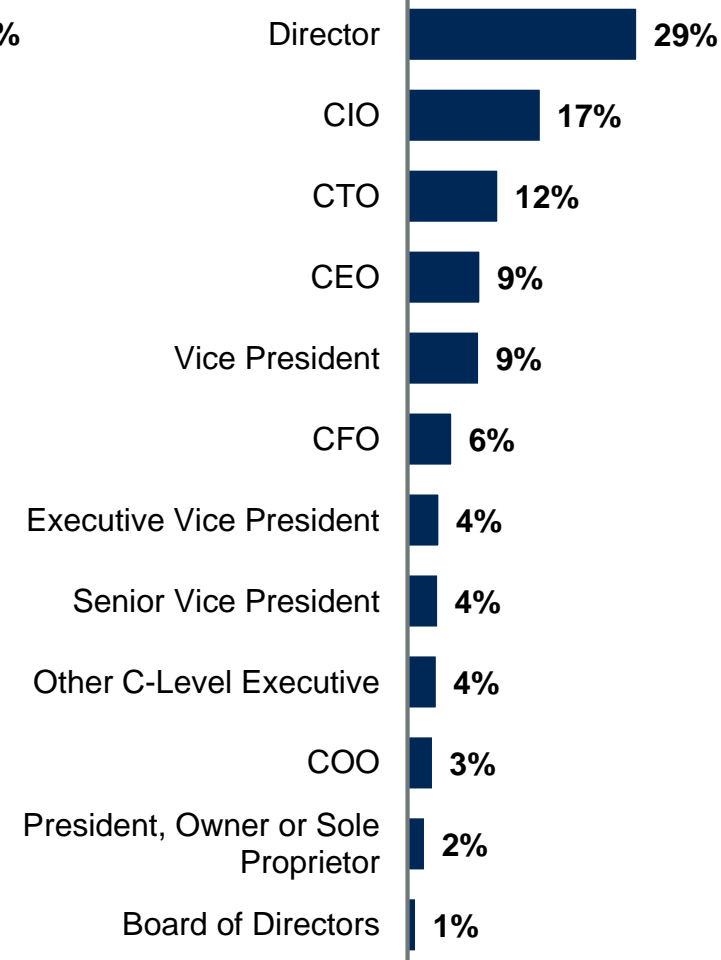
Industry



Function



Role



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n = 615 ; Executives very familiar with enterprise digital initiatives

S04. Which of the following best describes your function within your enterprise?

Source: 2021 Gartner Digital Business Acceleration Survey

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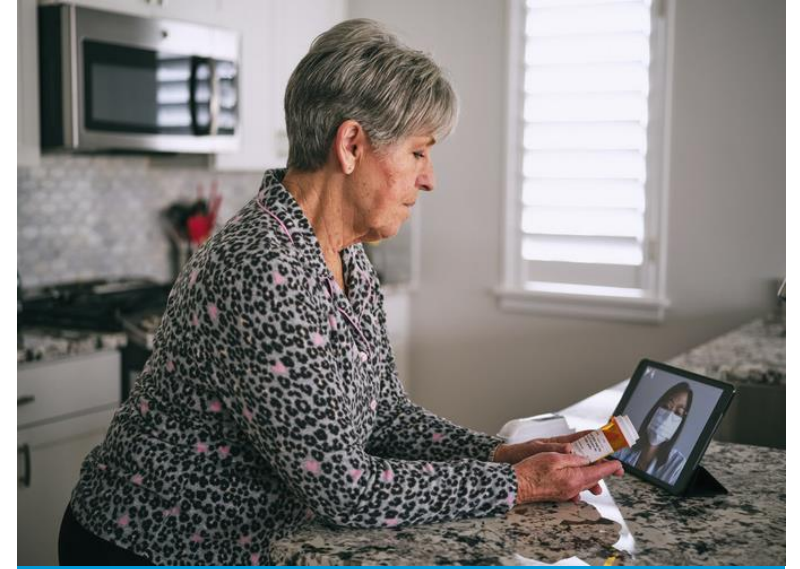
Strategic Options for Digital Business Initiatives



Scale Back

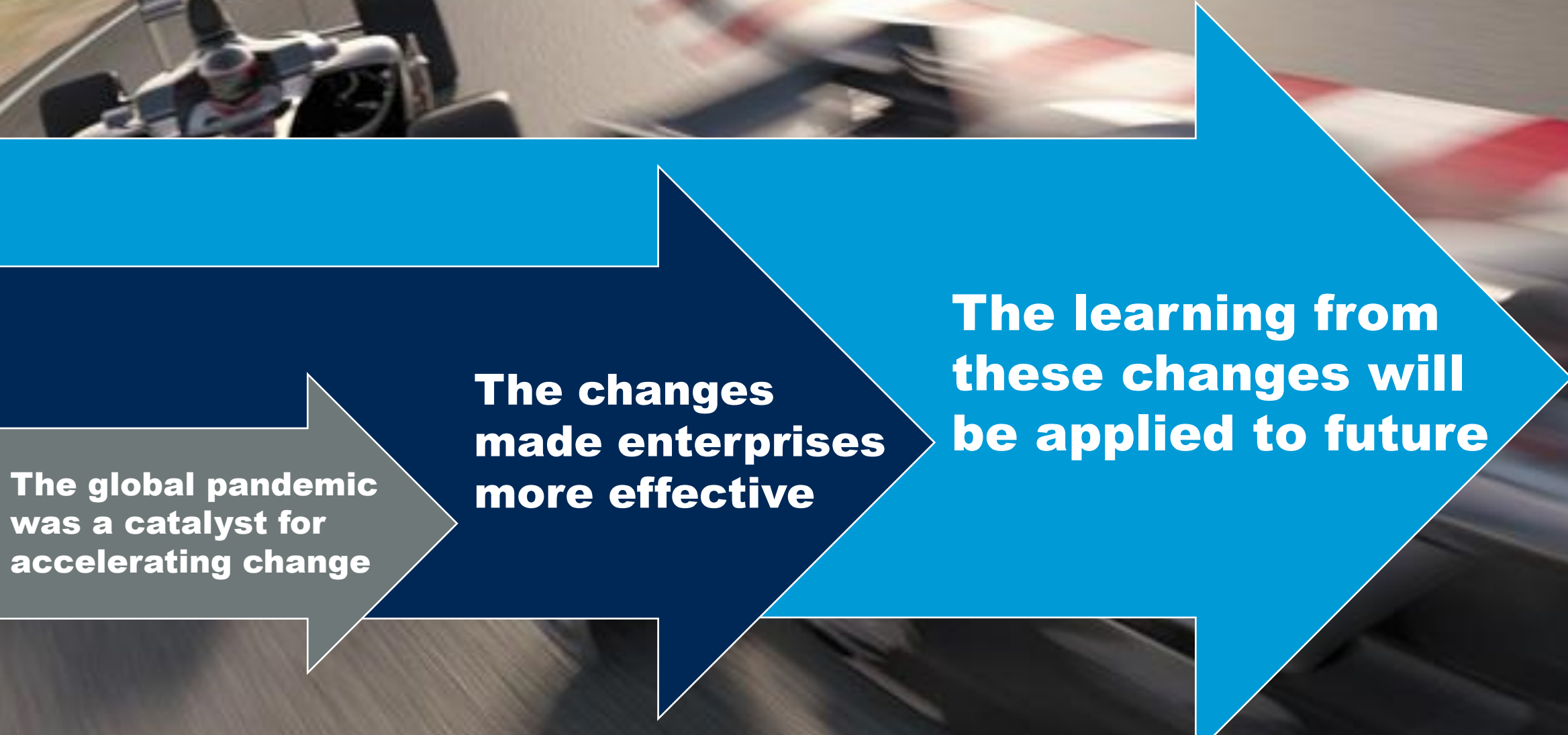


Same Pace



Accelerate





**The global pandemic
was a catalyst for
accelerating change**

**The changes
made enterprises
more effective**

**The learning from
these changes will
be applied to future**

The Speed of the Game has Changed!

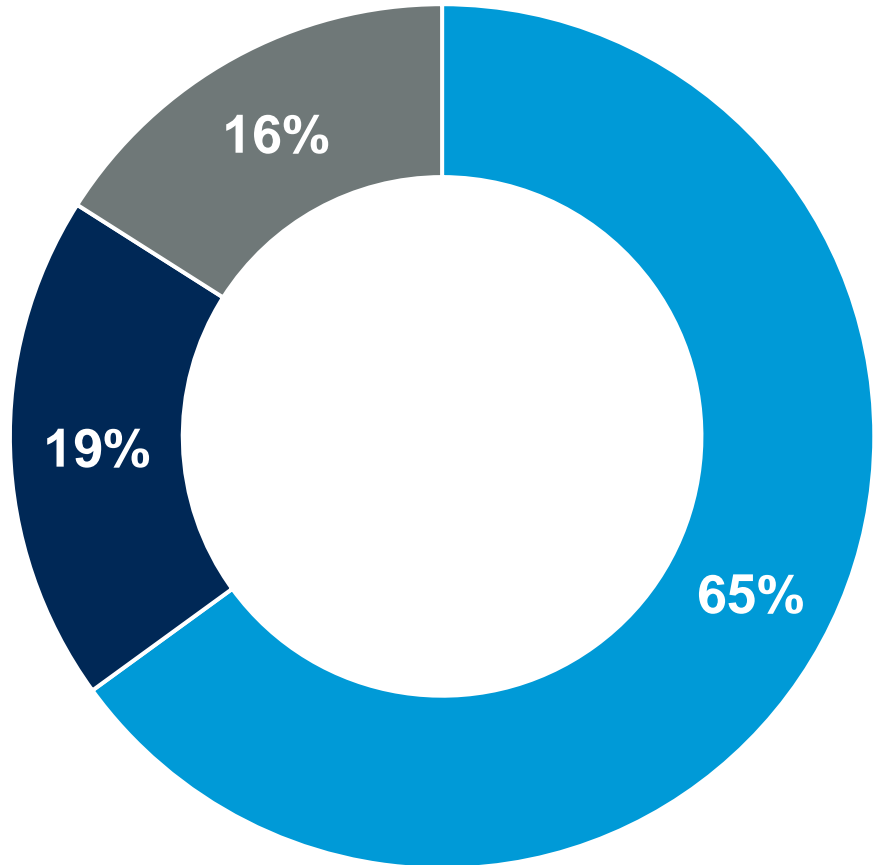
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Acceleration Mindset Toward Digital Business

