

# Understanding workplace digitalization among Senior Decision makers in Germany



Pleo in partnership with GWI



This wave was conducted from 3rd - 20th November 2023 among Senior decision makers (those who are management and above and are responsible for some decision making in the workplace) who work in small enterprises (less than 1,000 employees). The maximum margin of error for this dataset is 4.4% at a 95% confidence level. It was fielded and administered by GWI. The panel is 69% male and 31% female, with a natural distribution across geographic regions, and age bands.

## Project Overview:

The aim of this research is to understand the general perceptions of digitalisation of the workplace among senior decision makers in Germany.

## Markets and sample size:

504 Senior decision makers in Germany

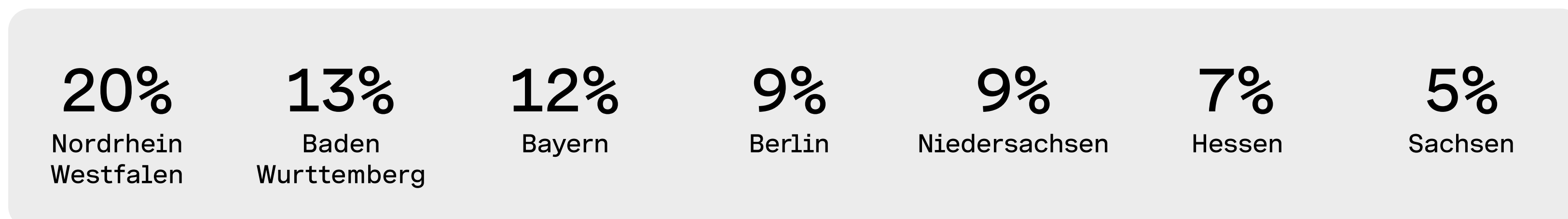
## Key Summary Points:

- Over half (59%) of German Senior decision makers feel positive about digital transformation, with the same number of people believe it is progressing at the right level.
- Almost ¾ (72%) of businesses are undertaking some form of digital transformation, with the main driver being to improve efficiency to overall grow revenue.
- To breakdown barriers, SDM's need to feel reassured about the level of data security when adopting digital transformation and are also concerned about the process of combining data from different areas.

## DEMOGRAPHICS

### Demographic breakdown

% of SDM's are from...

