

# "Technology & Beyond" Survey

**Stella Angelopoulou**

Partner, Head of Technology Intelligence & Performance,  
Grant Thornton

**George I. Doukidis**

Professor of eBusiness, Athens University of Economics  
and Business



**Introduction**

**Information  
Systems  
Application Vs  
Exploitation**

**Information  
Technologies  
Strategy**

**Digital  
Transformation**

**Challenges and  
Support**

# The sample companies contribute almost 70% of GDP.

## Methodology

- Quantitative research in the form of telephone interviews (CATI)
- Fieldwork was completed between 06.07.2023 and 04.08.2023

## Sample



### Turnover

Private sector organizations (excluding Finance) with turnover of 5+mil. € in Greece



### Total sample size

n=401



### Eligible respondents

CEOs, GMs, CIOs, other C-level decision-makers, IT managers etc



Sampling from the ICAP market directory

**Inclusive  
sampling  
design**

**KANTAR**

## Inclusive sampling design

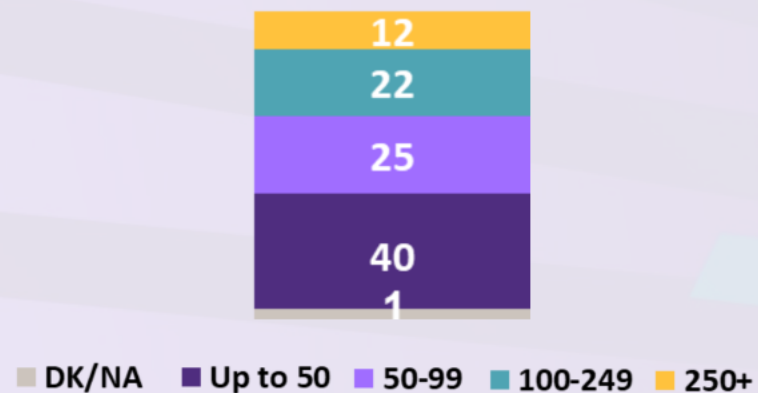
Turnover  
(in 2022)



