



STATE OF DIGITAL TRANSFORMATION

2024

BRIDGING THE DIGITAL DIVIDE

INDIA REPORT

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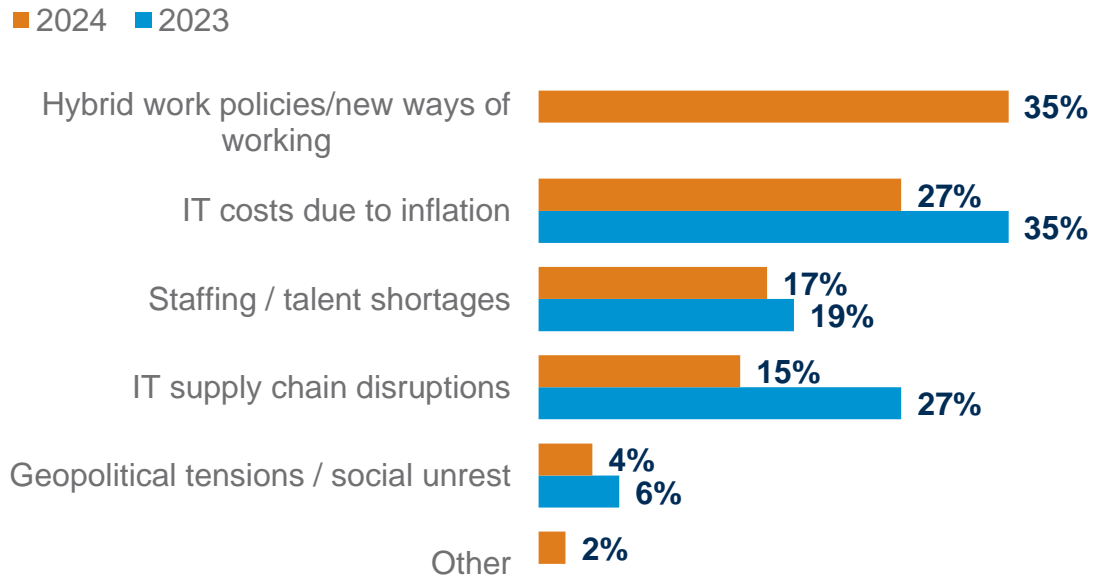
Companies are investing in digital transformation services, aiming to bolster their customer experiences and drive projects to replace or upgrade legacy IT systems.

In gearing up for 2024, technology and business leaders are urged to strategically allocate resources for optimal ROI and to position their companies for future growth. With our 2024 State of Digital Transformation report, let's dive into the details.

ACCELERATING BUSINESS PLANS

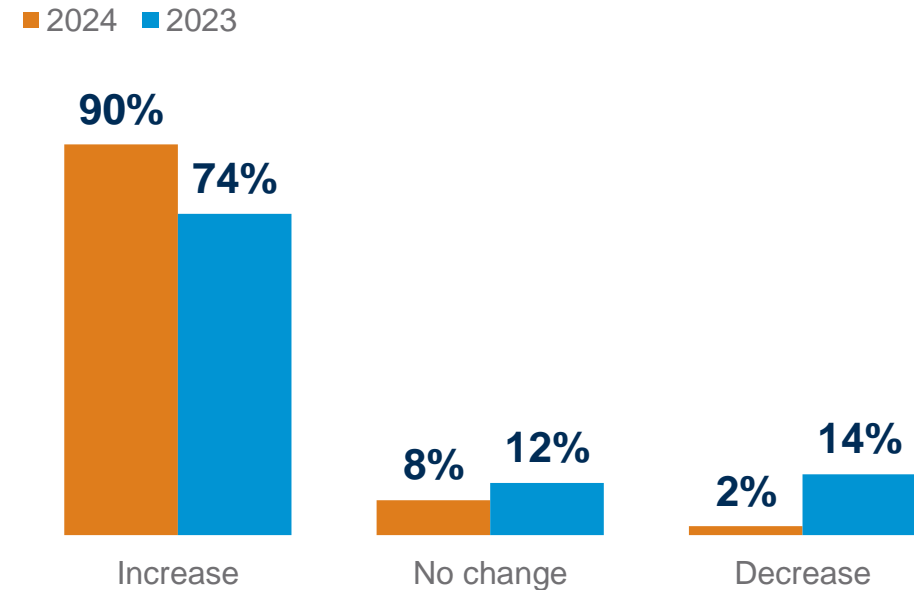
Hybrid work policies / new ways of working weigh heavy on spending decisions

