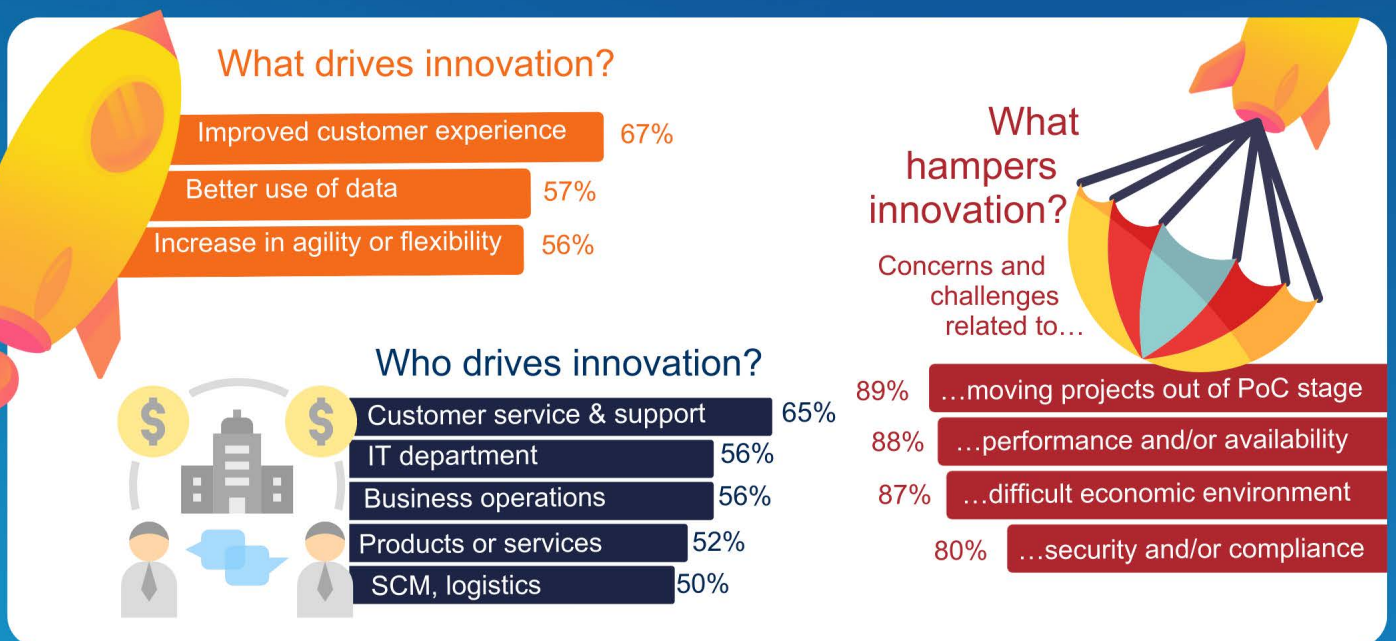
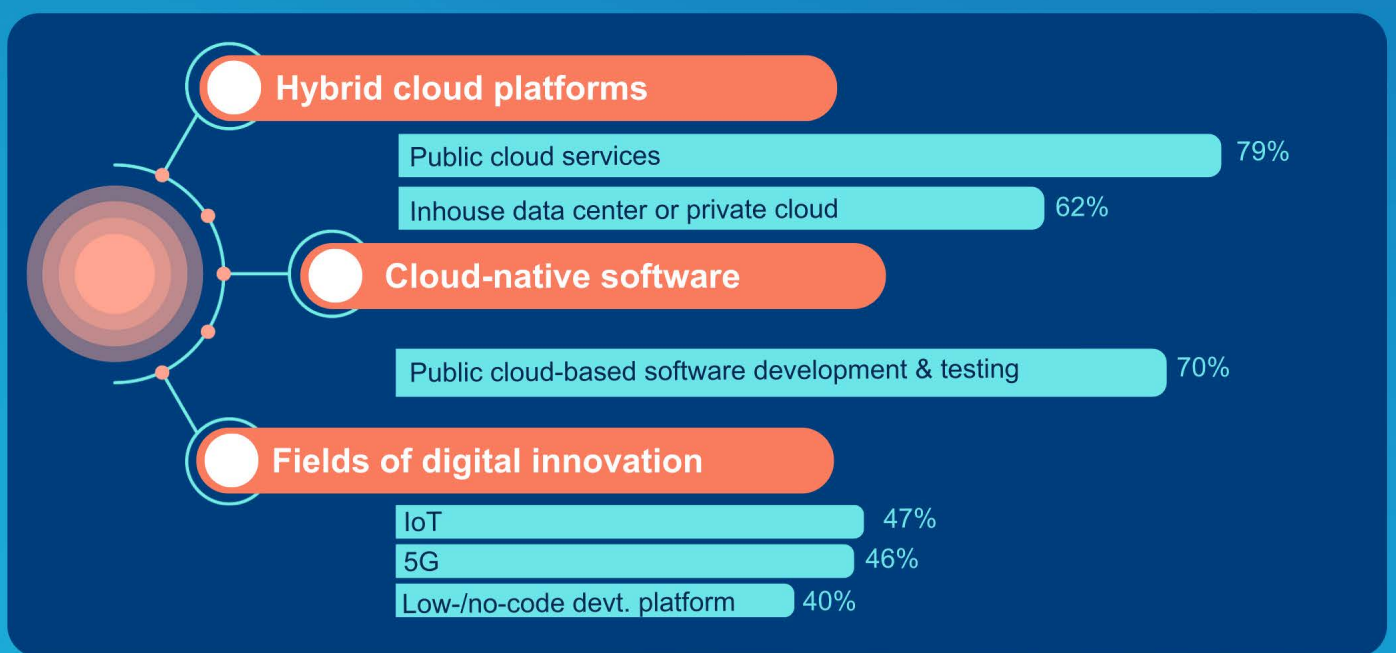


