CA Technologies Research Finds Thailand to be the Most Digitally Disrupted Market in Asia Pacific and Japan

97 percent of Thai respondents state their organizations are equipped to be competitive but only seven percent have fully digitalized their organizations

Thailand, 28 August 2018 – CA Technologies (NASDAQ:CA) today revealed results of an Asia Pacific & Japan (APJ) study that showed that Thailand is the most digitally disrupted market in the region, with 95 percent of business and IT leaders in the country stating that the market has been impacted today, as compared to 80 percent average across the region.

In addition, 95 percent of respondents indicated that their organization has been impacted today by digital disruption and almost all of them (98 percent) said that their job has been changed by it. Thailand ranked the highest in APJ for these two aspects as well, scoring well above the APJ average of 78 percent.

The CA Technologies Asia Pacific & Japan Digital Transformation Impact and Readiness Study examined the digital transformation strategies of 900 business and IT leaders across nine APJ markets, including 100 respondents from Thailand.

The study also showed that there is a high level of confidence – amongst the 97 percent respondents surveyed – that their organizations are equipped to be competitive in the next three to five years.

Despite the positive outlook, businesses have yet to capitalize on the potential of digital transformation today. Only 44% of the respondents surveyed, the lowest percentage in the region, indicated that their organizations have digital transformation projects launched with clear corporate goals. Furthermore, only seven percent of the respondents shared that they are fully digitalized their organization and another 17 percent have fully-formed digital transformation strategies.

"Digital transformation can disrupt the competition when it is approached holistically and used to create new products and services, improve customer service and even build different business models or revenue streams," said Nick Lim, vice president, ASEAN & Greater China, CA Technologies. "To succeed in today's digital economy, business and IT leaders have to be bold in harnessing disruptive technologies such as artificial intelligence, automation, data analytics and microservices, while ensuring that everyone in the organization is aligned and working collaboratively towards a common goal."

Mismatched Pressures and Priorities for Digital Transformation

In a new world that is defined by digital engagement, the competitive differentiation for organizations, and even governments, is increasingly determined by their ability to transform themselves digitally and build software into their business strategies.

The survey found that 1) meeting of changing customer expectations, (2) fast evolving economic conditions, and (3) using digital transformation as a new edge in winning against traditional competitors were the biggest pressures for digital transformation in the region.

This finding mirrors the top three business priorities that organizations in Thailand are focused on solving today, namely optimizing operational efficiency, reducing operational costs and improving workforce collaboration.

The discrepancy between business priorities and the digital transformation drivers is particularly evident when it comes to customer experience. Although changing customer expectations is highlighted as the top pressure for digital transformation, improving customer experience is ranked fifth out of the seven priorities.

Organizations in Thailand More Confident About Their IT Capabilities

While organizations in Thailand still have ways to go in terms of digital transformation readiness, one of the areas that Thai business and IT leaders are faring better than their APJ peers is their confidence in their organization's IT capabilities to support digital transformation.

In fact, one in two respondents (51 percent) stated that their organization has clearly laid out a roadmap and role that technology plays in the company's digital transformation vision, which is the highest percentage across the region.

	APJ	Thailand
My organization has clearly laid out a roadmap and role that technology plays in the company's digital transformation vision.	34%	51%
My organization can create, launch and maintain quality apps as part of overall digital transformation efforts.	32%	43%
My organization can support technology resources and requirements with agility according to business peaks and lows such as headcount and campaign periods.	31%	45%
My organization has the right manpower and talents to provide always-available IT support to enable smooth running of computing resources.	32%	43%
My organization has invested in the right resources to provide staff with next-generation computing resources.	34%	50%
My organization has set the right policies and technologies in place to protect against cyber-attacks and ensure a secure digital environment.	34%	55%

"To stay competitive in the digital era, organizations need to be Built to Change. By building software into the business DNA, organizations will be able to deliver an enhanced customer experience; with insights and tools to shape and predict new customer demands, create new services and business models. The Modern Software Factory blueprint helps businesses leverage software to achieve their digital transformation goals and win in the market," added Lim.

About the CA Technologies Asia Pacific & Japan Digital Transformation Impact and Readiness Study

CA Technologies commissioned and completed a survey of 900 business and IT leaders across nine markets in the APJ region – Australia, China, Hong Kong, India, Japan, Malaysia, Singapore, South Korea and Thailand – in late 2017. The objectives of the study were to measure the impact of digital disruption in the region and understand how organizations are managing their digital transformation.

All survey respondents came from mid- to large-sized organizations with more than 250 employees, with almost half (47 percent) of those interviewed representing large organizations with more than

1,000 staff. All respondents were decision makers – 74 percent for business decisions and 26 percent for IT decisions. All surveyed leaders were also involved in digital transformation initiatives in their organizations, with 74 percent being key decisions makers in digital transformation projects.

Read the full research paper here.
Download the infographic summarizing the key findings of the research here.

About CA Technologies
CA Technologies (NASDAQ:CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business in every industry. From planning, to development, to management and security, CA is working with companies worldwide to change the way we live, transact, and communicate – across mobile, private and public cloud, distributed and mainframe environments. Learn more at www.ca.com.