

ANALYST MARKET BRIEFING

Know Your Customer: Selling to the Chief Digital Officer and Heads of Transformation

Tuesday, 19 July 2022

**Presented &
Moderated by**



Gabby Fredkin
Senior Research Analyst

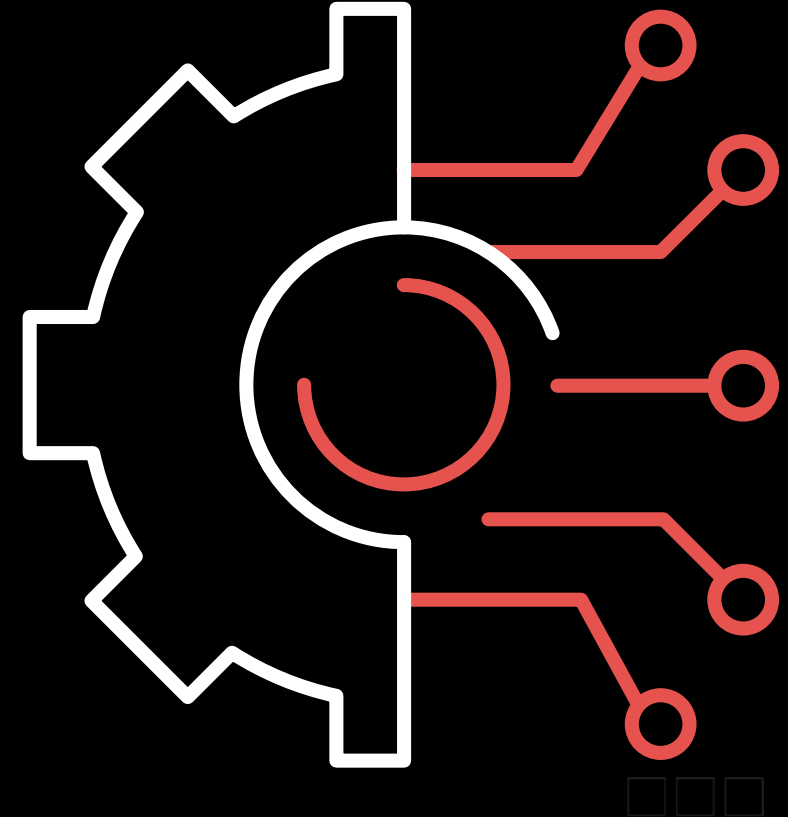


Jim Berry
CEO & Founder at ADAPT

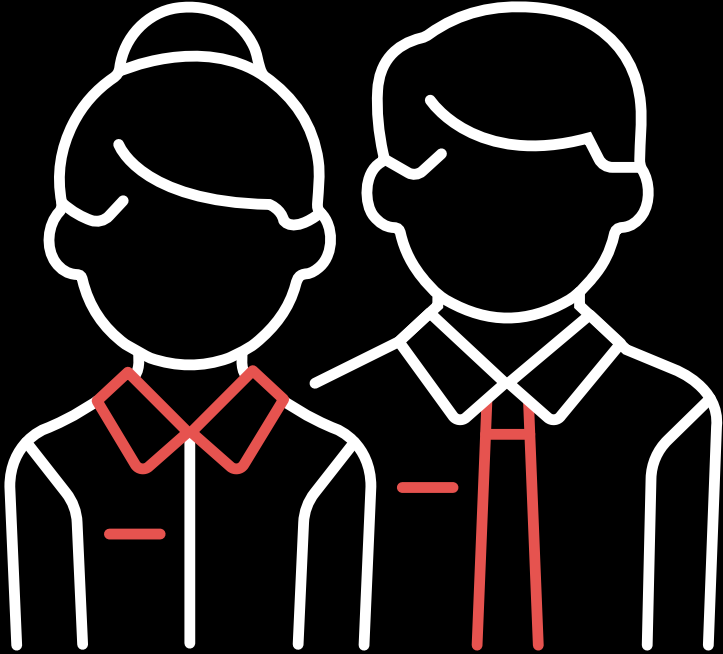
Is it really transformation?

