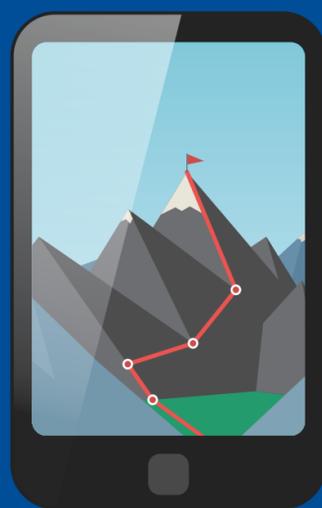


Crossing the divide

The digital divide of haves and have-nots

Digital is at a critical turning point. Most organizations have just embarked on their digital journeys, although they do have high hopes over the next few years. Others are effectively utilizing digital strategies and engaging employees and customers right now to differentiate themselves from their competitors.



Forbes Insights and KPMG LLP conducted a survey of more than 500 high-level executives which found that organizations actively supporting digital will see a significant competitive edge in today's fast-paced economic environment.

Becoming a digital and mobile high performer is a journey. Where is your organization in the "digital divide?"

"Explorers" – Just getting started
Digital and mobile efforts are highly siloed and one-off.

"High Performers" – Delivering value
Digital and mobile efforts are delivering tangible business value.

Many organizations surveyed are just starting their digital journeys, but have high hopes over the next few years.

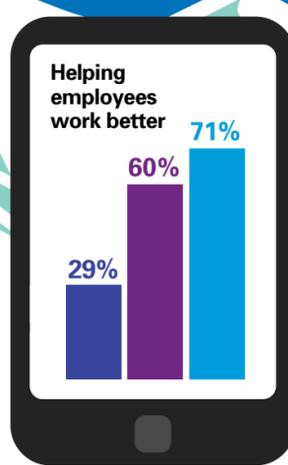
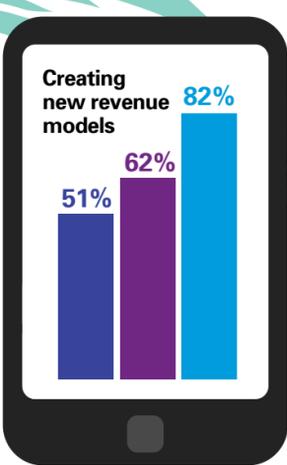
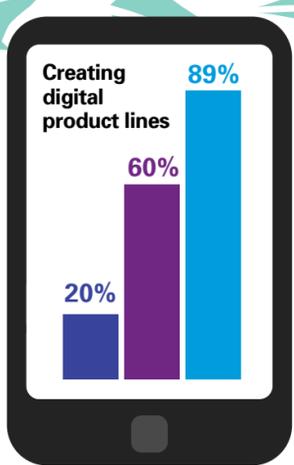
Today, just over one in five consider themselves to be highly advanced in terms of digital, with multiple initiatives underway that are showing substantial business value.



But that could more than double in the next three years. By then, 44% of executives anticipate their organizations will be highly advanced digital enterprises.

The enterprise digital divide is vast with clear differentiation for high performers.

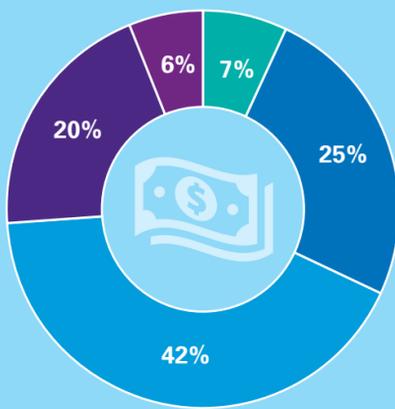
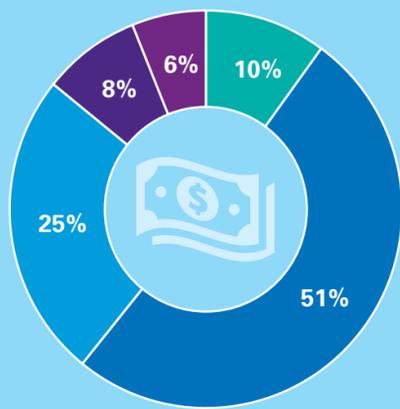
In areas ranging from creating digital product lines, new revenue models or helping employees work better, high-performing digital organizations demonstrate significantly stronger levels of maturity in these core areas.



■ Early/Exploratory ■ Implementing ■ High-performing

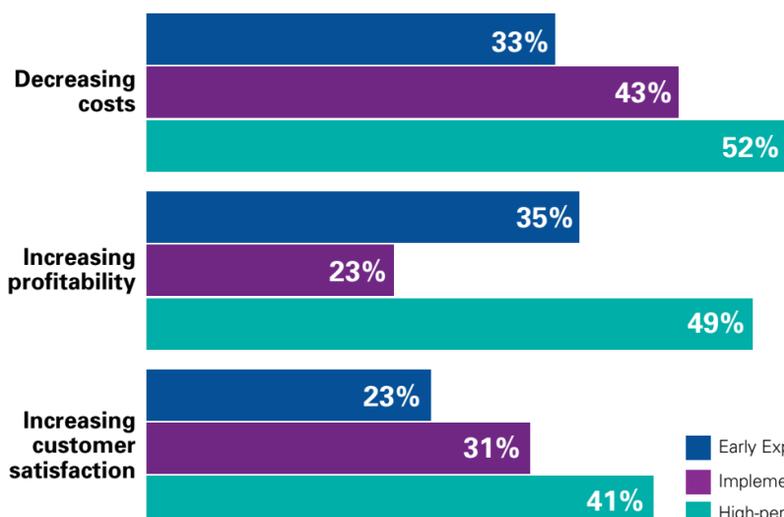
The bottom line for digital: A clear path for revenue generation and cost savings

About 20 percent of respondents see half or more of their revenue coming from digital channels within three years.



● None
● 1%–4%
● 15%–49%
● 50% or more
● Do not know/unsure

Where organizations are seeing advantages as a result of digital strategies — by Digital Maturity Stage



52% of high performers report decreasing costs from their digital strategies

Bottom line:

The study confirms that as organizations adopt mobile, and weigh its impact on existing processes, they increasingly see tangible business value in the form of increased profitability, new customers, decreased costs, and improved productivity.



To learn more about reaping the benefits of mobile for your organization, go to: kpmg.com/us/digitaldivide

Source: Based on a survey of 509 executives conducted in 2015 by Forbes Insights. All executives are based in the United States and Canada. Thirty-one percent were C-level, including 47 chief executives, presidents or managing directors.

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