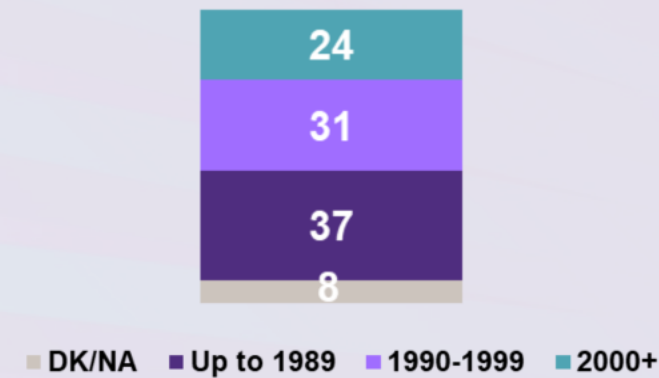
Sector



Number of employees

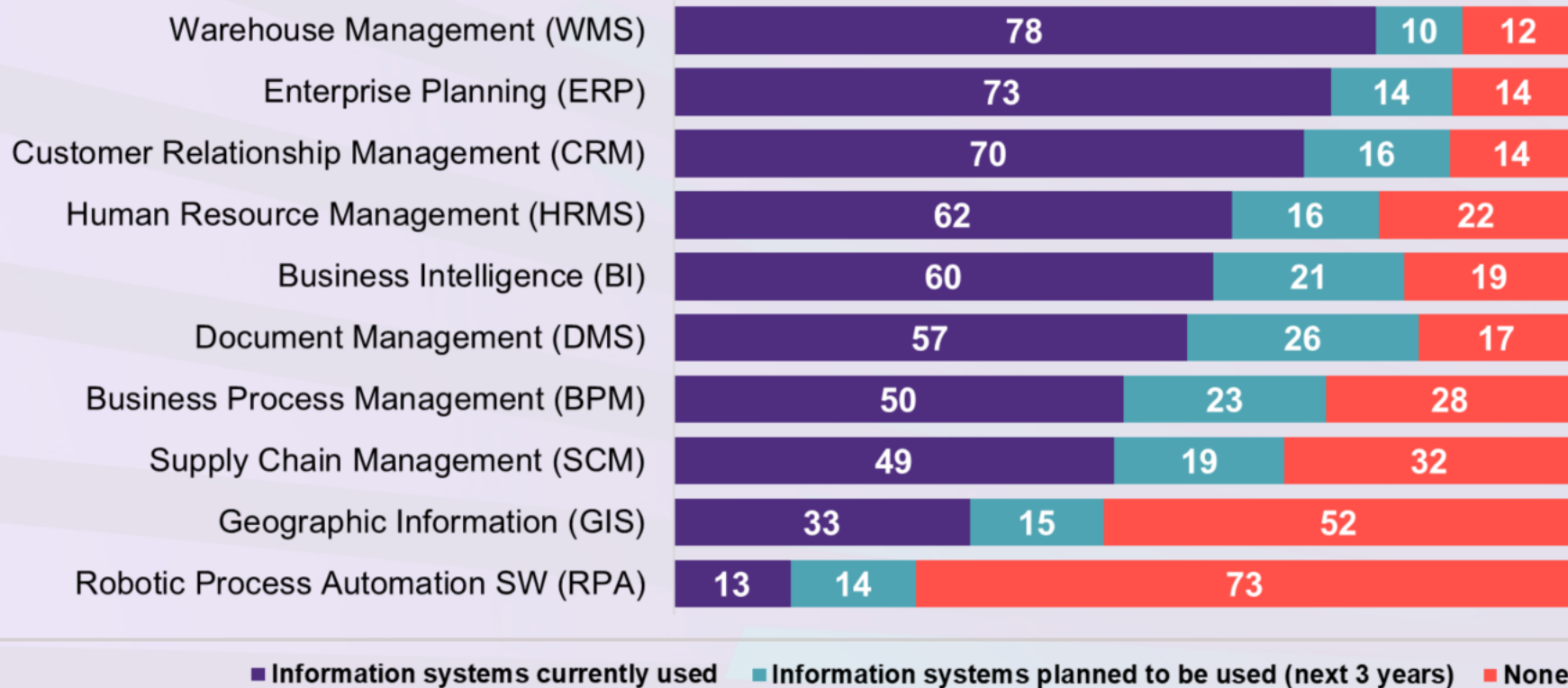


Establishment year



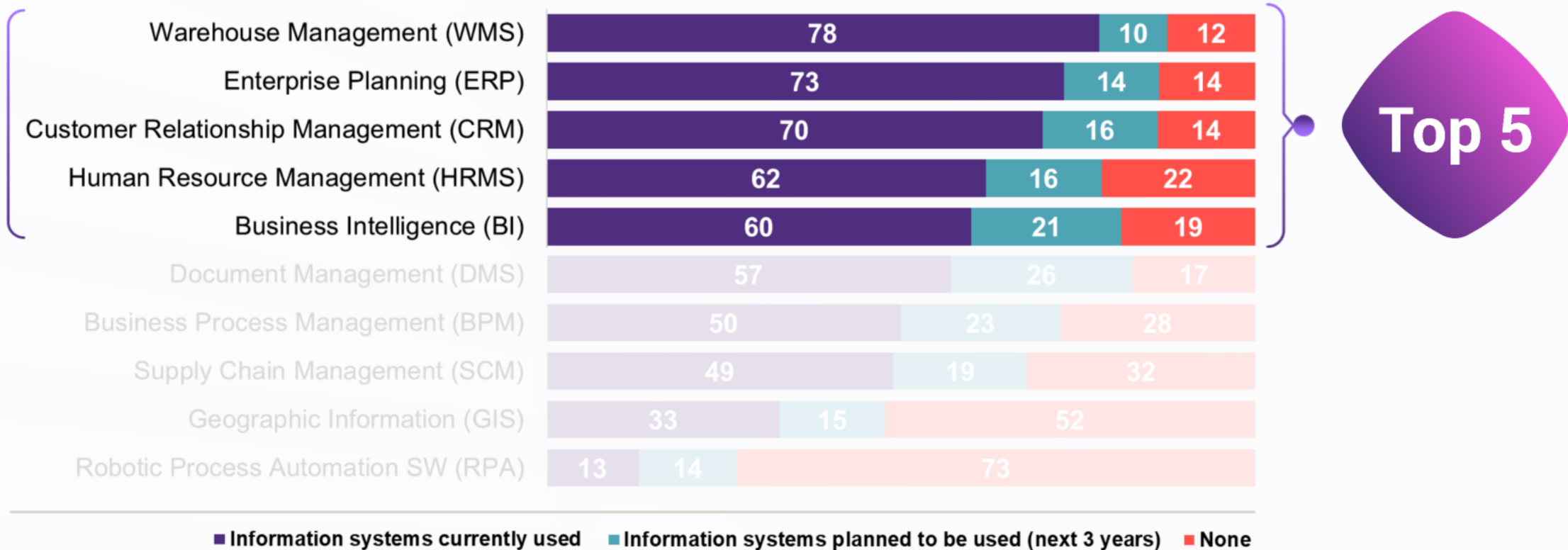
# The main categories of information systems (ERP, CRM, WMS) are used widely with plans for increase adoption

## Business information systems (%)



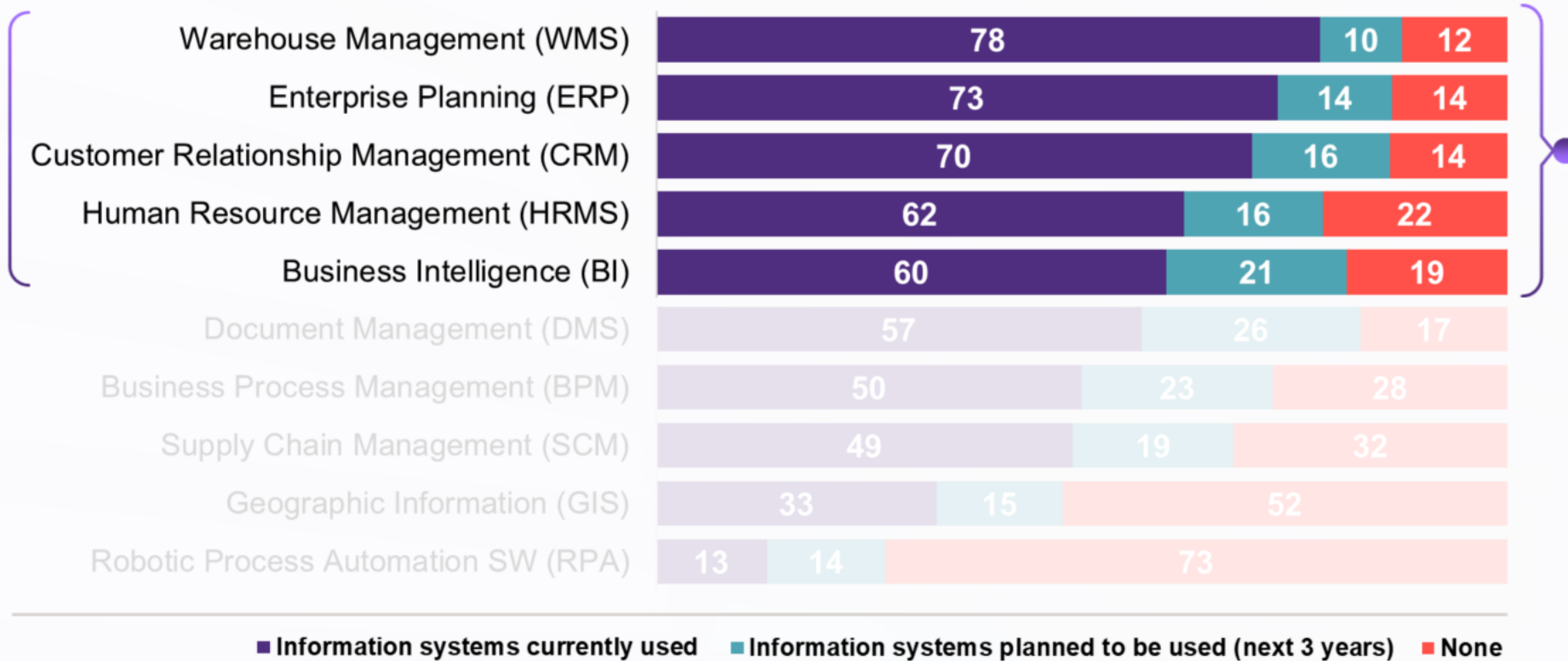
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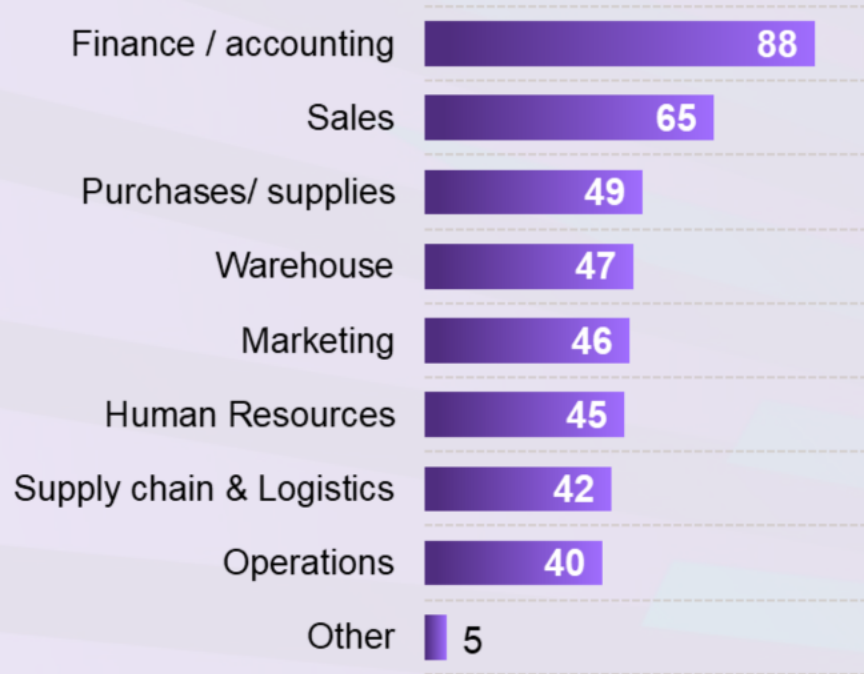
# The main categories of information systems (ERP, CRM, WMS) are used widely with plans for increase adoption

