APPENDIX

KEY FINDNGS OF "THE DIGITAL SILK ROAD TO SUCCESS" SURVEY

How Retailers, Manufacturers and Wholesalers in China, Hong Kong and Singapore Accelerate Growth with IT

Market Outlook

- Nearly 80% of large retailers, manufacturers and wholesalers from China, Hong Kong and Singapore hold positive views on the business outlook for the next 12 months for both new business prospects and revenue growth

Disruptive Technology

- 94% of corporations said plans were already in place to deploy two or more disruptive technologies to accelerate digital transformation and address market challenges.
- 60% of corporations have already adopted IoT and 58% have adopted big data analytics.
- While AI, smart robotics and 3D printing are relatively less adopted across these three sectors currently, over 60% of corporations indicated they planned to deploy one or more of these technologies in the next 12 months.
- 50% of all organizations on aggregate rated stringent data security and compliance regulations, legacy IT and complexity involved in sourcing suitable technologies and supplier as chief stumbling blocks.
- To accelerate business transformation, over 60% of respondents will choose to outsource transformation projects to reduce deployment time and cost, and tap cross domain expertise from suppliers.

Top Technology Adoption by Vertical

Retail sector:
- Retailers are particularly keen to adopt big data analytics (62%), IoT (55%) and omnichannel mobile online-to-offline (O2O) commerce (48%) to process customer preferences and location information as well as tailor customized marketing campaigns.
- 46% of retail organizations have already deployed virtual reality (VR) /digital immersion (DI) to build innovative online shopping experiences or augment in-store navigation.

Manufacturing sector:
- Most manufacturers (68%) are quick to jump on the IoT bandwagon to leverage data collected from sensors and monitors to improve staff and device utilization and, thus increase capacity and speed productivity.
- Nearly 50% of the companies have deployed online-to-offline (O2O) commerce and big data analytics.

Wholesale sector:
- Big data analytics (61%) and IoT (57%) are also widely used by wholesalers to help optimize their supply chain management operations. Yet they are less keen to utilize O2O commerce compared to other industries.