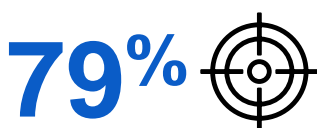
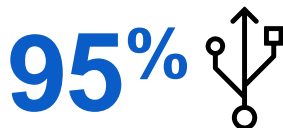


CPA AUSTRALIA BUSINESS TECHNOLOGY SURVEY 2024

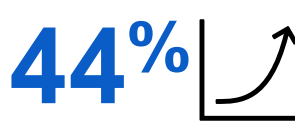
Mainland China



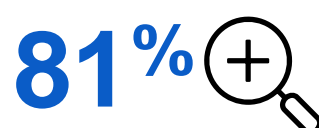
has a digital strategy as part of its organisational strategy



undertook technology initiatives in the past 12 months



increased investment / upgraded technology in the next 12 months



expect to increase technology use in the next 12 months

Top driver to technology adoption

Improve operational efficiency

Top barrier to technology adoption

Financial costs and low return on investment

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



Artificial intelligence (AI)



Data analytics and visualisation



Business Intelligence software

AI adoption

72%

used AI in the past 12 months

72%

described their level of AI adoption as "limited" or "moderate"

48%

expect to increase the use of AI in the next 12 months

Key impacts AI had on business

Positive impact

Improvements in decision making through better data analytics

Negative impact

Raised data/privacy concerns

Cybersecurity

55%

increased cybersecurity protections in the past 12 months

36%

expect to increase cybersecurity protections in the next 12 months

Human resources trends

39%

increased the number of employees with technology and data analytical skills in the past 12 months

53%

upskilled and/or reskilled existing employees in the past 12 months

Recommendations

Embed technology innovation and digital transformation within your plan to capitalise on global digital economy opportunities.

Adopt an agile approach through working with your technology vendors to collectively develop solutions and enhance cost efficiencies.

Improve AI governance requirements and framework.

Provide upskilling or reskilling training to employees to improve the effectiveness of the technology deployed.