



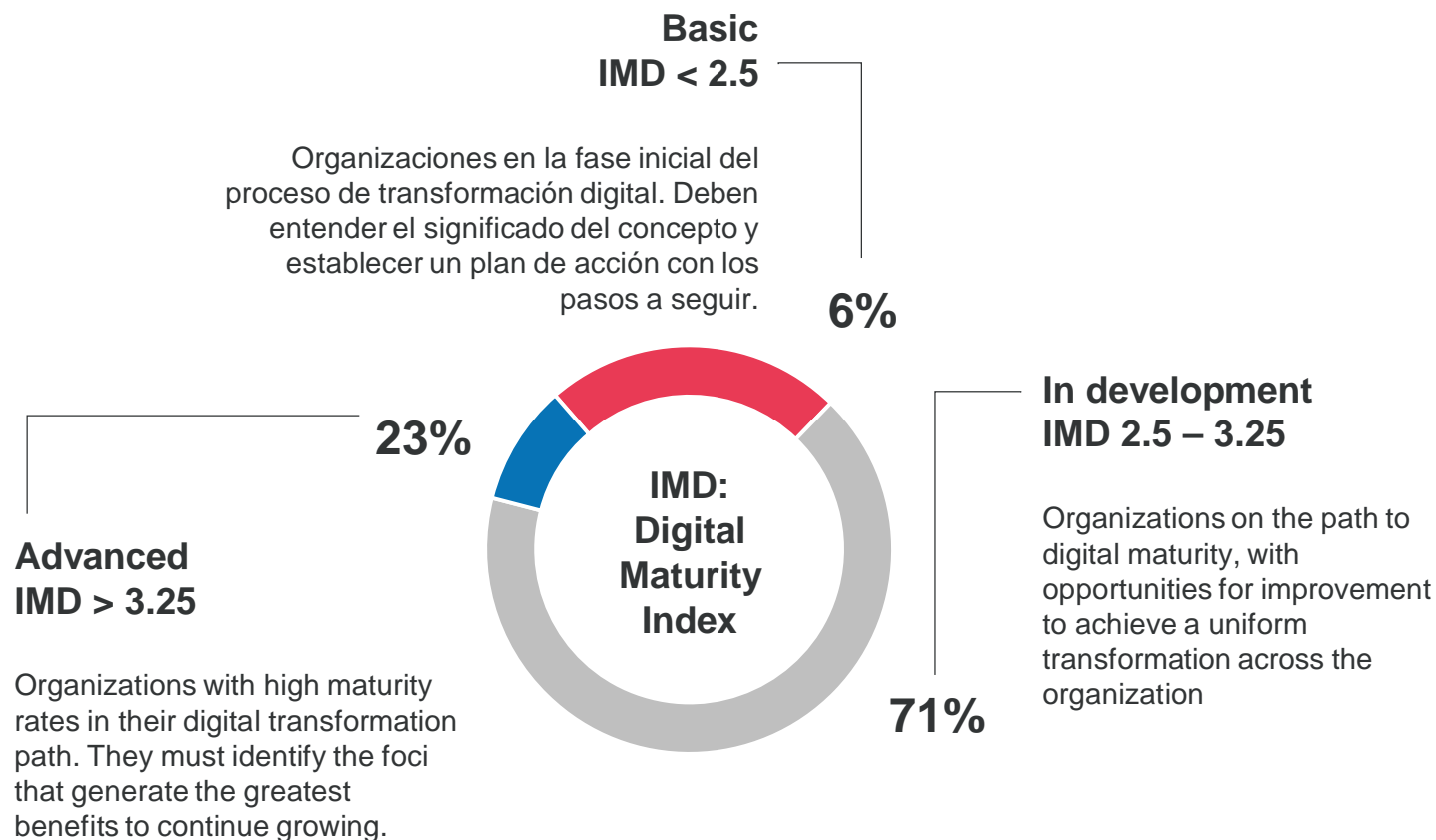
GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR
INTERNATIONALIZATION



How is digital maturity perceived?

