

B2B**International**

A Merkle Company



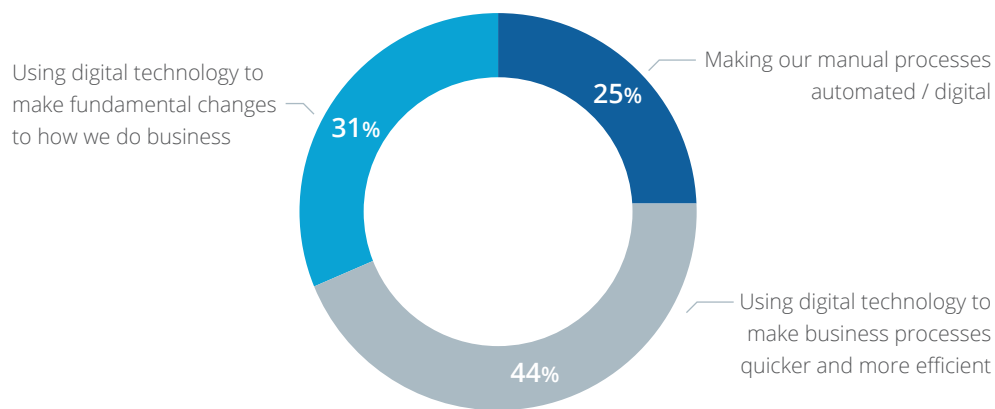
Digital Transformation In The B2B World

Digital transformation represents a fundamental change in how organizations deliver value to their customers. The recent global pandemic has been a catalyst for many organizations and industries to accelerate their digital transformation plans. But what does this digital landscape look like in the B2B sector specifically in 2021? Our recent survey set out to find out...

What does digital transformation mean to B2B organizations?

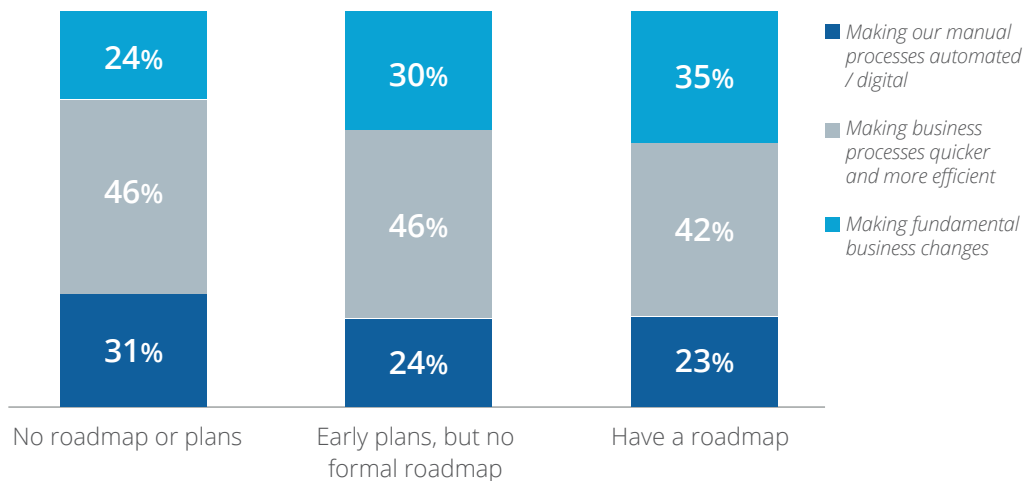
Digital Transformation has a different meaning across different organizations. It is most strongly aligned with using digital technology to make business processes quicker and more efficient.

What digital transformation means to organizations



Those who have a digital roadmap in place however are more likely to view it as a way to make fundamental business changes.

