

# Digital Transformation: Improving the Odds of success

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Introduction

Suggestions

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Currently, the chance of meeting profit expectations by integrating advanced technologies is quite low.

According to McKinsey, only 45% of companies that try to bring in digital technologies surpass their profit expectation.

How do we change that?

## Suggestions

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What can companies do to maximize their chances for success in becoming digital?

- Laying Out clear Priorities
- Hiring talent at the top