Approach to Digital Business in 2020 and 2021 versus 2019



65% Increased Pace

19% Same Pace

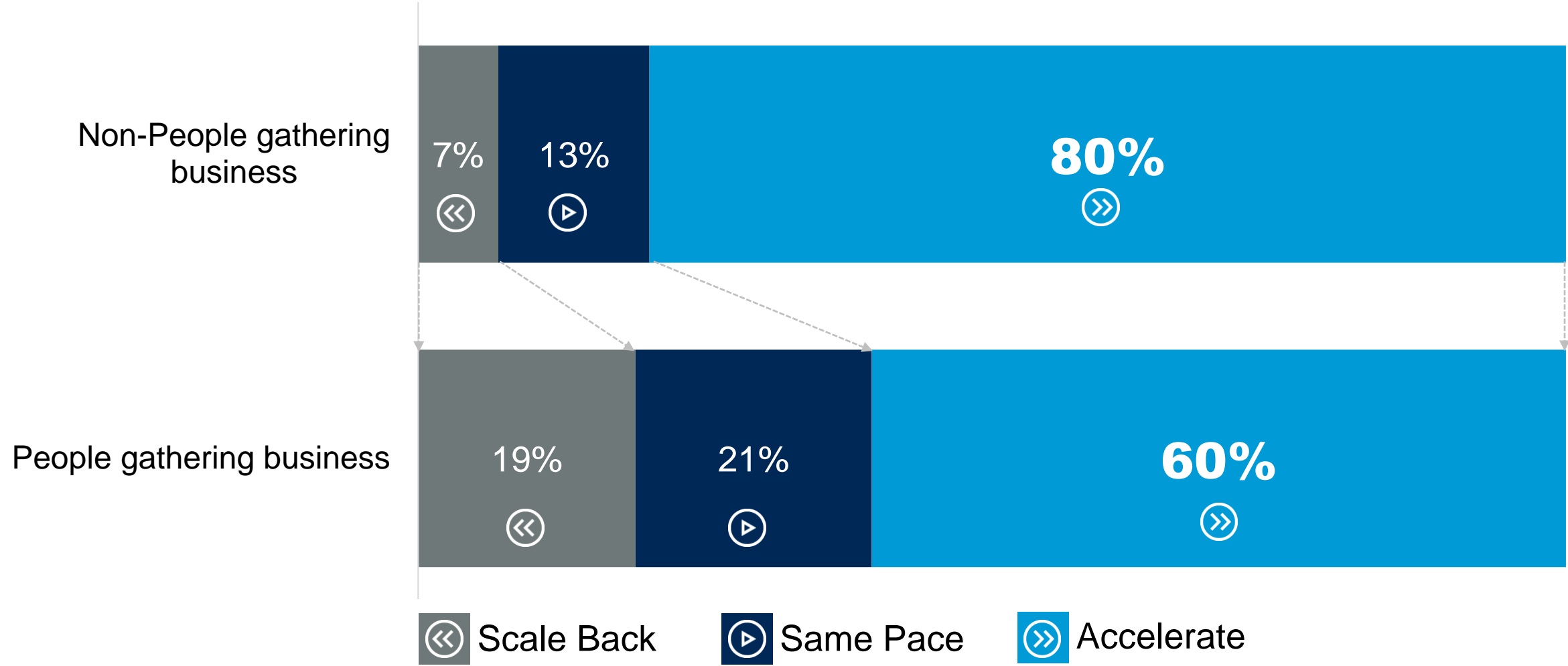
16% Scaled Back

n = 615 Executives very familiar with enterprise digital initiatives
H1Q1. Which of the following best describes your enterprise's approach to digital business in 2020 and 2021?
Source: 2021 Gartner Digital Business Acceleration Survey

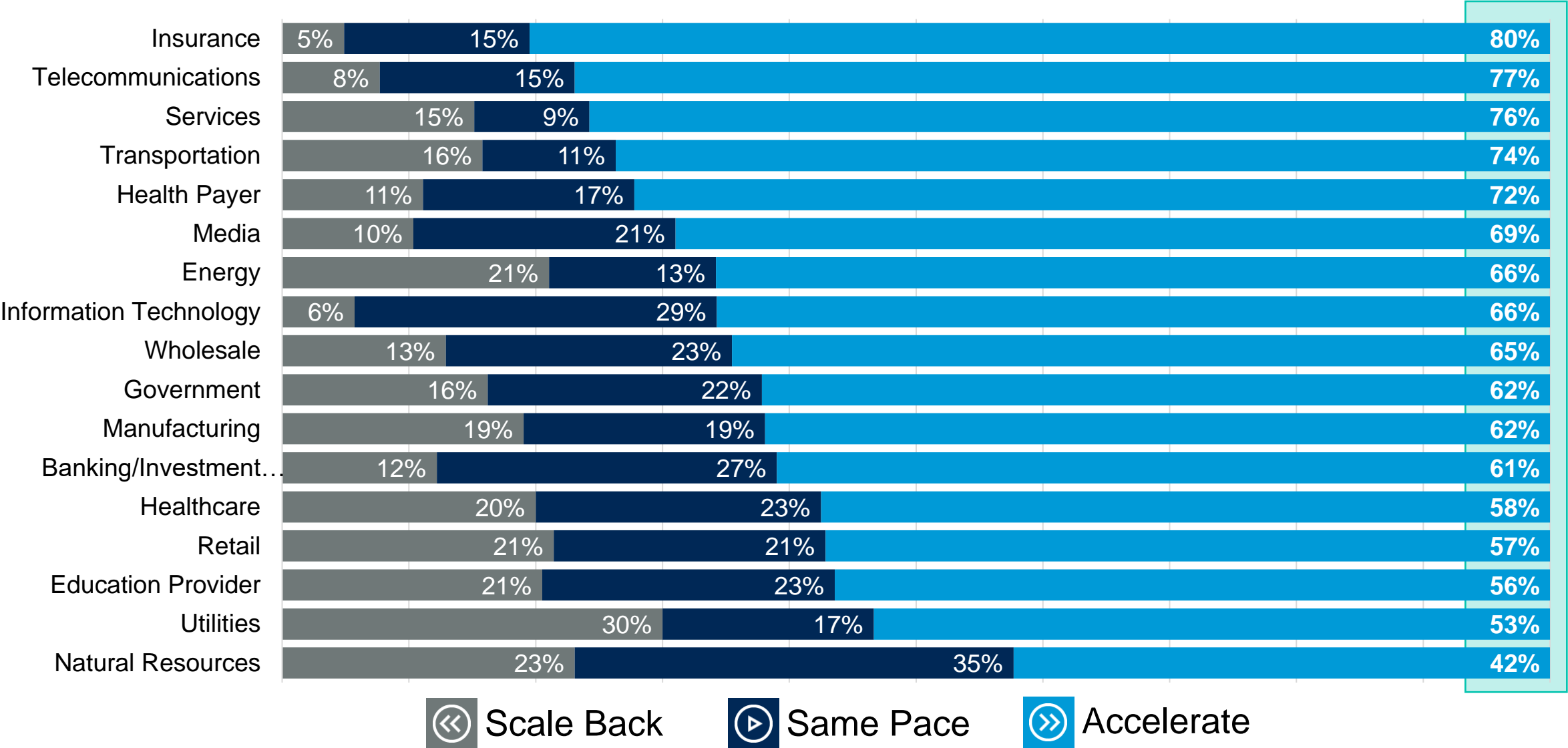
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People Gathering Need Impacted Acceleration