By if organizations have a digital roadmap

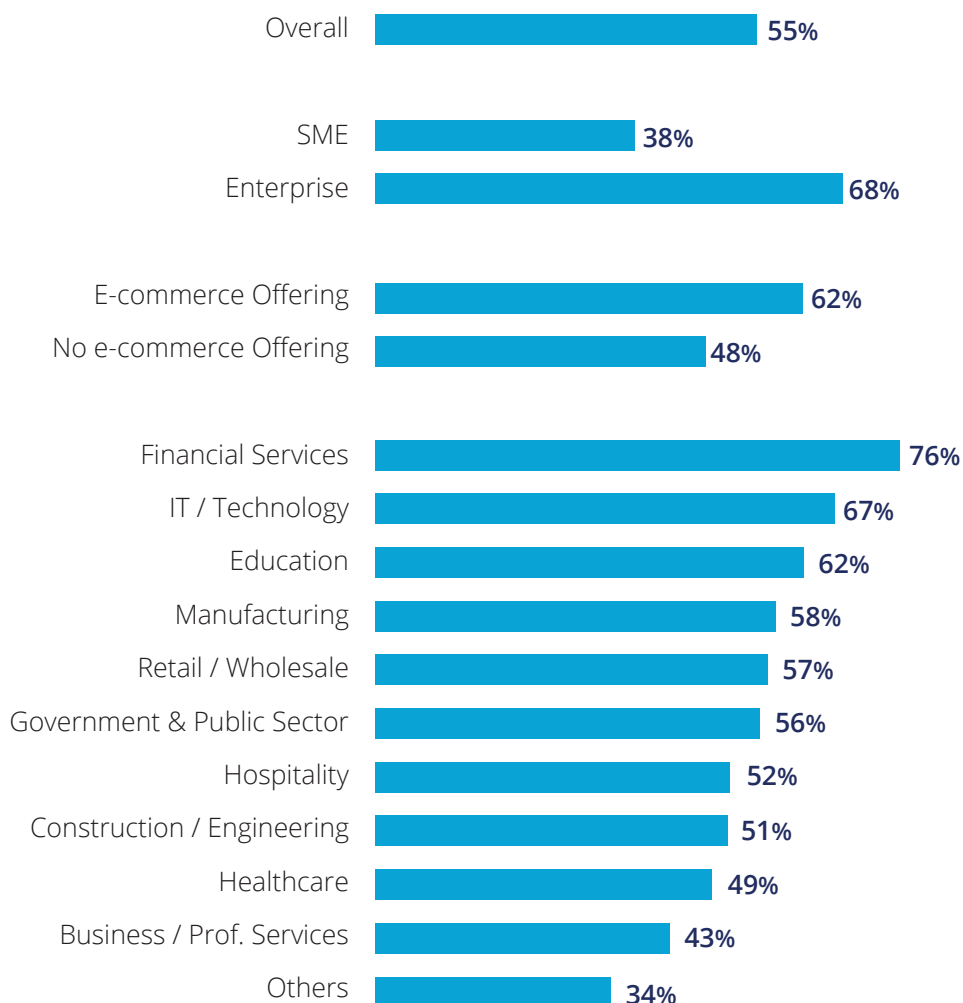


How many B2B companies have a digital roadmap in place?

Only **55%** of B2B organizations have a digital roadmap in place, with enterprises with an e-commerce offering and those working in financial services and IT more likely to be ahead of the curve.