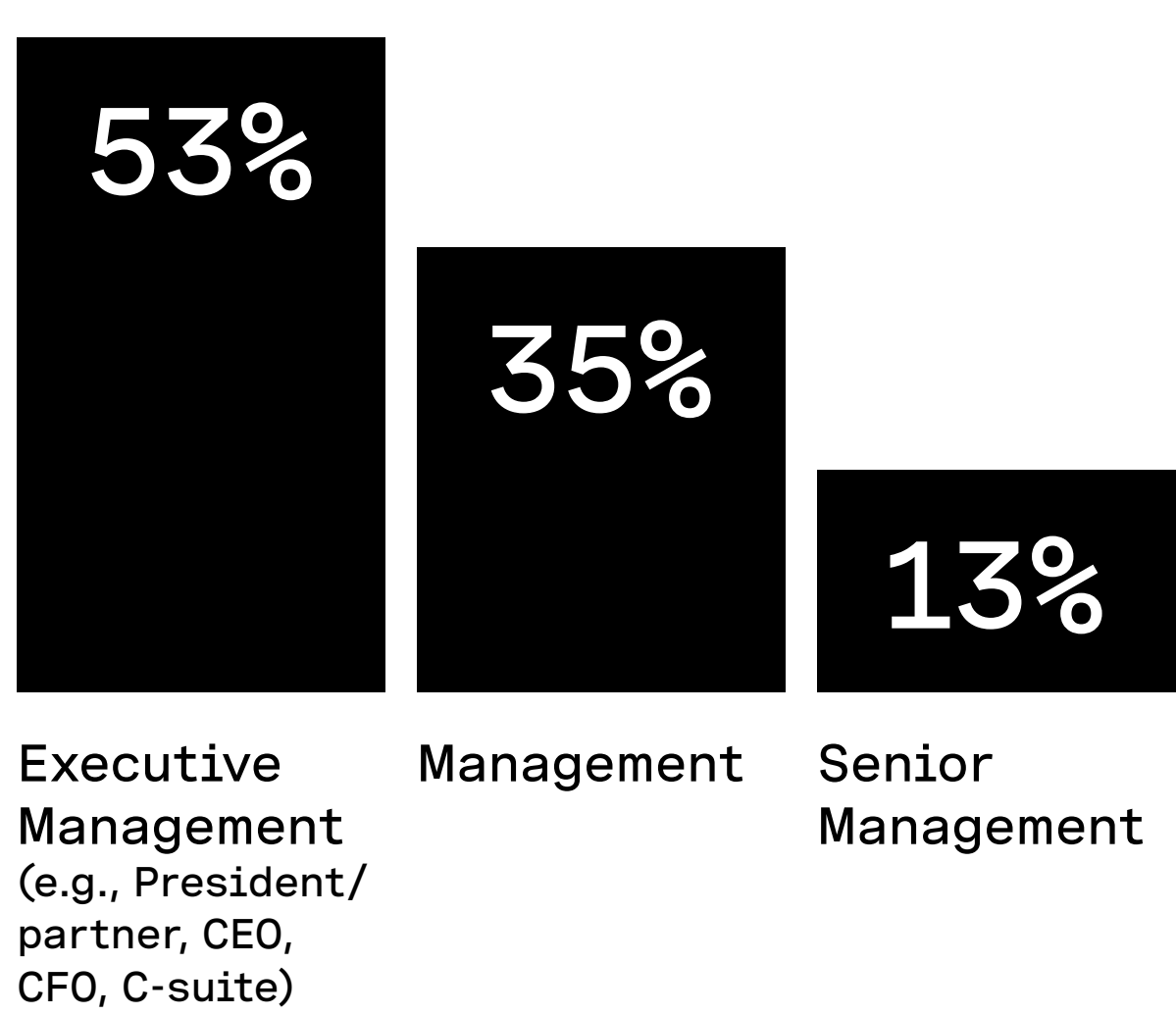


69% are male  
Average age: 46

## WORK AND PROFESSIONAL LIFE

### Job seniority

% of SDM's who are in the following job roles...



