CPA AUSTRALIA BUSINESS TECHNOLOGY SURVEY 2023

Mainland China



85%

said their company has a digital transformation strategy

Ranked 1st among all surveyed markets

95%

undertook technology initiatives in the past 12 months

69% Aligence

used Artificial Intelligence in the past 12 months

85%

expect to take action to improve technology adoption in the next 12 months

85% [

expect to increase technology use in the next 12 months

Top technologies businesses plan to use more in the next 12 months



Data analytics and visualisation



Business Intelligence software



Robotic Process Automation

Key drivers to technology adoption

Key barriers to technology adoption

Improve operational efficiency

Cost savings

Improve the customer experience

Complex legacy system

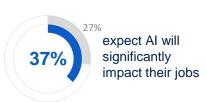
Financial costs and low return on investment

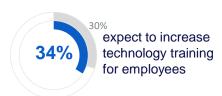
Data privacy concerns

Key digitalisation and technology trends in the next 12 months

Mainland China

Survey average







Recommendations for businesses

Business strategy

Strengthen your organisation's digital transformation strategy to better respond to rapid changes in the market.

Business operation

Continue to invest in technology that helps the organisation build momentum and break through barriers.

Risk management

Continue to improve compliance with data, cyber, privacy security requirements and AI regulations and standards.