% with a digital transformation roadmap in place

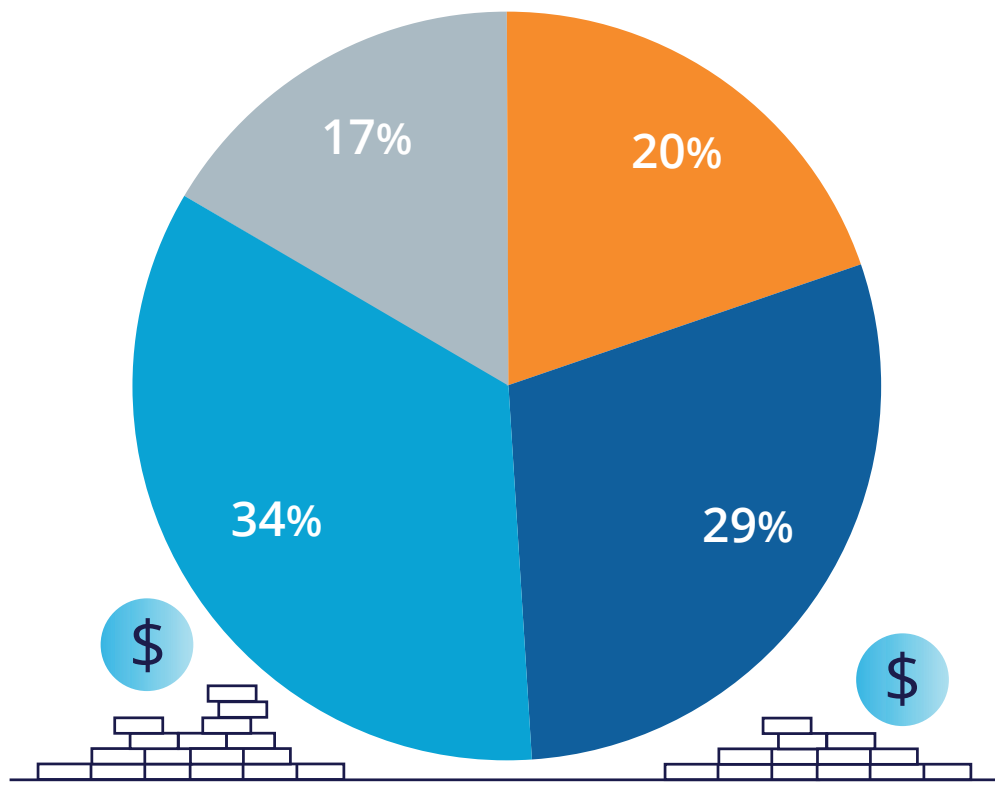


Do B2B organizations have sufficient budgets for digital transformation?

Of the B2B companies surveyed, over **80%** have budget allocated for digital transformation; however, only **20%** believe this is enough for their ambitions.



Budget assigned for digital transformation projects

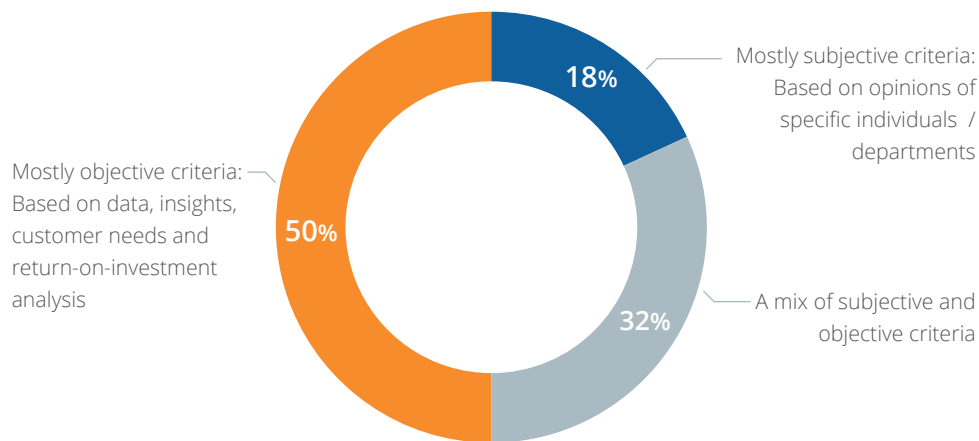


- Yes - Dedicated budget that is sufficient for our ambitions
- Yes - Dedicated budget, but smaller than required
- Yes - Some money available, but taken from departmental budgets (and so not dedicated)
- No budget allocated

How is digital investment prioritized?

50% of organizations are still making a decision on how to prioritize digital investment on subjective criteria (i.e. opinions of individuals / other departments)

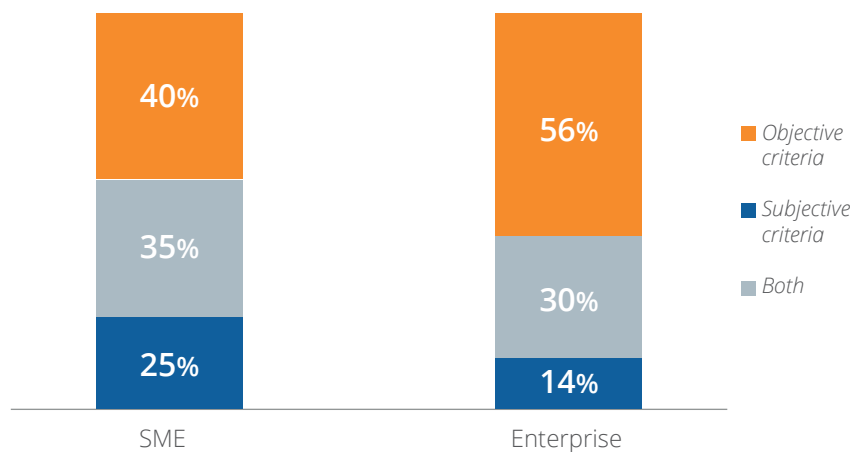
How digital transformation investment is prioritized



These decisions based on subjective criteria are even higher within SMEs **60%**, and slightly lower within enterprises at **44%**.

