

Go digital 'hype' pushing firms to become efficient, responsive

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Companies are facing an “ever-increasing” pressure to be more open, responsive and efficient with more ‘hype’ and emphasis being placed on becoming digital, according to a report on digitalisation by India’s second largest software exporter, Infosys.

“The rules of the game are changing and traditional players are being dislodged from positions of comfort and familiarity,” the report, titled ‘How digital enterprises are steering through digital disruption,’ stated.

Industries are increasingly being disrupted by new entrants with digital technology at the heart of their business. With digital technologies becoming more commonplace in organisations, and “more hype and emphasis being placed on ‘becoming digital,’ there is an ever-increasing pressure on organisations to be more responsive, more open, and more efficient.” Infosys commissioned Vanson Bourne, a firm specialising in technology research, to conduct research for the report. In October and November 2017, the study was carried out, interviewing 1,000 senior IT and business decision-makers in organisations that use digital technologies. Respondents from Australia, China, France, Germany, India, UK and the U.S. were interviewed.

Difficult for many

“For many, the journey will prove difficult, but for those that can adapt, the benefits will be significant,” it stated.

Rapid advancements in digital technologies are allowing corporations to collect and analyse data and new ways of improving flexibility and efficiency are emerging within the firms.

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