



How information capture is enabling digital transformation success

Fujitsu Image Scanners  
Organisational Intelligence  
Research Report 2020



# Contents

- 2 Introduction
- 4 What is Organisational Intelligence and how does it make sense of digital transformation?
- 5 Priority #1: how intelligent is your organisation?
- 6 Need to know: how do businesses bring data into their decision making processes?
- 7 Digital transformation: how to discover the right path
- 8 What is the end goal for digital transformation?
- 9 Information management and digital transformation
- 11 Transformation triggers: improved productivity is the #1 driver for digital transformation
- 14 Digital transformation barriers: what's holding your business back?
- 16 Developing a clear, tailored and achievable digital transformation roadmap
- 19 Overcoming the barriers to transformation with scanning and information capture
- 21 How to plot your digital transformation journey
- 23 Methodology
- 23 About

# Introduction

**Organisational Intelligence is the capacity of an organisation to derive maximum value from its information. It involves the ability to create flexible knowledge pathways that add value at every stage to every employee. An intelligent organisation uses insight to strategically adapt to its environment or marketplace.**

This report was commissioned by PFU (EMEA) Limited. Based on independent research by B2B International, it examines how digital transformation is enabling Organisational Intelligence. By drawing on new research with 1200+ IT and business decision makers from across Europe, it highlights the ambitions behind digital transformation journeys. To enable you to look critically at your own organisation, it also focuses on the triggers that underpin activity, highlights risks to mitigate against, and showcases how organisations are achieving success using information capture.

**Our latest research illustrates 35% of organisations do not yet have a clear plan towards digital transformation. Using the information in this report can help you plan and succeed.**

---

Businesses must evolve to remain competitive. Recent times have seen the world change beyond recognition, accelerating the requirement for rapid digital transformation amongst organisations of all sizes. Being digitally connected has never been more important.

But transforming digitally has to be strategic and intelligent. By enhancing the intelligence of an organisation there comes the opportunity to change. When information can be accessed quickly and easily, activity is streamlined and expedited. Key personnel across the organisation are freed up to focus on higher value activities. Transforming your decision making, brings the prospect of finding new and better ways to do business.

When you also transform your strategic planning, you have the potential to define new business models to gain a competitive edge, perhaps by disrupting existing markets, or even creating new ones.

**So, how do you view your organisation?  
As a collection of products, processes,  
employees, profit centres, and tasks?**

Take a new perspective. An organisation that is viewed as an intelligent system that is designed to manage information, uses data as a strategic asset. And one that quickly becomes a major competitive advantage.

Without this step-change in perspective and mindset, organisations might begin their digital transformation journey, but their efforts will likely prove ineffective.

Simply digitalising existing processes isn't enough. To elicit purposeful business change, the right framework for digital transformation is essential. This begins with an understanding of your organisation's current situation, processes and dynamics. Only then will you be able to develop a clear vision of the possibilities for digital transformation and the insight of how and where technology can assist.

# What is Organisational Intelligence and how does it make sense of digital transformation?

**Today's business world is complex. Organisations are fuelled by data and information and involve large numbers of people interacting with diverse systems every day in order to produce key business outcomes.**

Capturing these interactions and information is key to developing the intelligence retained in your organisation. The entire business will be positively impacted, from the organisational structure, culture, stakeholder relations, to strategic processes and knowledge assets.

While intelligent processes increase productivity, increased productivity underpins the start of business growth.

Clients can be better served by employees that can access approved information quickly – productivity has been shown to improve by 20 to 25 percent in organisations with connected employees<sup>1</sup>. The knowledge base of employees grows the more information is readily available to them, and as more employees interact and update this information, the organisation's overall intelligence increases.

This recorded knowledge and enhanced employee knowledge fuels the intellectual capital of the organisation, connecting multiple teams and sites and increasing the ability to problem solve. And as a result, company culture and employee engagement are enhanced.

Productivity has been shown to improve by **20 to 25%** in organisations with connected employees<sup>1</sup>.

<sup>1</sup> The McKinsey Global Institute

# Priority #1: how intelligent is your organisation?

So, where to begin?  
The first stage is to understand where you are now. You will likely know immediately if there is a cross-organisation strategy in place to capture and share data and information.

Every organisation will have their own nuanced answer to this as there is always a range of factors that will impact the maturity of their organisational intelligence. This could range from an understanding of what needs to change within an organisation, an appreciation of how technology can be used now to enhance current operations, and any future plans to achieve true differentiation.

Because of this complexity and the impracticality of comparing the individual nature of organisations, some simplification of the topic may help. The below matrix will enable you to begin to understand the maturity of your organisation. And by understanding where your organisation sits, you can be better placed to take the next steps on your digital transformation journey.

