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BIG BARRIERS

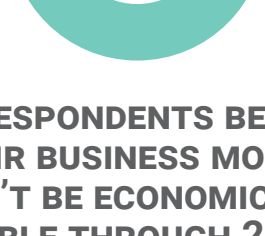
to Digital Transformation Success (And what it takes to overcome them)

Digital transformation is a proven path to smarter business innovation, more profitable growth and other critical objectives for organizations in just about every industry. But it can be a rough road for those that don't have the right partner to help them break through some of today's biggest barriers to success. Here's a look at the challenges ahead—and how **Lunavi** can help you tackle each while staying on track to achieve your digital transformation goals.

The race to transform: What's at stake?

According to a McKinsey study, during the pandemic, spending on digital and technology increased by 65%, despite belt-tightening elsewhere in the business.

Here's why:



89% OF RESPONDENTS BELIEVE THEIR BUSINESS MODELS WON'T BE ECONOMICALLY VIABLE THROUGH 2023 IF THEY DO NOT ADOPT DIGITAL TRANSFORMATION



64% OF COMPANIES INCREASED THEIR FUNDING OF DIGITAL/TECH INITIATIVES IN 2020



51% OF COMPANIES VIEW TECHNOLOGY CAPABILITIES AS A STRATEGIC DIFFERENTIATOR

THE TOP TECHNOLOGIES BEING TARGETED



BI & ANALYTICS



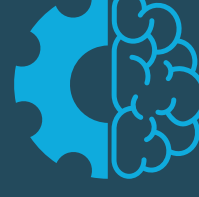
IOT



MULTI CLOUD



SECURITY



AI & MACHINE LEARNING

Yet, most companies fall short of success

70%

A BCG STUDY FOUND THAT A 70% OF DIGITAL TRANSFORMATION PROJECTS FALL SHORT OF THEIR GOALS.

\$1.3 TRILLION

SPENDING ON DIGITAL AND AGILE TRANSFORMATION PROGRAMS GREW TO \$1.3 TRILLION DOLLARS IN 2020. ACCORDING TO HBR, 70% OF THAT SPEND IS WASTED.

5

Why?

TOP BARRIERS TO SUCCESS

Organizations say the following challenges are the biggest obstacles to achieving their digital transformation goals.

1. Resistance to Change

70%

of all change programs fail due to employee resistance and lack of support from the management.



2. Complex Tech

76%

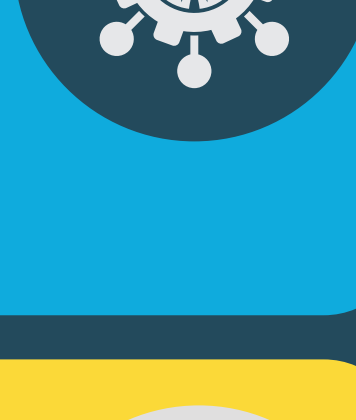
rate the complexity of implementation as somewhat challenging or highly challenging.



3. Lack of Digital Transformation Strategy

41%

only 41% of companies have an enterprise-wide digital strategy.



4. Lack of Proper IT Skills

54%

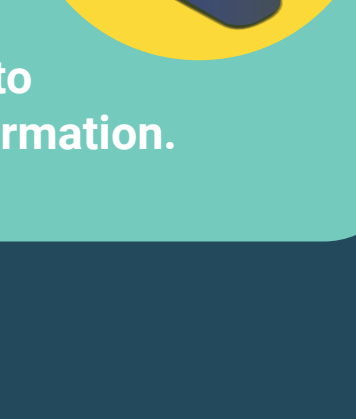
of organizations said that they're not able to accomplish their digital transformation goals because of a lack of technically-skilled employees.



5. Security Concerns

56%

of C-level executives said it was challenging to know whether third parties had policies and practices to guarantee the security of their information.



How Lunavi Can Help

Lunavi is a customer-first managed service provider that can help you break down the key barriers to digital transformation success through trusted partnership, technology expertise, dedicated solution experts, industry-leading experience and employee mentoring capabilities.

Team-based approach and trusted partnership

Lunavi can help you proactively manage and minimize change management issues and concerns through our unique delivery team model.

Technology expertise

Lunavi has deep expertise across the IT stack to help you successfully implement even the complex technologies across your organization.

Solution experts

Lunavi has a strong bench of highly skilled, performance-based solution experts, allowing us to easily scale support to meet your current and evolving needs.

Hands-on experience

Lunavi has 13 years of experience helping organization modernize their applications and infrastructure.

Employee mentoring

Lunavi can help you achieve organizational change that furthers your digital transformation goals through services such as our onsite mentoring for agile devops.

DIGITAL TRANSFORMATIONS AREN'T IMPOSSIBLE, BUT THEY REQUIRE BOTH A TECHNOLOGICAL AND CULTURAL PUSH WITHIN THE ORGANIZATION. LUNAVI UNDERSTANDS THE URGENCY AROUND DIGITAL TRANSFORMATION AND IS LEADING THE WAY.

-Victor Tinger, SVP Digital Transformation, Lunavi

[LEARN MORE](#)

Discover how Lunavi can help you break through barriers and accelerate success throughout your digital transformation journey at [Lunavi.com](https://lunavi.com)

SOURCES

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- <https://www.productplan.com/blog/digital-transformation-program-waste/>
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