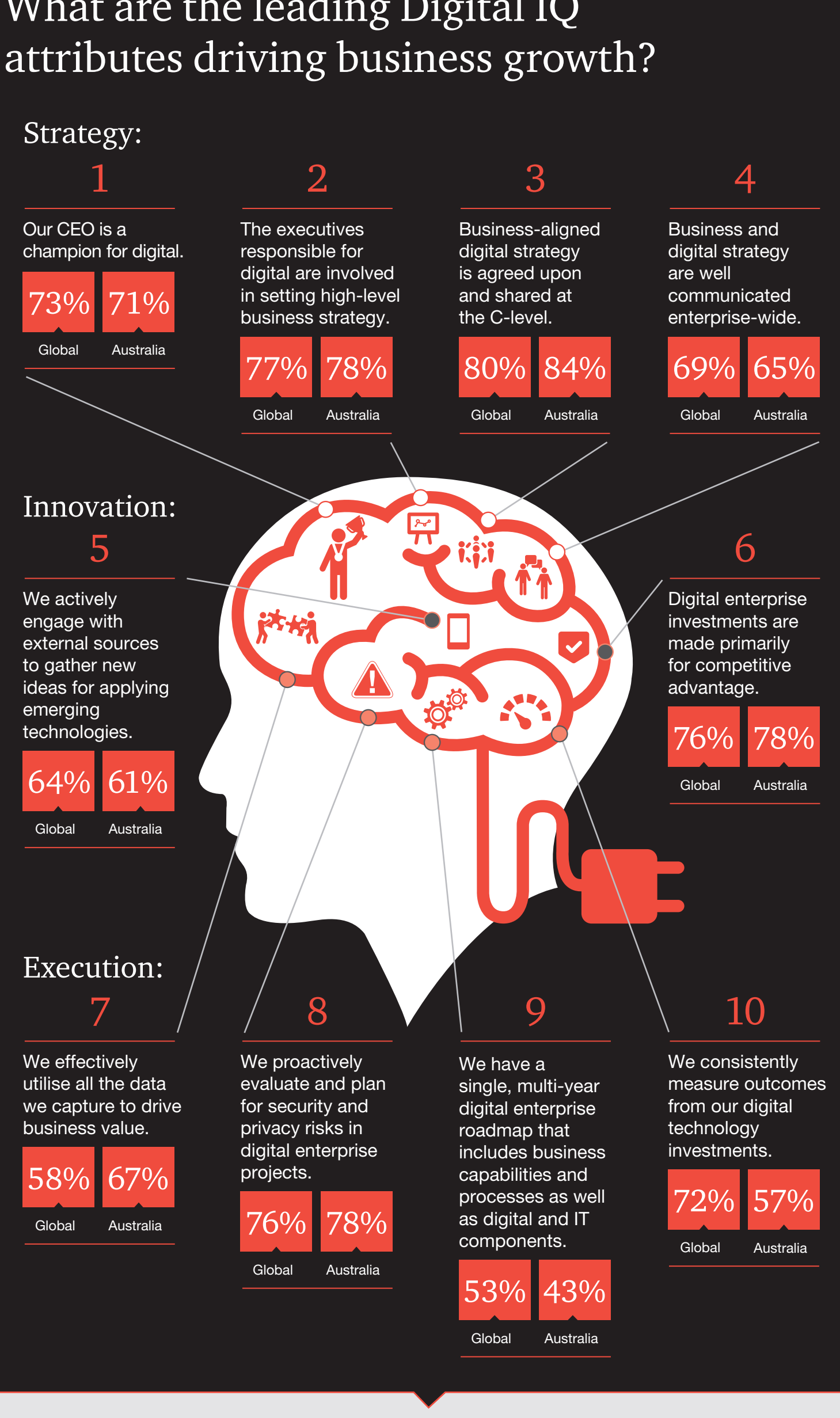


What's Australia's Digital IQ?

Since 2007, PwC's Digital IQ™ Survey has asked one simple question: **What actions can leaders take to ensure their digital investments deliver and sustain value?** To get to the answer, we study the practices and performance of global companies, drawn from the experience of nearly 2,000 business and technology executives from 51 countries*.

We analysed more than 25 factors to isolate the ten attributes that correlate with stronger financial performance.

