

IN SEARCH OF 0 AND 1

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According to the latest report by the company [PWC](#), Spanish companies have advanced more than the European average in terms of digital transformation, despite this, is still below the average level reached by the European ones.

The report has been carried out through more than 2,000 interviews with managers of technology companies, assigning them 77.5 points out of 100 possible, below the 81 points of the European average. For this, those in charge of the study

have taken into account characteristics such as the leadership of the CEO, commitment of the management team to digitalization, orientation of the strategy, etc.

Finally, as far as investment for digitization is concerned, only 15% of it is exclusively oriented to the company's central production while 23% would go to marketing and 31% to operational activities internal.

There are no comments yet.