## Business information systems (%)



## However, the **exploitation** of IS is limited

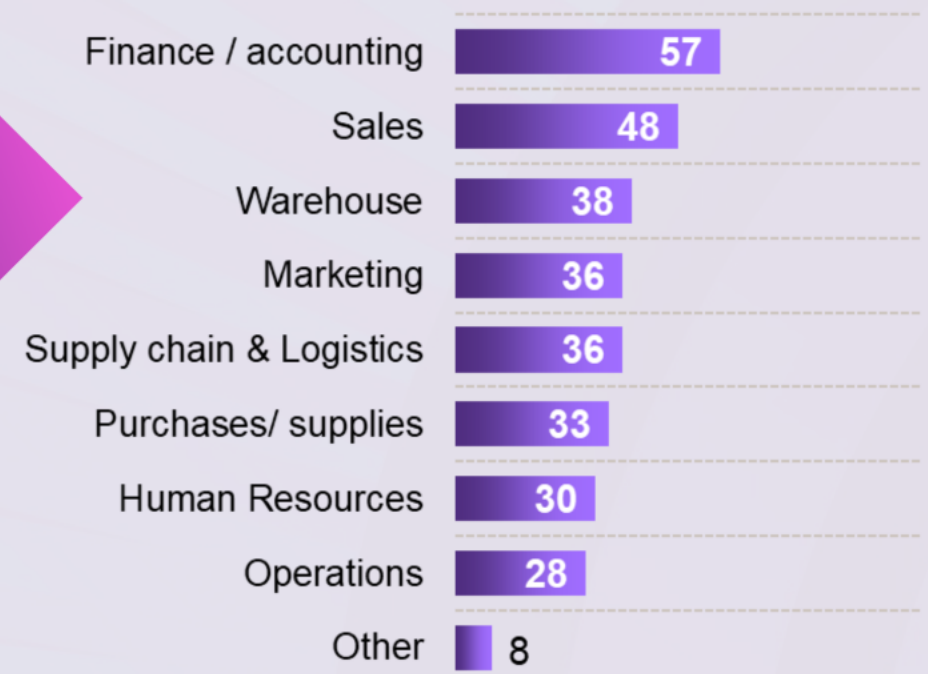
### Currently digitized / automated departments (%)



Hence

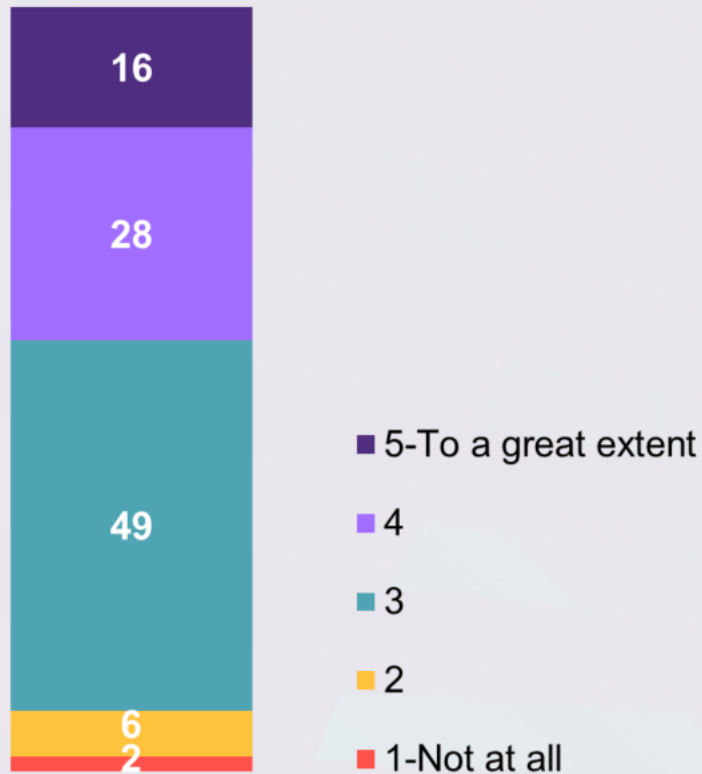
## Hence, plans for **more IT investments**