Approach to Digital Business in 2020 and 2021 versus 2019

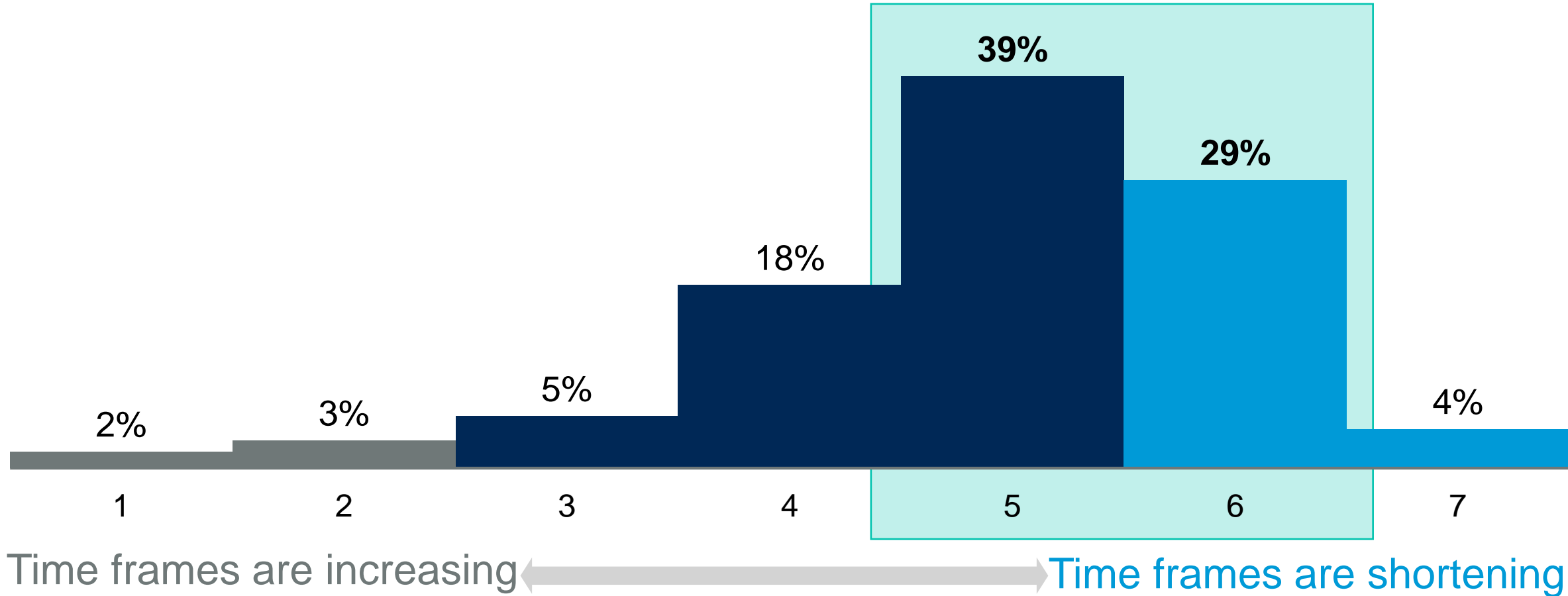


Unique Challenges for Every Industry



Perceived Shortening of Time Frames

Change in time frames for implementing Digital Initiatives

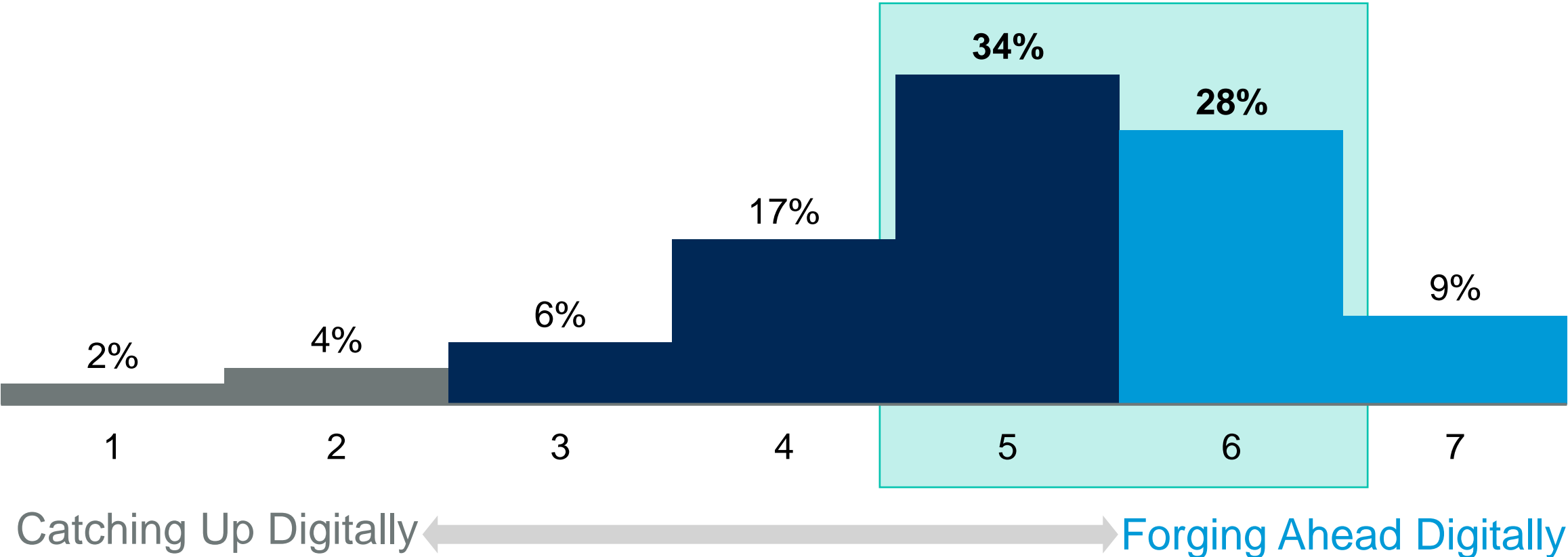


n = 615; Executives very familiar with enterprise digital initiatives
H2Q3a. To what extent are the time frames for implementing digital business initiatives increasing or shortening in your enterprise?
Source: 2021 Gartner Digital Business Acceleration Survey

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Digital Initiatives Focused on Forging Ahead

Digital Initiative Goals

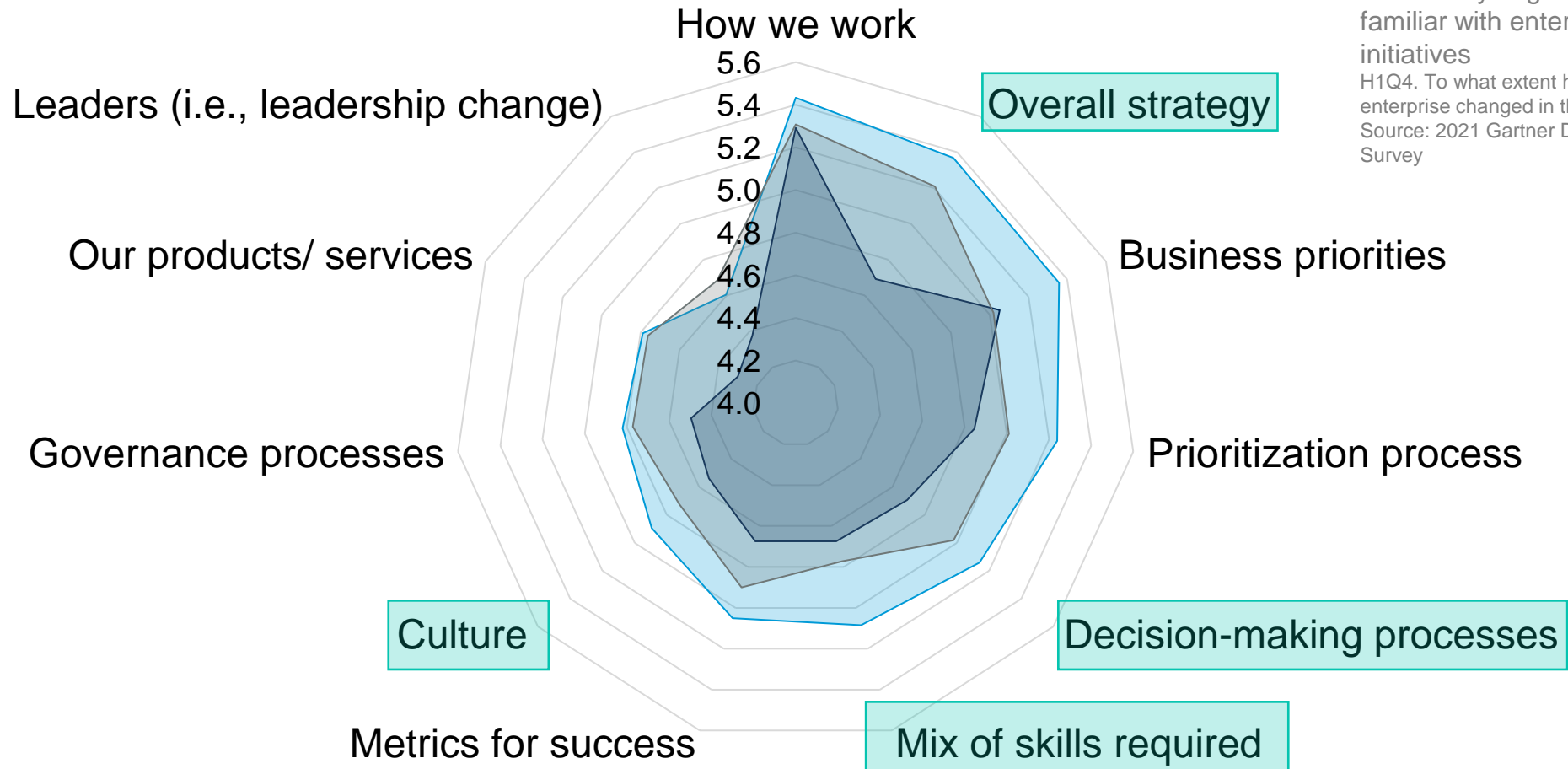


n = 615; Executives very familiar with enterprise digital initiatives
H2Q3b. Would you characterize your enterprise as trying to catch-up to peers or competitors digitally, or trying to get ahead?
Source: 2021 Gartner Digital Business Acceleration Survey

Accelerators Changed More

Changed in Past 12 months- Percentage of Respondents to Indicate Significant Change

(6 or 7 on a scale of 1 – 7) (1=No Change to 7=Significant change)

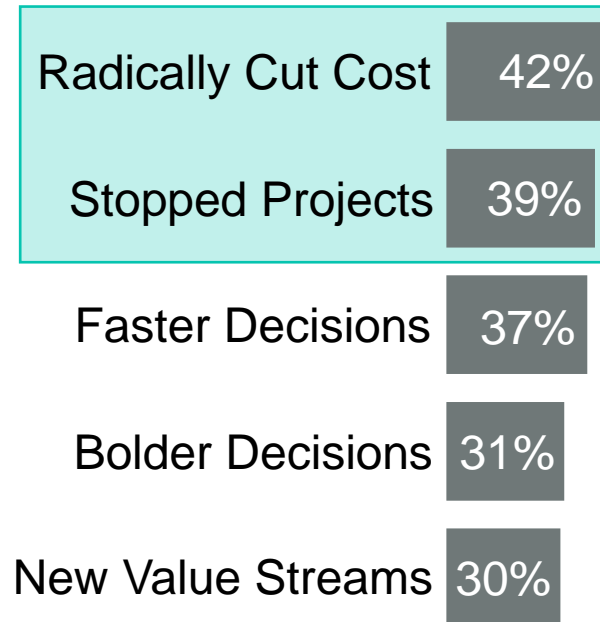


Top Actions of Accelerators Were Very Different

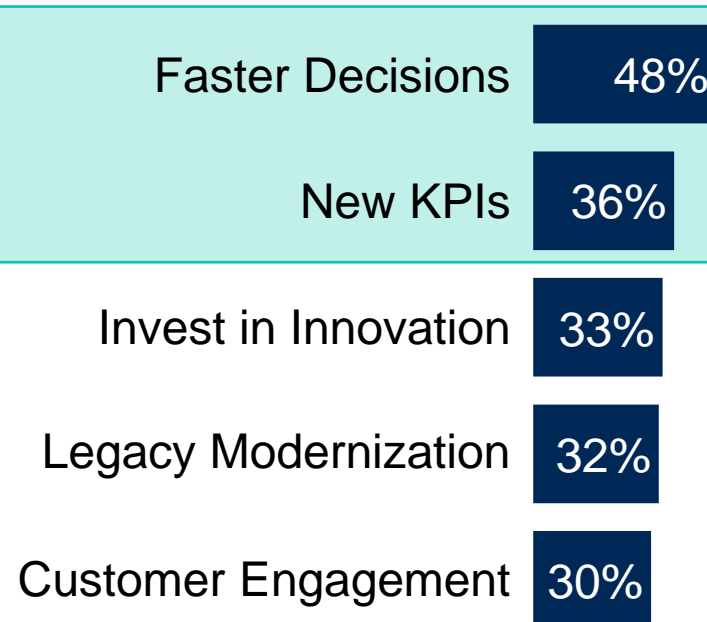
Measures taken during the COVID-19 pandemic



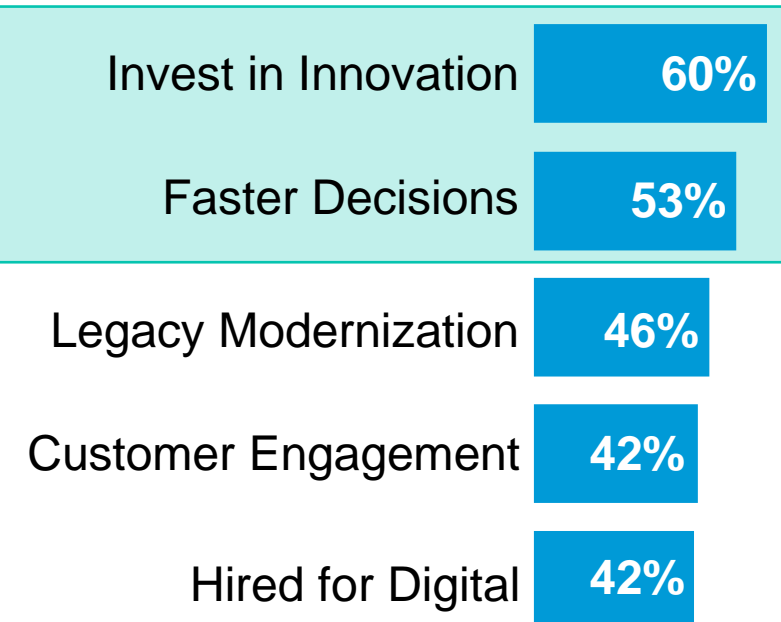
Scaled Back



Same Pace



Accelerated



n varies by segment, Executives very familiar with enterprise digital initiatives

H1Q2. What did your enterprise do that helped it stay in business / accelerate digital business during the COVID-19 pandemic?