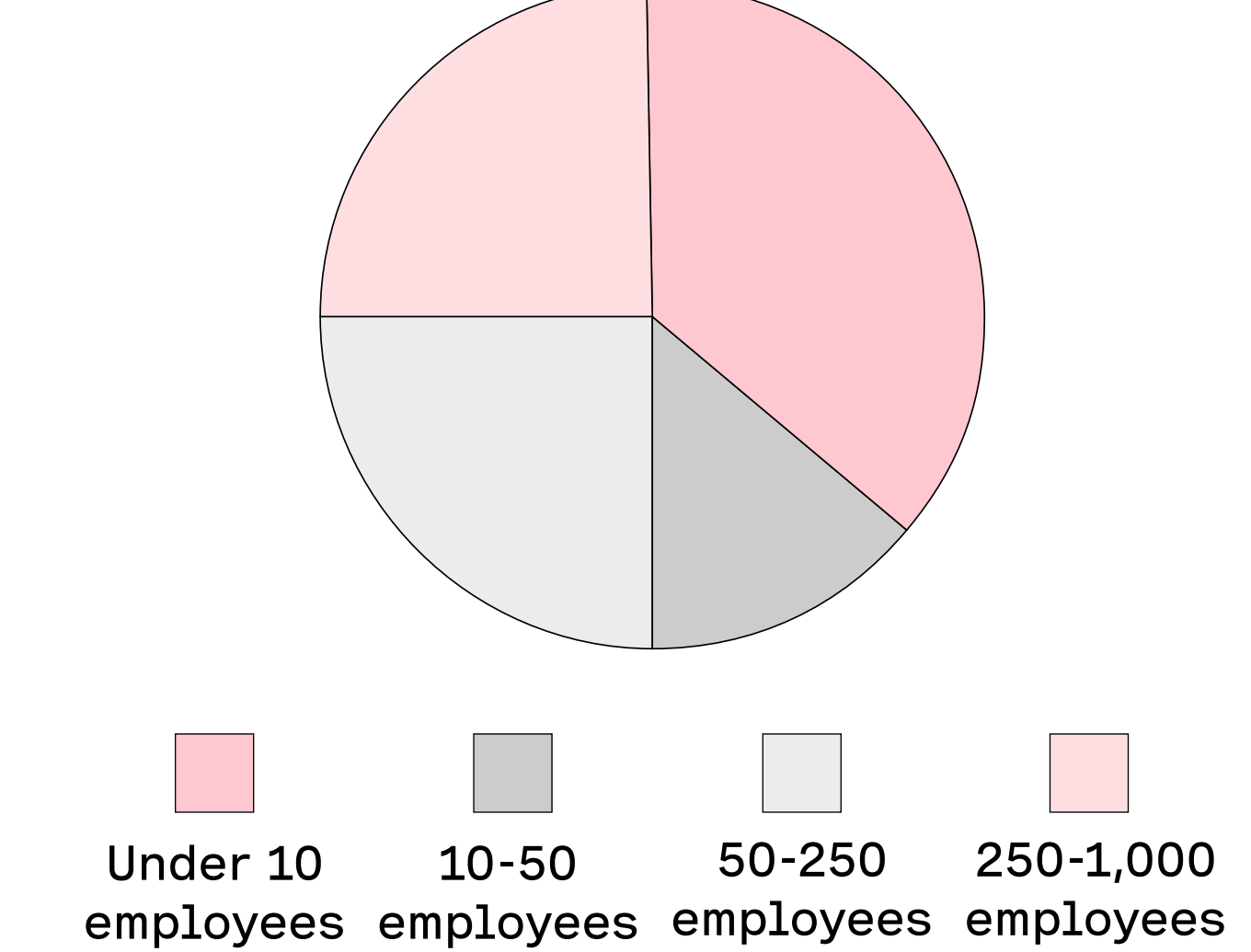
### Work decision making power

% of SDM's who have responsibility for the following...

General Management	60%
Managing budgets	56%
Purchasing of IT, telecoms or technology products and services	54%
Company strategy	52%
Purchasing any other products and services	51%
Recruitment	50%
Direct reports / team management	49%

### Company size

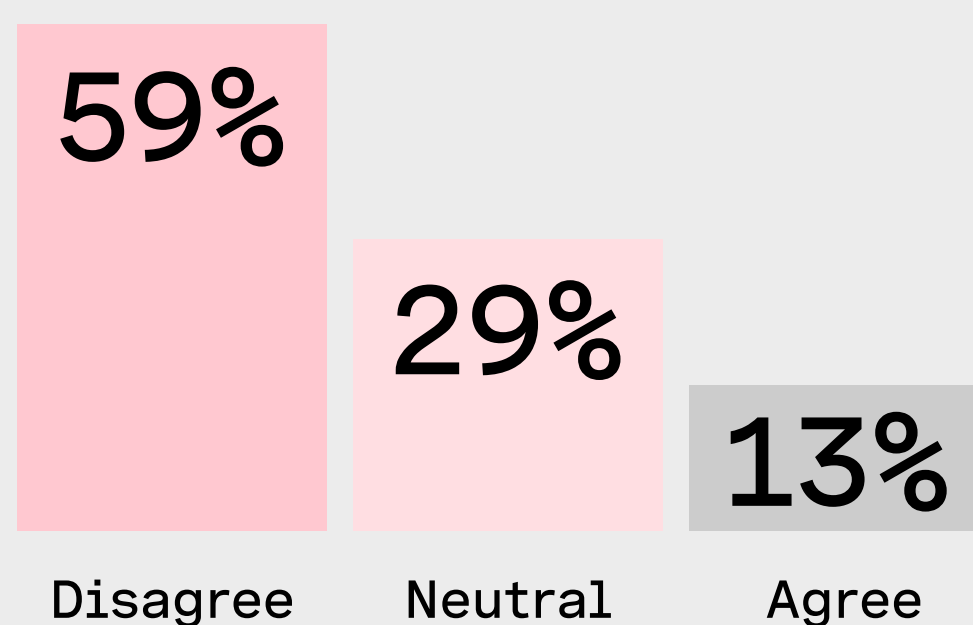
% of SDM's who work for the following company sizes...



## OPINIONS AND EMOTIONS TOWARDS DIGITAL TRANSFORMATION

### Impact

% of SDM's and their level of agreement with the statement: 'digital transformation has had a positive impact on the workplace'



### Opinion

% of SDM's who believe that digital transformation...

- Has gone too far: 21%
- Has not gone far enough: 20%
- Is at the right level: 59%

### Adoption

% of businesses currently undertaking digital transformation...