### Departments estimated to require technological investments (next 3 years) (%)



# Only 4 in 10 businesses have digitized / automated processes to a good extent

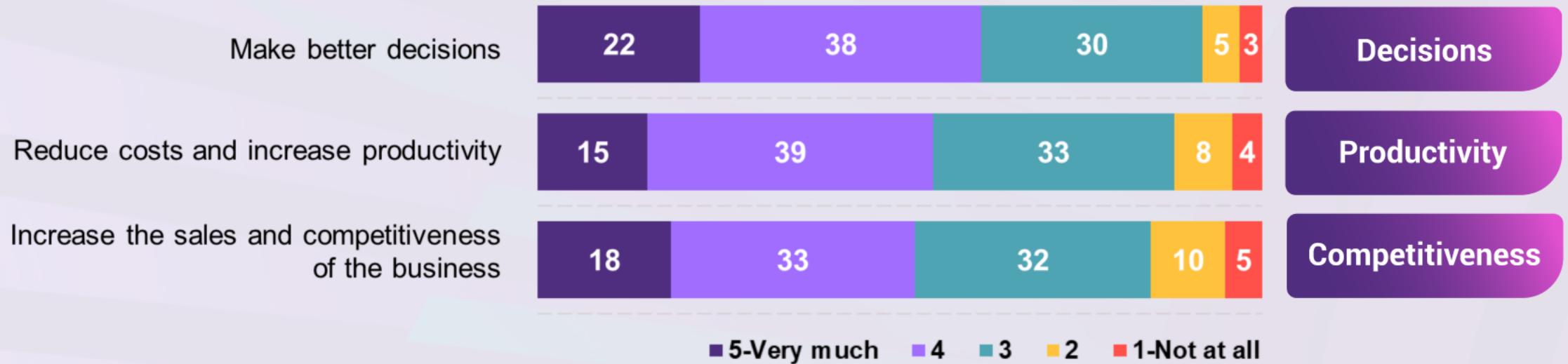
Application of digital technologies (%)



Therefore

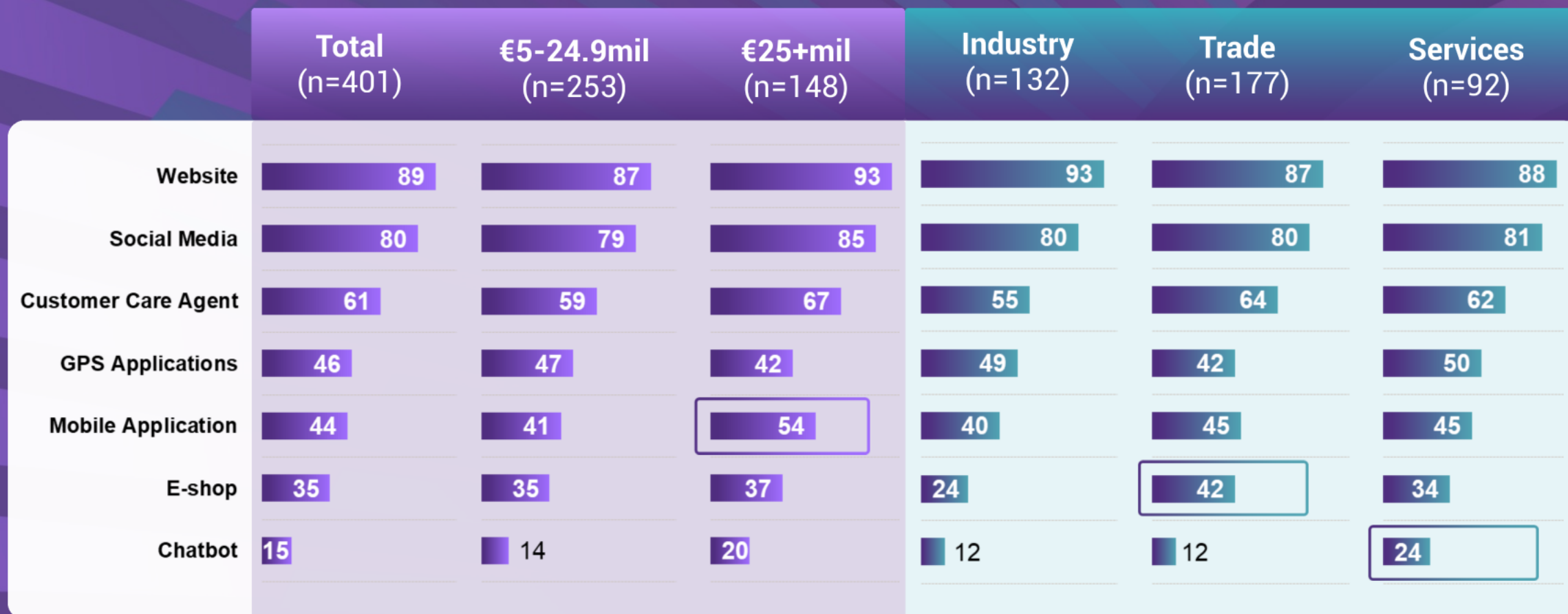
# Therefore, only 1 in 2 business report business benefits