Source: 2021 Gartner Digital Business Acceleration Survey

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Actions

Polling Question 1 of 3

What was the biggest shift your enterprise made during the last year and a half?

- A. Made faster, bolder decisions
- B. Pivoted to new value streams
- C. Invested in innovation
- D. Radically reduced costs
- E. Hired for digital skills

How to participate in our polling

If you are in full screen mode – click Esc
The poll question is on the “Vote” tab.
Please click the box to make your selection.
Upon voting you will see the results.

Thank you!

Ask a question

Attachments

Vote

Rate this

Details

Q. Polling Question

(please choose 1 answer)

A. Answer

☐

B. Answer

☐

C. Answer

☐

D. Answer

☐

E. Answer

☐

Actions

**Decision
Making**

**Innovation
and
Business
Model**

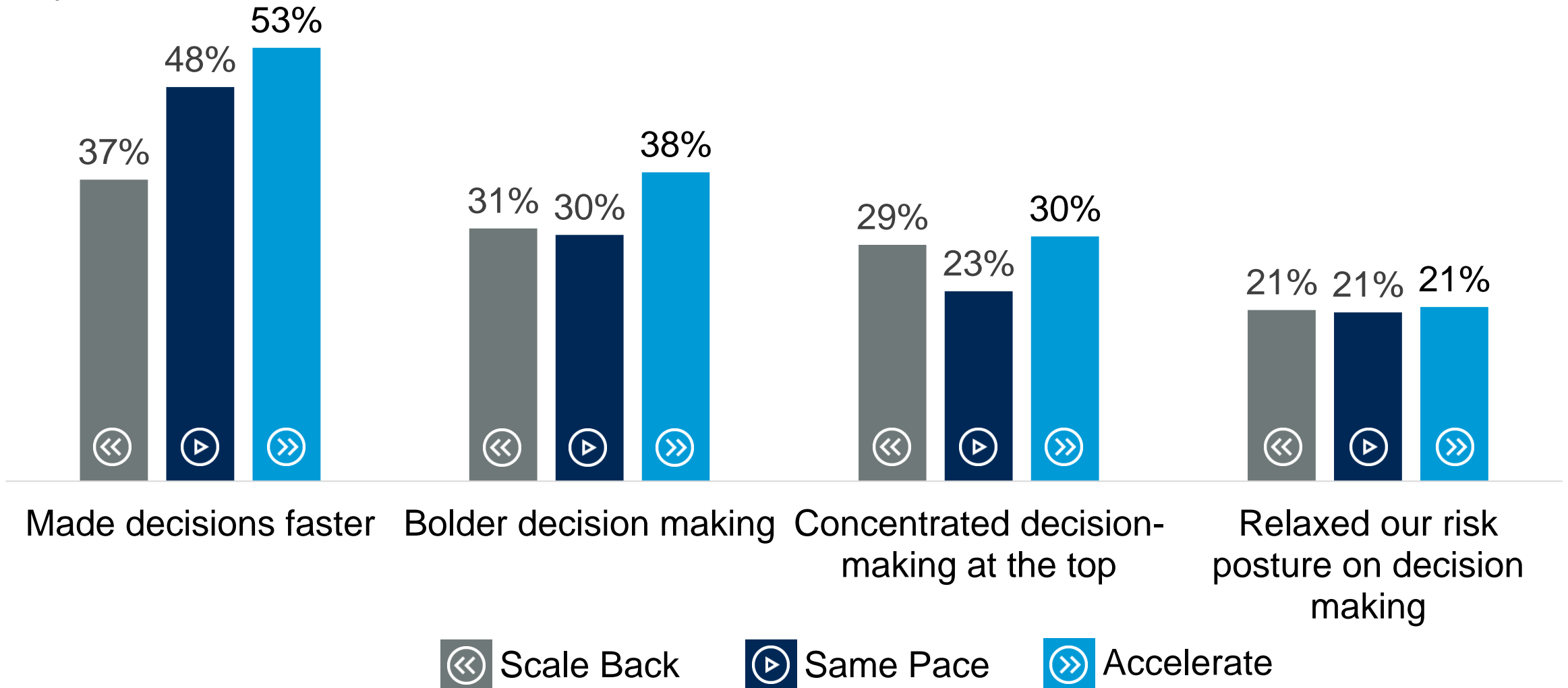
**Cost
Management**

Other

Actions

Decision Making

Multiple answers allowed



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n varies by segment, Executives very familiar with enterprise digital initiatives

H1Q2. What did your enterprise do that helped it stay in business / accelerate digital business during the COVID-19 pandemic?

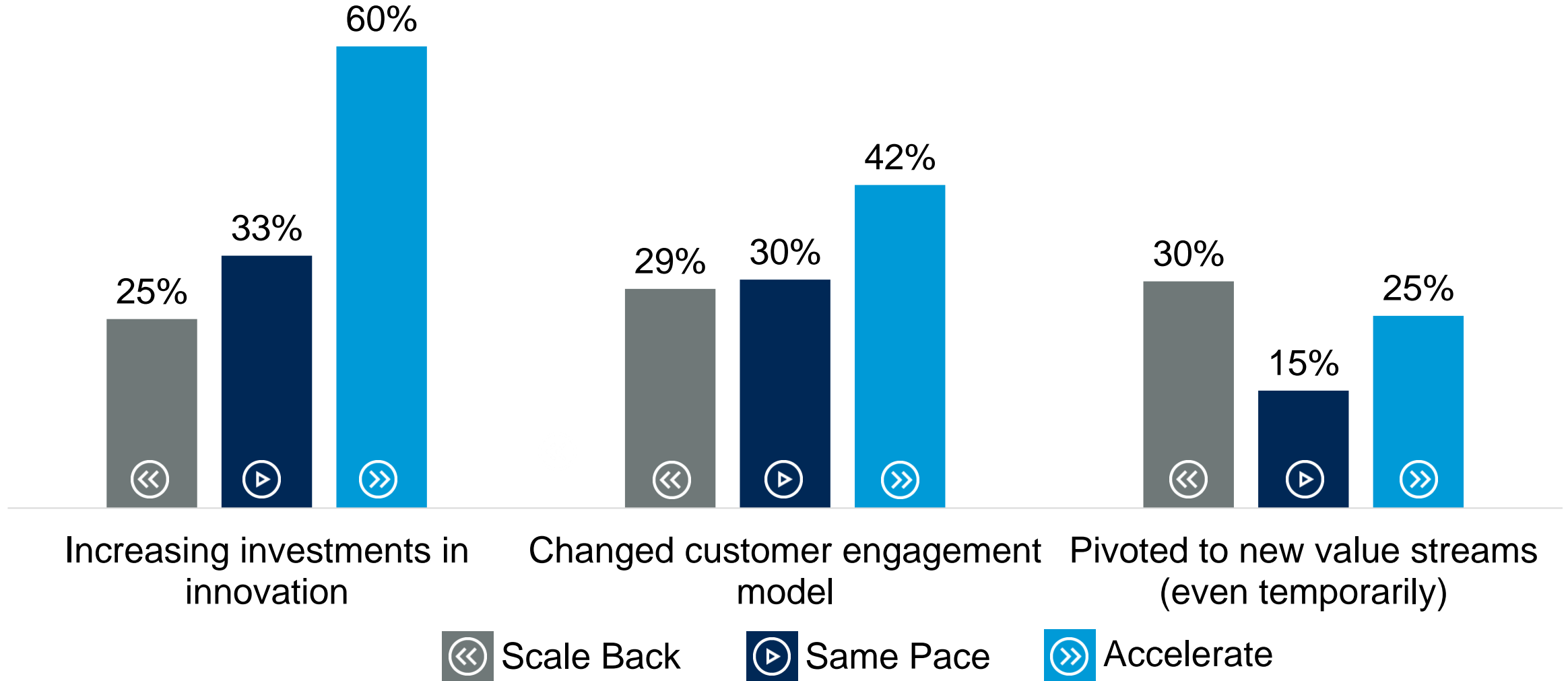
Source: 2021 Gartner Digital Business Acceleration Survey

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Actions

Innovation and Business Model

Multiple answers allowed



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n varies by segment, Executives very familiar with enterprise digital initiatives

H1Q2. What did your enterprise do that helped it stay in business / accelerate digital business during the COVID-19 pandemic?