This analysis measures digital maturity on a scale of points from 1 to 4, through four key lines of action (strategy, people, technology and operations) for the development of an integral digital transformation. The data presented correspond to the responses provided by 62 women entrepreneurs representing LAC countries.



The average IMD among the participants of the challenge is **3.05**

Lines of action

1 Strategy

Way in which the digital transformation is approached to the index of identification of trends that affect the market, the sponsorship index within the organization and structure for this purpose

2 Technology

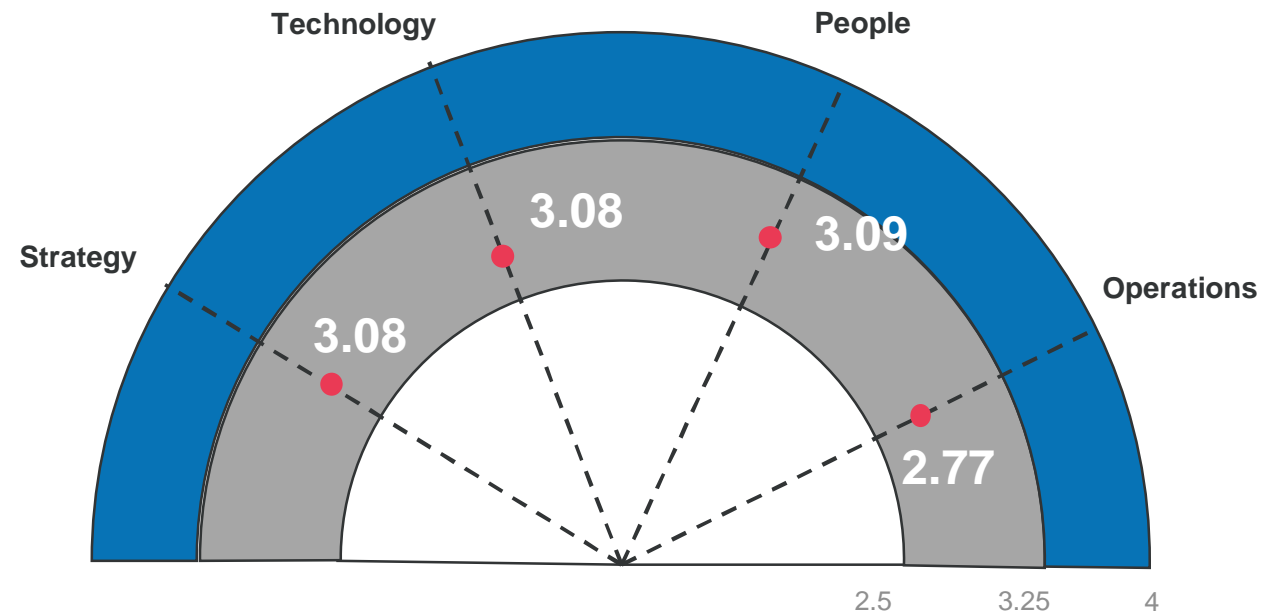
Degree of flexibility of technological resources that enable the balance between the current operation and innovation initiatives

3 People

Index of openness to the cultural change that a digital transformation entails, as well as the skills of employees to successfully face the changes

4 Operations

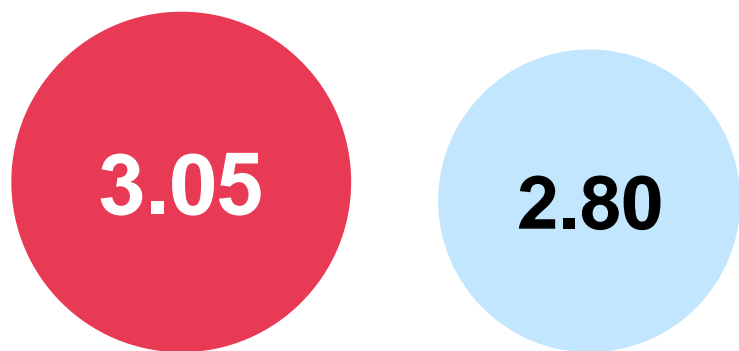
Efficiency, effectiveness and visibility along the operational chain of the business, enhanced by the application of digital initiatives



