

satisfaction

89% customer

87%

revenue

growth

86%

product/service quality assurance 85%

competitive advantage

84%

profit growth/ cost reduction

PERCENTAGE OF PUBLIC SECTOR RESPONDENTS



92% service quality assurance



90% mission

delivery

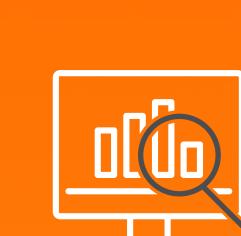


cost reduction 84%

citizen satisfaction

## All digital competencies are important, but five stand out.

The **top 5** competencies that help organizations achieve its digital objectives today:



analytics using customer and/or operational data from digital systems

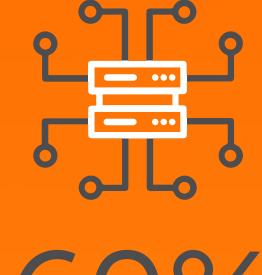


workplace transformation with digital

technologies



ability to manage and measure the user and/or employee digital experience



IT infrastructure modernization/ transformation

Percentage of high performers who cite



digital product and service innovation

as the most important competency for

meeting objectives.

Digital-competency gaps exist, limiting benefits and causing poor user experience.

Respondents who say their

organizations are struggling to achieve important goals because they lack key digital competencies.

Of surveyed organizations report only neutral or no measurable benefits

from their digital strategies.

Respondents who say their digitalcompetency gaps have negatively

affected user experience.

Respondents who say they need to significantly improve digital experience management.



## What is digital experience management? Proactively and comprehensively monitoring application, network, infrastructure, and device performance to measure and improve a users' digital experience.

## but not complacent. 81% 57% High performers who High performers who say they are High performers who see a

significantly ahead of rivals in three

digital competencies: IT infrastructure

modernization, automation of

More than half (53%) have appointed Chief Digital Officers (CDOs) compared with a

third (36%) of other respondents. Similarly, 53% of high performers establish a

digital department or competency center, compared to 39% of everyone else.

High performers are significantly ahead,

say their progress on developing digital competencies is running

ahead of peers.

business processes, and development approaches such as Agile. High performers adopt a wider variety of approaches to digital competency development.

of others.

need to improve across all

digital competencies,

compared with 46%

Expectations for IT are rising;

most are not ready for the challenge.

in other departments, their IT

departments confine themselves

to technology implementation

and management.

leadership role in developing and delivering their organisations' digital competencies.

51%

Respondents who say their IT

departments should have a

68% Respondents who say that rather than leading digital competency

Assess Your Organization's

communication between IT and other departments limits their organisations' digital

competencies.

Respondents who say that poor

## competencies, the sooner it can deliver the exceptional digital experiences that customers and users have come to expect. See how your organization's digital competencies stack up against all survey respondents, peers, or

digital competencies require continual focus. The sooner an organization improves its digital high performers. Complete your online digital competency assessment today to receive your competency score and customized report.

Digital Competencies

Both digital transformation and improving

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Commissioned by Riverbed, The Economist Intelligence Unit study Benchmarking Competencies for Digital Performance assesses digital competencies that directly impact digital performance and global business success. It also provides insights from high digital performers. The study, conducted between January and February 2019, surveyed more than 500 executives at global businesses or government organizations

in eight countries (U.S., UK, Germany, France, Australia, Singapore, Canada and UAE). The full, comprehensive report can be accessed at

https://www.riverbed.com/dm/survey/economist.html.

**ABOUT THE STUDY** 

ADVANCING THE HUMAN EXPERIENCE

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