GREATEST IMPACT ON IT SPENDING 2024



Investments in digital business transformation are expected to rise in 2024

TECHNOLOGY SPEND PROJECTIONS

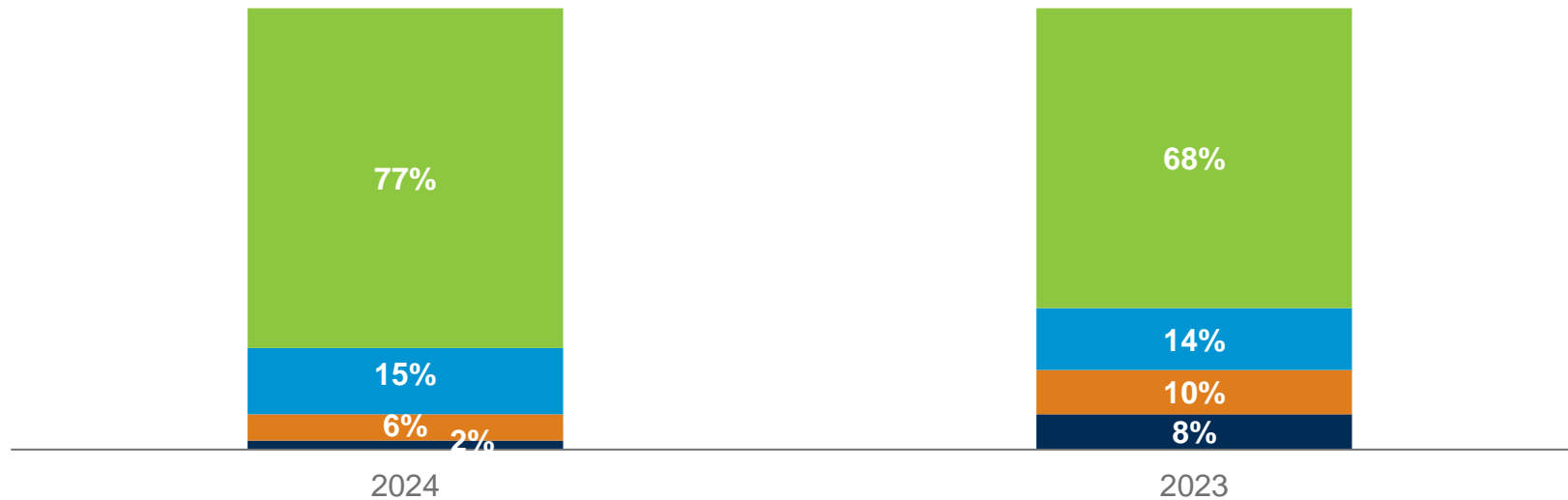


INVESTMENT IN DIGITAL TRANSFORMATION

Organisations in India are increasing the average size of their investment per digital transformation initiative.

DIGITAL TRANSFORMATION INVESTMENTS (PER INITIATIVE RUPEE₹)

■ Up to Rs 1 Crore ■ Rs 1 Crore to less than Rs 5 Crore ■ Rs 5 Crore to less than Rs 10 Crore ■ Rs 10 Crore or more