### Business ambitions

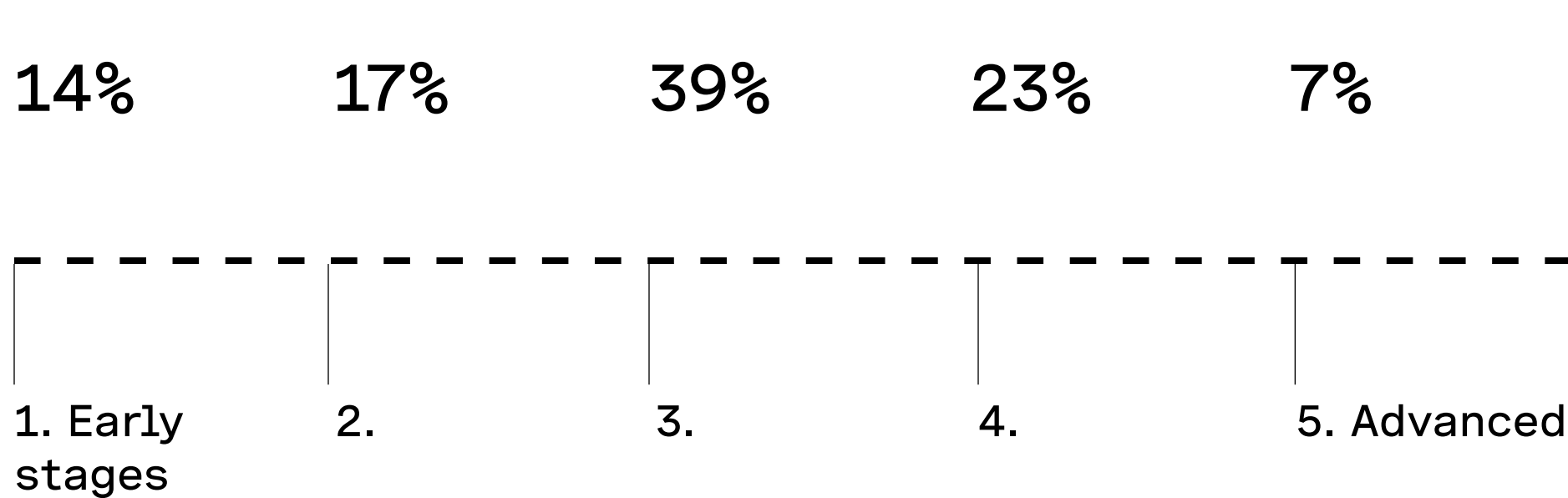
% of SDM's who said the below are a priority as a business for 2023 and 2024...



