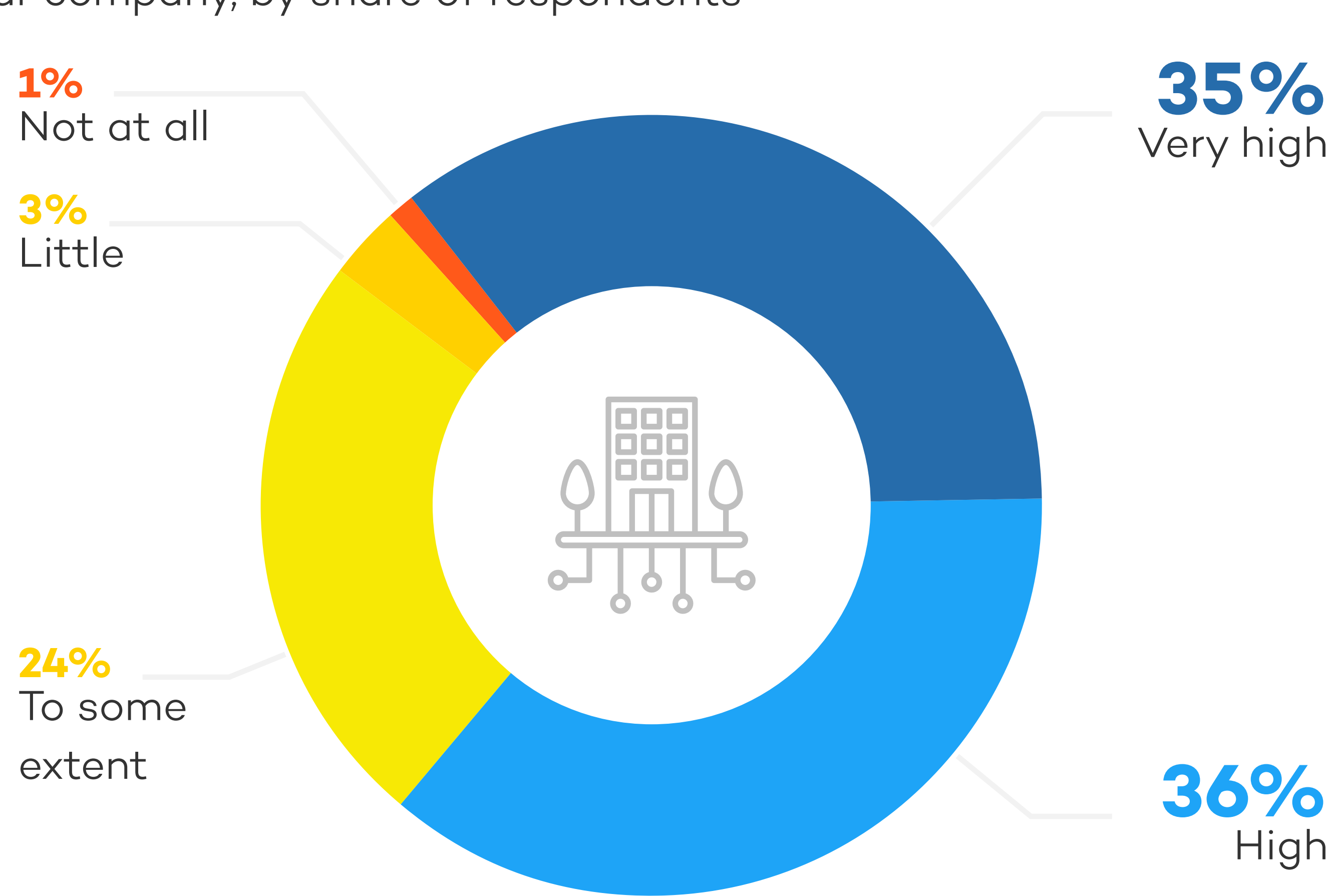


Unlocking the efficiency of digital transformation

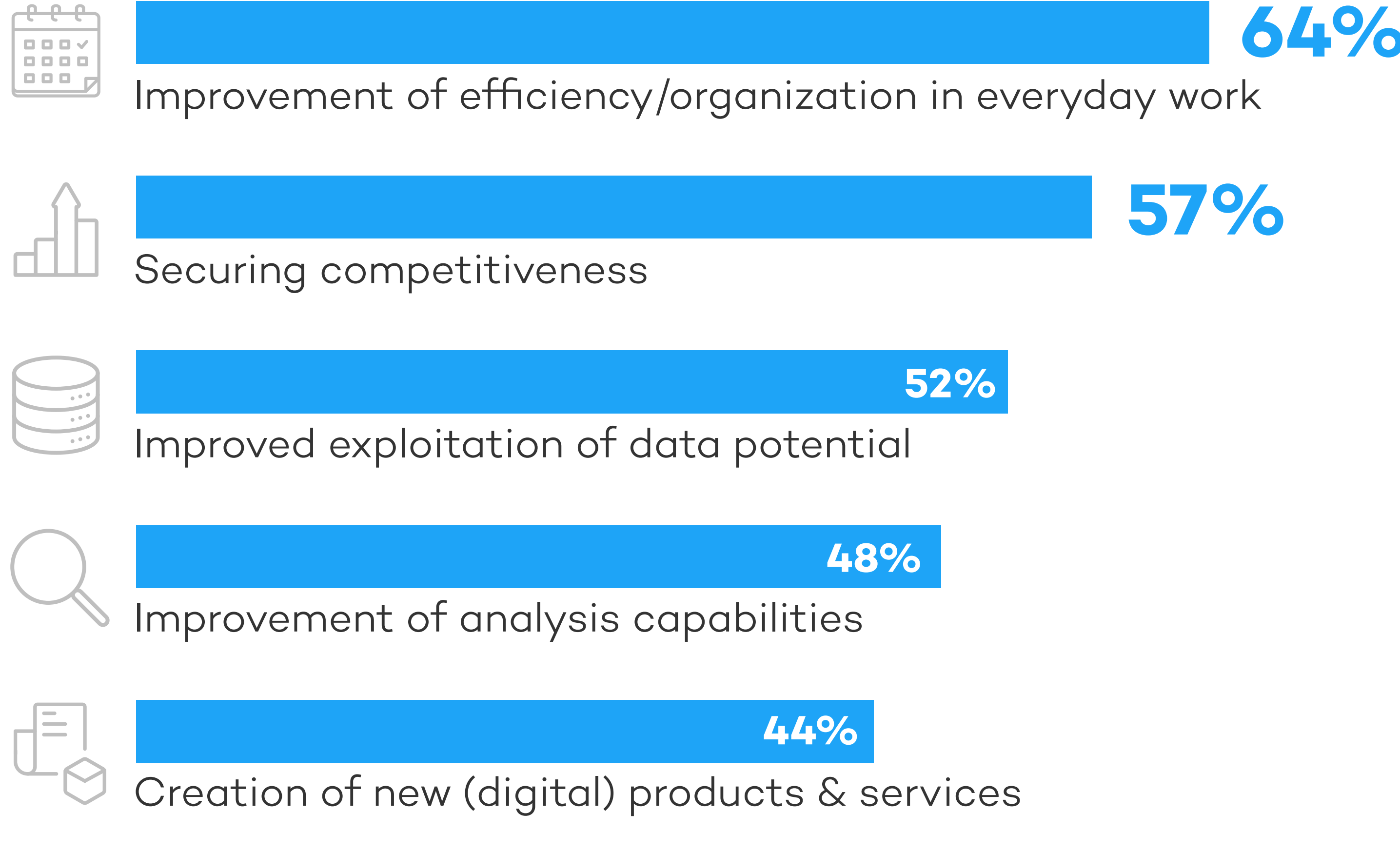
In spite advances in digitization, the need for digital transformation remains high

Rating of the need for digital transformation within your company, by share of respondents



