

CPA AUSTRALIA BUSINESS TECHNOLOGY REPORT



2021

Australia

TOP TECHNOLOGIES BUSINESSES USED IN THE PAST 12 MONTHS



Video conferencing and group collaboration tools



97%

Cloud technology



90%

New payment technologies

TOP TECHNOLOGY PROJECTS BUSINESSES UNDERTOOK IN THE PAST 12 MONTHS

1. Reviewed the business' technology for improvement
2. Increased investment in cybersecurity software
3. Worked with technology companies to improve the business / Upskilled the technology capabilities of staff

KEY DRIVERS OF TECHNOLOGY ADOPTION

1. Improve operational efficiency
2. Cost savings
3. Improve the customer experience

KEY CHALLENGES TO TECHNOLOGY ADOPTION

1. Financial constraints
2. Complex legacy systems
3. Cybersecurity concerns

RECOMMENDATIONS

Implement a digital transformation strategy that aligns technology with your organisation's culture and business objectives

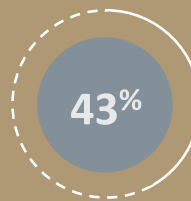
Replace legacy systems that restrict the business's ability to keep pace with changes in consumers' preferences and needs

Ensure that the technology and software you use have strong cybersecurity and data protection features

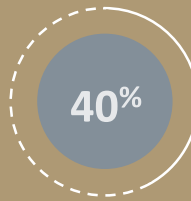
TOP TECHNOLOGIES BUSINESSES WILL INCREASE INVESTMENT IN OR USE OF IN THE NEXT 12 MONTHS



Cloud technology



Data analytics and visualisation software



Cybersecurity software