## Benefits of digital technology (%)



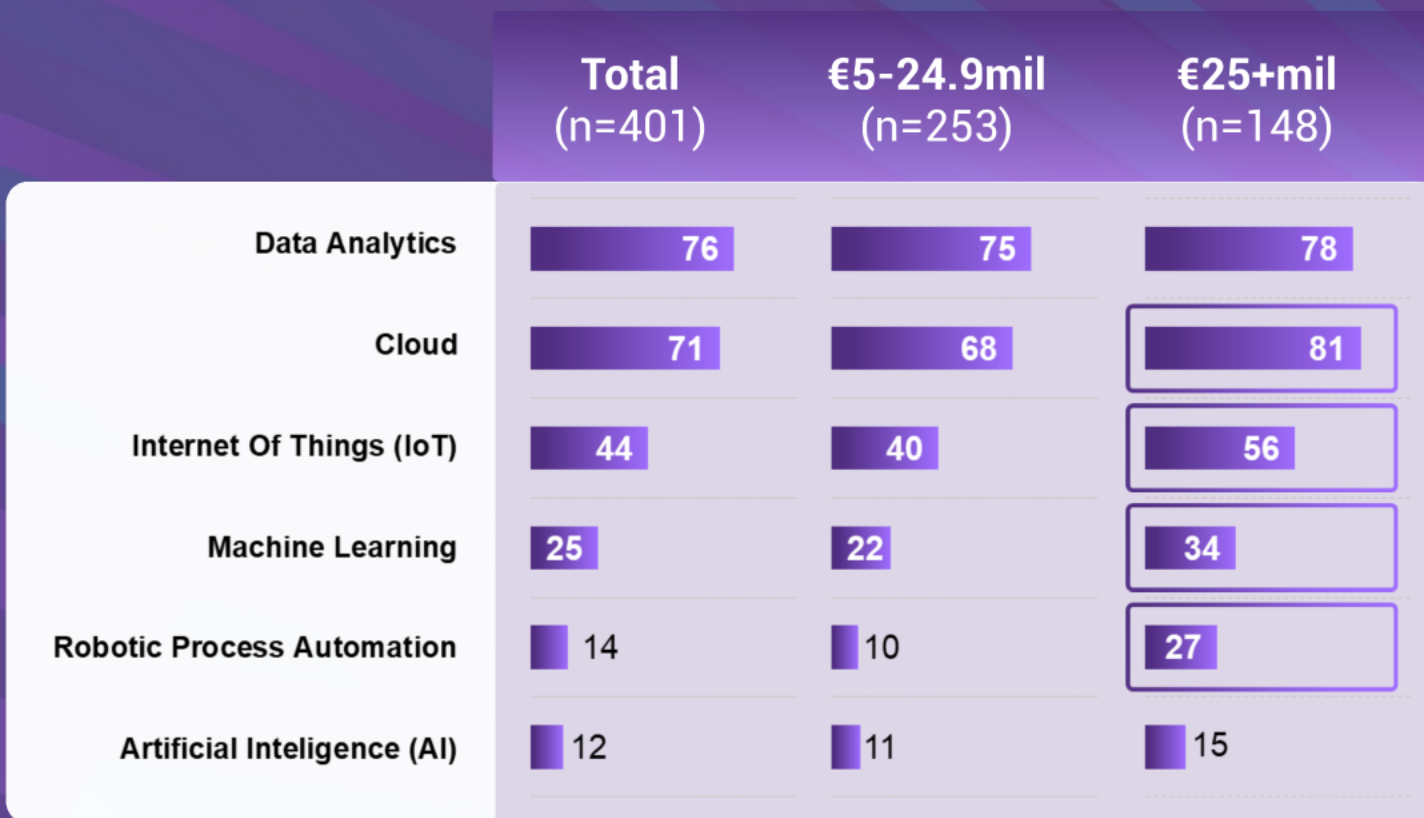
# Digital channels are used mainly for communication and less for transaction

## Digital channels used (%)



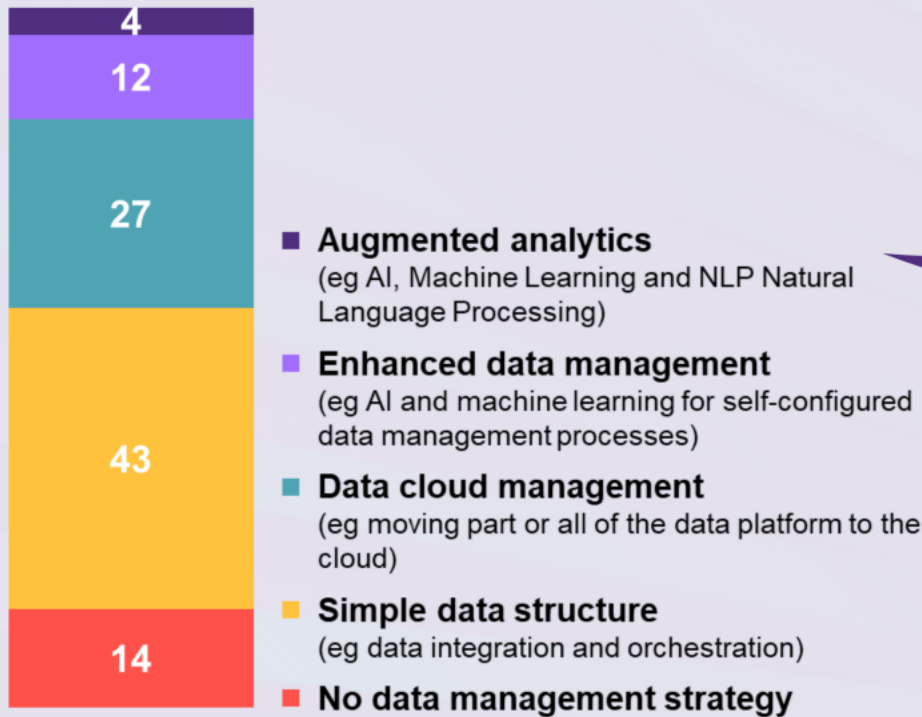
# More than 7 out of 10 businesses utilize **Data Analytics and Cloud**

## Utilized cutting edge technologies (%)



## The utilization of data management strategies is at preliminary level

Data management strategies to collect and store data (%)



## Data is utilized primarily for productivity and financial performance

Reasons for data utilization (%)



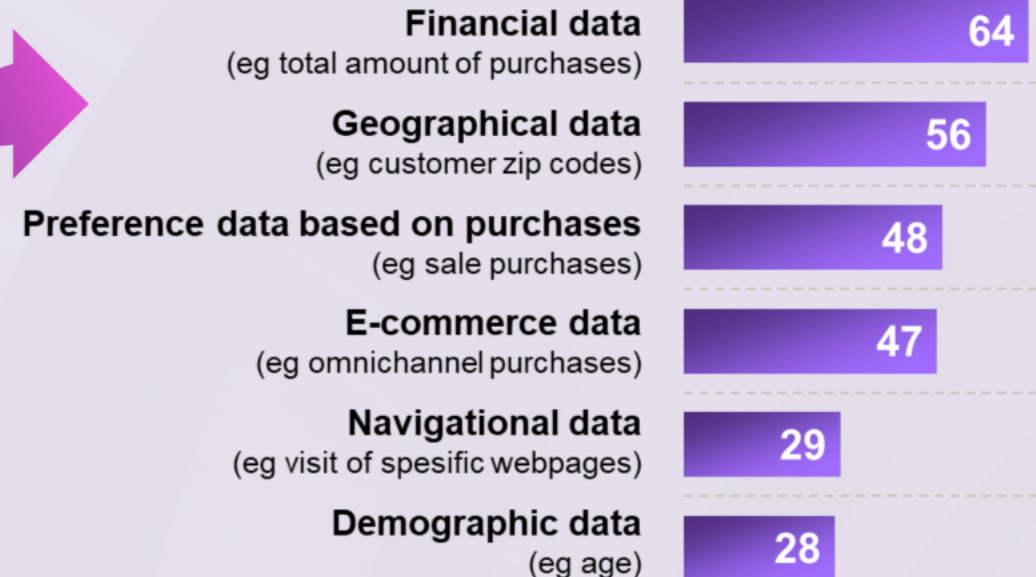
## Businesses collect a very moderate level of big data

Big data collection from different source (%)



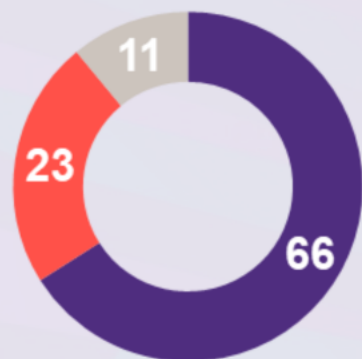
## Well defined customer data is usually collected from internal IS

Customer data collected (%)



7 in 10 businesses recognize the opportunity that Robotic Automation technology offers to the organization, highlighting the increase in productivity as a key benefit

Which of the following two sentences best describes Robotic Automation technology in your opinion?