TRANSFORMING IN THE DIGITAL ERA

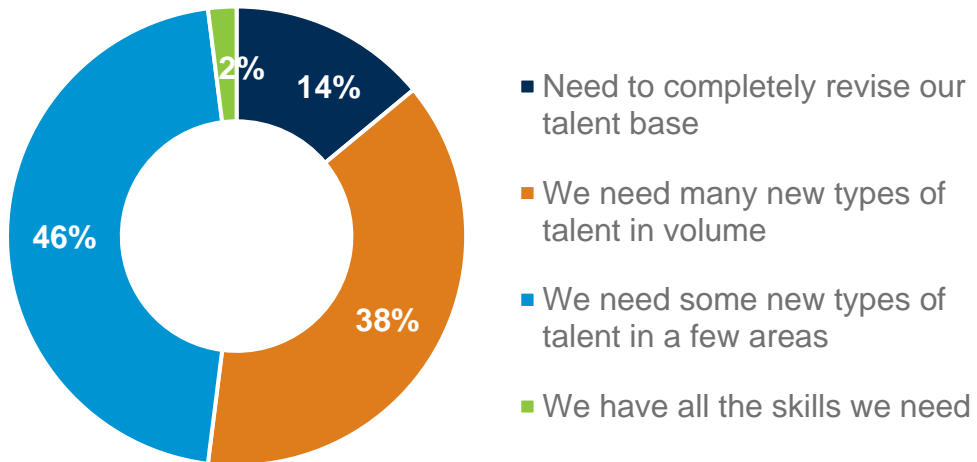
TOP DX GOALS	RANK
Improve customer experience and engagement	1
Replace or upgrade legacy IT systems	2
Introduce new products or services	3
Gain competitive advantage	4
Increase / achieve innovation	5

TOP CHALLENGES	RANK
High or unforeseen costs associated with digital transformation	1
Creating a culture of continuous learning / upskilling or reskilling workforce	2
Complexity of current environment / siloed mindset and behaviours	3
Security concerns and compliance constraints	4
Lack of internal alignment (digital vs. traditional business)	5

DESIGNING A DIGITAL WORKFORCE

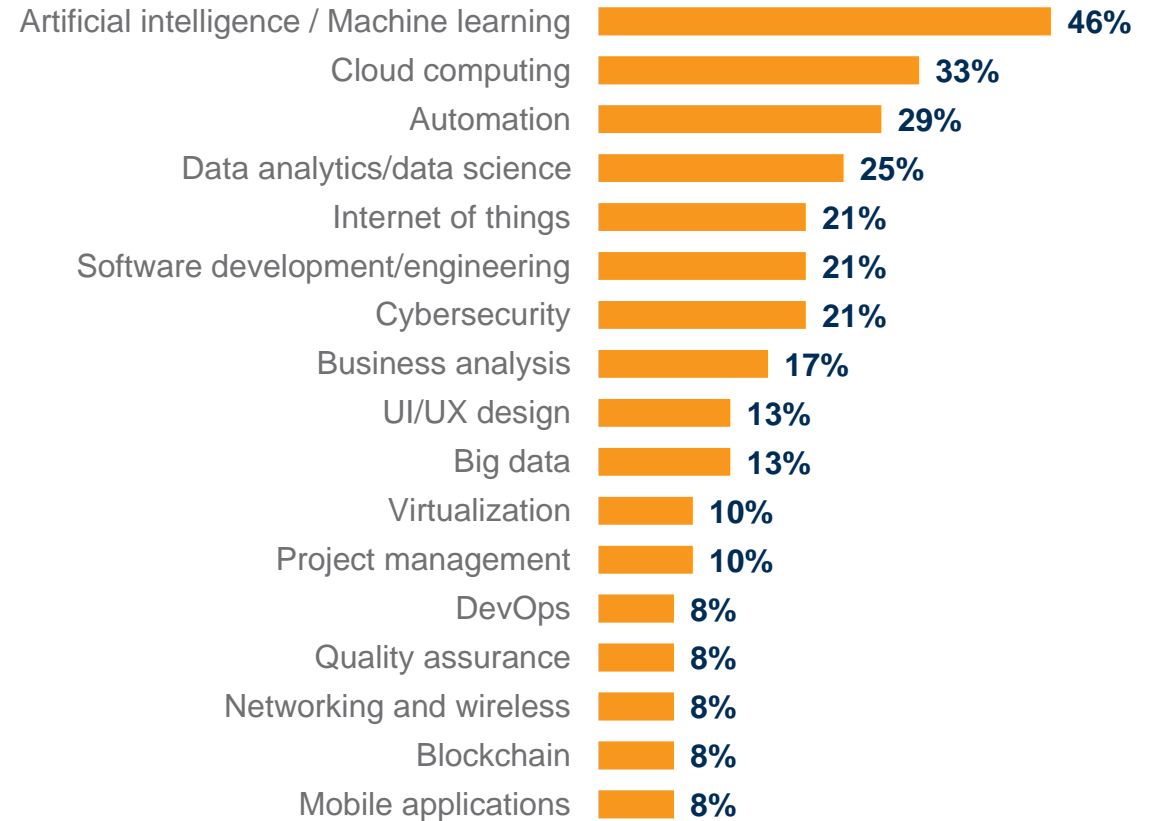
New technologies in digital transformation require innovative collaboration processes and talent acquisition to avoid exposing vulnerabilities