“A strategic agenda to build a strong digital foundation by driving ambitious innovation, data-driven decision making and an Agile start-up culture, anchored in excellence in customer and employee experiences.” – Paul Cobban

“While transformations today are touted as digital, they’re undoubtedly human too.” – NOBL



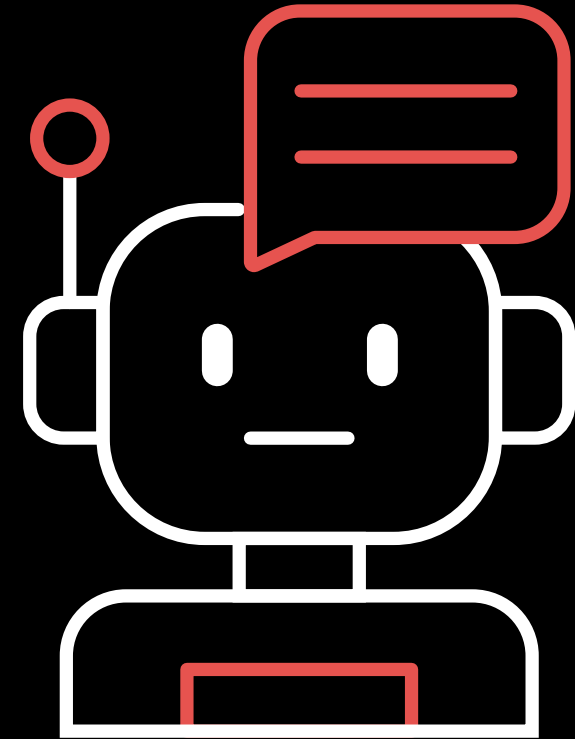
What is our Employees' reality?



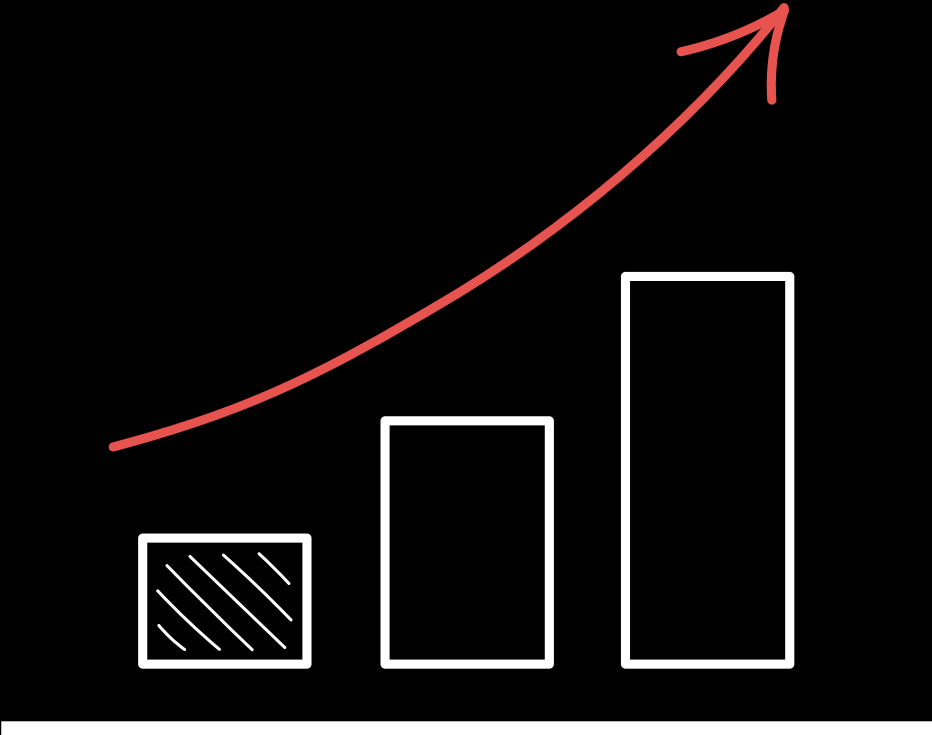
What is the Customer reality?



