

DISRUPTING THE STATUS QUO IN PROFESSIONAL SERVICES

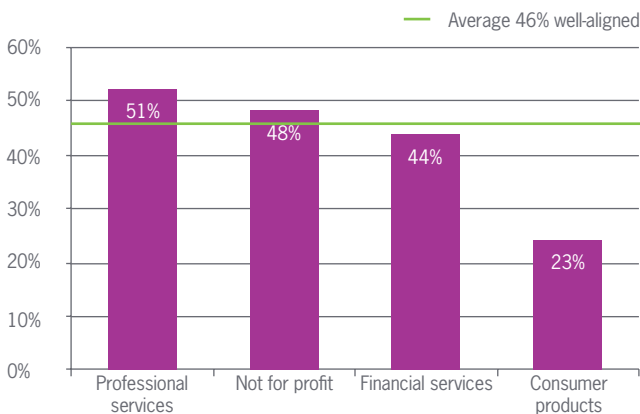
Australia's mid-size business technology landscape

BETWEEN JUNE AND AUGUST 2016 GRANT THORNTON SURVEYED 43 PROFESSIONAL SERVICES FIRMS IN NEW SOUTH WALES AND VICTORIA REGARDING THEIR USE OF TECHNOLOGY, AND ITS ROLE IN THEIR OVERALL GROWTH STRATEGY.

ALIGNING TECHNOLOGY AND BUSINESS STRATEGY

Two out of three Professional Services firms have a technology strategy, but only half consider their technology strategy aligned to their business imperatives. Closing this gap will be critical to ensure IT investments deliver long-term ROI to all stakeholders.

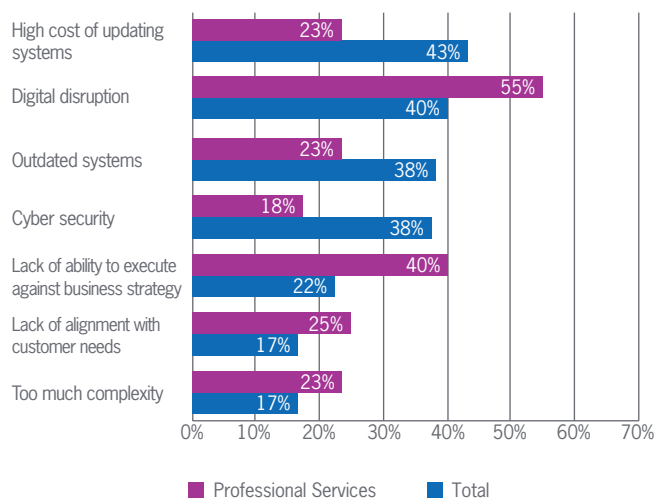
HOW WELL-ALIGNED IS YOUR TECHNOLOGY STRATEGY TO YOUR BUSINESS STRATEGY?



TOP TECHNOLOGY CHALLENGES

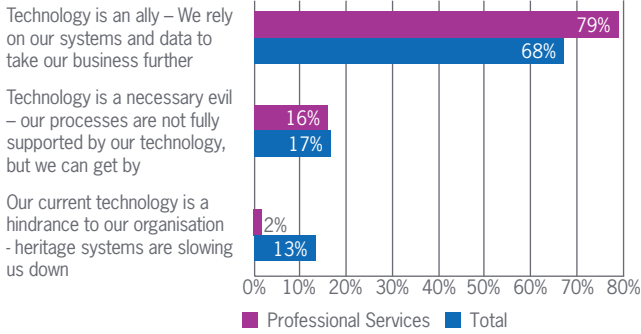
Professional Services firms are on average more concerned with strategic digital implementations, than cost reducing strategies, compared to the other industries surveyed.

The top technology challenges within the industry are digital disruption, potential lack of ability to execute against business strategy, and lack of alignment with business needs.



FRIEND OR FOE: PROFESSIONAL SERVICES FIRMS' PERCEPTION OF TECHNOLOGY

Four out of five Professional Services firms view technology as key to achieve business growth. A broader digital transformation of the Professional Services sector could open new channels for personalised advice.

