△ Sabio

Digital Reality Index™

A Reality Check for
Modern Enterprise Transformation

UNDERSTAND YOUR DRI™ PROFILE   →

Explorer

YOU ARE JUST GETTING STARTED

You are in the early stages of digital transformation. Right now, digital may still feel like an IT upgrade, something to delegate or "roll out" instead of a shared, strategic shift. Teams may be experimenting but not rowing in the same direction.

Biggest Pain Point: Misalignment at the Top
Technology is being deployed, but it is not connected to business priorities or performance outcomes.

Your Goal: Move from Scattered Activity to Strategic Alignment.
These actions are not merely tasks. They are how you create the conditions for real transformation. Without clarity and shared intent at the top, your pilots will stay pilots, and your digital tools will underperform.

As an Explorer, you're in the perfect position to build this alignment from the ground up. The organisations that get this right early avoid the costly pivots that happen later.

GET STARTED WITH THIS ACTION CHECKLIST TODAY

☐ **Align leadership around a *unified* digital vision**
When leaders have differing opinions on objectives, transformation efforts can come to a standstill. It's essential to establish a shared playbook before you begin to scale.

☐ **Identify 1-2 cross-functional transformation priorities**
Focusing on a couple of key transformation priorities allows you to start small, which enhances credibility and makes the results more apparent.

☐ **Identify areas where digital is treated as a side project**
By pinpointing where digital initiatives are viewed as secondary, you can uncover duplication, hidden costs, and fragmented efforts that diminish overall impact.

☐ **Appoint a Transformation Lead or Steering Group**
Establishing ownership is crucial for driving momentum. Without it, digital initiatives may lose focus and direction.

☐ **Evaluate current tools and identify overlaps and gaps**
Before making additional purchases, take the time to assess what tools you already have in place and determine if they are being utilized effectively.

☐ **Establish a 90-day goal for harmonising Business and IT Language**
Misunderstandings between business and technology teams can stifle great ideas. Creating a shared language serves as the cornerstone for effective collaboration.

This matters.

Digital transformation success is not just about technology. It is about *execution*, *alignment*, and *culture*.

Recent research reinforces what your results suggest: **Most digital initiatives fail to meet expectations**— only 48% achieve their business targets. But organisations in the "digital vanguard" (where IT and business leaders collaborate closely) see 71% success rates.

These figures tell you this: **Vision matters.** But execution across silos is what separates the 48% from the 71%.

48%
Industry Average

71%
Digital Leaders
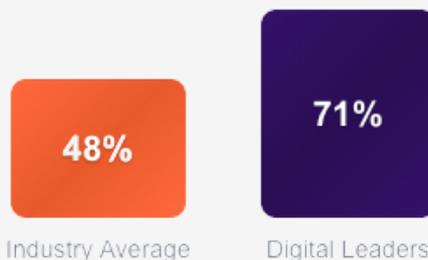
> *Digital leaders grow revenue and shareholder value twice as fast as digital laggards.*
>
> – BCG Digital Acceleration Index 2024

> *Only 26% of organisations have successfully scaled digital initiatives beyond pilots.*
>
> – IDC Futurescape: Worldwide Digital Business 2023 Predictions