## Organisational Intelligence



### 1. Passive organisations:

No awareness of Digital Transformation  
*"What is Digital Transformation?"*

#### First Step Transformation

Intelligently restructuring workflows through digitalisation and automation enables smarter ways of working whilst maximised data accessibility fuels intelligent decision making across the whole business.

### 2. Engaged organisations:

Awareness of Digital Transformation  
*"How can it apply to my business now?"*

#### Knowledge Transformation

Businesses don't buy tech, they buy solutions. With full API-supported software platforms, data can be pre-processed, analysed and structured so your teams can develop new, smarter ways of working to be more productive and agile.

### 3. Active organisations:

Deploying Digital Transformation  
*"How can I grow my business?"*

#### Business Transformation

Development of a knowledge creation and sharing culture that permeates every single employee and layer of the organisation that is truly collaborative and continuously fuelled with digitised information.

# Need to know: how do businesses bring data into their decision making processes?

How do you use data? And how does it impact key stages of the decision making process? Are your employees enabled by data or do poor data processes hold them back? To gain further insight and to establish the requirements of your digital transformation journey, ask yourself the following questions:

## 1. How do you approach communication?

Consider whether individuals and groups exchange information on the basis of need, as opposed to 'need to know'. Are there specific methods of communication in place that facilitate easy communication with relevant internal and external stakeholders?

## 2. How does your company create value?

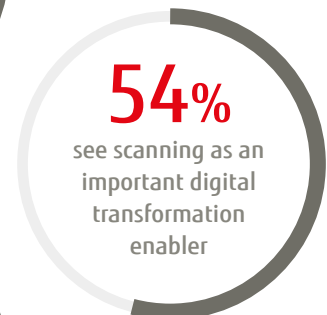
Do individuals solely focus on their own roles? Or do they have a key understanding of customer profiles and demographics? How does your organisation create value by catering to the needs of those customers?

## 3. How do people within your organisation access the information they need to perform their function?

How do you use information or image capture? Question whether individuals can access relevant information quickly in a defined way, without needing to seek authorisation manually at each step.

## 4. How is your business environment changing?

It is likely that your organisation is continuing to face challenging and uncertain times. Established and defined ways of working may now be inefficient. Tactics for assessing competitors or understanding the impact of market changes, may no longer be the right solution. How flexible and agile to change is your business?



In this report, you will find a framework to answer these questions. We detail the ambition of organisations, the triggers for digital transformation, the barriers that are faced, and how success can be achieved.

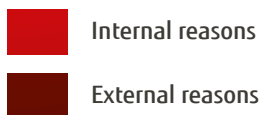
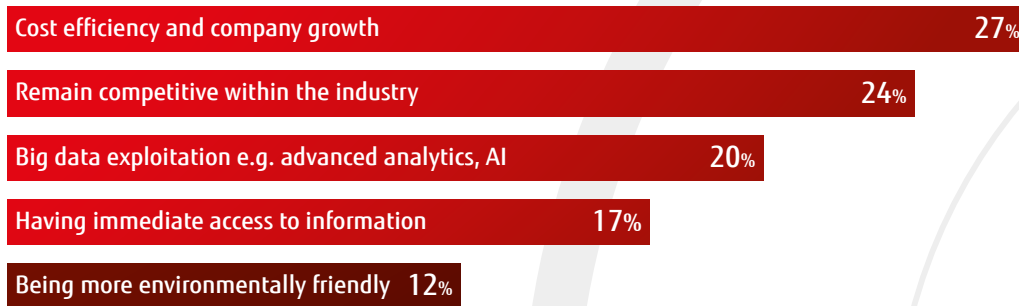
# Digital transformation: how to discover the right path

## What is the single end goal for your organisation to pursue digital transformation?

For every business, it's crucial to define this core objective, whether the desire to grow, to remain competitive or to make the most of big data.

For more than **50%** of organisations, the end goal is company growth or remaining competitive.