## CURRENT SITUATION

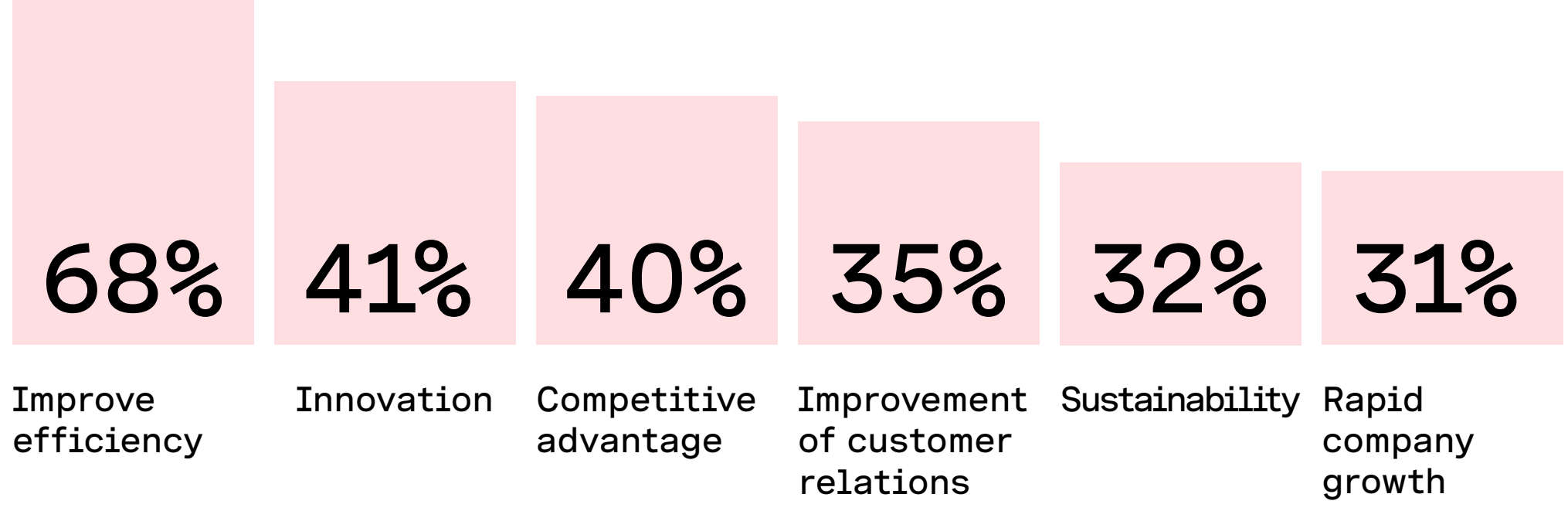
### Current level of digitalization

% of SDM's who said their business is in the below stage of digitalization...



### Digitalization drivers

% of SDM's whose businesses are undertaking digitalization are doing so for the following reasons...



## ATTITUDES, TECHNOLOGIES AND DEPARTMENT FOCUS

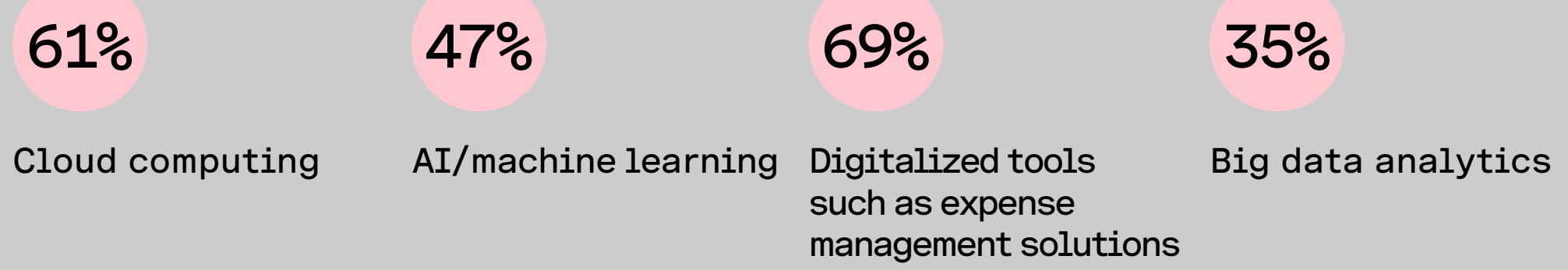
### Statement agreement

% of SDM's who somewhat or strongly agree with the following...

Businesses that fail to digitalize will fail in the long run	64%
Digitalization is key for the future growth of my business	62%
Spending on modernized tech stack can give companies the flexibility they need to carry our business	48%
Digitalization is over-hyped	25%
My country is a good example for enabling digital transformation	24%
Digitalization in my country has gone too far	18%

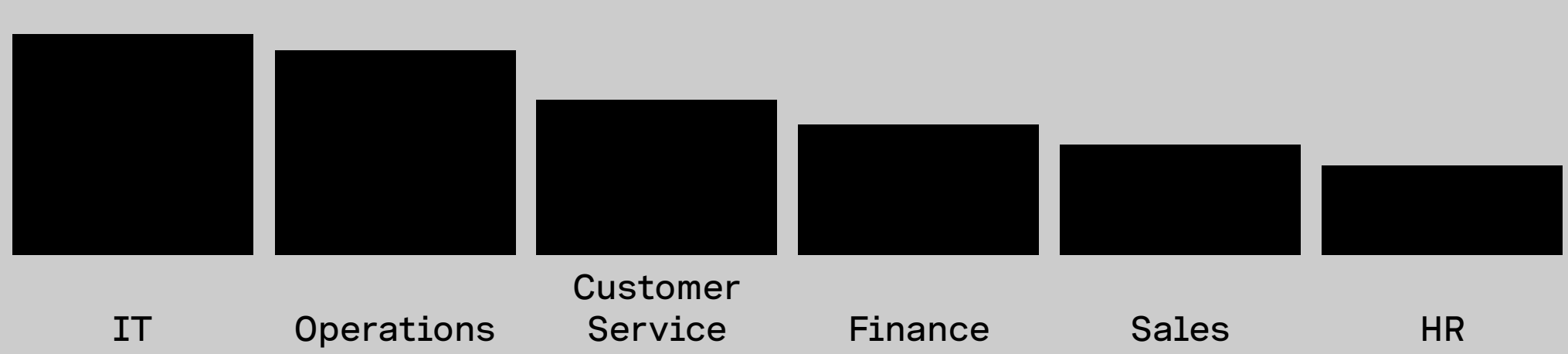
### Technologies adopted

% of SDM's who are undertaking digital transformation and are planning to /have adopted the following technologies...