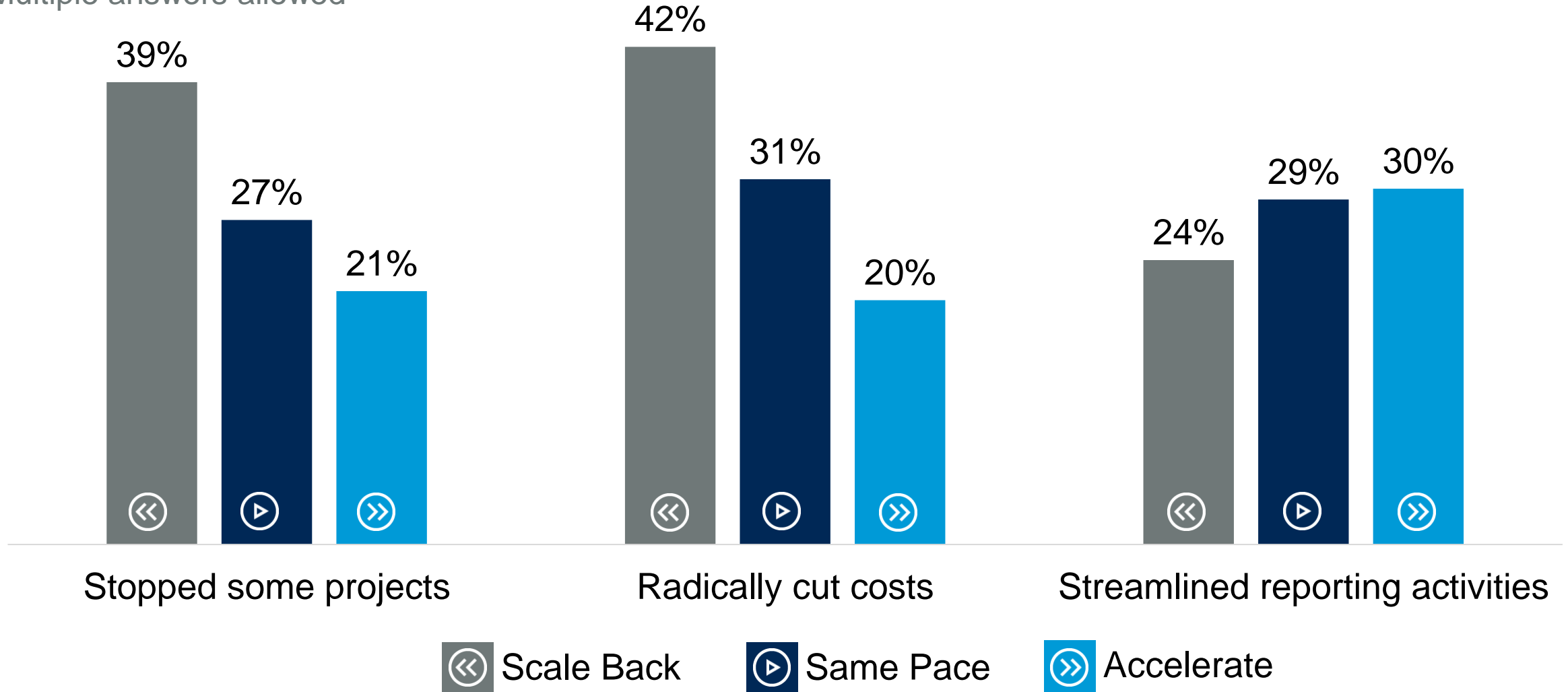
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Actions

Cost Management

Multiple answers allowed



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n varies by segment, Executives very familiar with enterprise digital initiatives

H1Q2. What did your enterprise do that helped it stay in business / accelerate digital business during the COVID-19 pandemic?

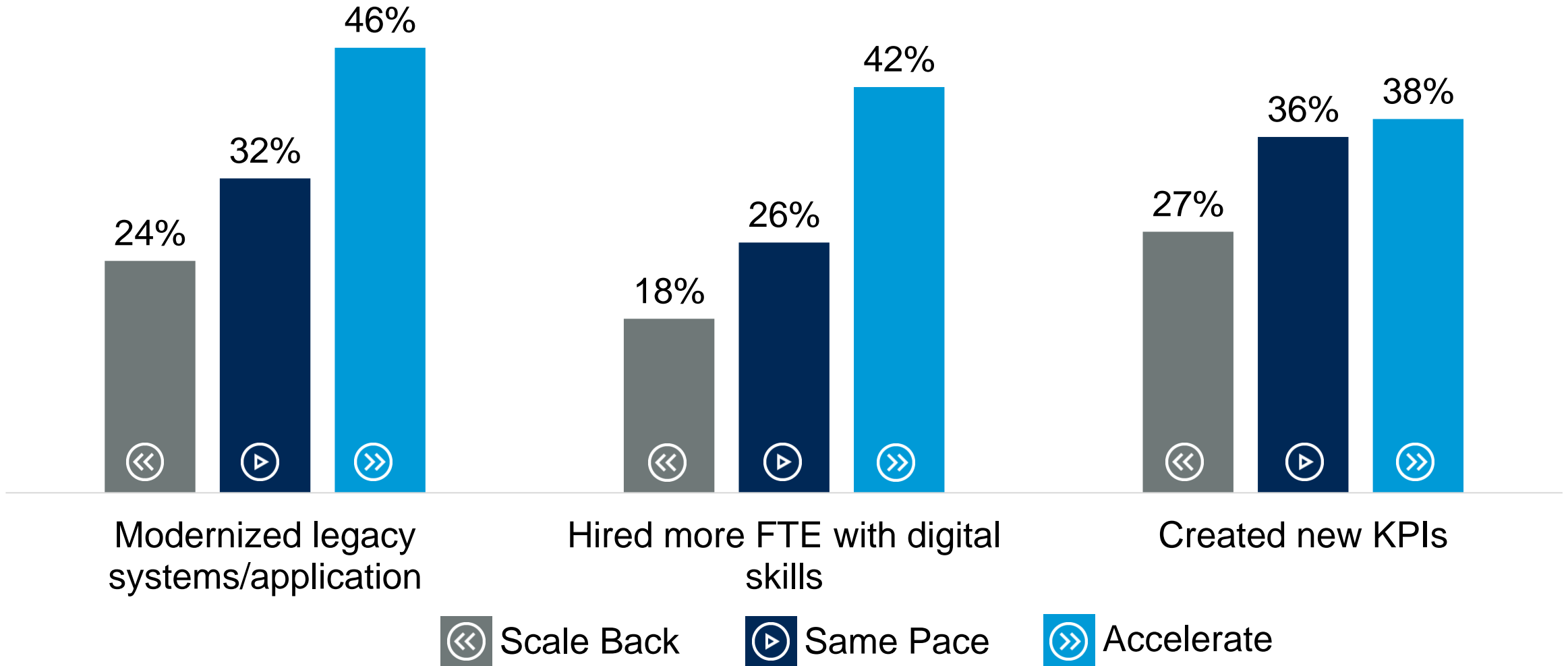
Source: 2021 Gartner Digital Business Acceleration Survey

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Actions

Other

Multiple answers allowed



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n varies by segment, Executives very familiar with enterprise digital initiatives
H1Q2. What did your enterprise do that helped it stay in business / accelerate digital business during the COVID-19 pandemic?
Source: 2021 Gartner Digital Business Acceleration Survey

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Actions

Outcomes

Polling Question 2 of 3

What was the main outcome your enterprise achieved over the last year?

- A. Increased revenue
- B. Reduced costs
- C. Improved employee productivity
- D. Improved customer engagement
- E. Improved competitiveness

How to participate in our polling

If you are in full screen mode – click Esc
The poll question is on the “Vote” tab.
Please click the box to make your selection.
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Thank you!

Ask a question

Attachments

Vote

Rate this

Details

Q. Polling Question

(please choose 1 answer)