- Basic:** initial phase of the digital transformation process
- In development:** on track in the digital transformation process with opportunities for improvement
- Advanced:** highly developed digital transformation process with the possibility of generating synergies

Comparison of the IMD average

IMD Growing Together

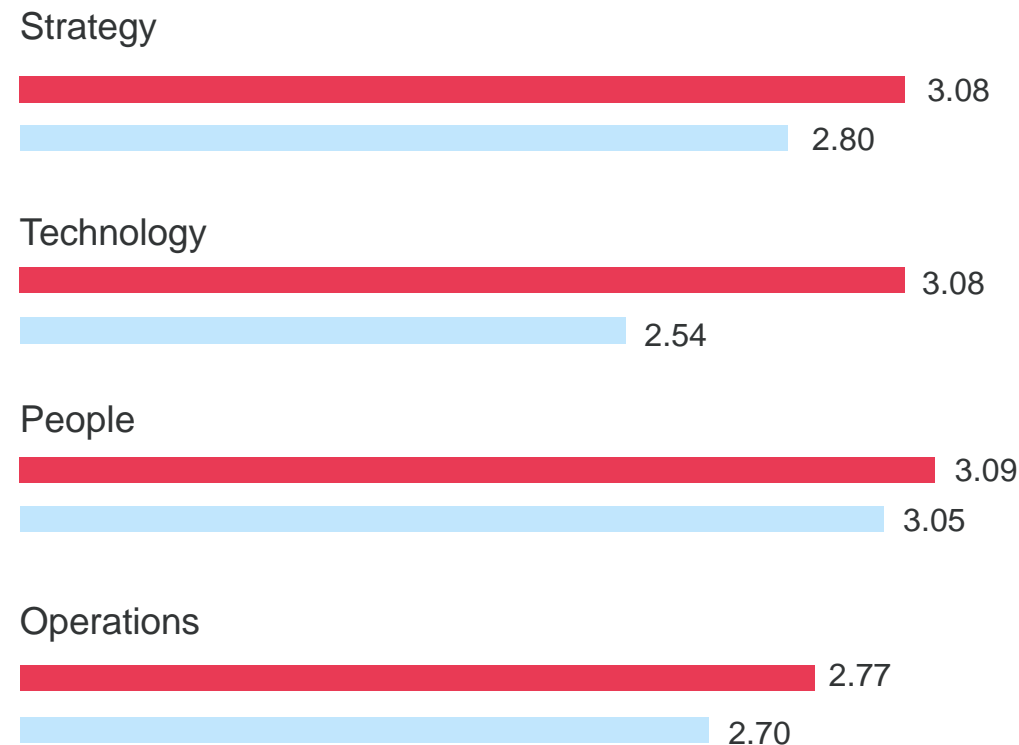


When we compare the results of the digital maturity index version January 2022 with the most recent we find a **significant increase in IMD rating.**