### End Goal for Digital Transformation

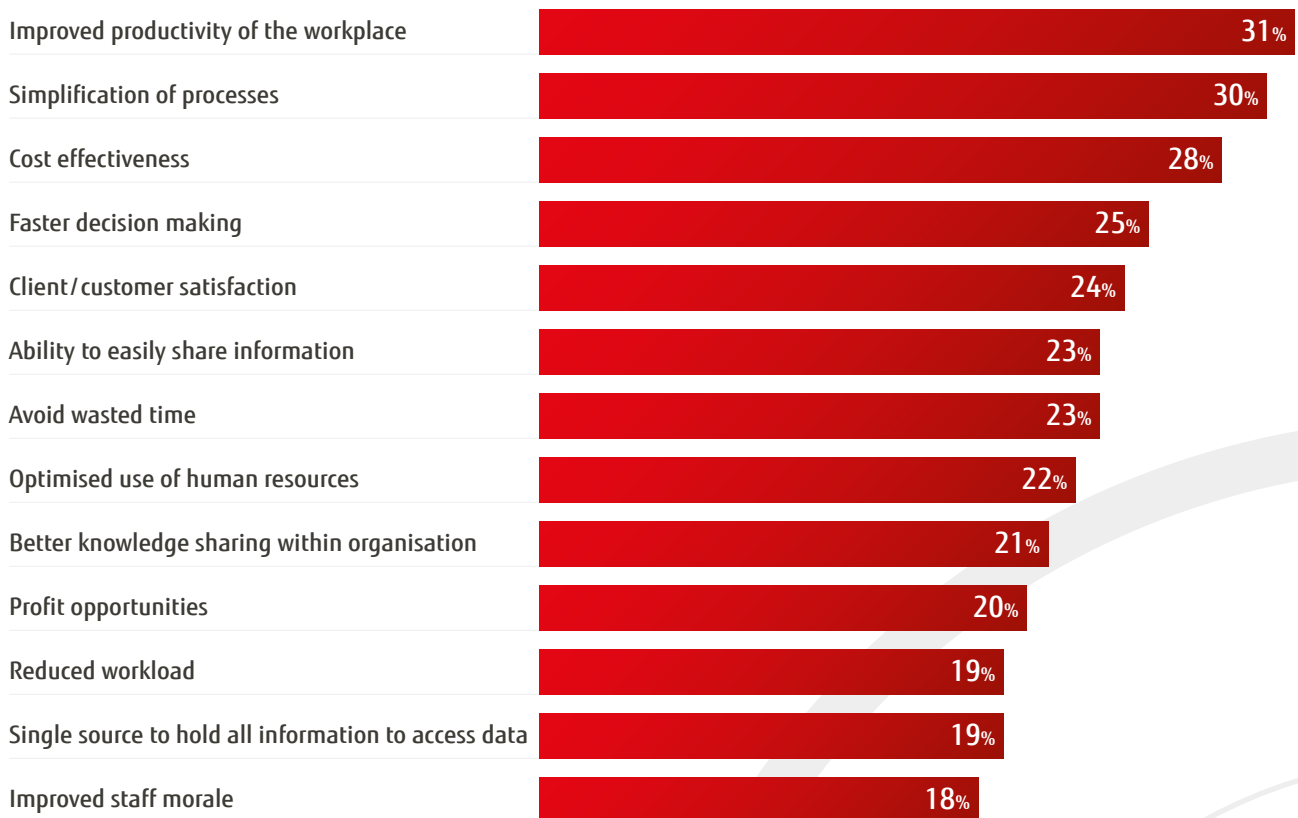


# What is the end goal for digital transformation?

Company growth and securing a competitive advantage scored highly for businesses in Germany, as was the case across Europe. However, the top motivation for nearly a third of organisations in Germany is big data exploitation and advanced analytics.

To define your overarching goal and uncover the path for digital transformation, question how your organisation will benefit from well-organised information. Do you have unnecessarily complex processes? How can you better engage with clients and share knowledge? Are slow decisions costing you money?

