

DIGITAL SUSPENSE

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The phenomenon of digitization has not reached all countries with the same force, according to the latest study by the consulting firm PwC, despite the efforts of Spanish companies to transform and adapt to the new times, industrial companies in the state are They are behind the Western European average in this regard.

On a score of 0 to 100, Spanish companies have not managed

to overcome the barrier of 78 points while the most powerful countries easily exceed 81, considered the average for leading companies.

To carry out the assessment, the consultant has taken into account from the leadership of the CEOs through the commitment made for the digitization of the management team as the digital roadmap of the company.

 La digitalización de las empresas españolas versus mundiales

	Media global	Las mejores	España
Coefficiente digital total (sobre 100)	77,2	81,0	77,5
Liderazgo del CEO	4,1	4,4	4,0
Involucración de los CIOs y/o CDOs	4,1	4,3	4,4
Compromiso del equipo directivo	4,2	4,4	4,4
Estrategia digital compartida por toda la empresa	3,9	4,2	3,7
Entorno como fuente de inspiración	3,9	4,0	3,7
Lo digital como ventaja competitiva	4,2	4,5	4,3
Buen uso de la información	3,7	3,9	3,3
Proactivos en materia de seguridad y privacidad	4,2	4,4	3,8
Una única hoja de ruta digital	3,8	3,9	3,4
Evaluación consistente	4,1	4,4	3,8

Puntuación sobre 5

graphic from imasideas.com

There are no comments yet.