### Department focus

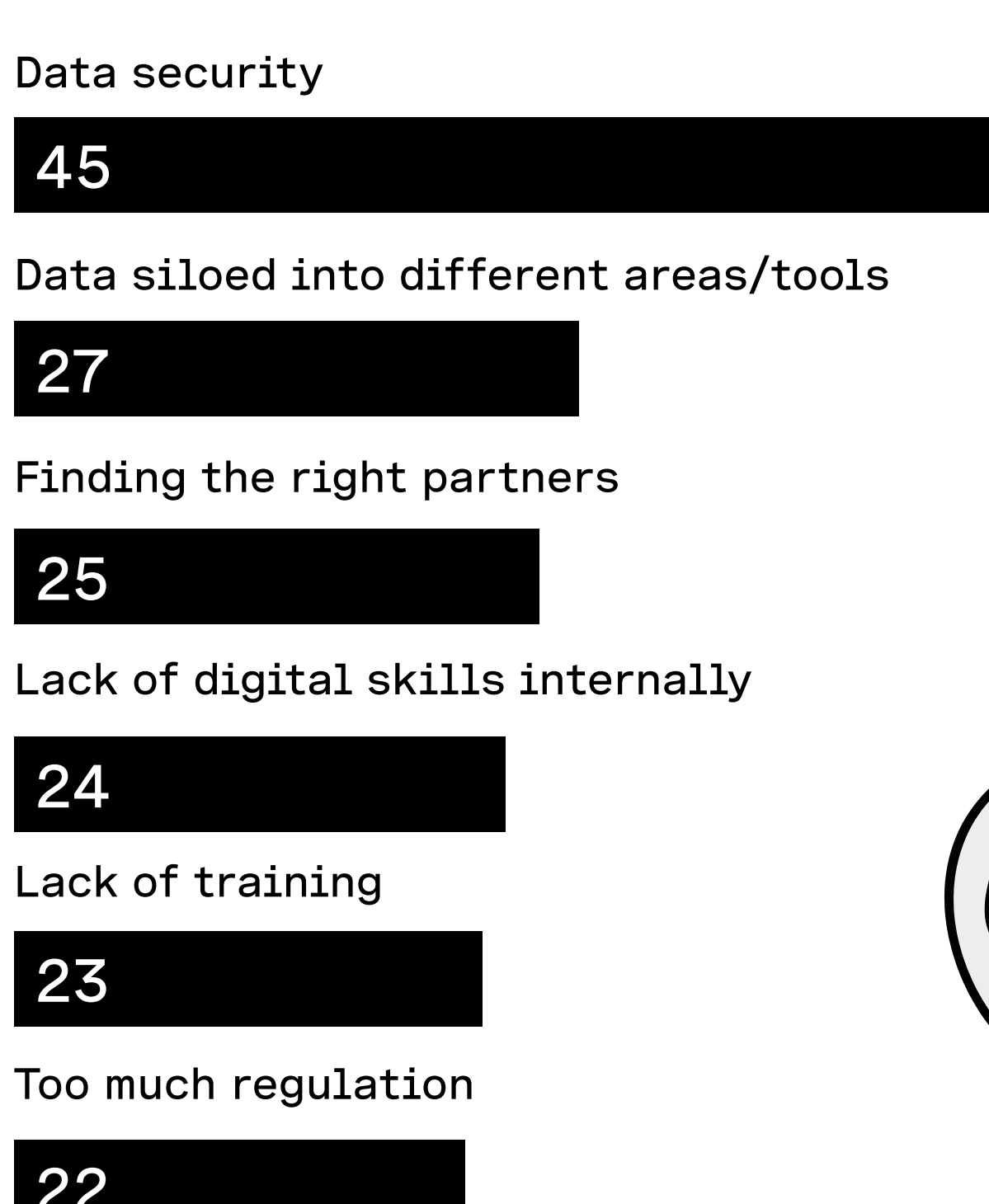
% of SDM's who are undertaking digital transformation are doing so focusing on the below departments...