- It is an opportunity for the organization and its human resources
- It is a threat to human resources as it leads to a reduction in jobs
- DK/NA

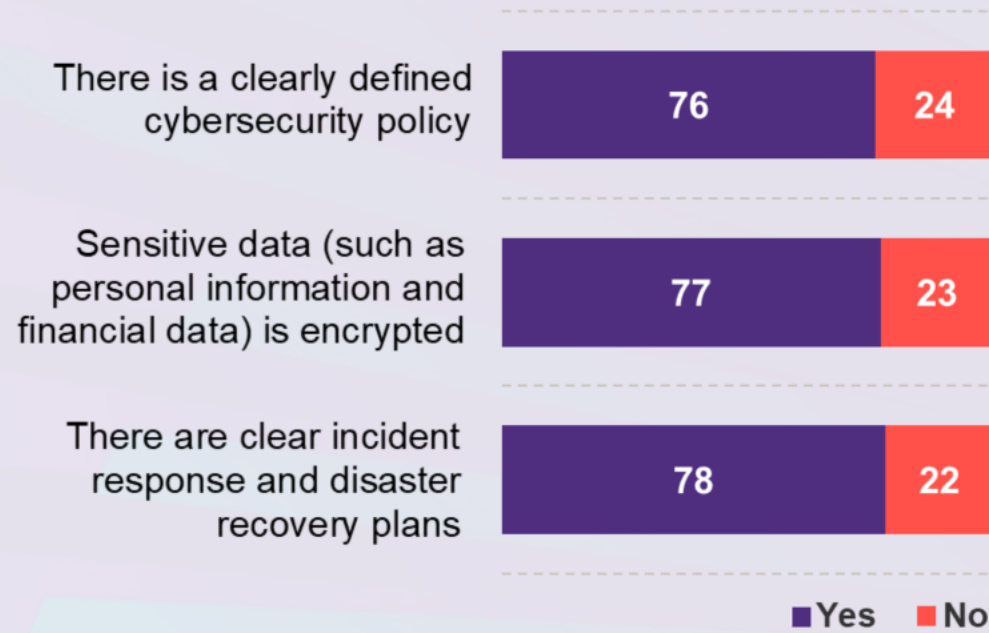
Intelligent automation main benefits (%)



- Increase productivity
- Development of human resources skills
- Increase in profitability

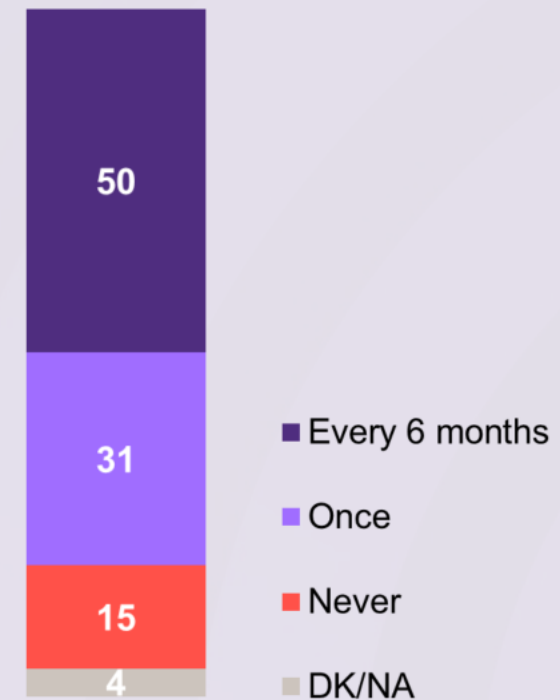
1 in 4 businesses does not follow safety practices for cybersecurity, sensitive data and incident response

### Safety practices (%)



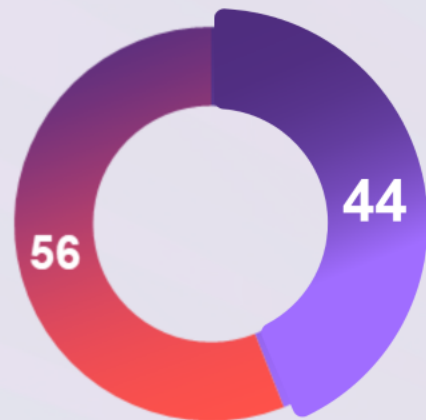
Furthermore, only 1 in 2 businesses has established regular training for employees on IT security

### Frequency of employees training in IT practices (%)



# Less than half of businesses have a well-defined digital transformation strategy with mainly a technology focus on IT Security and Data Strategy

Digital transformation strategy (%)



