



# Transformation in motion

PwC New Zealand's 2017 Digital IQ Survey



Visit [pwc.co.nz/digitalIQ](https://pwc.co.nz/digitalIQ) for our full findings

# When data and people collide

We're now many years into the digital revolution but New Zealand businesses are still grappling with what it means for them. The ones that succeed in this new landscape will have mastered two key digital skills: human centred design and the business potential of data and analytics.

Today we're launching the 10th edition of our Digital IQ Survey of global businesses. It's a study of over 2,000 global business leaders, including those here in New Zealand, on their view of what makes a digital business succeed.

The findings are mixed for New Zealand. We fare well in scores on innovation, but are failing to put better customer experiences at the heart of our digital strategies. Companies still see digital investment as a matter of revenue generation, rather than a broader cultural and organisational transformation. Our study shows this is holding back New Zealand companies from competing with their counterparts overseas.

We're also seeing this in the priorities businesses have for the next year. Products and services are receiving the most investment, while customer experience and enterprise transformation are taking a back seat.

However, the transformation that digital has set in motion isn't limited to just products.

Digital is about people as much as it is about technology, something New Zealand companies are beginning to grasp. As organisations go through a generational change towards millennial workers, this attitude will only become more important.

Another key area of investment is in data and analytics. We're seeing that a purposeful use of analytics to improve products and customer experience is showing dividends. Success here rests on a data and analytics strategy that is squarely focused on customer outcomes.

On the horizon are a set of emerging technologies: the Essential Eight (Artificial Intelligence, Virtual Reality, Augmented Reality, Blockchain, Internet of Things, Drones, Robotics and 3-D Printing).

New Zealand firms are starting to address these, however they are still taking a technology-first, rather than a business-first approach.

Data and analytics and human-centred design can't be undertaken independently and they certainly can't be ignored. Sitting behind them has to be a broader digital approach, one that is equal parts business strategy, customer experience and technology.

It's a big challenge, but we know New Zealand companies are up to it. If you'd like to see our full findings from this year's Digital IQ Survey, please visit our website.



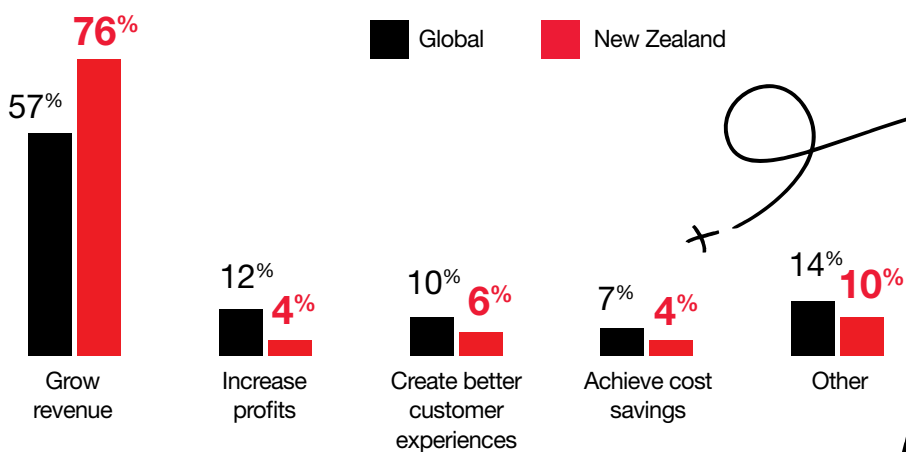
**Kris Nygren**  
Partner



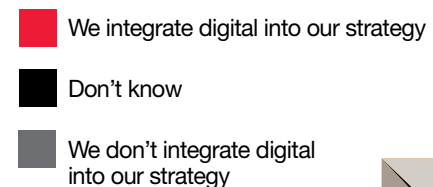
**Greg Doone**  
Director

## Here are our key New Zealand findings from the 10th PwC Digital IQ Survey

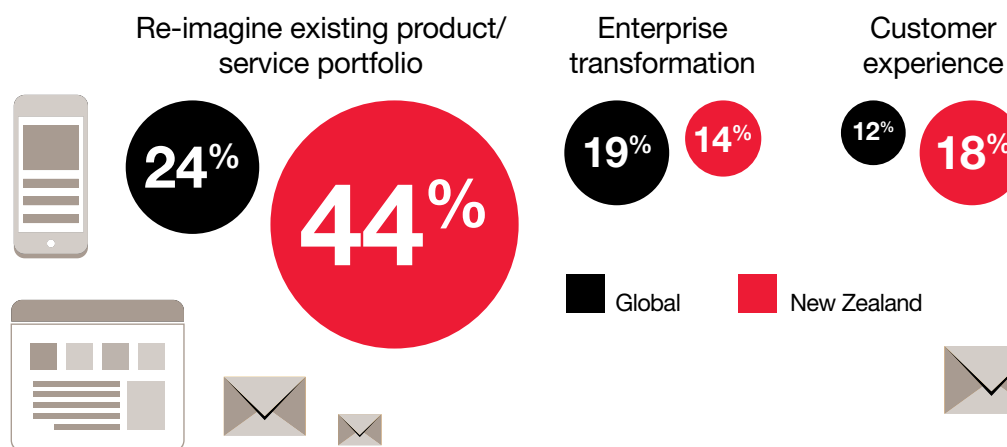
### What value do you expect from digital technology?



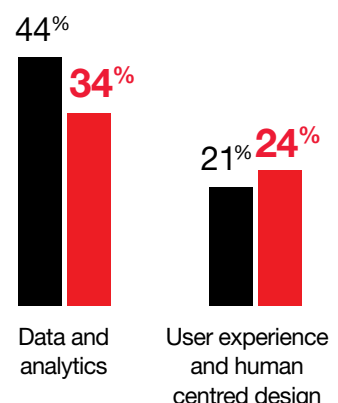
**50%** of our respondents are bringing their digital strategy into their business strategy



### What's the most important digital initiative you will invest in over the next year?



Less than half of our respondents say human centred design and data and analytics are very important skills



To read the full findings visit [pwc.co.nz/digitalIQ](http://pwc.co.nz/digitalIQ)