## What do you think are the key benefits of well-organised information within your organisation?





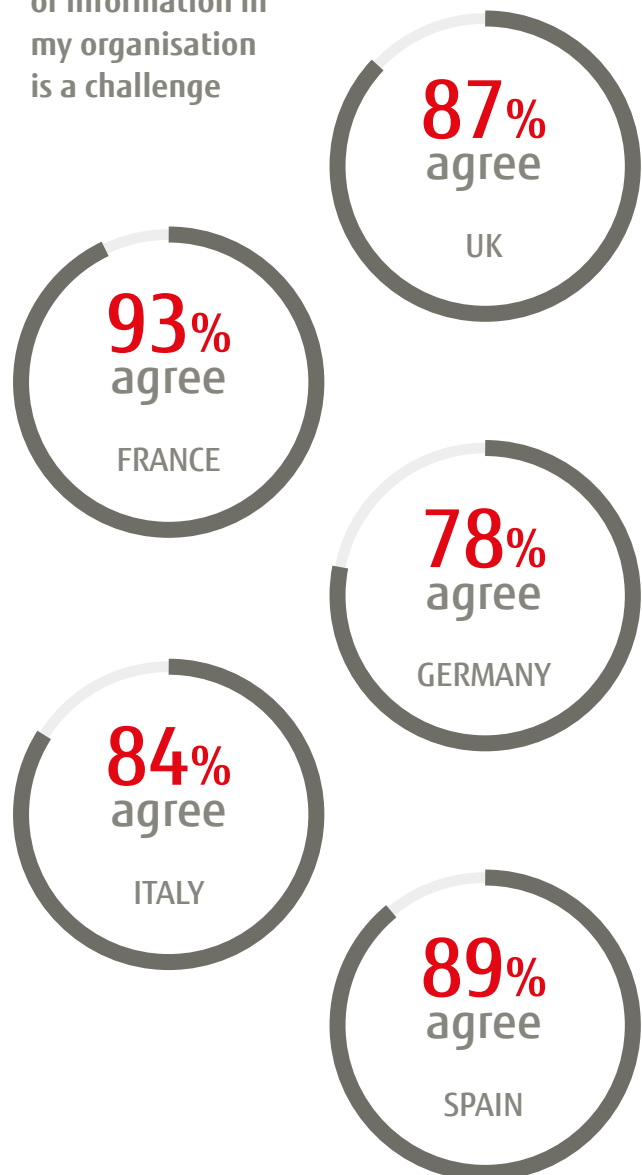
# Information management and digital transformation

For businesses at the start of their digital transformation journey, information management is a pivotal hurdle to overcome. Businesses across Europe are grappling with this challenge daily.

However, German companies continue to find information management less challenging, focusing their priorities more towards data exploitation.

**93%** of organisations in France find information management a challenge.

Managing the amount of information in my organisation is a challenge



## Why is information management so problematic?

Poor information management impacts all levels of an organisation. When staff don't have key information easily to hand and can't share it, cross-organisational inefficiencies increase. HR departments struggle, customers receive a poor service, and errors occur. Inefficient organisations lose revenue.

## Which of the following have you experienced as a result of the way information is organised within your workplace?



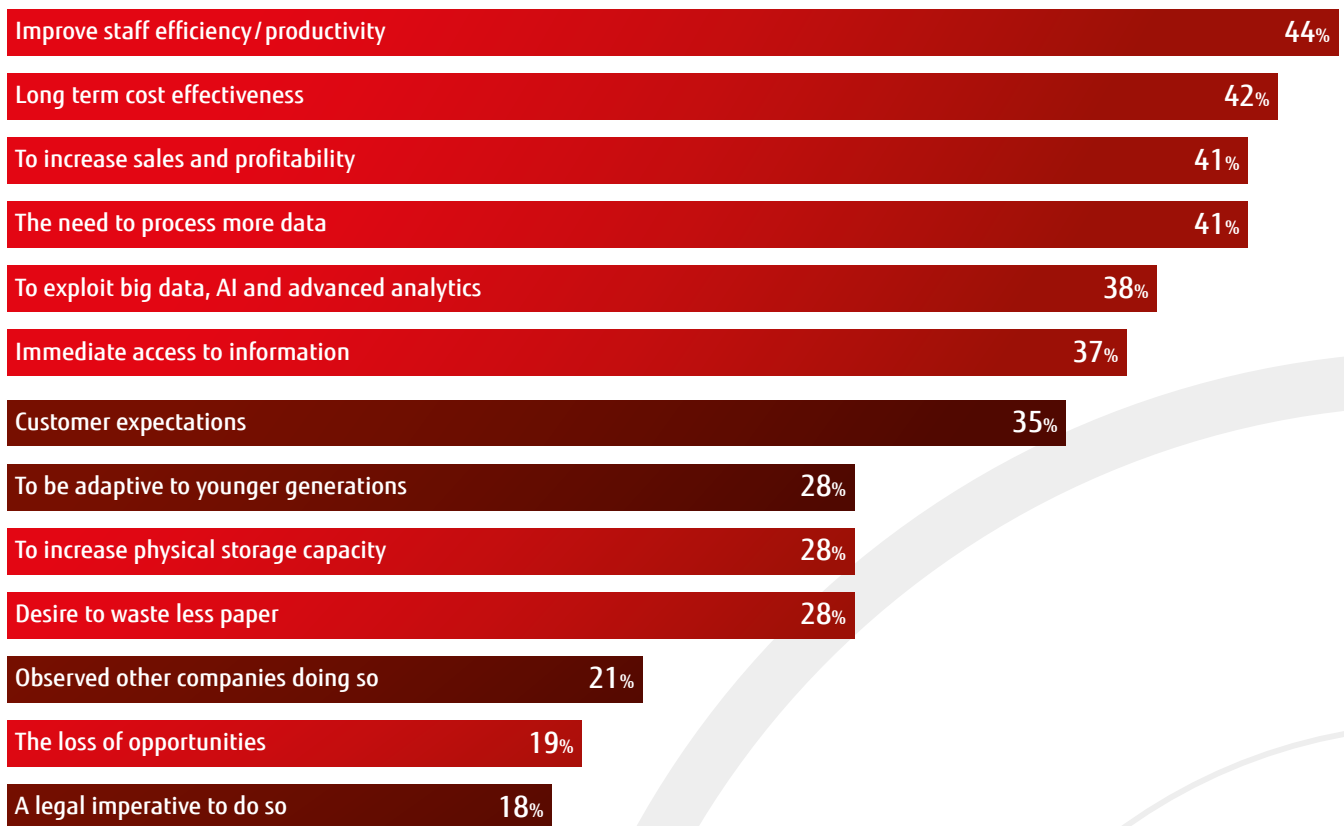
11% reported 'none of these'

