Are businesses ready for the digital future?

In partnership with Intel and Vanson Bourne, we polled 4,600 business leaders across 40+ countries and 12 industries to assess their digital transformation efforts.

This Digital Transformation Index maps today’s digital business maturity levels.

<table>
<thead>
<tr>
<th>Digital Laggards</th>
<th>Digital Followers</th>
<th>Digital Evaluators</th>
<th>Digital Adopters</th>
<th>Digital Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>No digital plan; limited initiatives and investments</td>
<td>Very few investments; tentative plans</td>
<td>Gradual digital transformation and planning</td>
<td>Mature digital plans, investments and innovations in place</td>
<td>Digital ingrained in DNA</td>
</tr>
</tbody>
</table>

2018  
2016

9% | 15% of total respondents  
30% | 32% of total respondents  
33% | 34% of total respondents  
23% | 14% of total respondents  
5% | 5% of total respondents

Maturity Ranking by Country

**Top 3**  
India  
Brazil  
Thailand

**Bottom 3**  
France  
Denmark  
Japan

Maturity Ranking by Industry

**Top 3**  
Telecom  
Technology  
Financial services

**Bottom 3**  
Insurance  
Manufacturing  
Public healthcare

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SOURCE: Vanson Bourne Digital Transformation Index Survey, August 2018. 4,600 business leaders from companies with 250+ employees, across 40+ countries and 12 industries. Some lists have been shortened for clarity.

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