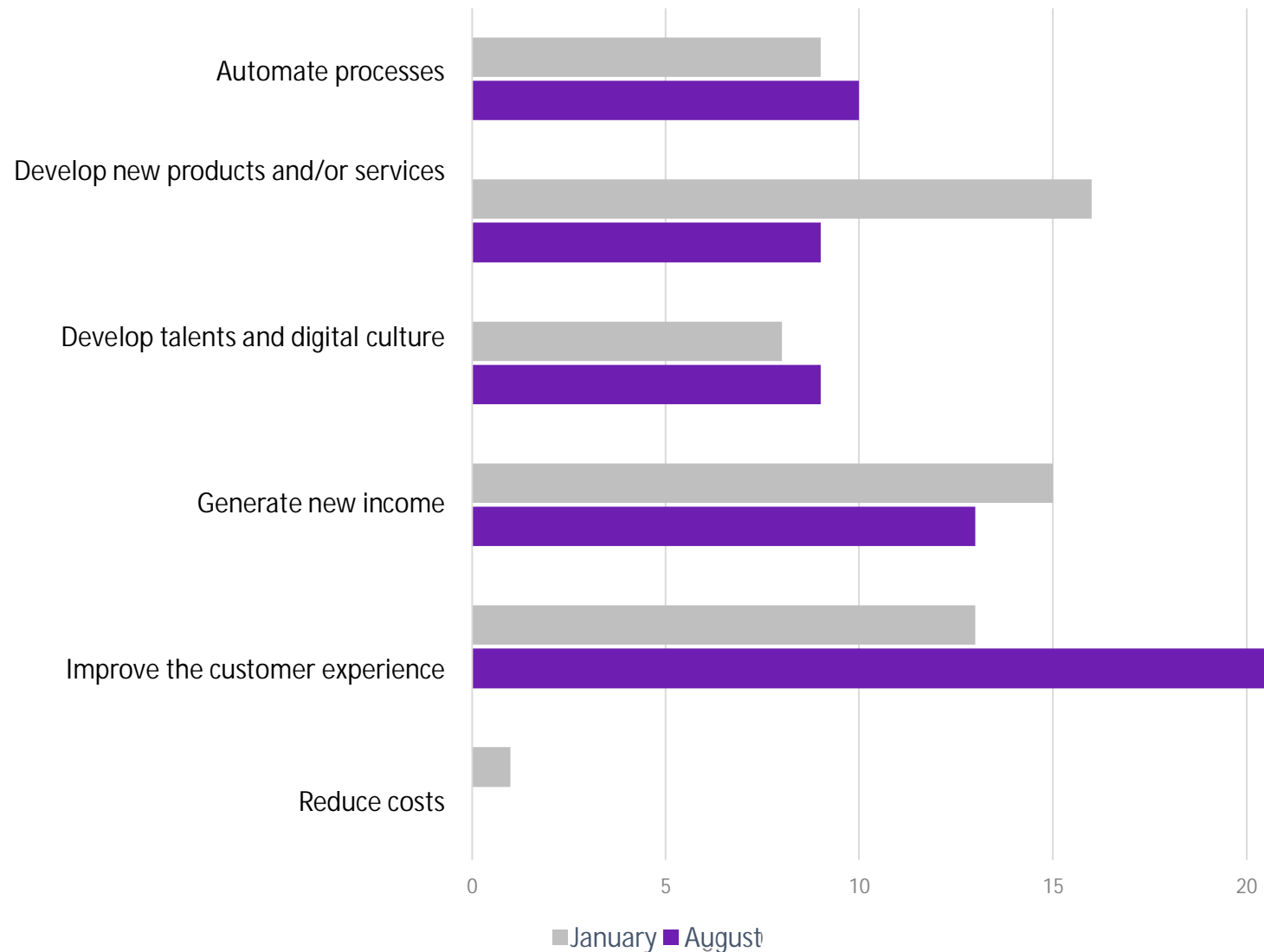
An increase is reflected in each of the lines of action, especially in the area of technology that was previously lagging behind..