A. Answer

☐

B. Answer

☐

C. Answer

☐

D. Answer

☐

E. Answer

☐

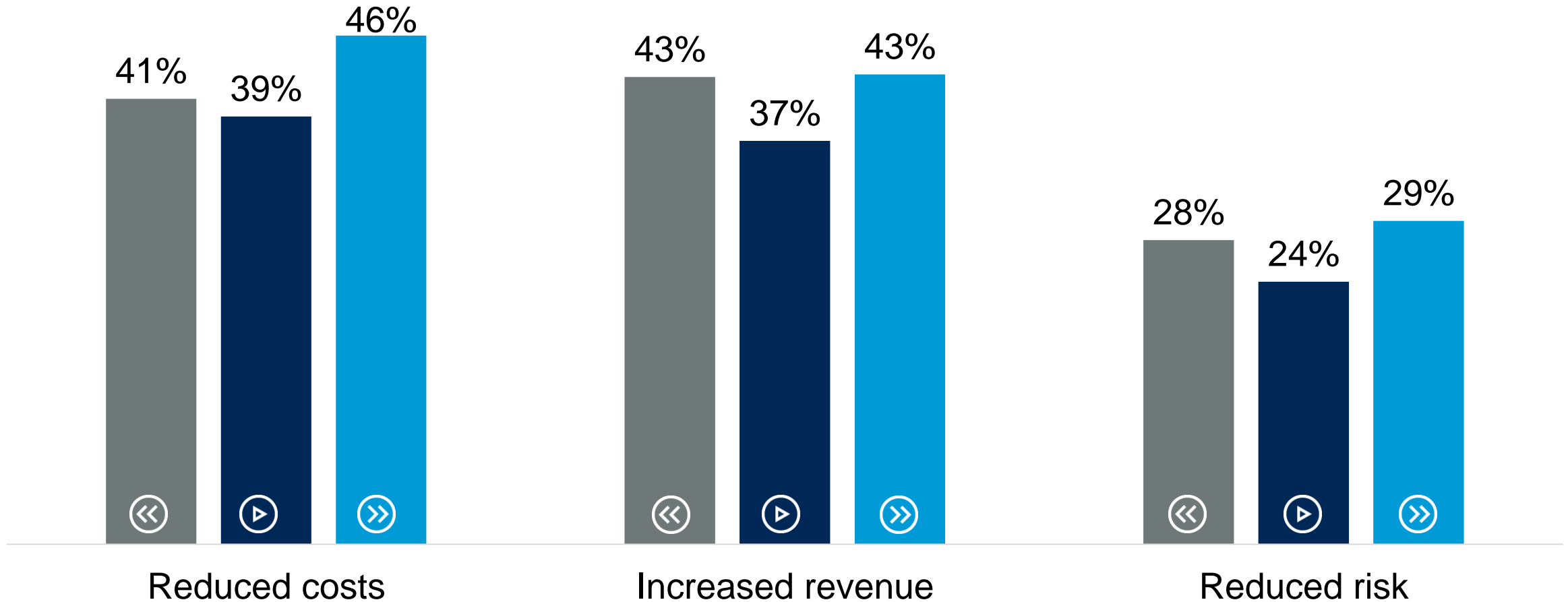
Outcomes

Financial

Operational

Capability

Outcomes Financial



Scale Back



Same Pace



Accelerate

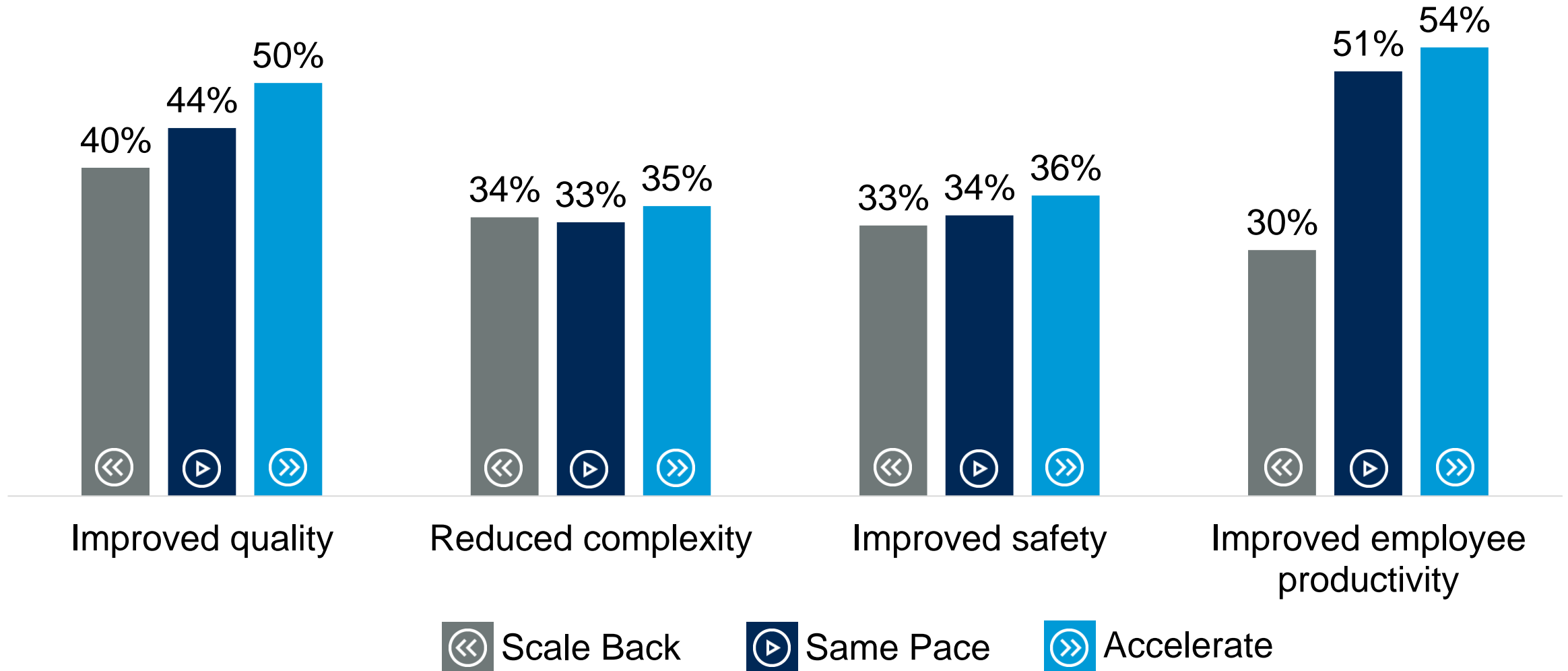
n varies by segment; Executives very familiar with enterprise digital initiatives
H2Q2. Which of these outcomes has your enterprise's digital initiatives achieved?
Source: 2021 Gartner Digital Business Acceleration Survey

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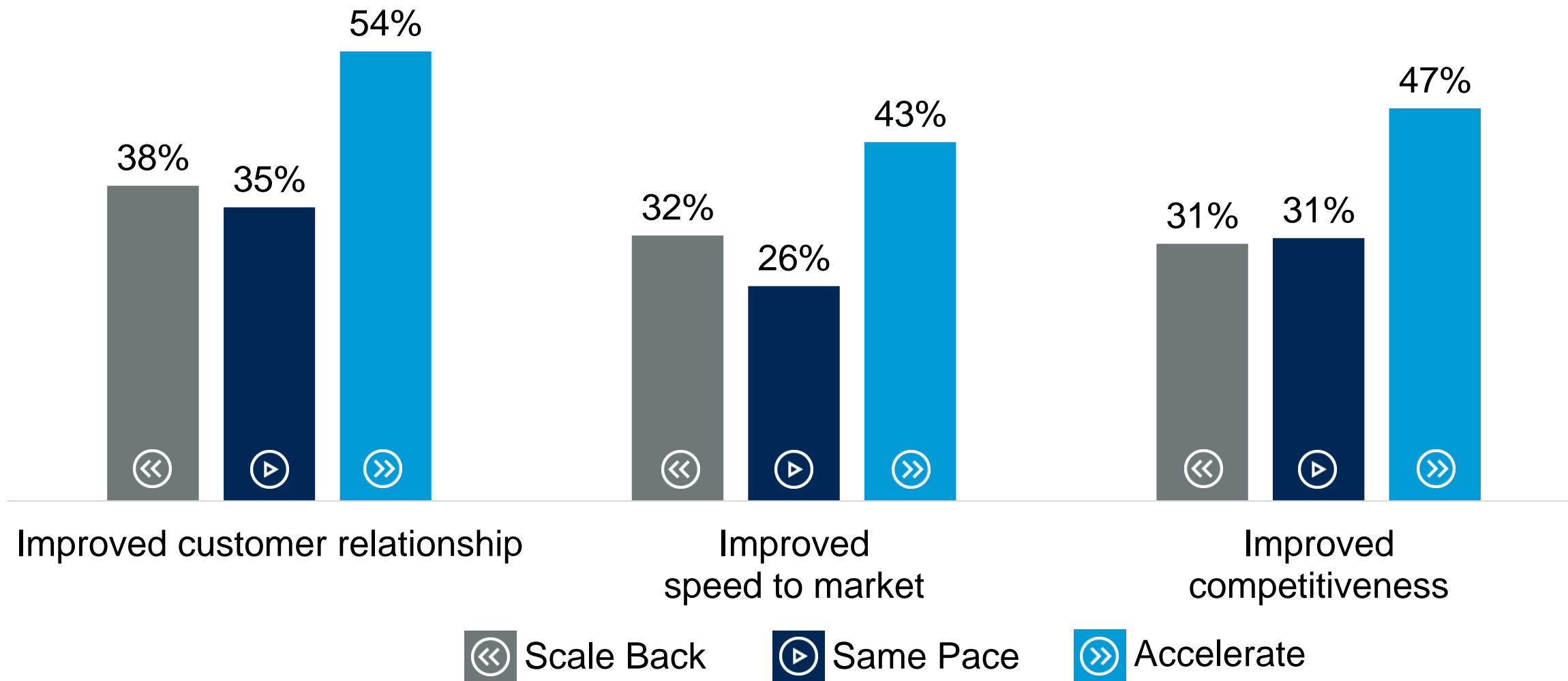
Outcomes Operational



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n varies by segment; Executives very familiar with enterprise digital initiatives
H2Q2. Which of these outcomes has your enterprise's digital initiatives achieved?
Source: 2021 Gartner Digital Business Acceleration Survey

Outcomes Capabilities



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n varies by segment; Executives very familiar with enterprise digital initiatives
H2Q2. Which of these outcomes has your enterprise's digital initiatives achieved?
Source: 2021 Gartner Digital Business Acceleration Survey

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Actions

Outcomes

Predictions

Polling Question 3 of 3

What is the most important action your enterprise plans to take next year?

- A. Increase digital investments
- B. Hire more digital talent
- C. Enhance rapid response capability
- D. Develop more agile capabilities
- E. Create new digital products and services

How to participate in our polling

If you are in full screen mode – click Esc
The poll question is on the “Vote” tab.
Please click the box to make your selection.
Upon voting you will see the results.

Thank you!

Ask a question

Attachments

Vote

Rate this

Details

Q. Polling Question

(please choose 1 answer)

A. Answer

☐

B. Answer

☐

C. Answer

☐

D. Answer

☐

E. Answer

☐

Predictions

**Spending and
Funding**

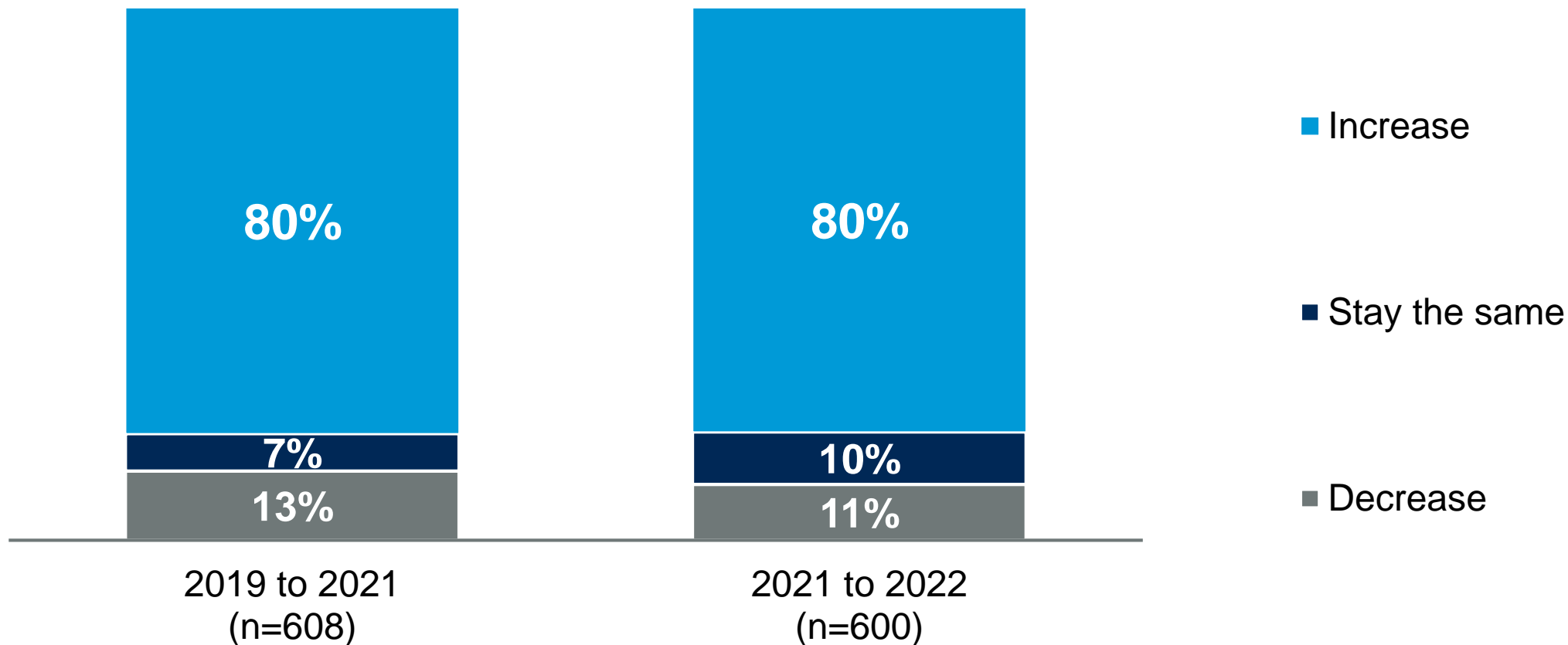
Technology

**Focus and
Capabilities**

Predictions Spending and Funding

Digital Business Spending Continues to Increase

Change in Spending on Digital Business Initiatives Percentage of Respondents



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n varies; Executives very familiar with enterprise digital initiatives excluding Not Sure