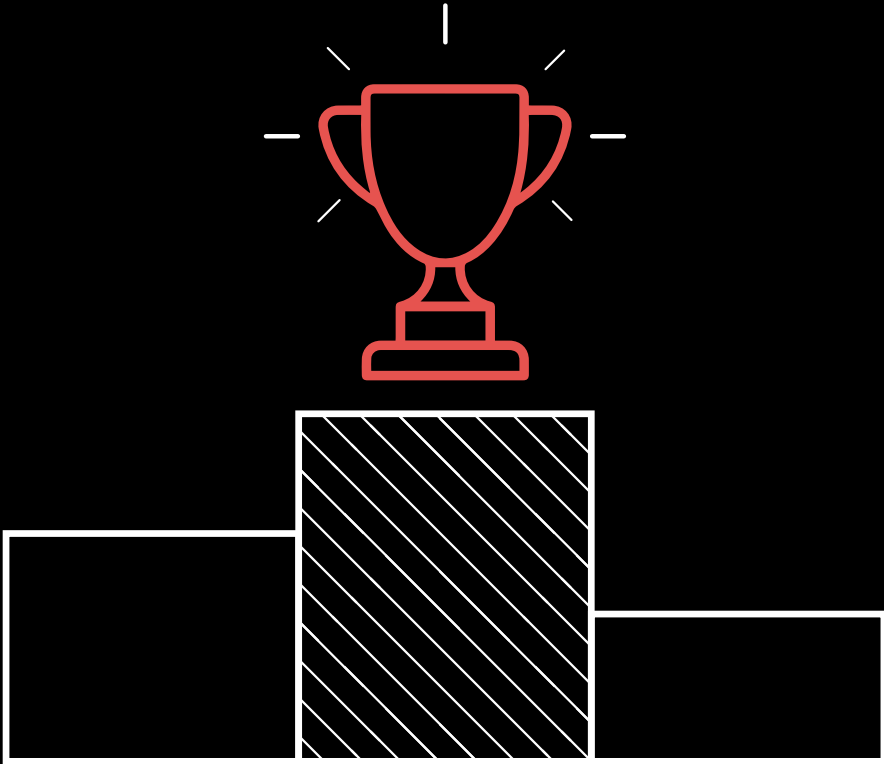
**What is the
Technological reality?**

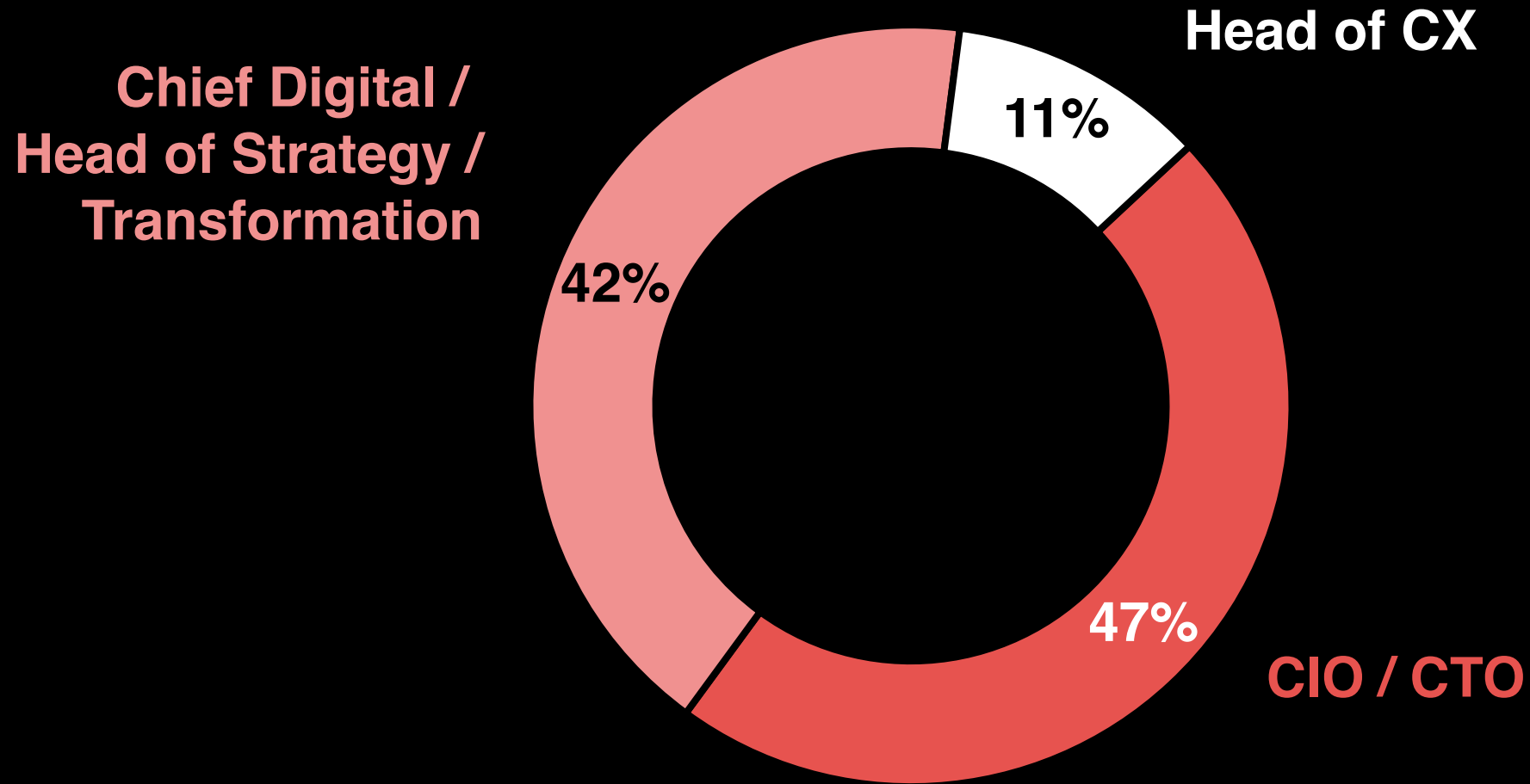


Capturing Value



Championing Change





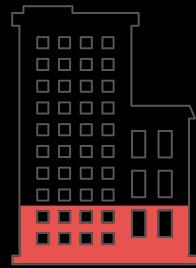
Who We Surveyed: Organisational Size



15%

Large Enterprise

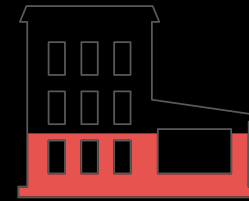
> 10,000 employees



34%

Enterprise

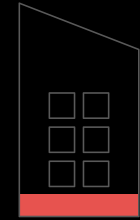
2,501 - 10,000 employees



37%

Mid Market

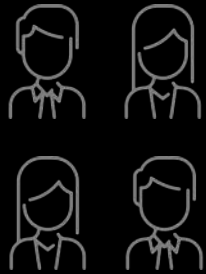
501 - 2,500 employees



14%

Small and Medium

< 500 employees



1,023,815

Total Employees



\$466 Billion

Total Combined Revenues



8%

of Australia's Workforce



25%