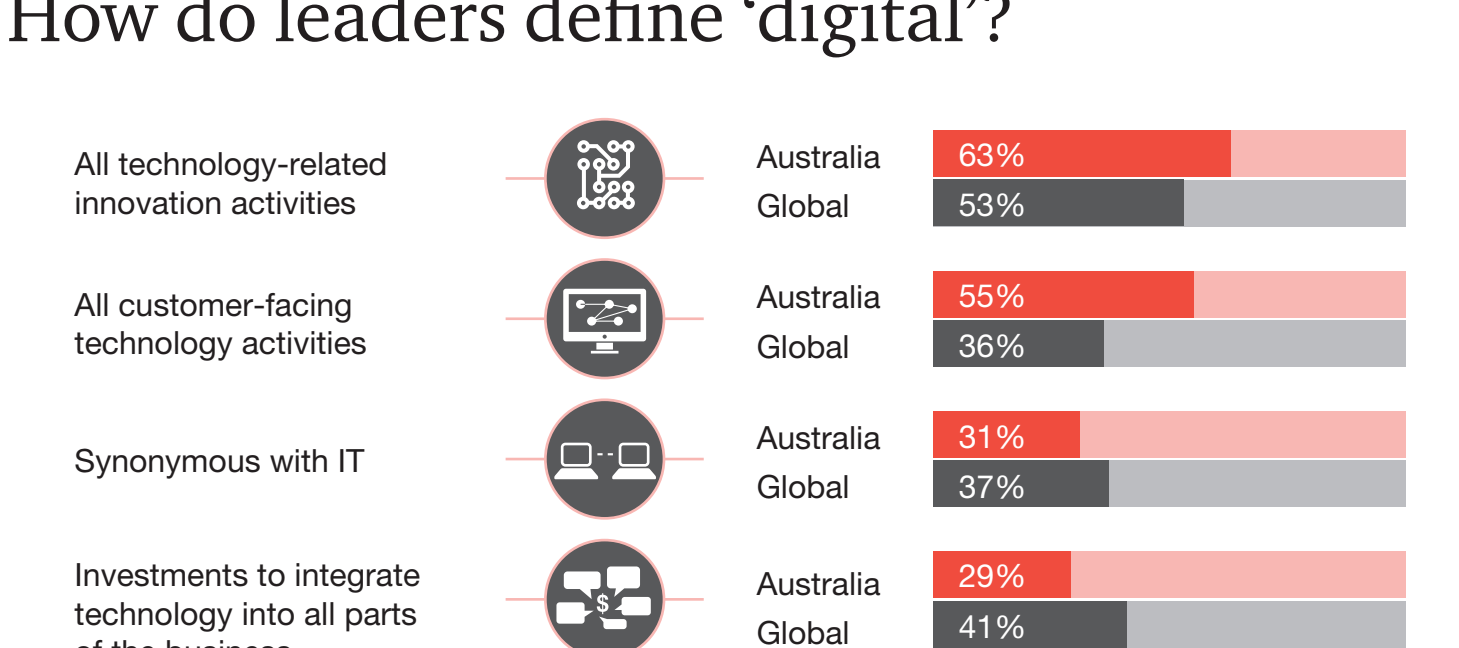
What are the leading Digital IQ attributes driving business growth?



How does Australia's Digital IQ compare?



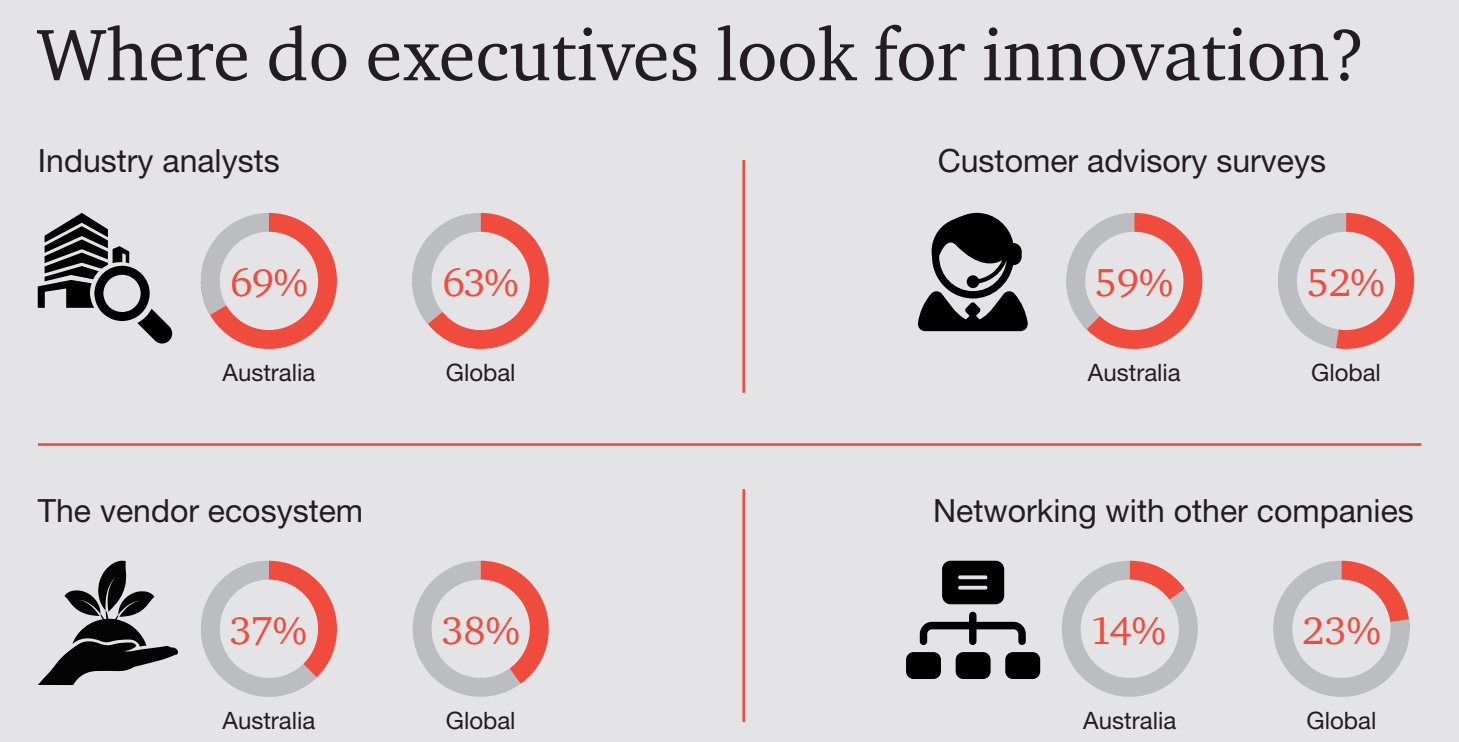
How do leaders define 'digital'?