## BARRIERS AND SPENDING

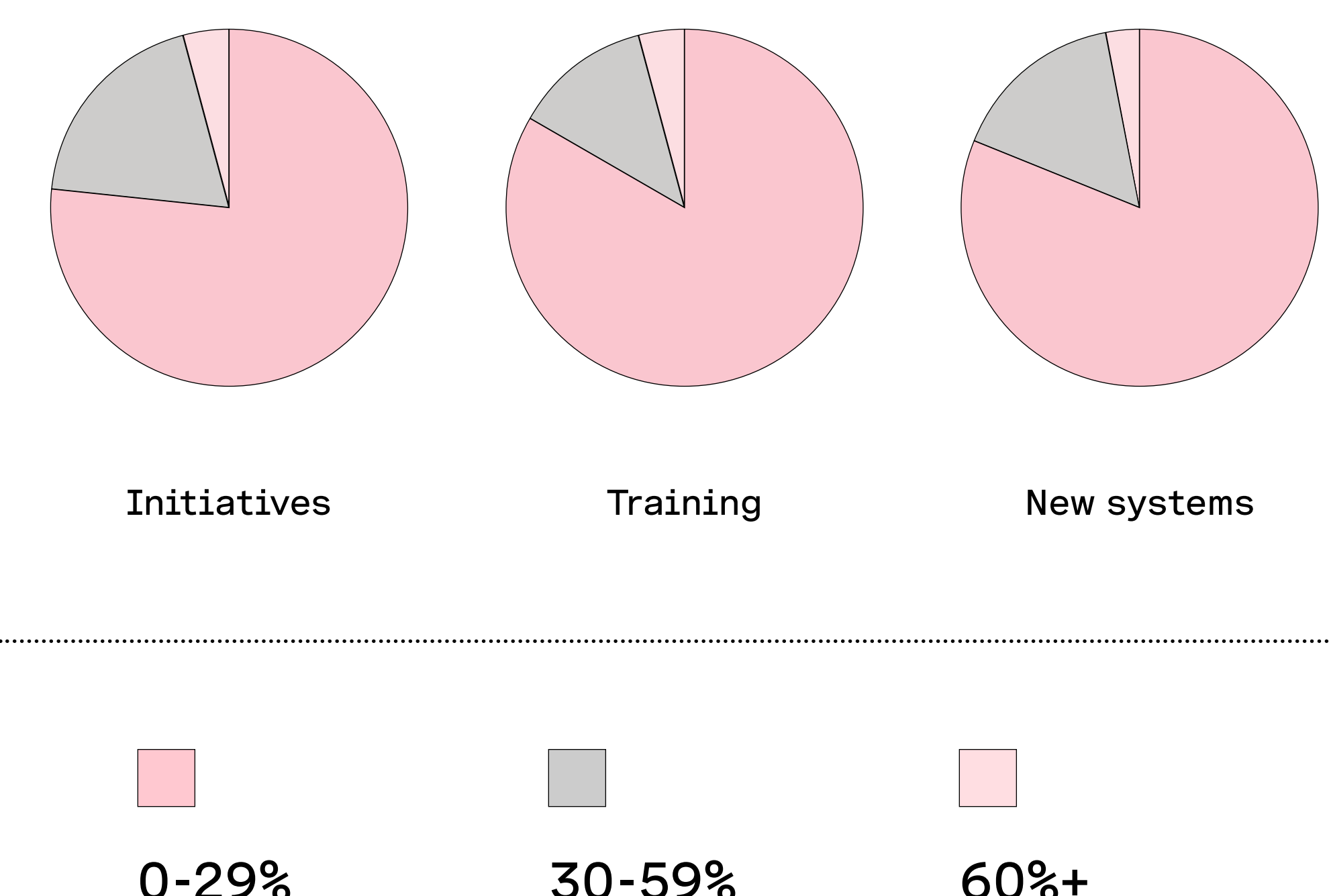
### Challenges

% of SDM's undertaking digital transformation have identified the following challenges...



### Budget allocation and spending

% of SDM's undertaking digital transformation who said they are likely to spend the following % of company budget on...



Source: Pleo - Senior and Financial Decision Makers Thought Leadership Q3 2023.

Audiences: SDM's in Germany (n= 504); SDM's who are undertaking digital transformation (n= 356)