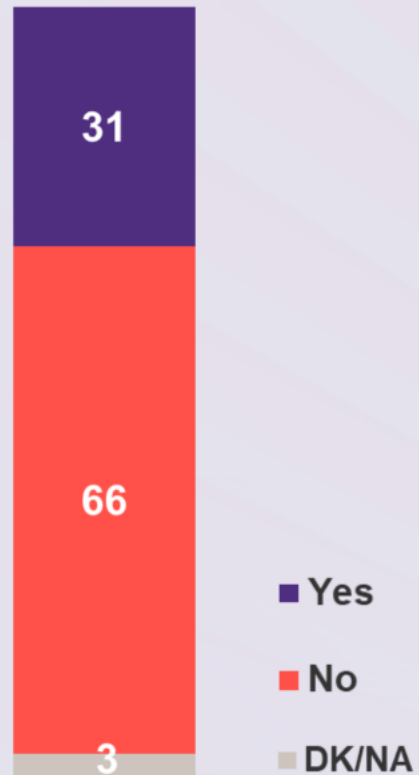
■ Yes ■ No



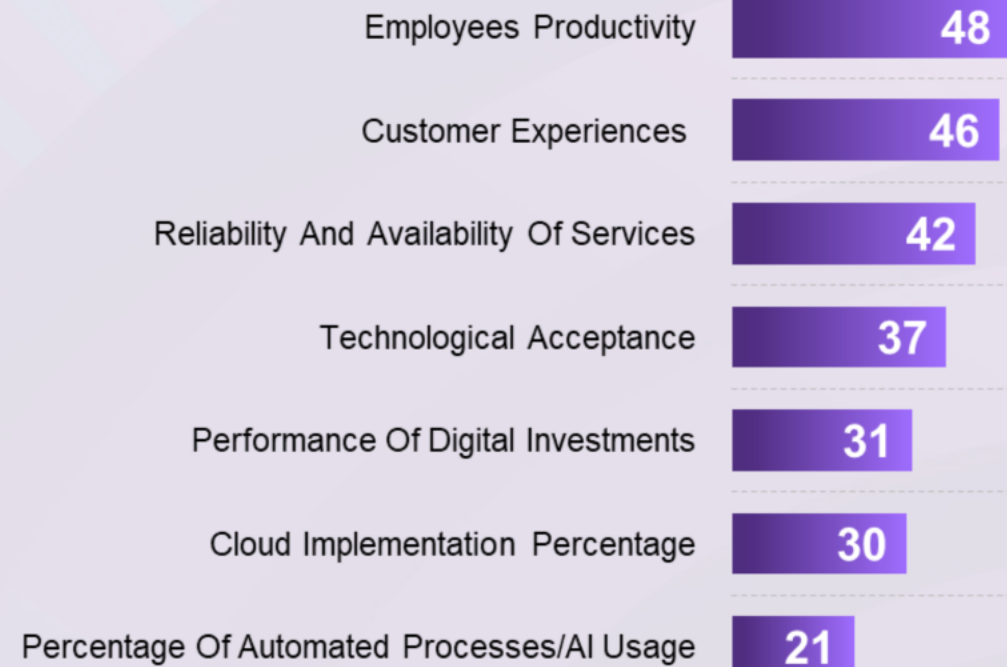
7 in 10 businesses (especially smaller ones) do not measure the performance of their IT investments

The indicators used to evaluate digital investments cover important critical success factors

### Usage of Technology Investment KPIs (%)

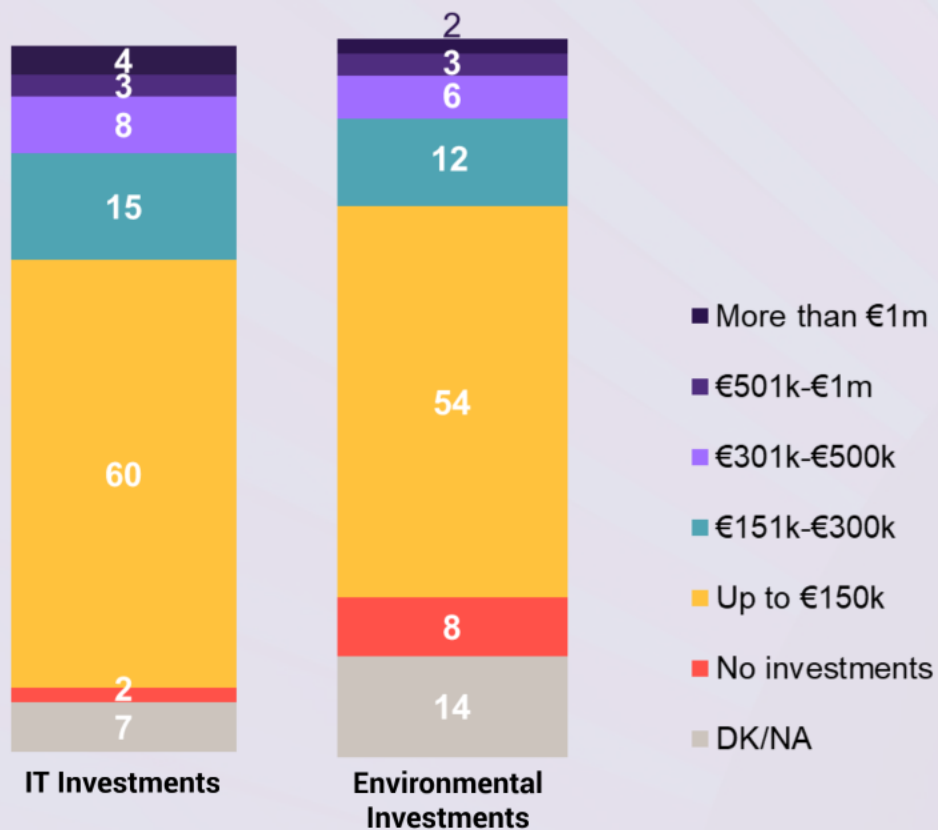


### Indicators used to evaluate digital investments (%)



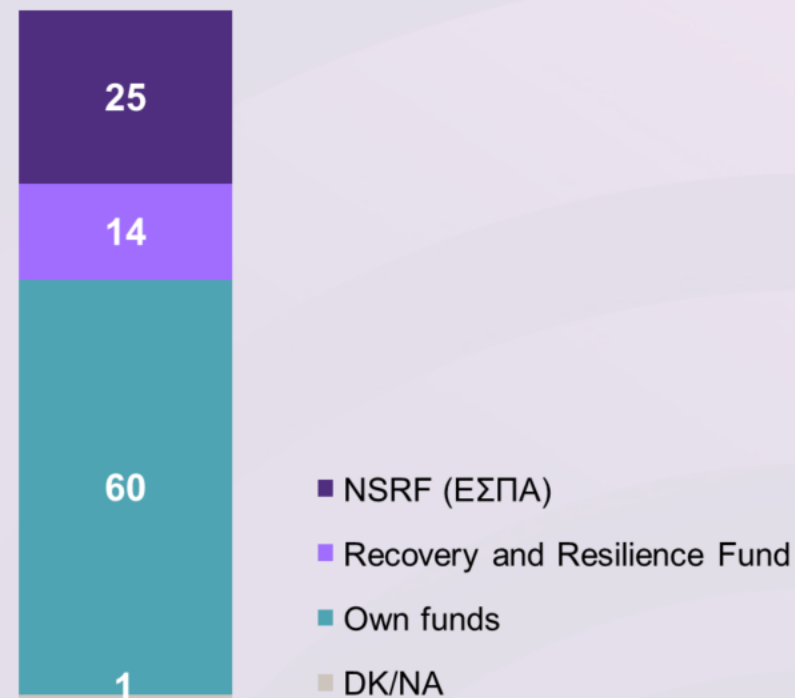
Only 3 in 10 plan to invest for IT or Environmental projects more than €150k in the next three years