TALENT REIMAGINED



New talent brings fresh skills to the table

MOST CRITICAL SKILLS IN THE NEXT 12 TO 24 MONTHS



RESHAPING THE WORLD OF WORK

Nearly one in three organisations say it takes 10+ months to fill IT roles

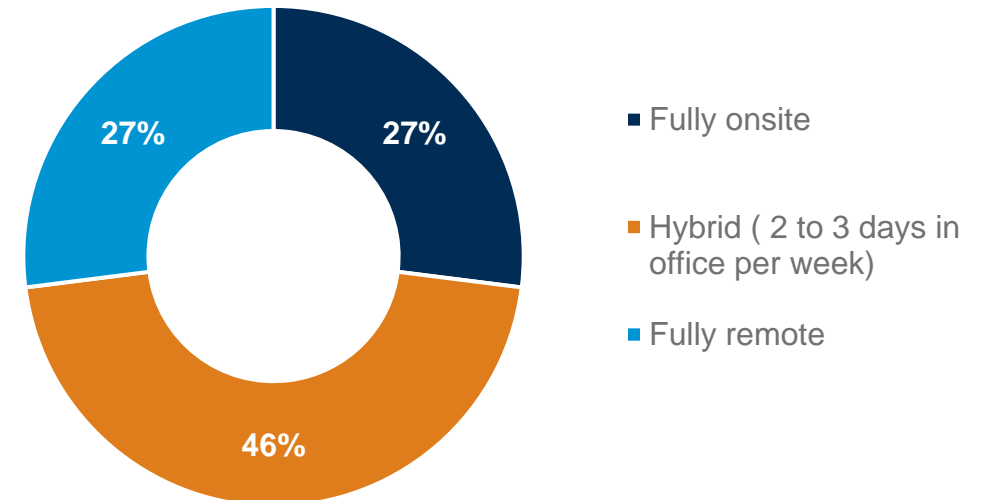
TIME TO FIND CRITICAL TALENT

■ 1-3 months ■ 4-6 months ■ 7-9 months ■ 10-12 months ■ More than 12 months



The majority of organisations expect to have a hybrid / remote work model in 2024

