

# Survey “Digital IQ® 2017” 10th anniversary edition Country focus: Switzerland

PwC worked with Oxford Economics in late 2016 to survey more than 2,200 senior business and IT executives from 53 countries and a wide range of 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 Switzerland compared to the rest of the world.

## Digital IQ, leadership, and goals

Most organizations have not done enough to keep up with the digital revolution. Swiss companies lead their global peers in some, but not all, measures of Digital IQ. While they rate the digital skills of their CIOs more highly than their peers around the globe, CEO Digital IQs trail global totals, and they are less likely to say their CEO is a champion for digital (54%, vs. 62% of others).

Improving the customer experience is a particular focus for Swiss companies (49% cite it as a top-three digital initiative, vs. 39% of others). Meanwhile, they are less likely to cite business-model innovation as a key goal (34% vs. 43%).

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

### Your CEO



### Your CIO



### Your organization



## Approaches to emerging technology

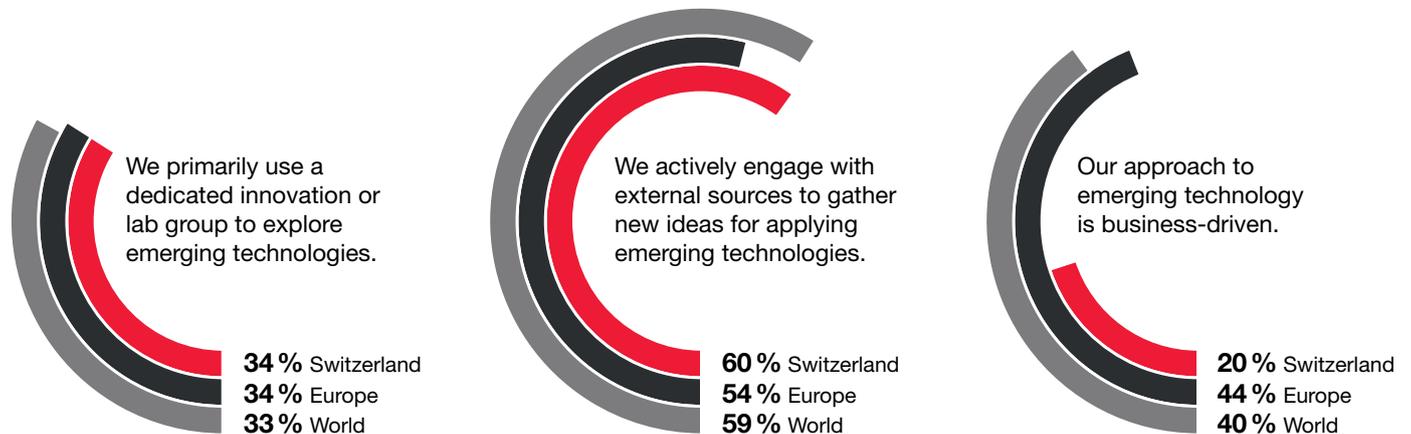
When we started measuring Digital IQ back in 2007, technologies like social, mobile, cloud, and analytics were still entering into the mainstream. Today a fresh wave of powerful technologies, including what we call the essential eight, is emerging: the internet of things (IoT) and artificial intelligence (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. Swiss executives tend to be less confident than their global peers in their organizations' innovation capabilities. Just 54% take a systematic approach to emerging technology (vs. 76% of others), and only 31% have a consistent way to measure the value of our digital innovation efforts.

## Country focus: Switzerland

Swiss companies are more likely than others to say their approach is driven by vendors ((20 % vs. 10%) – a sign some are more reactive than proactive about integrating new technologies into their business.

Investments are focused on IoT and artificial intelligence, and expected to continue over the next three years. Executives in Switzerland take a different approach to exploring emerging technologies than their peers. They are more likely to network with other industry leaders (45 % vs. 27 %) or engage with vendors (45 % vs. 31 %). Meanwhile, they are less likely to use industry analysts (52 % vs. 78 %) or competitive intelligence (52 % vs. 69 %).



## 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.

Like their peers around the globe, Swiss companies lack many necessary digital skills, including data analytics (46 % say this skill is well-developed among the workforce, vs. 60 % of others) and user experience (26 % vs. 39 %). And they could do more to close these skills gaps: currently, just 46 % regularly update their talent model to address changing digital skills, compared with 72 % of others.

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.



## Contact us



**Axel Timm**

Partner, Business Technology  
 axel.timm@ch.pwc.com  
 +41 58 792 27 22



**Christoph Müller**

Senior Manager, CIO Advisory  
 christoph.mueller@ch.pwc.com  
 +41 58 792 27 86 | @chrisolimuller

For more insights on our Digital IQ Survey, download our global report at [www.pwc.com/digitaliq](http://www.pwc.com/digitaliq)