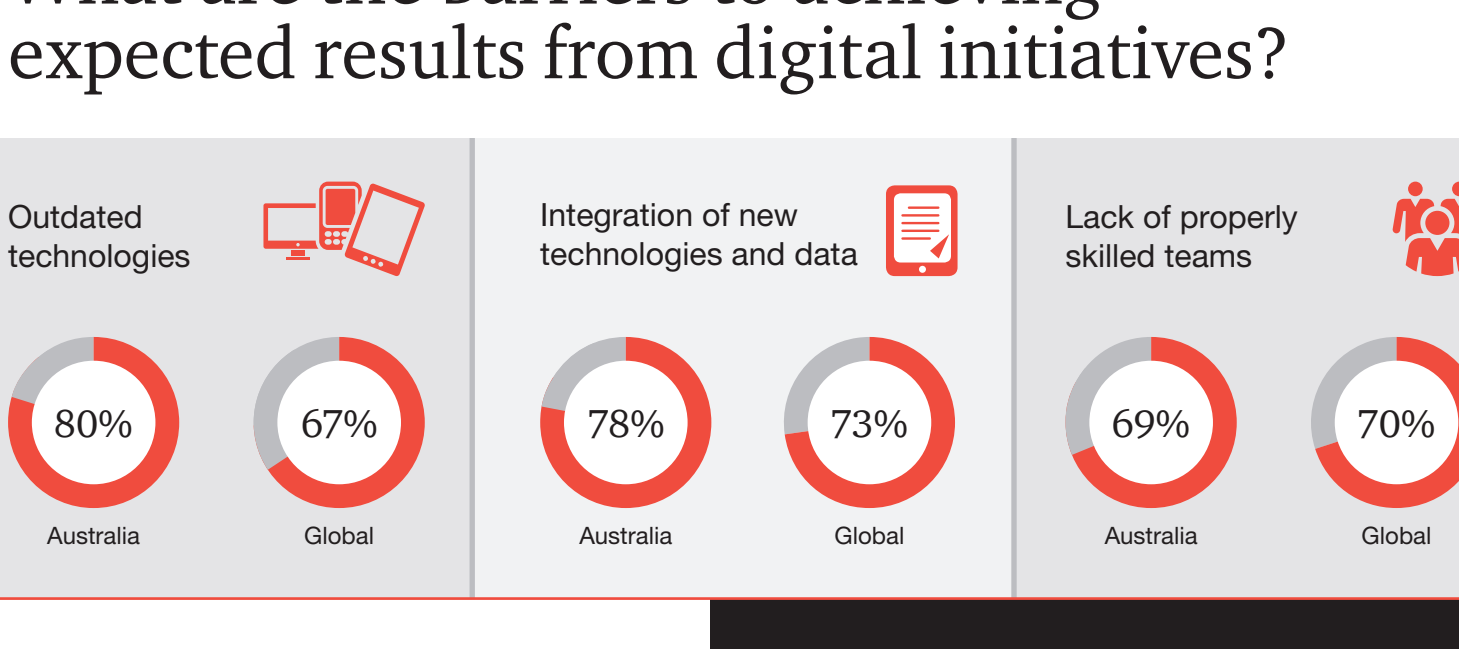
Where have Australian organisations spent their digital enterprise budget in the last 12 months?



Where do executives look for innovation?



What are the barriers to achieving expected results from digital initiatives?



Who's leading digital?

Only **35%** of respondents in Australia say that the CIO's key responsibility is to **lead all digital enterprise investments and efforts, including innovation and market-facing initiatives.** Globally, 40% say that this holds true of their organisation.

The top priorities for digital investments

1. Grow revenue
 2. Create better customer experiences
 3. Increase profits
- Ranking applies to global and Australian results.

Find out your company's Digital IQ at www.pwc.com/digitaliq
Keep up to speed with digital disruption and innovation by subscribing to Digital Pulse: www.pwc.com.au/digitalpulse

*Responses were aggregated into 7 regions and 10 industries. In Australia, we surveyed 51 IT and business leaders. Source: PwC, 2015 Global Digital IQ™ Survey – www.pwc.com/digitaliq If you wish to reproduce this infographic please credit PwC Australia (www.pwc.com.au)