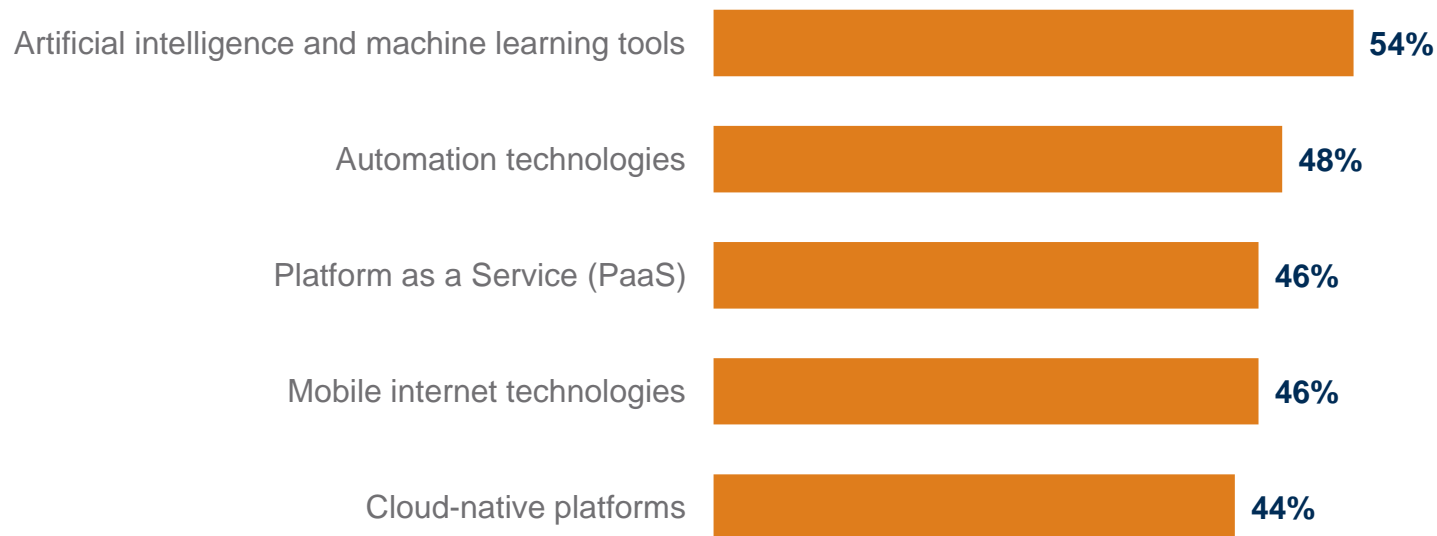
WAYS OF WORKING



BUSINESS STRATEGY POWERED BY TECHNOLOGY

A collective embrace of cloud-based technologies suggests a broader digital transformation strategy, emphasising the need for streamlined processes, implementation of FinOps principles, enhanced collaboration, and the leverage of advanced analytics and automation to stay competitive in the evolving business landscape.

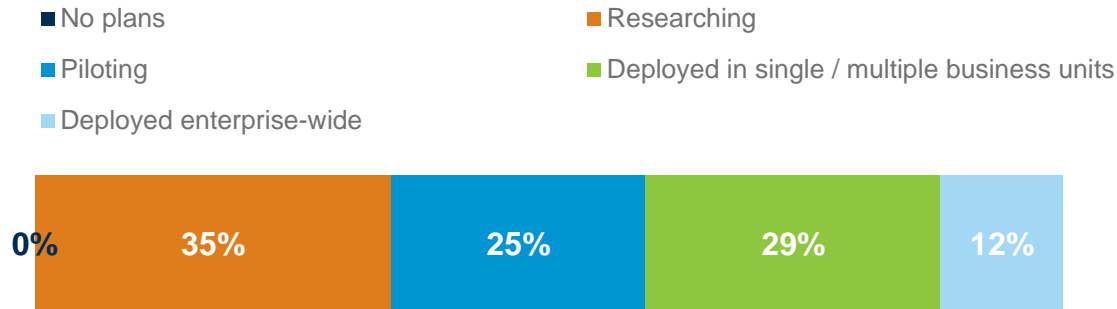
TOP FIVE IMPACTFUL TECHNOLOGIES OVER THE NEXT 12 TO 24 MONTHS



AI EVERYWHERE, ALL AT ONCE

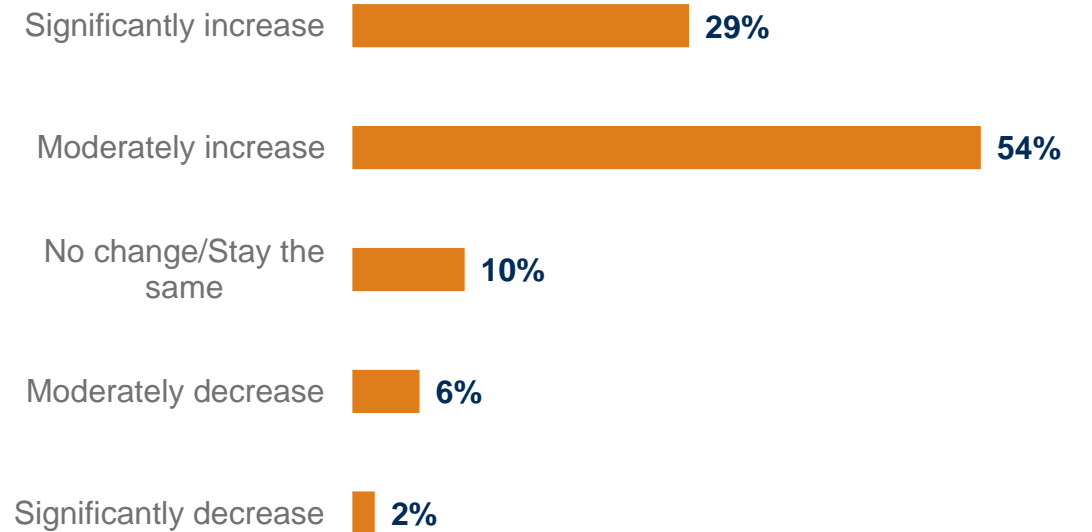
Sweeping majority of organisations are not merely acknowledging the significance of AI, but actively prioritising its integration into their operations