Fields of Digital Innovation: Status Quo & Strategies of Large Organizations in Europe

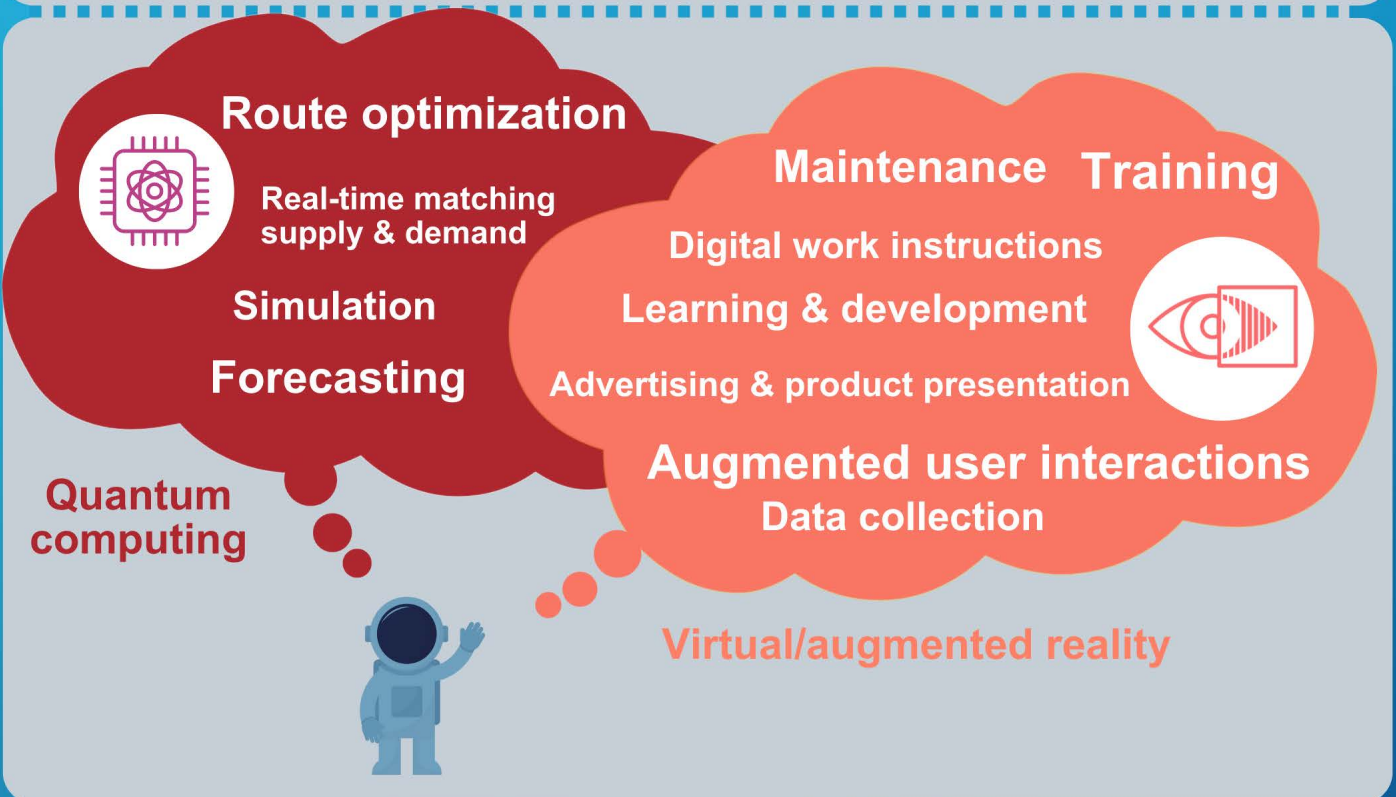
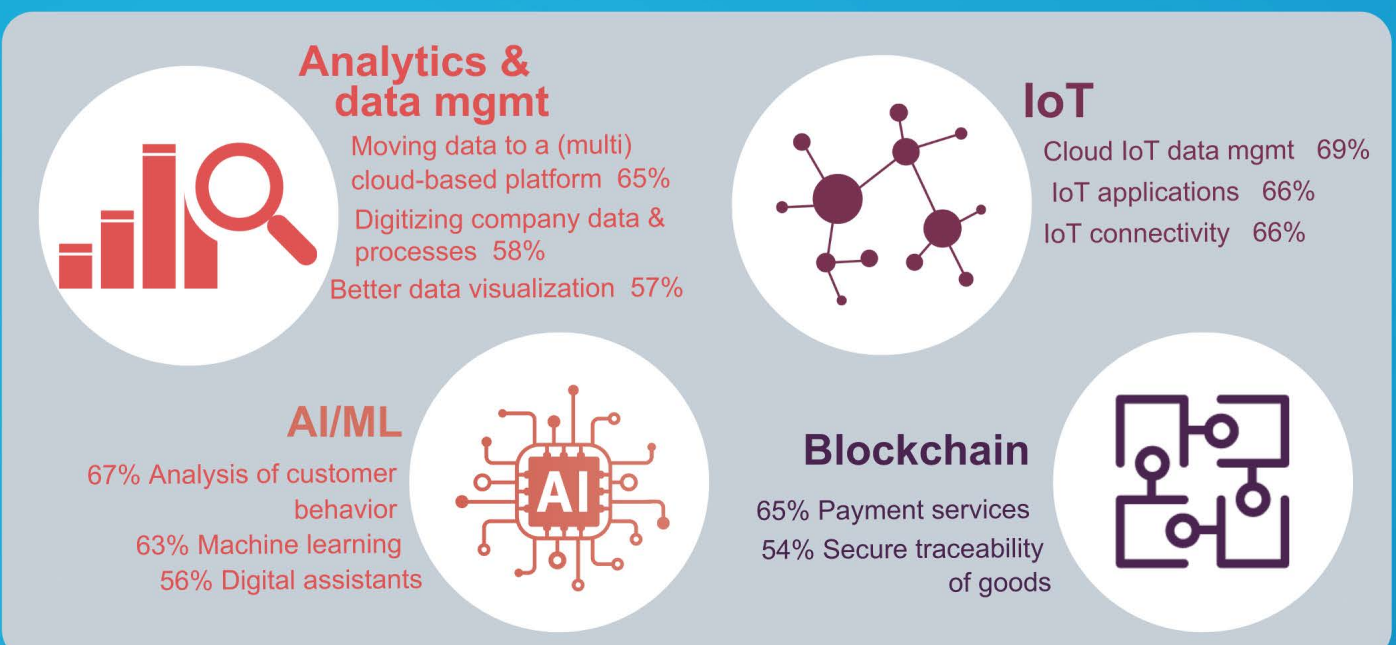
Goals, drivers and obstacles of digital innovation



The enabling technologies behind digital innovation



Major use cases per innovation area



Survey conducted in August/September 2022 among large European organizations with more than 5,000 employees from various industry sectors, with headquarters in the DACH region (Germany, Switzerland, Austria), the Nordic region (Sweden, Denmark, Finland and Norway), the United Kingdom, the Netherlands, Spain or France. Interviewed roles were members of the general management board, IT decision makers, Chief Digital or Innovation Officers, line-of-business managers, or similar positions.

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