



# TRANSFORM THE WAY YOU WORK

## DIGITAL TRANSFORMATION IS MAKING BIG WAVES ACROSS ALL INDUSTRY SECTORS

According to IDC, by 2020 one-third of top market share leaders will be significantly disrupted by competitors using 3rd Platform technologies like social, big data, Cloud and smart embedded devices to improve customer experience and gain efficiencies in processes that lead to increased productivity, reduced costs and new business models.

### Top concerns of CEOs across small, medium and large Australian businesses in 2016

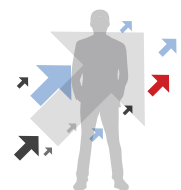
While 1 in 10 cite new business models and changing customer buying patterns as major causes of concern for C levels in small, medium and large businesses, 1 in 3 of these C levels are still concerned with rising costs of business operations\*



Disruption from new  
business models



Changing customer  
buying patterns



Rising costs of work  
process operations



## SMALL SIZE, BIG PUNCH!

Smaller businesses are more vulnerable to competitor disruption but want to make the most of digital transformation to help them stay relevant, competitive and sometimes even just survive.

20%

of businesses under 250 seats are hard task masters, putting IT to work in creating new opportunities and allowing them to enter new market spaces etc. compared to less than half that number for larger than 250+ organisations\*

10%

of businesses under 250 seats say they expect ICT to disrupt and help them re-think/re-do/re-invent to stay relevant, 10 times more than the expectations of organisations larger than 250 seats\*

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like you*

# ARE YOU A TRUE DIGITAL TRANSFORMER?

When we asked a diverse range of businesses where they were on their digital transformation journey what we found was what they think is not what they do.

A recent Canon IDC Survey showed that:

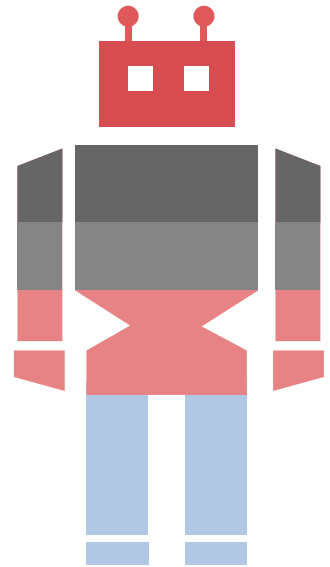
**82%** of businesses said they were highly dependent on IT/had started or are well into their digital transformation journey.

**However in reality, the same survey reveals their immaturity in terms of their document process status**

**28%** of businesses still worked with completely paper based processes

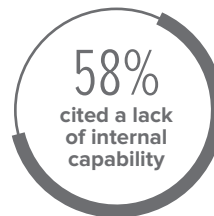
**57%** of the businesses were working at various stages of paper and digital workflows

**14%** said they had completely digitised workflows



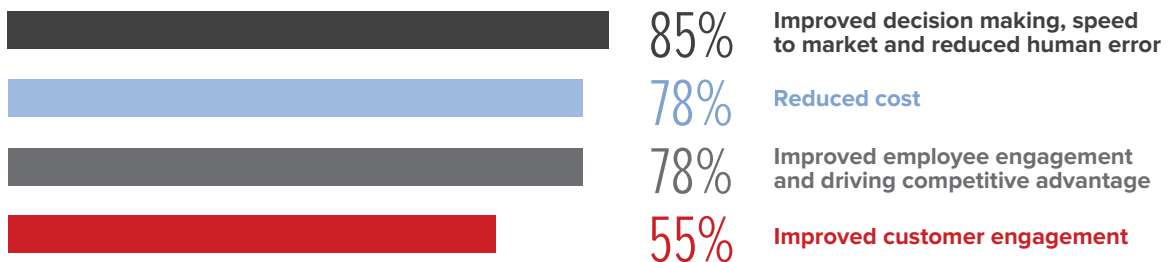
## WHAT IS HOLDING BACK BUSINESS TRANSFORMATION?

The intent is there but there are some inherent things that businesses need help with.



## WHAT DO BUSINESSES WANT TO ACHIEVE BY TRANSFORMING THEIR PROCESSES?

Increased productivity and cost savings are still the main focus of most organisations. However, what is surprising is how important employee engagement is in comparison to improved customer experience\*\*



Digital transformation encourages businesses to shift their focus beyond short term efficiency initiatives to longer term workflow and business model transformation strategies. Canon provides solutions to help businesses of all sizes, and at any stage of the digital transformation journey, to meet the challenges of their new and disruptive environment.

Source:

\*IDC AP C suite Barometer study 2015-16, <100 to 500+ employee size n=320

\*\*IDC-Canon Transformation Study, March 2016, 100-999 employee size, n=170

Want to find out more?

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canon.com.au/business  
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