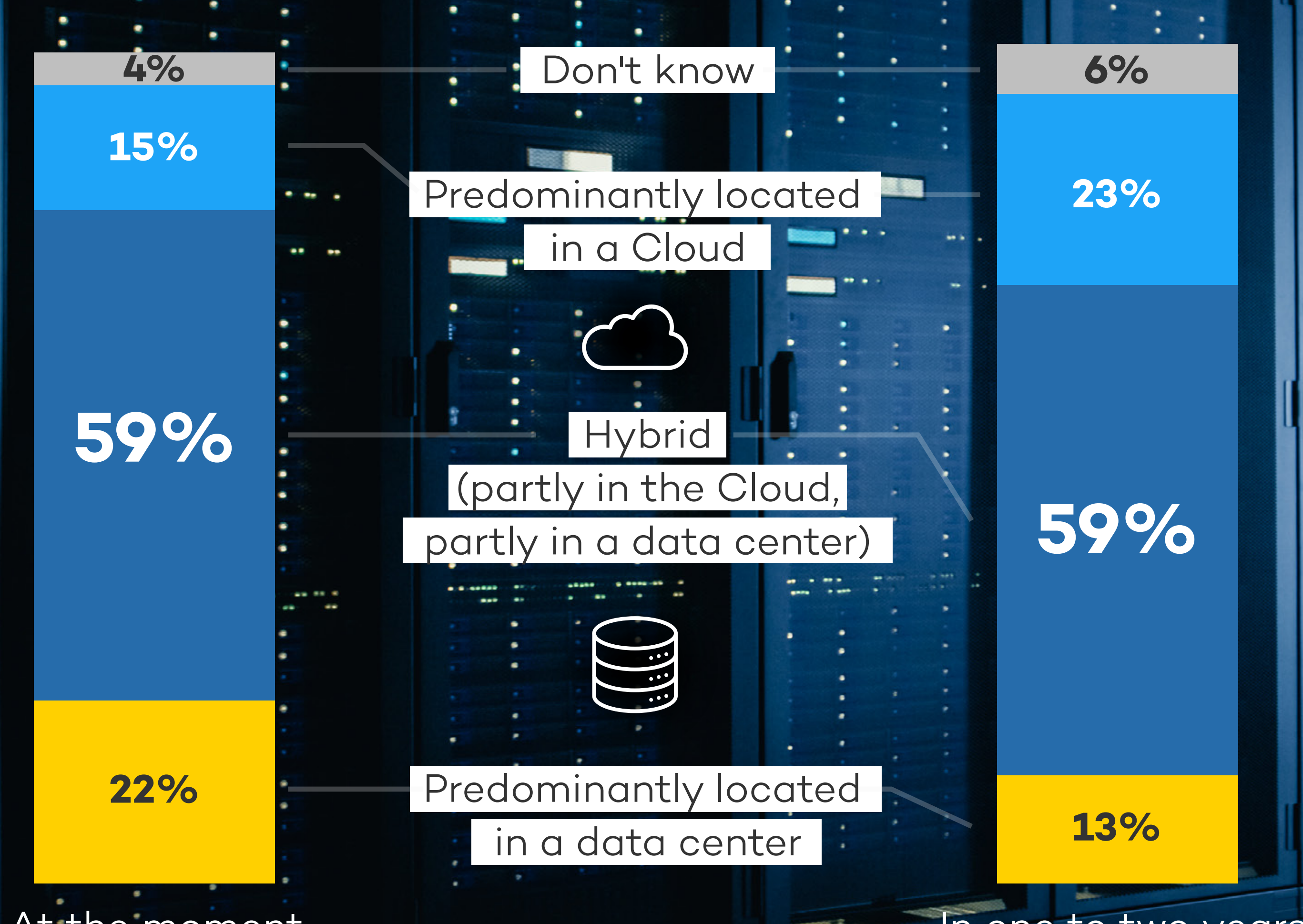
Above all, the pressure to optimize efficiency and remain competitive is driving the process