56% of enterprises however prioritize investment mostly on objective criteria for example insights, data, customer needs and ROI analysis.

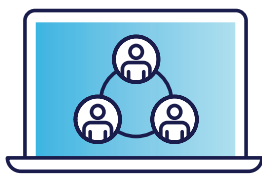
By organization size



Projects, plans and people

5 key statistics:

We looked to discover how B2B companies felt about their digital transformation projects and plans, and whether they are in a strong enough position to carry out these plans. Of those surveyed...



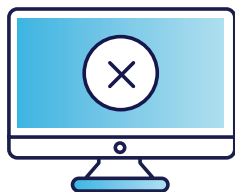
91% are willing to experiment and explore new ways of working



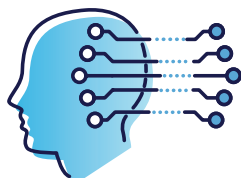
86% have support of their digital transformation plans from senior management



82% experience high level of collaboration between departments for their digital plans



82% are accepting of the fact their plans could fail



78% accept there are significant digital skills and knowledge gaps

Where is technology currently being underutilized?

Historically, B2B organizations have prioritized automating the control of direct costs, and assessing the financial health of the company. However there is a common acceptance that digital transformation needs to move at a quicker pace. Those areas where technology is currently being underutilized and are therefore a key focus for 2021 and beyond include (but are not limited to):



Managing employee skills, staff retention and talent acquisition



Locating and targeting new customers (demand gen)



