BUSINESS TECHNOLOGY REPORT 2021
MAINLAND CHINA

CPA AUSTRALIA

MAINLAND CHINESE BUSINESSES LEAD TECHNOLOGY USAGE IN REGION

91% **of r**espondents used Data Analytics and Visualisation software in the past 12 months

89% of respondents used Enterprise Resource Planning software in the past 12 months

87% of respondents **u**sed Business Intelligence software in the past 12 months

83% of respondents used Customer Relationship Management software in the past 12 months

79% of respondents **u**sed Artificial Intelligence in the past 12 months

TOP TECHNOLOGY PROJECTS MAINLAND CHINESE BUSINESSES UNDERTOOK IN THE PAST 12 MONTHS

1. Upskilled the technology capabilities of staff
2. Increased investment in cybersecurity software
3. Developed a long-term technology / digital strategy

TOP TECHNOLOGIES MAINLAND CHINESE BUSINESSES EXPECTING TO GROW STRONGLY IN 2021-22 WILL INCREASE INVESTMENT IN OR USE OF IN THE NEXT 12 MONTHS

49% Data Analytics and Visualisation software

44% Business Intelligence software

37% Artificial Intelligence

KEY DRIVERS

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

KEY CHALLENGES

1. Cybersecurity concerns
2. Complex legacy systems
3. Shortage of technology talent

RECOMMENDATIONS TO BUSINESSES

BUSINESS STRATEGY

Implement a long-term digital transformation strategy that aligns technology with your business' culture and objectives, and embrace the opportunities in the global market

BUSINESS OPERATIONS

Encourage innovation by developing a technology talent pool and adopting innovative approaches to secure top technology talent

RISK MANAGEMENT

Commit appropriate resources to raising employees' cybersecurity awareness