of Australia's \$1.8T GDP

Top Business Priorities for Digital Leaders in 2022

Attracting and retaining talent

89%

Optimising costs

66%

Digitisation of workflow and processes

75%

Building a secure and trusted organisation

64%

Improving operational effectiveness

72%

Ensuring compliance and governance

58%

Creating a data-driven organisation

71%

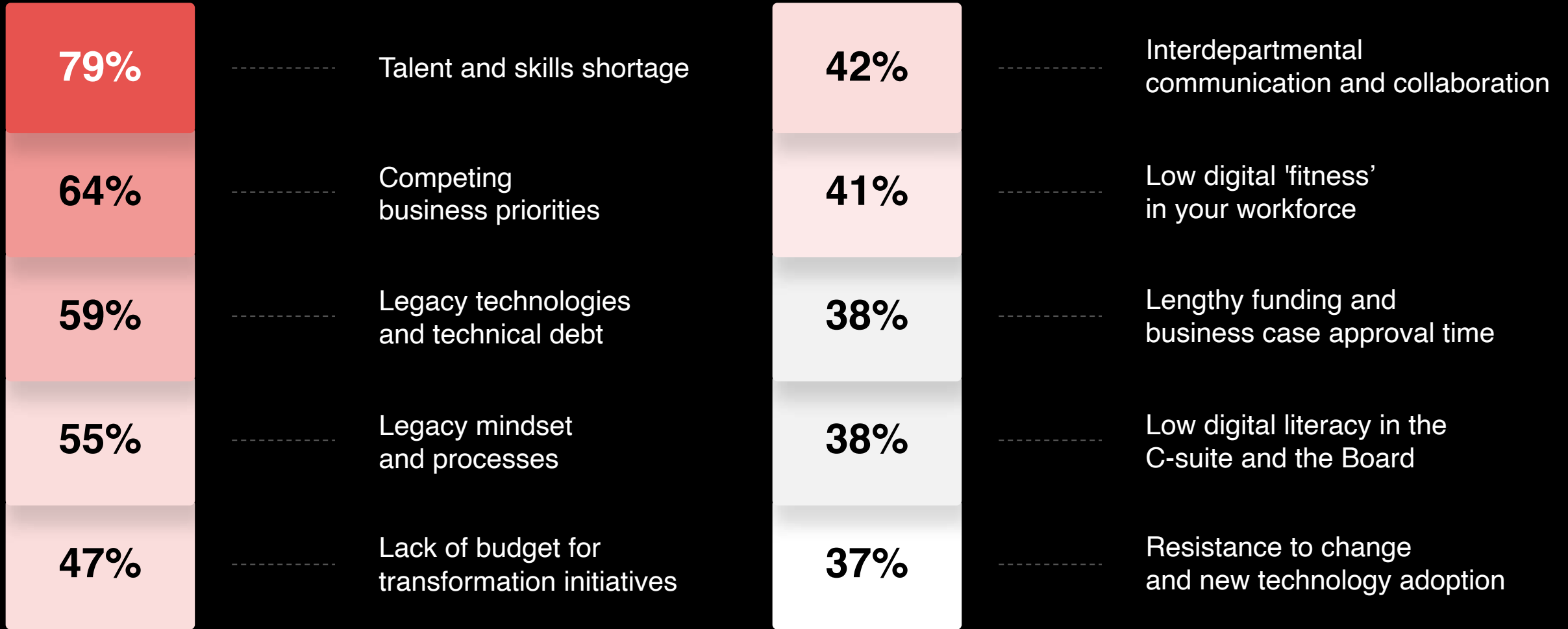
Evolving the digital workplace

58%
















Acquiring and retaining customers

69%

Internal Barriers to Executing on Business Priorities



Top Business Priorities Across Personas

Persona	1	2	3
CDO (Digital)	 <p>Attracting and retaining talent</p>	 <p>Digitisation of workflow and processes</p>	 <p>Improving operational effectiveness</p>
CIO	 <p>Attracting and retaining talent</p>	 <p>Building a secure and trusted organisation</p>	 <p>Creating a data-driven organisation</p>
Cloud & DC Leader	 <p>Improving operational effectiveness</p>	 <p>Attracting and retaining talent</p>	 <p>Building a secure and trusted organisation</p>
CISO	 <p>Building a secure and trusted organisation</p>	 <p>Improving operational effectiveness</p>	 <p>Attracting and retaining talent</p>
CDO (Data)	 <p>Creating a data-driven organisation</p>	 <p>Improving operational effectiveness</p>	 <p>Acquiring and retaining customers</p>