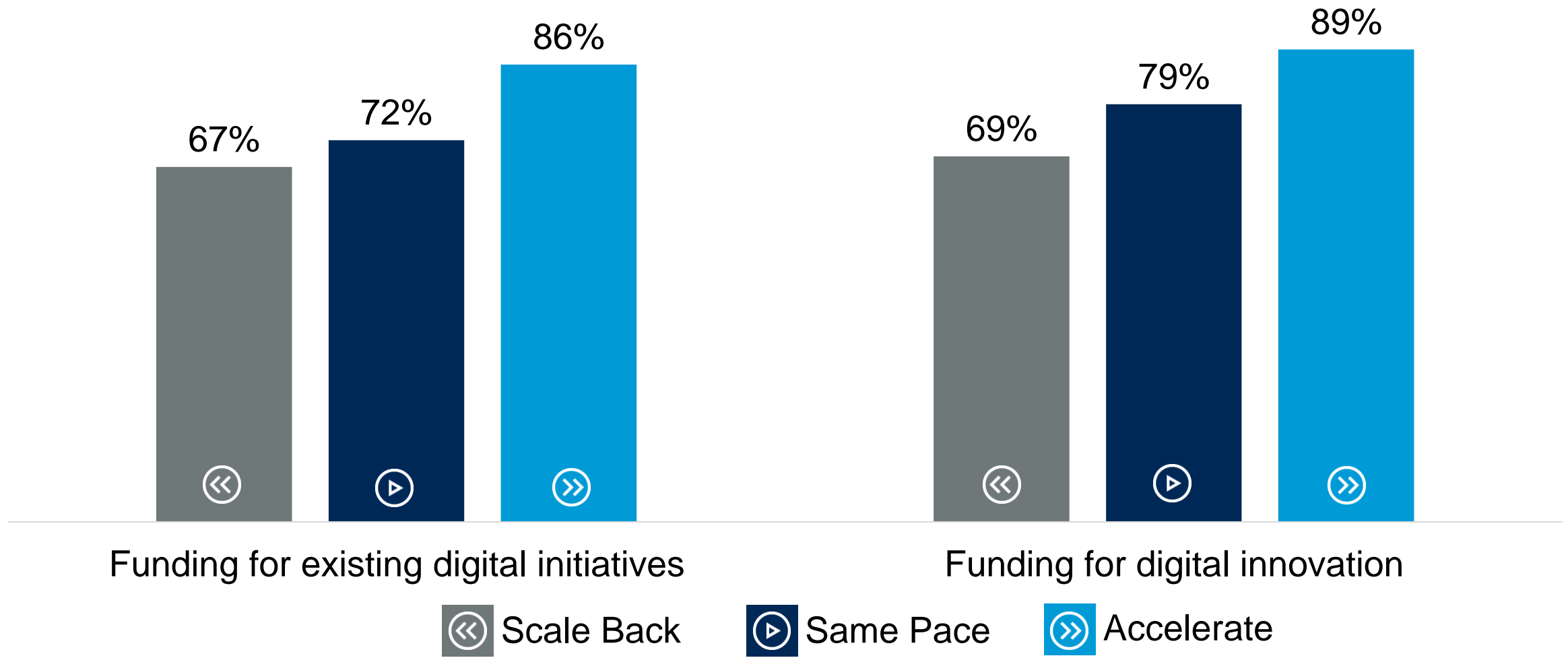
H3Q4a. By what percentage did your enterprise's spend on digital business initiatives increase or decrease from 2019 to 2021?

H3Q4B. By what percentage do you expect your enterprise's spend on digital business initiatives to increase or decrease from 2021 to 2022?

Source: 2021 Gartner Digital Business Acceleration Survey

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Predictions Spending and Funding

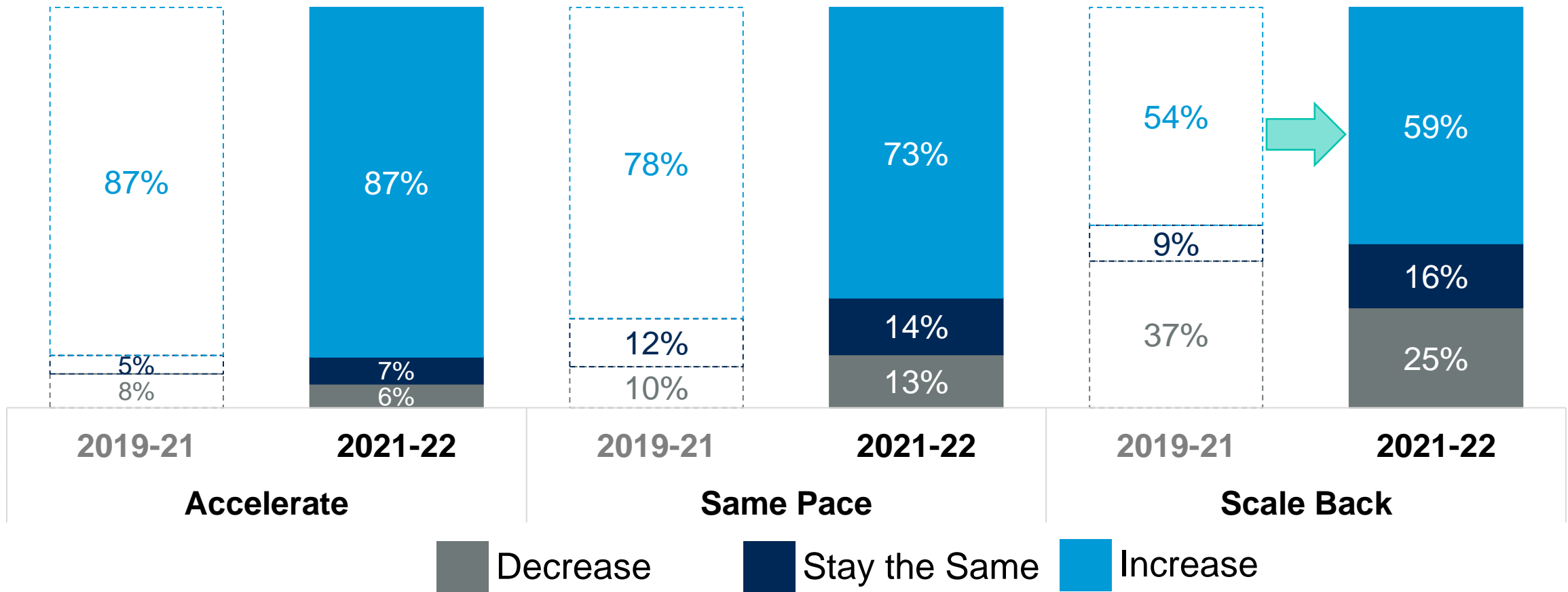


n varies by segment; Executives very familiar with enterprise digital initiatives excluding not sure or not applicable
H3Q4. How would you characterize your enterprise's plans for the following activities in the next 18 months?
Source: 2021 Gartner Digital Business Acceleration Survey

Predictions Spending and Funding

Accelerators Plan to Continue to Outspend

Change in Spending on Digital Business Initiatives Percentage of Respondents



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n varies; Executives very familiar with enterprise digital initiatives excluding Not Sure

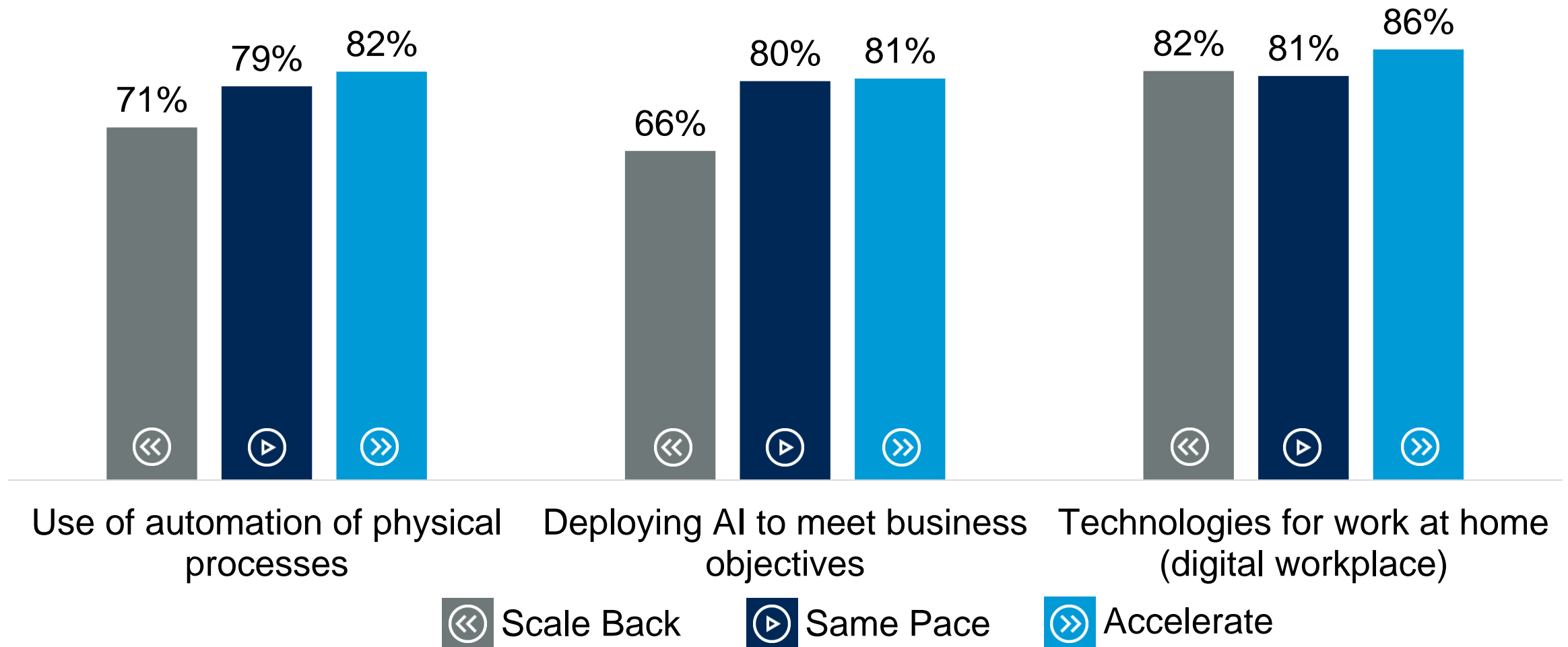
H3Q4a. By what percentage did your enterprise's spend on digital business initiatives increase or decrease from 2019 to 2021?

H3Q4B. By what percentage do you expect your enterprise's spend on digital business initiatives to increase or decrease from 2021 to 2022?

