

# The digital transformation of Australian business.

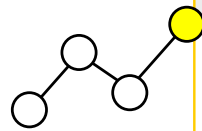
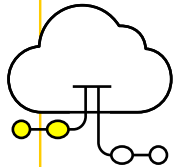
With the pandemic accelerating an already powerful drive towards online innovation, here are the three core priorities that businesses need to consider.



1

## Increase digital investment

From 2015–2020 the adoption of **cloud services** yielded **\$9.5bn** in improved productivity.<sup>1</sup>



2

## Build a strong backbone

Reduce ongoing **technical debt** by methodically rethinking each step of the business' **operating model**.



3

## Design secure digital systems

The biggest risks happen when businesses move swiftly to get their **operations online** without taking the time to **review their strategy** and put the right safeguards in place.



This is part of the CommBank Foresight Spotlight Series, helping guide Australian businesses towards a stronger economic future. To read more, visit [commbank.com.au/foresight](https://commbank.com.au/foresight)

### Things you should know

<sup>1</sup>PwC, Australia Rebooted, 2020.

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