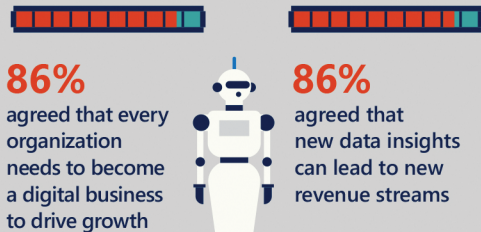


ARE PHILIPPINES' BUSINESSES READY FOR DIGITAL DISRUPTION?

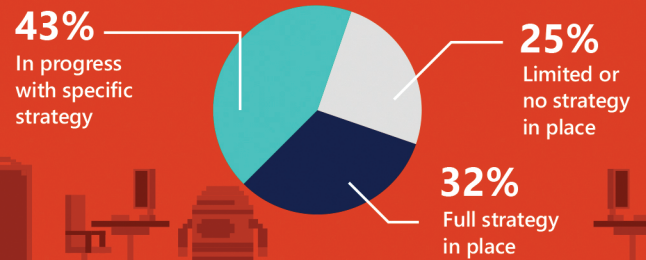
The 4th Industrial Revolution is upon us, disrupting how we work, live and play. Organizations need to embrace digital transformation to remain relevant in the new economy.

The Microsoft Asia Digital Transformation Study involving 111 business leaders in Philippines tells us more.

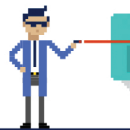
DIGITAL TRANSFORMATION A PRIORITY IN PHILIPPINES



PHILIPPINES' ORGANISATIONS ARE IN DIFFERENT STAGES OF DIGITAL TRANSFORMATION



HOW ARE DIGITAL TRANSFORMATION PILLARS PRIORITIZED IN PHILIPPINES?



ENGAGE CUSTOMERS



#1

EMPOWER EMPLOYEES



#2

OPTIMIZE OPERATIONS



#3

TRANSFORM PRODUCTS & ENABLE NEW BUSINESS MODELS



#4

1 Lack of organisation leadership to ideate, plan and execute digital transformation



3 Lack of a digitally-skilled workforce able to optimize digital businesses

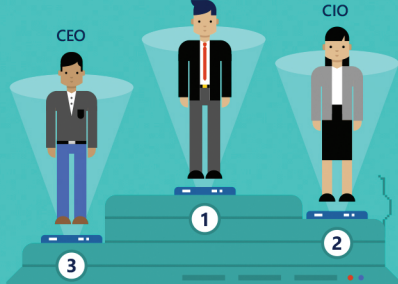
CURRENT BARRIERS TO DIGITAL TRANSFORMATION

2 Cyber threats and security concerns

4 Lack of leadership shown by Board of Directors & Executives & Lack of supporting government policies and ICT infrastructure

WHO SHOULD DRIVE DIGITAL TRANSFORMATION?

Chief Digital Officer



MOST RELEVANT EMERGING TECHNOLOGIES



1 Internet of Things



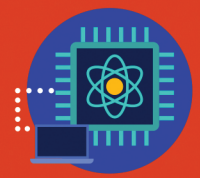
2 Artificial Intelligence



3 Next-generation Computing



4 Wearable Technologies



5 Quantum Computing

The Microsoft Asia Digital Transformation Survey polled 1,494 business decision makers across Asia to understand their digital transformation journey.

- 13 Asia Pacific markets involved include Australia, China, Hong Kong, Indonesia, India, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan and Thailand
- Business leaders surveyed were from organizations with more than 250 staff and are decision makers involved in shaping their organization's digital strategy
- Find out more about how Microsoft is enabling the digital transformation journeys of leading organizations here: <https://blogs.microsoft.com/transform/>