Top 5 drivers seen by respondents



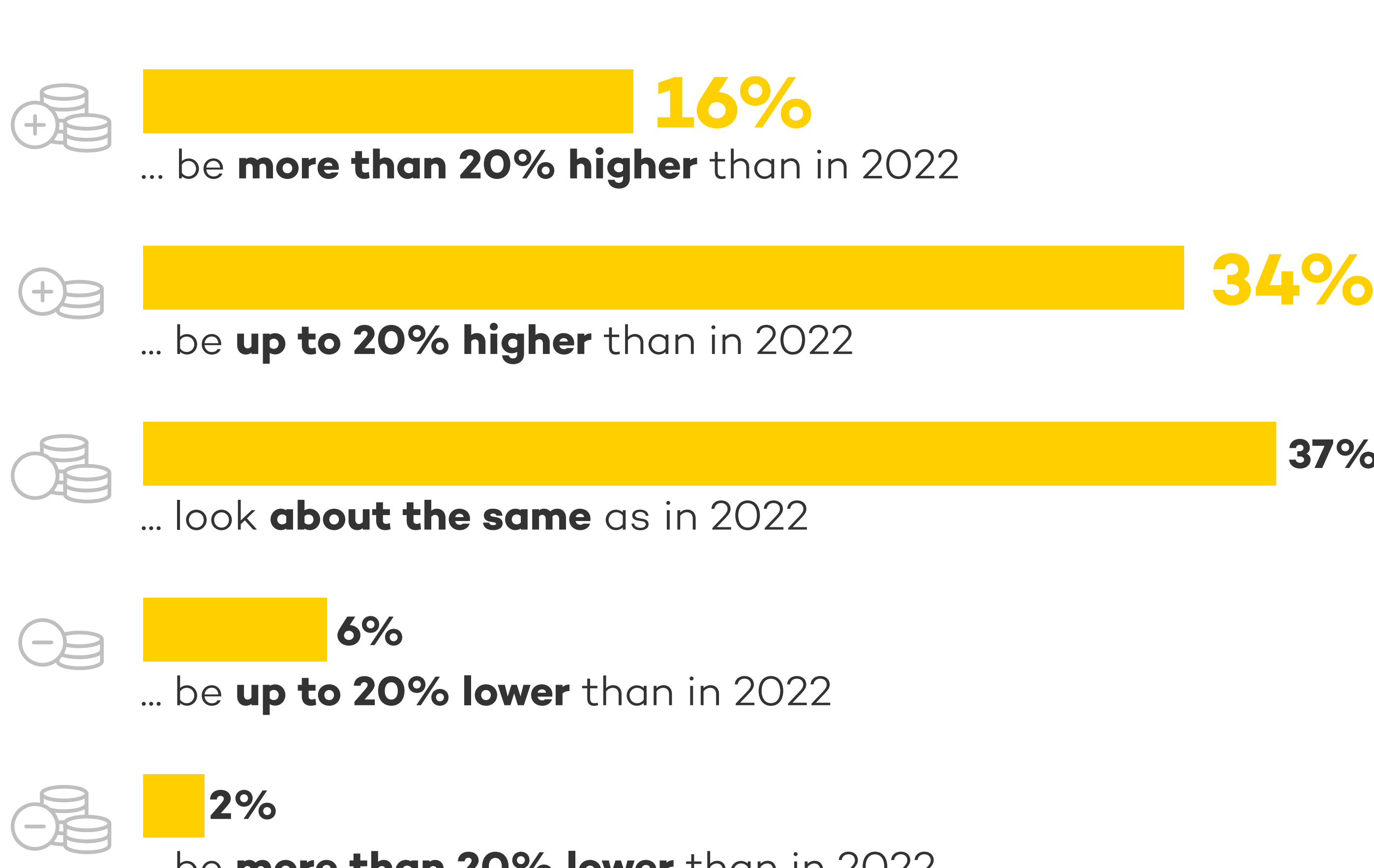
The IT infrastructure is gradually migrating to the Cloud

Location of IT infrastructure



Every second company is investing more in the renewal or expansion of digital services this year, compared to 2022

Investments will...



Experts see this as a significant advantage

“By taking a composable approach to commerce, businesses are able to innovate incrementally and evolve their customer experiences without having to invest significant time, money, and resources. This incremental approach to innovation is paramount to being able to capture a greater share of the trillion-dollar eCommerce market.”

Kelly Goetsch, Chief Strategy Officer, commercetools