● January 2022 ● August 2022

Evolution of the IMD by line of action

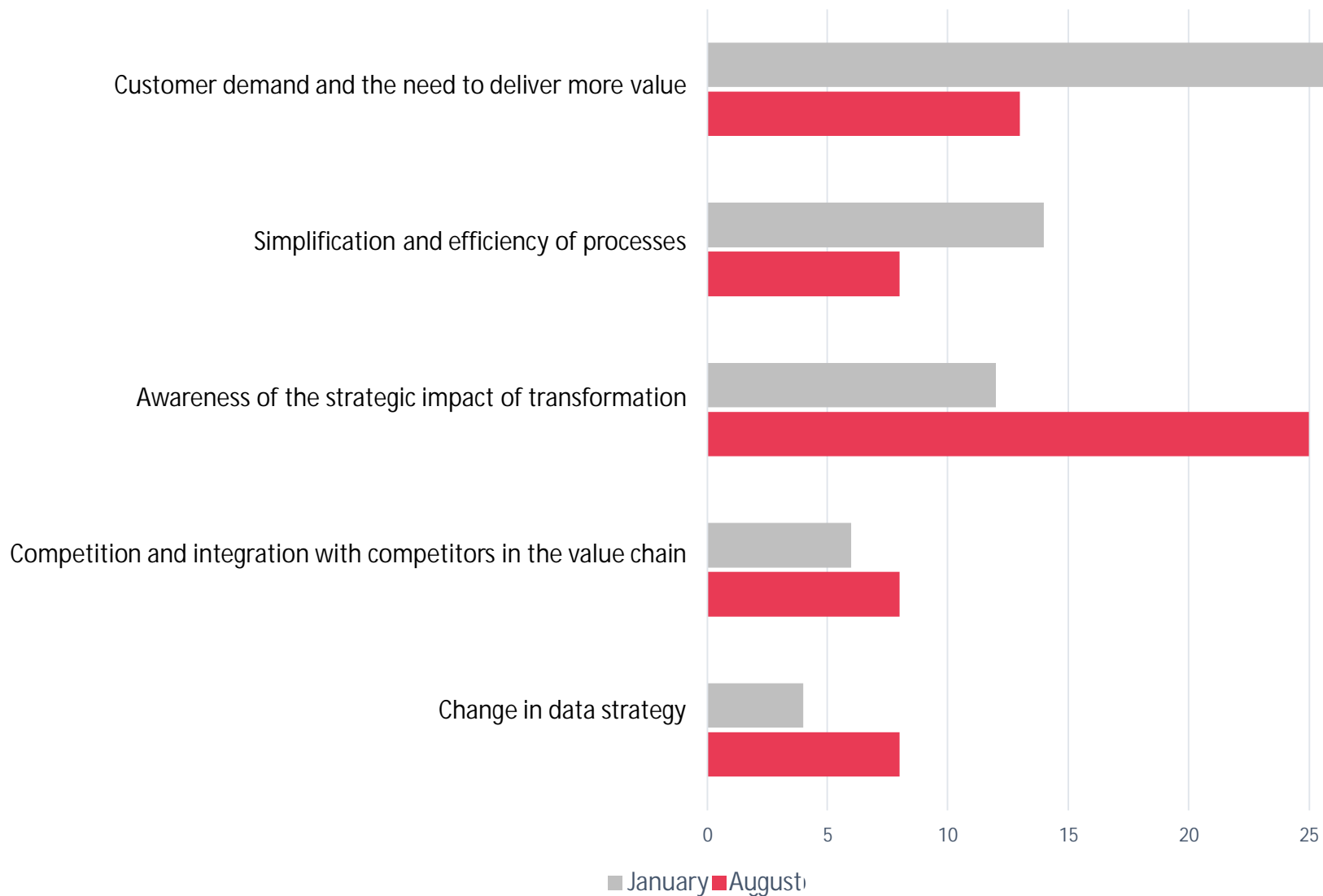


What is the **main challenge** of digital transformation in your company in 2022?