Understanding the behaviour of their customers

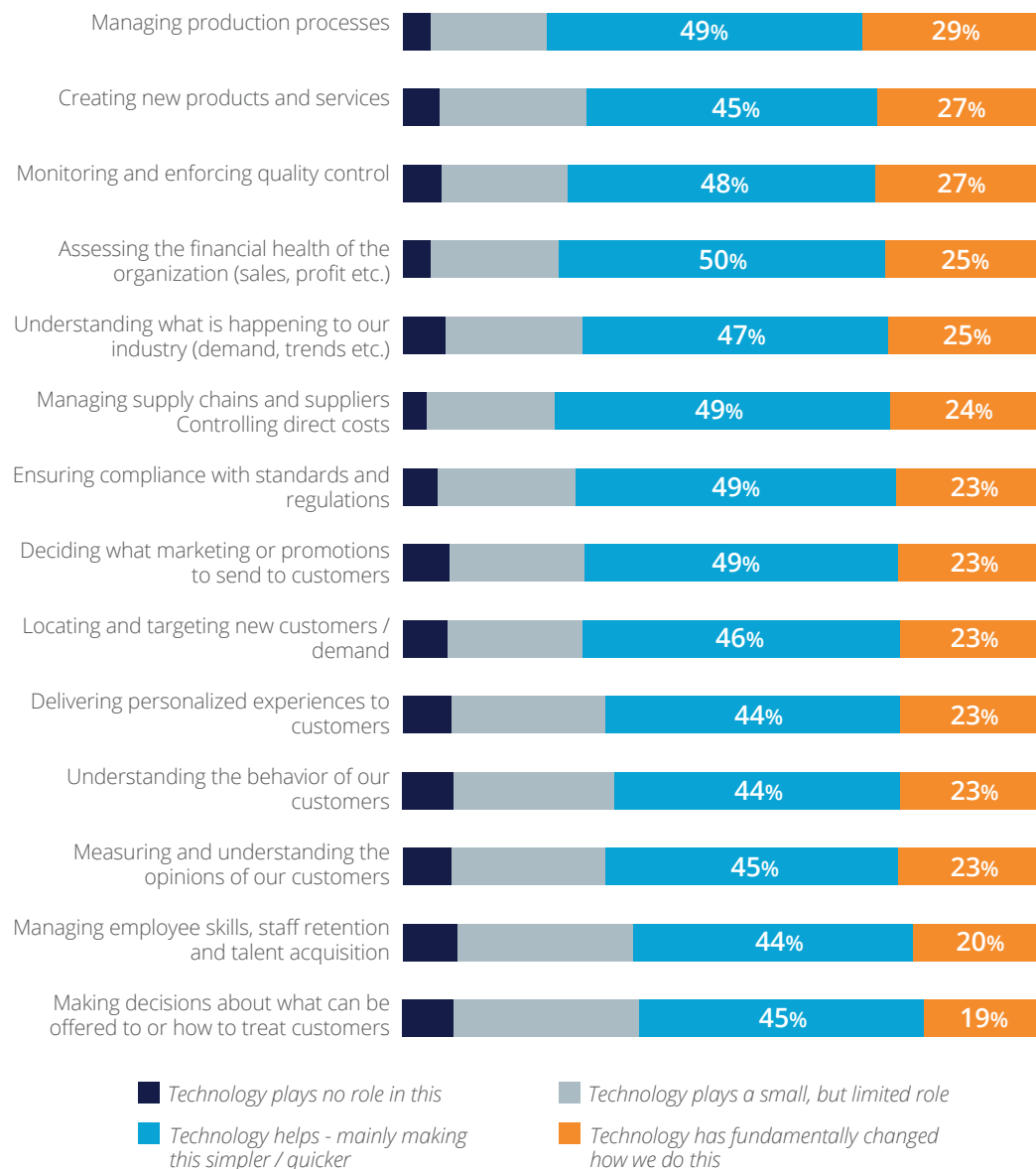


Delivering personalized experiences to their customers

What role does technology play across different business areas?

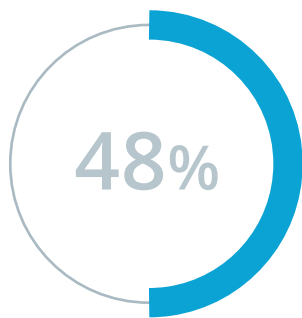
Our analysis shows that where technology has played a part in transforming businesses, it has overall made processes simpler and quicker. A smaller number of organizations feel it has fundamentally changed how they operate in certain business areas. Both of these advantages highlight the opportunities for companies who embrace their digital transformation journeys; creating efficiencies and as a result driving more value to their customers.

Role technology plays in different business areas

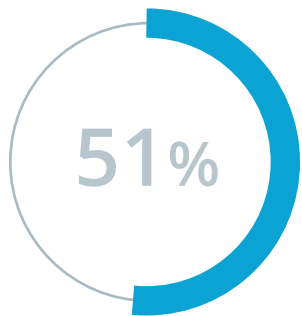


How efficiently do companies use business data?

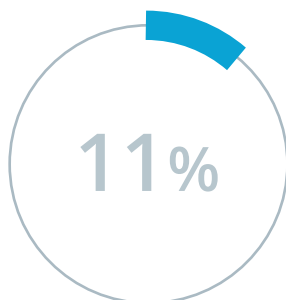
Technology could help transform the ways B2B companies compile and audit their business data. Over 75% of organizations currently require an audit of what business data is needed, and they often must resort to manual methods to bring it together. It is therefore of no surprise that:



48% of companies do not keep their business data up to date



51% do not trust the data they do have



Only **11%** of organizations believe they need no improvements to their business data

About the survey

The sample size comprised n=1020 business strategy decision makers who were mainly working in c-suite, general management and IT roles.

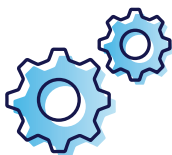
The survey was designed, fielded and analyzed by the full service B2B market research firm, B2B International.

The survey focused on businesses of both SMEs (43%) and Enterprises (57%) in size. Over one third of businesses spoken to have over 1000 employees.



The geographic scope:

- 36% North America (covering US & Canada)
- 33% Europe (covering UK, France & Germany)
- 31% APAC (covering China, Japan, Singapore & Australia)



The industry breakdown:

- 63% Knowledge-based verticals (e.g. IT / technology; financial services; professional / business services)
- 24% Process & construction verticals (e.g. manufacturing; construction)
- 13% Trade & services verticals (e.g. retail; transportation; food & drink)



International

A Merkle Company

Get In Touch

To find out where you are on your digital transformation journey, take our short quiz:

b2binternational.com/digitalquiz

To speak to one of our research experts about this survey or any of our tailored research programs, email us at:

info@b2binternational.com

www.b2binternational.com