Top 5 Challenges Delivering a World-Class Employee Experience

Increasing digital fatigue

1

Difficulty making changes to how work is done

2

Waiting for others to make decisions

3

Difficulty sharing ideas across the enterprise

4

Difficulty accessing the right information

5

Inconsistent customer data across systems

1

Inconsistent customer experience across channels

2

Balancing customer privacy and customer experience

3

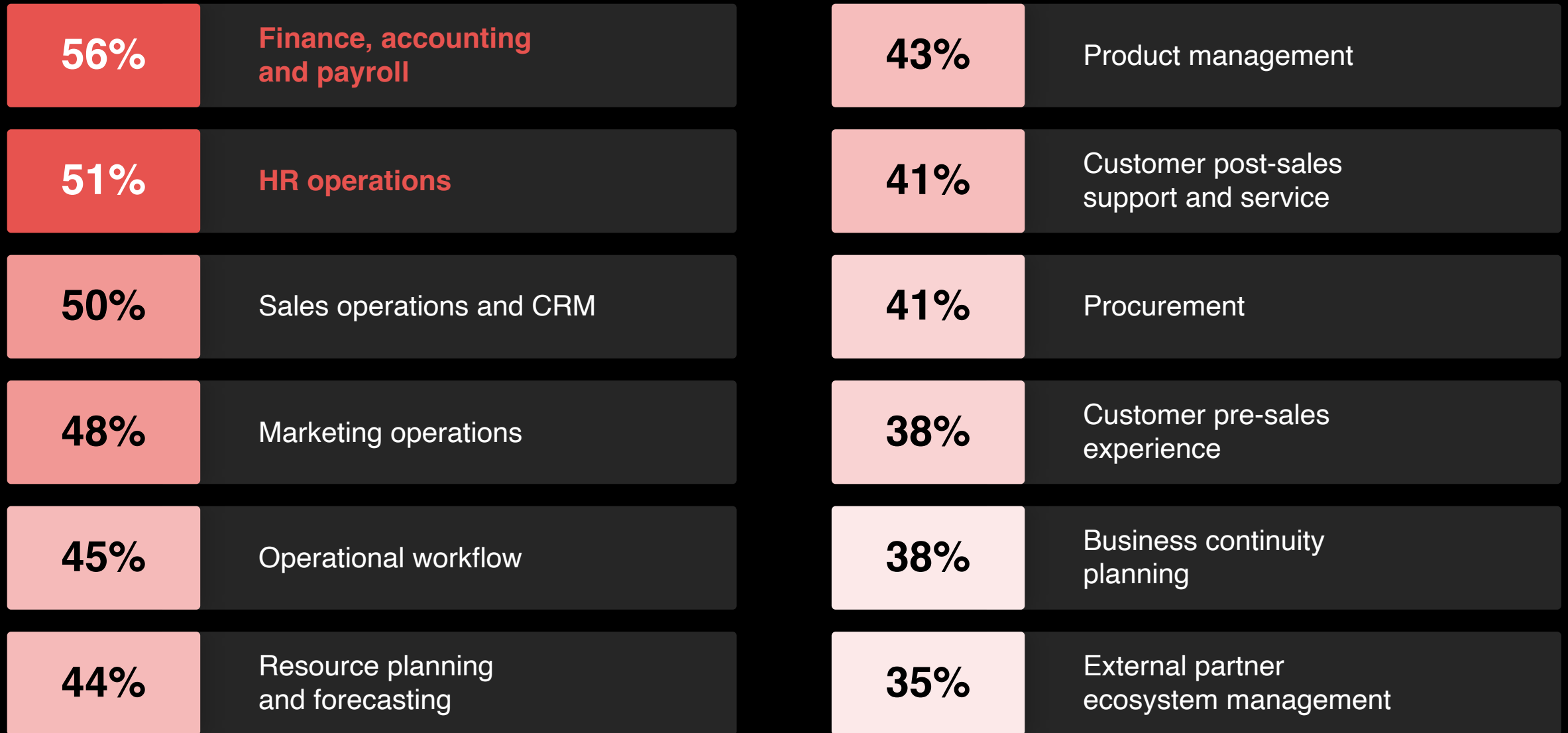
Lack of personalisation

4

Understanding customer expectations

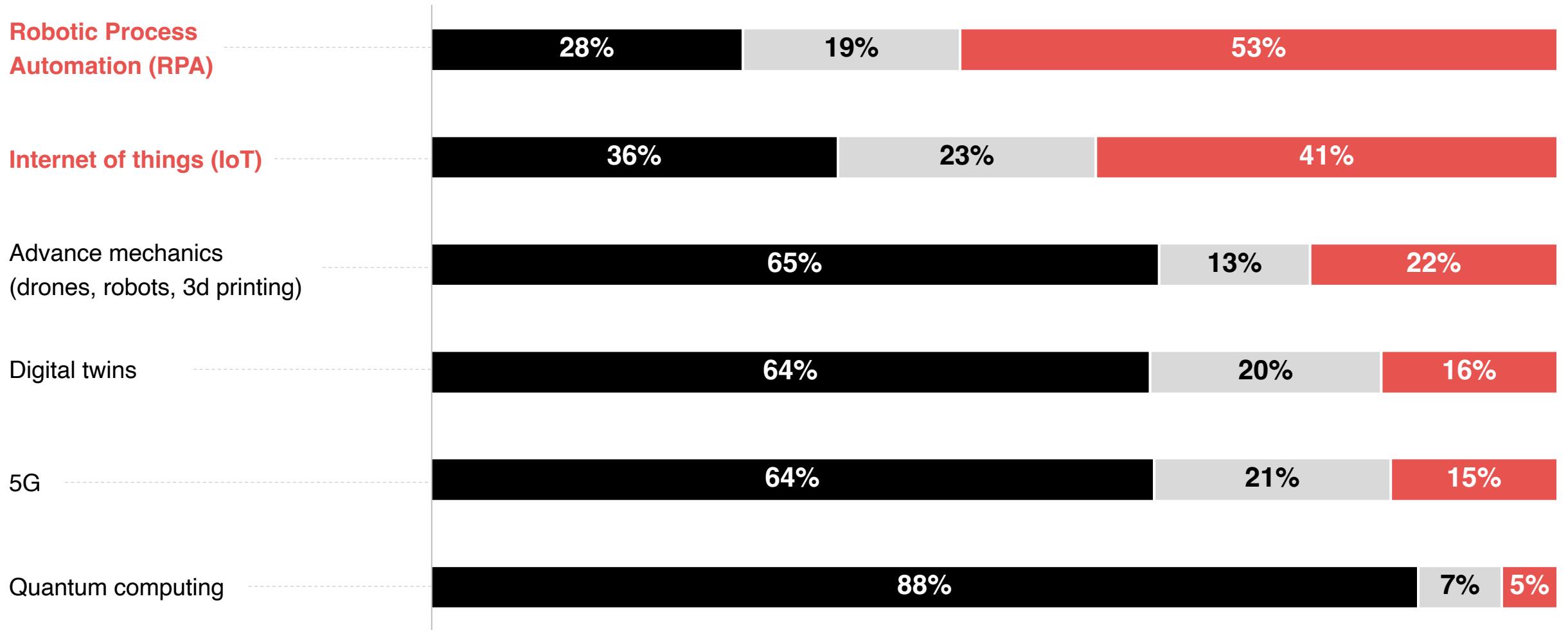
5

Processes and Functional Areas Successfully Digitised



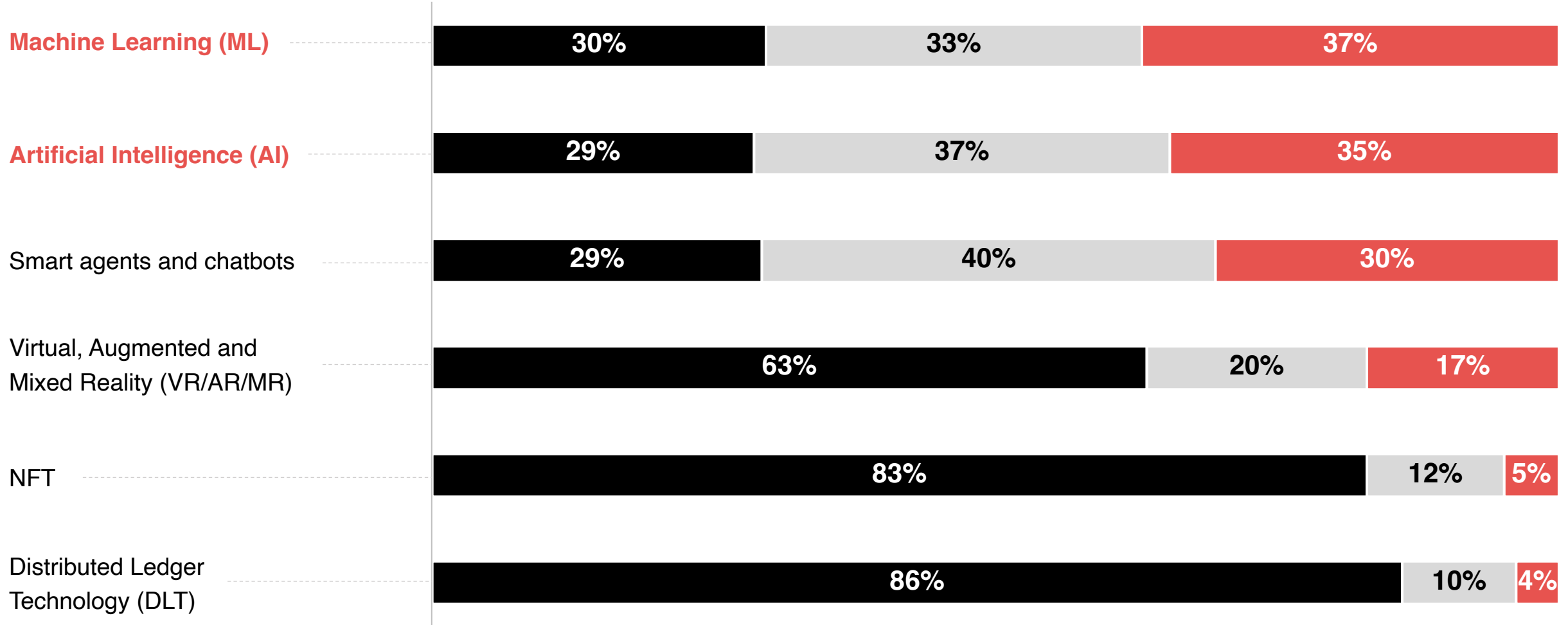
Emerging Technology Implementation: **Operations**