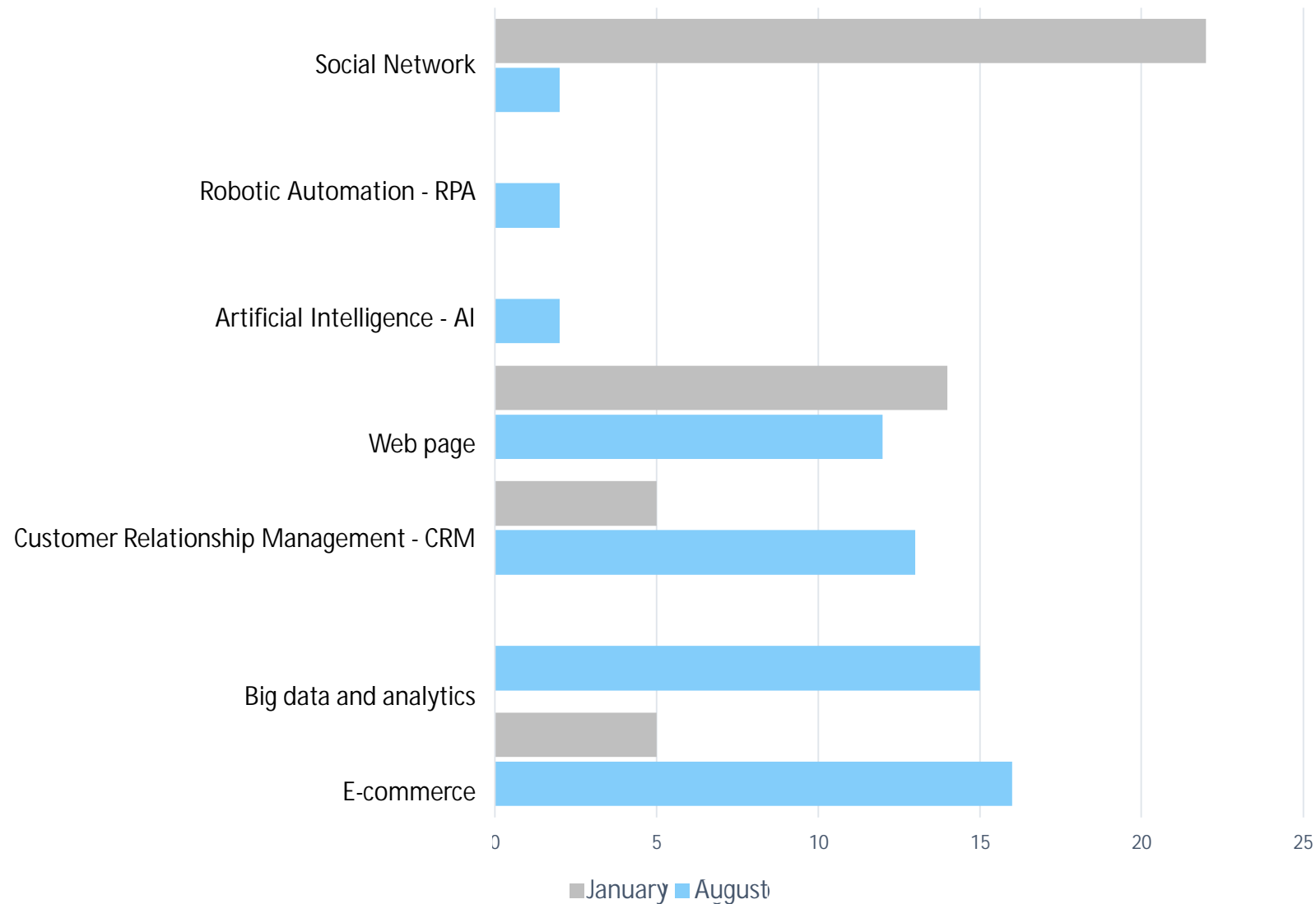
During the period from January to August 2022, there was an increase of 61.5% in participants who considered **improving the experience of its customers as the main challenge for a successful digital transformation.**

What is your company's approach to digital transformation in 2022?



61,3% of the participants focus their digital transformation efforts on **of the strategic impact of transformation and demand** and **the need to deliver more value to the customer.**

What kind of technology does your company use in 2022?



More than

30%

of the participants implemented emerging technologies as **an enabler of digital transformation**, among them **e-commerce, Artificial Intelligence, and Robotic Automation**.