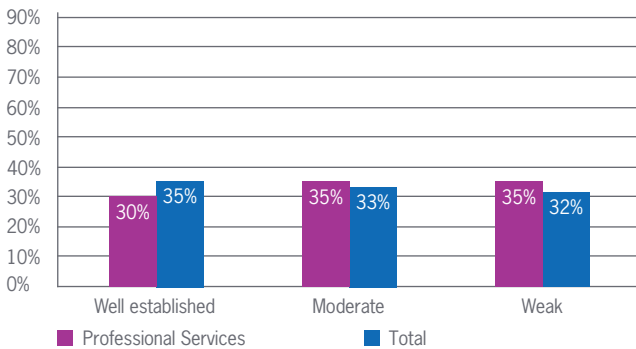


DIGITAL BUSINESS CARD

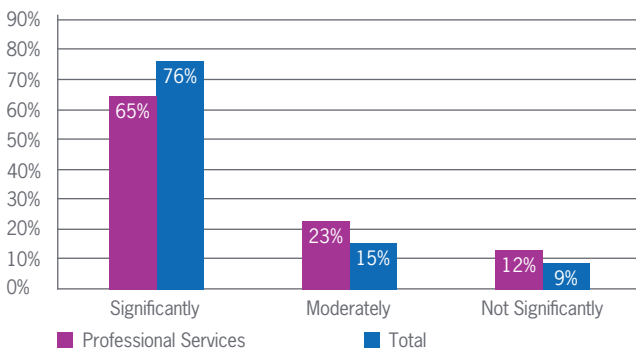
Broader industry adoption could be slow, with only one out of three companies currently well-established on the digital map. Grant Thornton research correlates early adoption of new technology to two leading factors: international business activity and alignment between business objectives and technology investments.

While digital adoption can be seen more broadly and with greater sophistication in the sector, the survey showed that 11 per cent of the respondents had no intention to intensify their digital activity.

CURRENT DIGITAL PRESENCE



INTENTIONS TO EXPAND DIGITAL PRESENCE



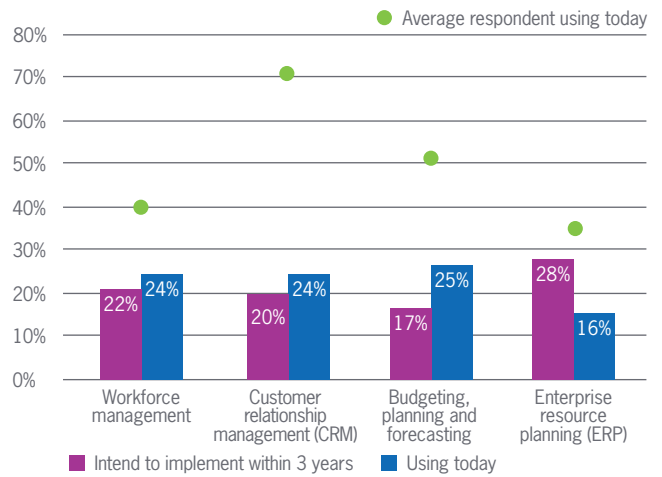
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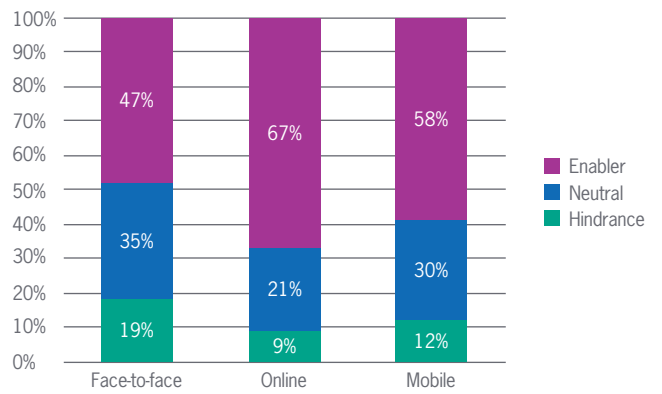
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PROFESSIONAL SERVICES TECHNOLOGY KIT



HOW WELL DOES TECHNOLOGY SUPPORT CLIENT INTERACTION ACROSS CHANNELS?



SMART INVESTMENT GUIDED BY BUSINESS IMPERATIVES IS KEY TO SUCCESS AND DIGITAL ADVANCEMENT IN THE SECTOR.



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