■ Not deployed ■ Piloting ■ Deployed



Emerging Technology Implementation: Experience

■ Not deployed ■ Piloting ■ Deployed





51%

Staff training
and upskilling



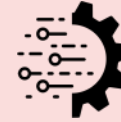
51%

Data quality
and governance



49%

Customer analytics,
AI and insights



49%

Process
digitisation

48% Team and project management tools

46% Culture / change management

46% Data visualisation

46% Data integration

45% Website content / experience

RESEARCH
& ADVISORY

Advantage

Australia's **#1** source of local
market insights, fact-based research
& industry data for Sales & Marketing leaders



CIO EDGE



February 23 | Melbourne
August 30 | Sydney

Delegate Breakdown:

CIO, Director/Head of IT,
CTO, Chief Architect, CDO,
Director/Head of Digital,
Other CXO



CONNECTED CLOUD & DC EDGE



March 23 | Sydney

Delegate Breakdown:

Head of Infrastructure, Cloud
& Data Centre, CIO, CTO, GM IT,
Enterprise Architect
& CEO/MD/CXO



SECURITY EDGE



April 27 | Sydney
October 11 | Melbourne

Delegate Breakdown:

CISO, CSO, Head of Cyber Security,
CTO, IT Security, Cyber Manager,
Other CXO



DATA EDGE



May 23 | Sydney

Delegate Breakdown:

Chief Data Officer, Head of Data, Data
Scientist/Analyst, Head of Integration
Management, CMO



DIGITAL EDGE



June 14 | Sydney

Delegate Breakdown:

CDO, Director/Head of Digital,
CIO, CX Head, Chief Customer Officer,
Head of Transformation/Innovation,
CEO/MD



PEOPLE EDGE



July 26 | Sydney

Delegate Breakdown:

CHRO, GM People & Culture, GM
Workplace & End User Computing



CFO EDGE



November 9 | Sydney

Delegate Breakdown:

CFO, GM Finance, Finance
Director/Controller, Other CXO

ADAPT created and delivered 105 private events in 2021.



- Hosting over **1,650** senior decision makers across Australia's enterprise, commercial and govt sectors.
- All events are persona driven. Either horizontal, or vertical sector focused.
- We create the most compelling content to secure these attendees.
- We speak 1-1 with 100s of each persona every week.

**We know exactly how to attract these customers.
Already delivered another 40 in 2022 so far.**

2021 Private Events Overview

Persona	Events	Attendees
CIO	21	330
Cloud / Infra	18	280
CISO / IT Security	17	255
CHRO / EX	10	170
Data	9	155
Digital / CX	9	145
IT Ops / Eng	7	105
SAP	5	75
CFO	5	75
Other	4	60
Total	105	1650

Some of ADAPT Advantage clients



We're advising your customers every week. Some ADAPT R&A clients include:



“

The reason we chose ADAPT was a simple no brainer. **It's domestic content.** An Australian platform, with all the data developed from local sources.”

Department of Defence - Research & Advisory client testimonial

Analyst **Market Briefings**

**Best Practice Strategies, Frameworks & Trends
for Technology and Business Leaders**

ADAPT's Analyst team hosts quarterly digital presentations to give you deep insights into local trends and the latest best practice methodologies for executing strategic initiatives.



2x Analyst Market Briefings



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2x Analyst Market Briefings

Research & Advisory clients receive exclusive access to Analyst Market Briefings

ADAPT Full Service: Strategic Partner Offering 2022

Advantage

Sales & Marketing intelligence, data and insights

Content Strategy

Create compelling, outcome and persona-based messaging

Persona Webinars

Increase your team's competencies, cut-through and customer conversations

Campaign Advisory

Leverage ADAPT's data and expertise to improve your go-to-market

Analyst Briefings

ADAPT present customised research insights to your leadership teams

Analyst Presentations

Make your customer events more engaging using ADAPT analysts

Custom Research

Cocreate unique data driven local assets to resonate and drive customer value

Bespoke Events

Private Roundtables for demand gen, pipeline acceleration and influence

Edge Events

Customer intelligence, 1-1 meetings, thought leadership, pipeline

A

Execution

Strategy & Enablement

“

ADAPT's data hits the nail on the head when it comes to local market and industry insights.

By collating meaningful data from C-level surveys across multiple events each year and utilising their local analyst function – ADAPT have made the offering much more compelling than alternatives in the market.

Macquarie Cloud Services

Thank You

Get in touch with any questions or needs.



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