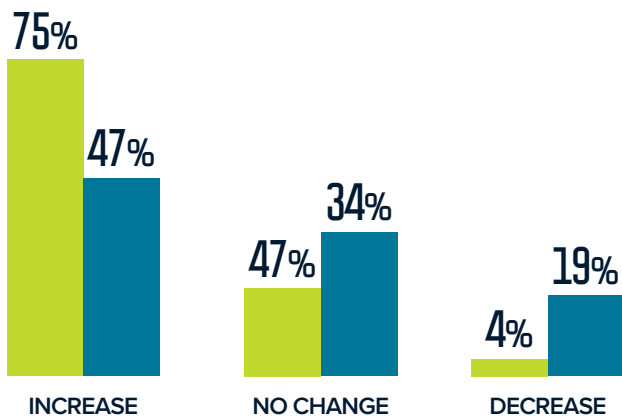


As 2025 begins, digital transformation (DX) continues to shape the competitive landscape across industries. Organizations navigate a constantly evolving technological landscape, where agility, innovation and resilience are no longer competitive advantages but essential capabilities for survival.

## Digital Leaders Are Bullish on Technology Spending Plans for 2025

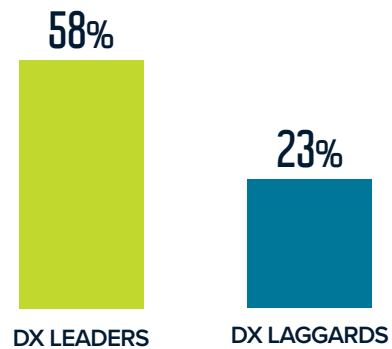
### TECHNOLOGY SPEND PROJECTIONS

● 2025 ● 2024



## Digital Leaders Double Down on Their Investments in Digital Innovation, With Twice the Confidence That Their Initiatives Will Deliver Strong ROI

### CONFIDENCE THAT DX INVESTMENTS WILL MEET THE EXPECTED ROI



## The Alignment Between Digital Transformation Plans and Business Strategy Is Crucial

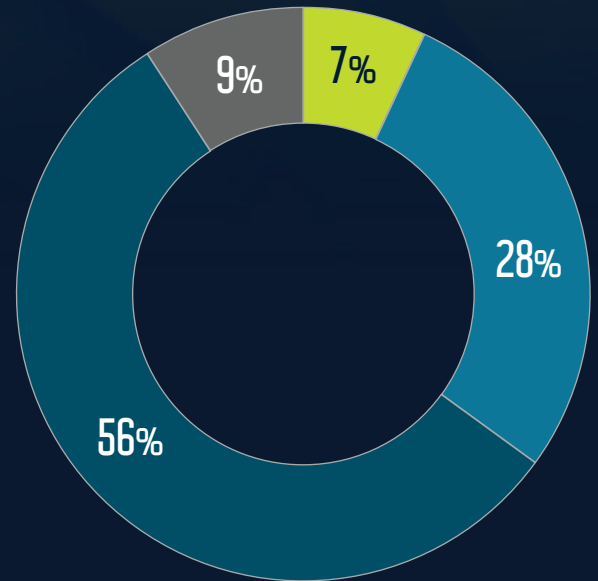
TOP GOALS	RANK
Enhance employee performance/productivity.	1 (tie)
Replace or upgrade legacy IT systems.	1 (tie)
Improve customer experience and engagement.	3

TOP CHALLENGES	RANK
Complexity of current environment / siloed mindset and behaviors	1
High or unforeseen costs associated with digital transformation	2
Creating a culture of continuous learning / upskilling or reskilling workforce	3

## Nine out of 10 Organizations Report a Lack of Talent Necessary To Drive Successful Digital Transformation Projects

### TALENT REIMAGINED

- We need to completely revise the nature of our talent base in the organization.
- We need some new types of talent in a few places in the organization.
- We need many types of talent in volume across the organization.
- We don't need to change the types of talent we currently have in the organization.



## Building a Modern Workforce for the Future

BIGGEST SKILLS GAP	RANK
Artificial intelligence / machine learning	1
Cybersecurity	2
Data analytics / data science	3
Automation	4
Big data	5

Digital business transformation isn't just about technology; it's also about people, processes and a mindset shift toward innovation and adaptation.



**TACKLE TECHNICAL DEBT**

Assess the organization's IT assets and identify any outdated or redundant systems that need to be upgraded or removed.



**ENGAGE SENIOR LEADERSHIP**

Ensure top-level support and engagement throughout the process to drive change effectively.



**ESTABLISH EMPLOYEE INVOLVEMENT**

Involve employees at all levels to foster a culture of innovation and ensure they're equipped with the necessary skills.



**TAKE A DATA-CENTRIC APPROACH**

Leverage data intelligently; it's the backbone of digital transformation.



**INSPIRE A CULTURE OF CONTINUOUS IMPROVEMENT**

Integrate feedback loops centered on customers and users, helping to assess what works and what doesn't, coupled with health assessments, making digital transformation a cultural cornerstone.



**ESTABLISH STRONG SECURITY MEASURES**

Implement robust cybersecurity protocols, regular vulnerability assessments and employee training on best practices and ensure compliance with industry standards to protect your data and infrastructure.

**ABOUT THE RESEARCH**

TEKsystems conducted an online survey from November to December 2024 with 855 technology and business decision-makers. Respondents included members of the C-suite, company executives, vice presidents, directors and managers who have final decision-making authority and/or influence on their organization's digital transformation efforts. The sample includes a balance of decision-makers in enterprise IT and line-of-business functions in the United States, Australia, Canada, China, India, Singapore, Belgium, France, Germany, Ireland, Netherlands and the United Kingdom across a broad spectrum of industries.

Digital transformation is the strategic use of technology to innovate business processes, foster a forward-thinking culture and elevate customer experiences, all in response to shifting market demands.

Our analysis distinguishes between digital leaders and digital laggards to identify potential opportunities and gaps. Digital leaders are organizations with well-established digital transformation plans, where digital processes and mindsets are deeply embedded. In contrast, digital laggards have tentative plans and limited digital transformation initiatives and investments. This report can guide your organization through its digital evolution by leveraging these insights.

**ABOUT TEKSYSTEMS AND TEKSYSTEMS GLOBAL SERVICES**

We're TEKsystems. We accelerate business transformation for our customers. We bring real-world expertise to solve complex technology, business and talent challenges—across the globe. We're a team of 80,000 strong, working with over 6,000 customers, including 80% of the Fortune 500 across North America, Europe and Asia, who partner with us for our scale, full-stack capabilities and speed. We're strategic thinkers, hands-on collaborators, helping customers capitalize on change. We're building tomorrow by delivering business outcomes and driving positive impacts in our global communities. TEKsystems is an Allegis Group company. Learn more at [TEKsystems.com](https://www.teksystems.com).