Source: 2021 Gartner Digital Business Acceleration Survey

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Predictions Technology

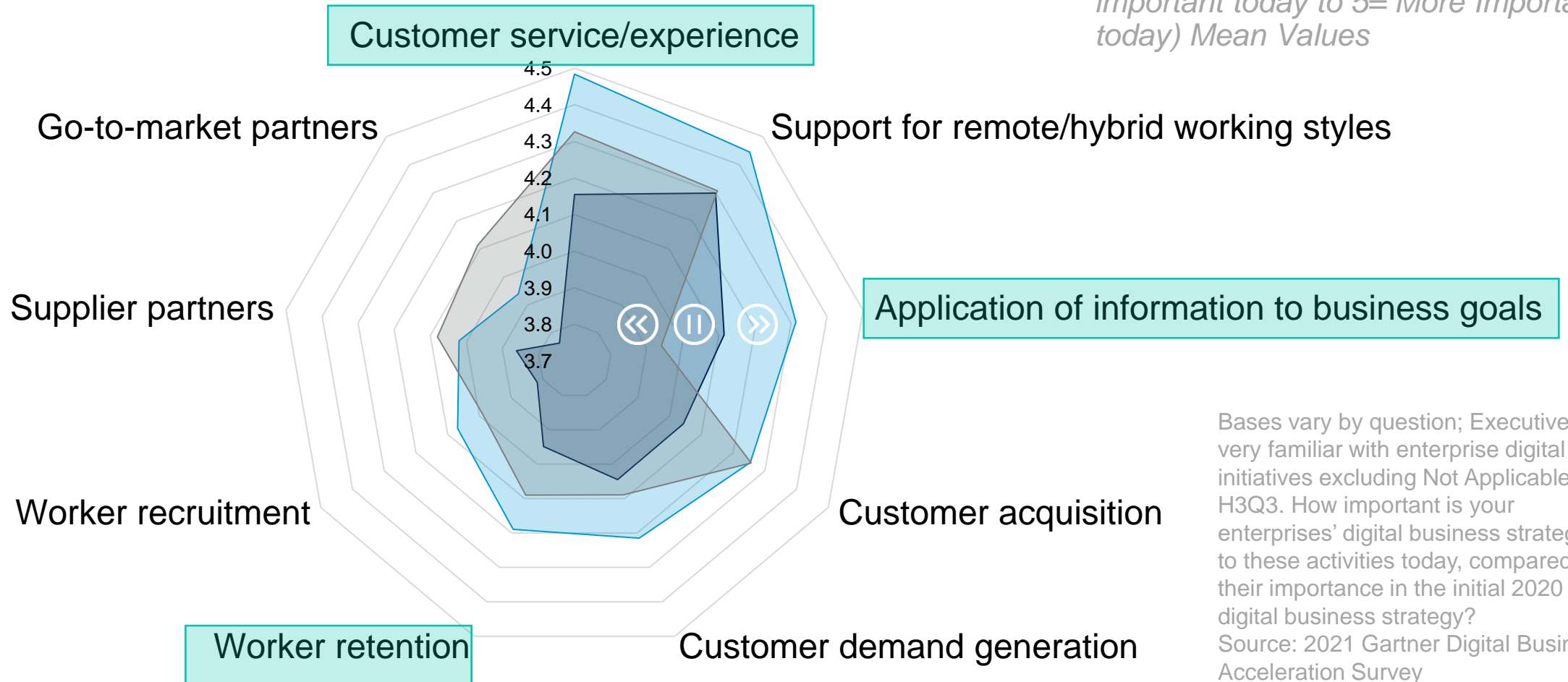


Predictions

Focus and Capabilities

Accelerators Value Digital Business More

Importance of Digital Business Strategy (2020 vs Today) (1= Less important today to 5= More Important today) Mean Values



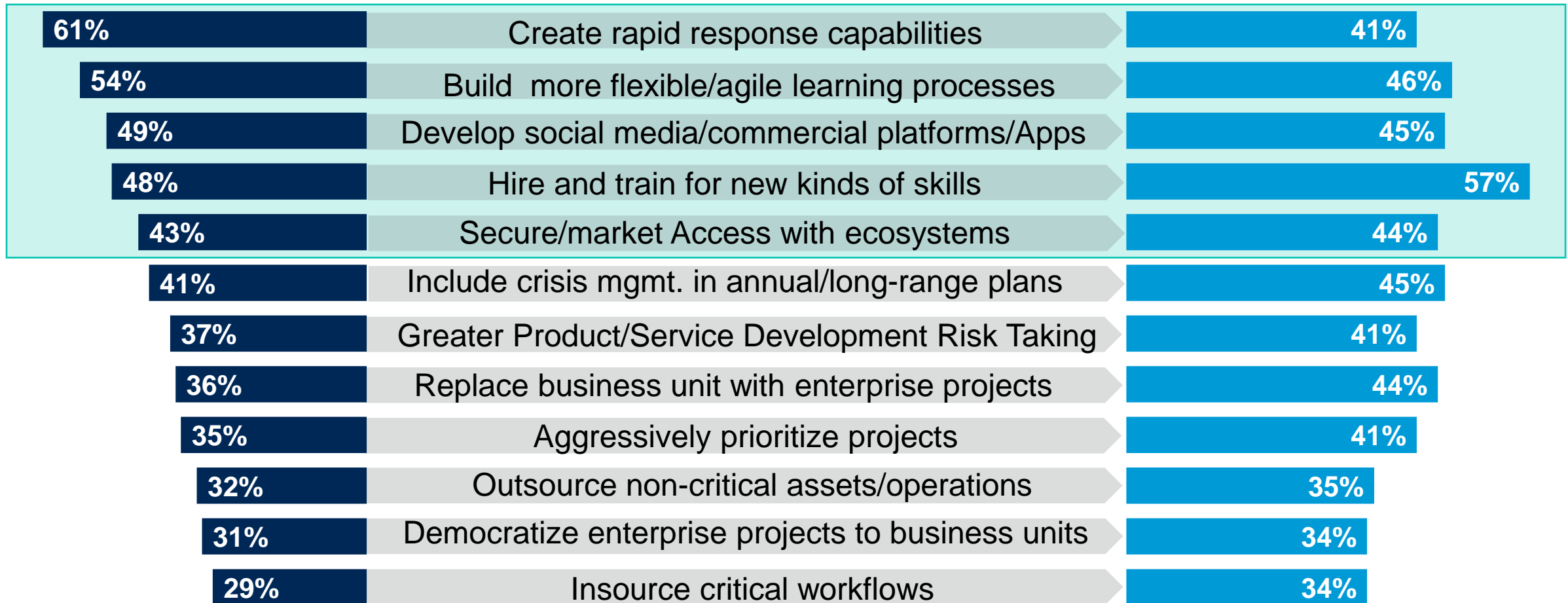
Bases vary by question; Executives very familiar with enterprise digital initiatives excluding Not Applicable H3Q3. How important is your enterprises' digital business strategy to these activities today, compared to their importance in the initial 2020 digital business strategy? Source: 2021 Gartner Digital Business Acceleration Survey

Predictions Focus and Capabilities

Accelerators Digital Business Actions in 2020 and 2021

2020

2021



n = 397; Executives very familiar with enterprise digital initiatives; Accelerating Digital Business Cohort H3Q1. Which of these did your enterprise start doing in 2020 to accelerate digital business? Vs. Which is it doing (starting or continuing) in 2021?

Source: 2021 Gartner Digital Business Acceleration Survey

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Summary

- Accelerators will compete with more innovation, better customer engagement, more digital talent, better decision making and more agile cultures
- Accelerators will be able to leverage improved capabilities in customer experiences, speed to market and overall competitiveness
- Accelerators will continue to build and use rapid response capabilities, agile learning as well as upgrade new skills in the future

The experiences of the last year will drive an increase in the “Speed of the game”

Ask your questions



The screenshot shows a web interface for asking questions. At the top, there are four tabs: 'Ask a question', 'Attachments', 'Rate this', and 'Details'. The 'Ask a question' tab is highlighted with an orange border and an orange arrow points to it from the left. Below the tabs is a text input field with the placeholder text 'Type your question here...'. At the bottom right of the form is a 'Send Question' button, which is also highlighted with an orange border and an orange arrow points to it from the left.

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Attachments

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Details

Ask a question

Type your question here...

Send Question

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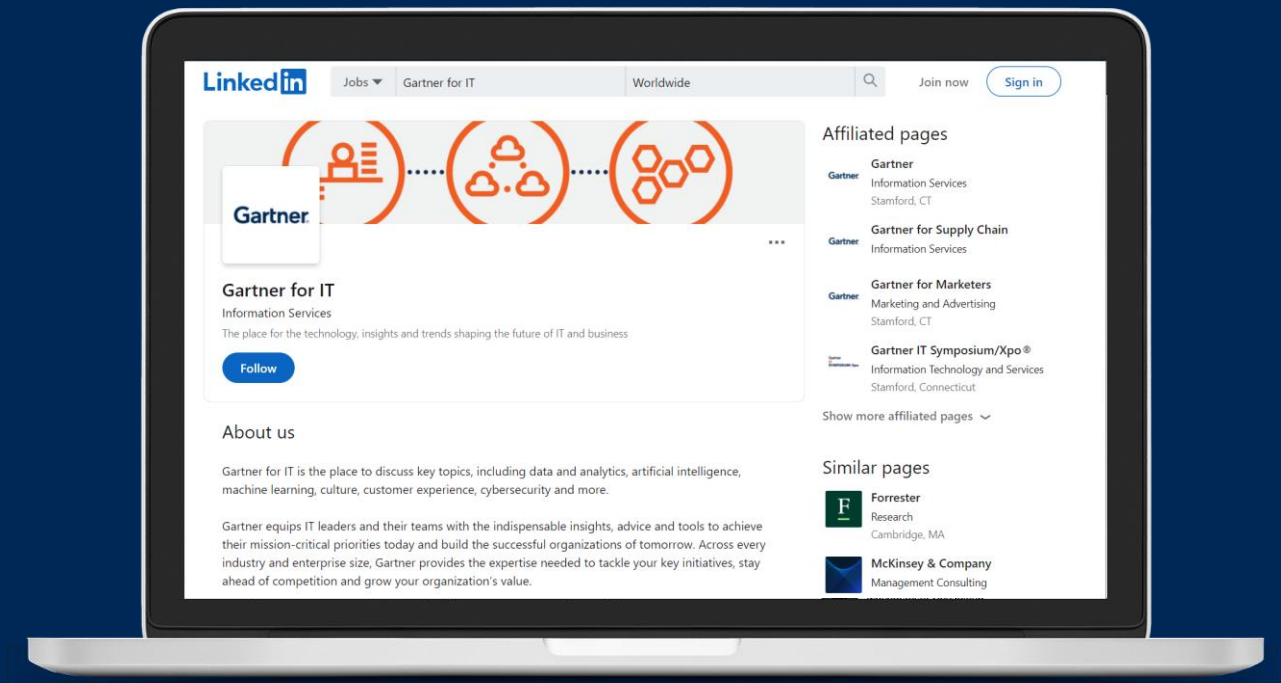


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