Estimated future investment (next 3 years) (%)



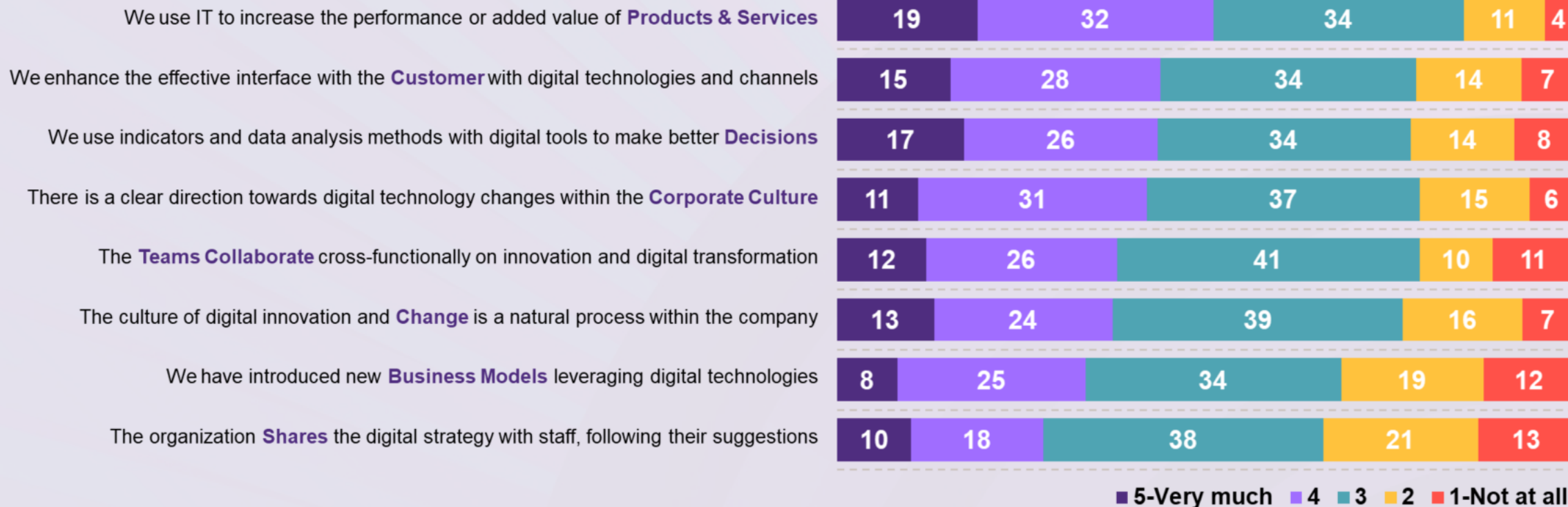
4 in 10 seek funding from "ΕΣΠΑ" and RRF

IT projects main source of future investment (next 3 years) (%)



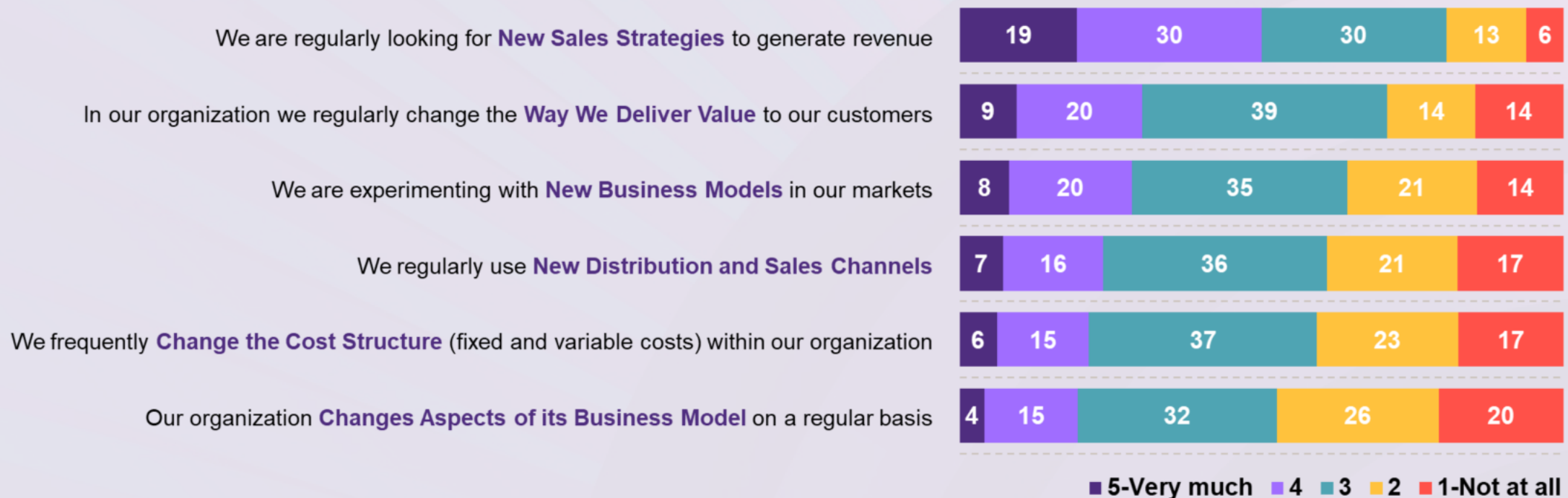
# Only 1 in 4 businesses have an integrated digital transformation strategy with clear objectives

## Evaluation of digital transformation (%)



# Only 1 in 5 businesses exercise regularly **innovation** practices and have the appropriate organisational culture

## Innovation evaluation (%)



# Biggest IT challenges: Skills, Legacy Systems, Financing

## Biggest digital transformation challenges (%)



# Seek outsourcing assistance for digital resources and skills

## Digital resources and skills allocation (%)



# Mind the Gap



Information  
Systems  
Exploitation



Advanced IT  
Adaptation



IT  
Investments



Digital  
Transformation



Digital  
Resources & Skills



“We can only see a short distance ahead, but we can see **plenty there that needs to be done.**”

Alan Turing



**FUTURE  
UNFOLD**



Grant Thornton