

2017 Global Digital IQ® Survey

10th anniversary edition
Country focus: Poland

PwC worked with Oxford Economics to survey more than 2,200 senior business and IT executives from 53 countries and more than 30 industry segments. In 10 years of measuring Digital IQ—a rough measure of ability to assimilate new technologies—we have seen companies struggle to keep up with the pace of change, even as they have focused on improving digital capabilities. This report focuses on findings from Poland, where we received 45 responses, as they compare to Central and Eastern Europe (the Czech Republic, Hungary, Kazakhstan, Poland, Romania, Russia, and Slovakia)—referred to as CEE throughout this document—and the rest of the world.

Digital IQ, leadership, and goals

Most organizations have not done enough to keep up with the digital revolution. Polish companies lead their global peers in some, but not all, measures of Digital IQ. While they are roughly as likely as others around the world to rate the digital skills of their overall organization and top leadership highly, they are more likely to say their CEO is a champion for digital (76%, vs. 57% of others in the region and 68% around the world). And although just 11% have a Chief Digital Officer, those that do not are more likely to say the reason is because digital should be part of every executive's job description (21%, vs. 6% of others in the region and 12% of all others).

Digital IQs rated above 70 (on a scale of 0–100)

Your CEO



Your CIO



Your organization



Approaches to emerging technology

When we started measuring Digital IQ back in 2007, technologies like social, mobile, cloud, and analytics were still entering into the mainstream. Today a fresh wave of powerful technologies, including what we call the [essential eight](#), is emerging: the internet of things (IoT) and artificial intelligence (AI), the foundational elements for the next generation of digital; robotics, drones, and 3D printing, machines that extend the reach of computing power into the material world; augmented reality (AR) and virtual reality (VR), which merge physical and digital realms; and blockchain, a new approach to the basic bookkeeping behind commercial transactions.

Yet most companies are not better prepared in 2017 to adopt emerging technologies than they were a decade ago. Only 71% of Polish companies have a systematic approach for evaluating emerging technology, and just 38% have a dedicated team for digital innovation—ahead of others in Central and Eastern Europe, but somewhat lagging global averages.

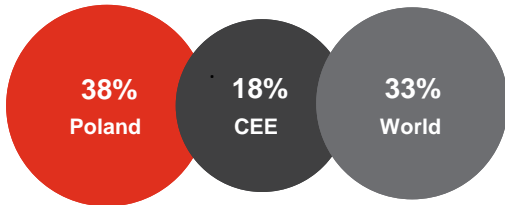


For more insights on our Digital IQ Survey, download our global report at www.pwc.com/digitaliq.

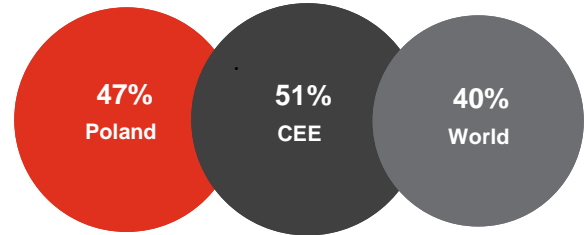
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Polish executives are somewhat more likely than others to say their approach to emerging technology is business-driven: 47% say this is true, compared with 51% in the rest of the region and 40% of others around the world.

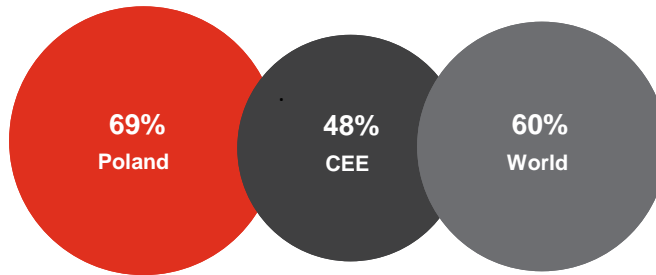
Polish companies are less bullish about investment in specific emerging technologies than their peers around the world, but are focused on IoT. In three years, investments will expand to include artificial intelligence.



We primarily use a dedicated innovation or lab group to explore emerging technologies.



Our approach to emerging technology is business-driven.

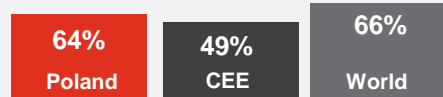


We actively engage with external sources to gather new ideas for applying emerging technologies.

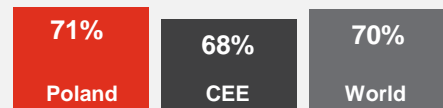
The human factor

The human experience is a critical dimension of Digital IQ; to get full value from technology, organizations must create digital cultures that adapt to change, focus adequately on customer and employee experiences, and develop the right mix of skills within their workforce.

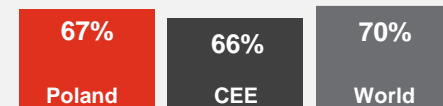
Digital skills are lagging in Poland, with executives less confident in their workforce's abilities in digital strategy and planning (36% say this skill is well-developed, vs. 55% of all others), creative strategy and design (24% vs. 46%), and business deployment of new technologies (36% vs. 49%). They also are less likely to emphasize the importance of design and user experience.



Our employees have the skills required for the evolving digital economy.



We focus on the ways new technologies will affect human experiences.



Our culture embraces rapid change and disruption.