STATE OF ARTIFICIAL INTELLIGENCE INTEGRATION



AI has been recognised as a transformative force, with organisations signalling their commitment to ramp up AI-related expenditures in the impending year

2024 SPENDING PLANS FOR AI TECHNOLOGIES



PRIMARY USE CASES AND CHALLENGES OF AI

As businesses increasingly embrace AI, its multifaceted applications come to the forefront. However, amidst this rapid AI adoption, the survey unveils a complex landscape of challenges

PRIMARY USE CASES OF AI TECHNOLOGIES	RANK
Improve customer experience	1
Improve employee productivity	2
Enhance cybersecurity	3
Upgrade supply chain management	4
Expand process automation	5

TOP CHALLENGES IMPLEMENTING AI	RANK
Cost of implementation, maintenance and support	1
Finding the right technology partner	2
Driving adoption of AI tools	3
Overcoming concerns with trust, ethics and legal considerations	4
Competing priorities from other parts of the business	5

TEKSYSTEMS' TIPS TO DIGITAL TRANSFORMATION SUCCESS

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



CONSTRUCT A CLEAR VISION AND STRATEGY

Define a clear vision for the transformation and align it with your overall business strategy.



ENGAGE SENIOR LEADERSHIP

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



TAKE A DATA-CENTRIC APPROACH

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



EMBODY AGILITY AND FLEXIBILITY

Embrace an agile mindset to adapt to changing technologies and market conditions swiftly.



FOCUS ON CUSTOMER-CENTRICITY

Keep the customer experience at the forefront of all digital initiatives.



BUILD ROBUST SECURITY MEASURES

Prioritise cybersecurity to safeguard data and infrastructure.

MOBILISING TECH TALENT WITH SPEED, SCALE AND FLEXIBILITY

We're TEKsystems. We accelerate business transformation for our customers. We bring real-world expertise to help solve complex business and talent challenges—at global scale.

Digital transformation requires investments in the right technologies and the right talent. Talent who can activate innovation, change, and culture. That's where we come in.

We deliver top talent for some of the most game-changing companies in the world. Talent specialised in areas spanning cloud, data, digital, DevOps, security and more. Highly skilled and motivated to help you **Maximise Technology Return on Investment, Drive Business Growth and Elevate Customer Experiences.**

From stand-alone technology specialists to expanding a team, we offer a range of customised solutions and delivery models. We listen and anticipate your needs to personalise our recommendations and strategise what makes sense for you and your business. With our flexibility and geographic scale, we quickly respond to hiring demands to meet you where you are and get you where you need to go.

No one should go at it alone. No matter where you are on your digital transformation journey, TEKsystems has the talent you need to succeed.

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GLOBAL RESEARCH OVERVIEW

TEKsystems conducted an online survey from November to December 2023 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 organisation'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.

The 'India Report' of DX2024 focuses on data from 52 respondents in India.

Digital transformation refers to the process of using technology to create new business processes, culture and customer experiences to meet changing business and market requirements.

ABOUT TEKSYSTEMS

We're partners in transformation. We help clients activate ideas and solutions to take advantage of a new world of opportunity. We are a committed team working with over 6,000 clients across North America, Europe and Asia-Pacific. As an industry leader in talent solutions and services, we work with progressive leaders to drive change. That's the power of true partnership. TEKsystems is an Allegis Group company.