# Transformation triggers: improved productivity is the #1 driver for digital transformation

Poor processes, inefficient workflows, and information management issues are nothing new. Business leaders face these challenges every day. For too many, however, the status quo remains.

For those that do seek change, what is the trigger that starts digital transformation? Internal operational issues will always be a factor. And often it is these that is holding a business back.

## Improved productivity, long-term cost effectiveness, and profitability are the leading triggers for digital transformation



- Internal triggers
- External triggers

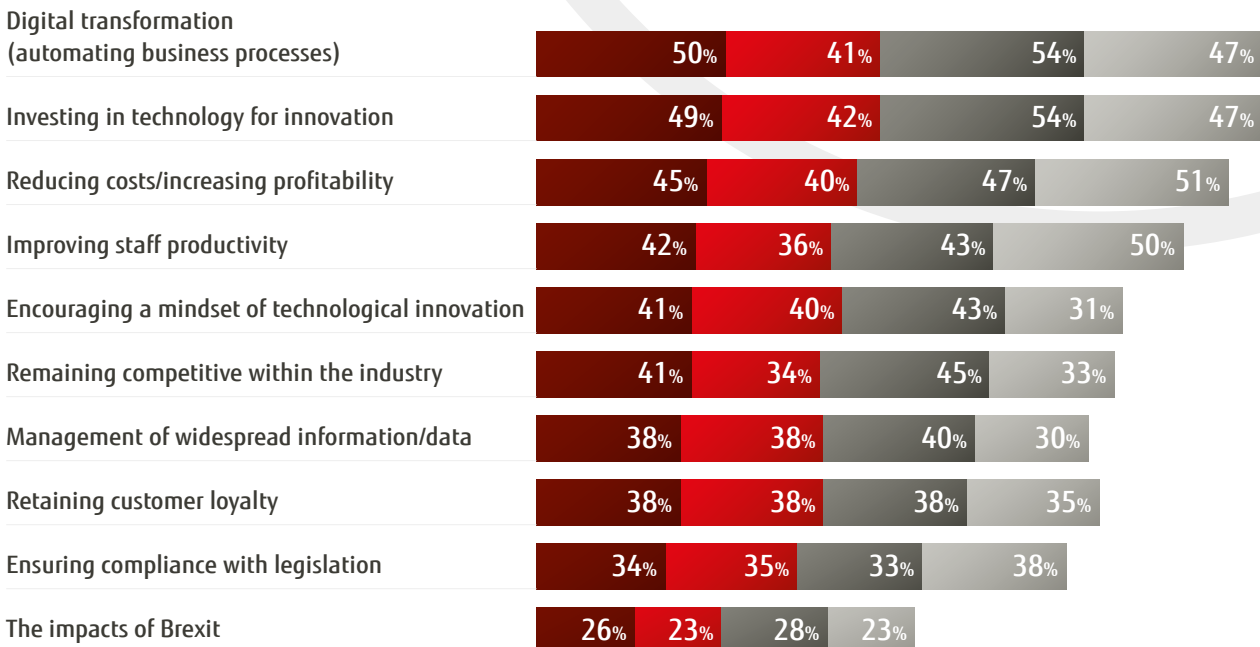
### How does digital transformation become a reality?

At the start of any digital transformation journey, consultation with employees and staff is essential. When they begin to understand the need for, and the capabilities of digital transformation, the opportunity to address other business challenges may come to light.

In fact, by analysing how the different demographics within an organisation respond and react to challenges, the choices and priorities that underpin the transformation itself can be defined. Automation of business processes can begin from this point.

Digital transformation is a challenge for **50%** of organisations.

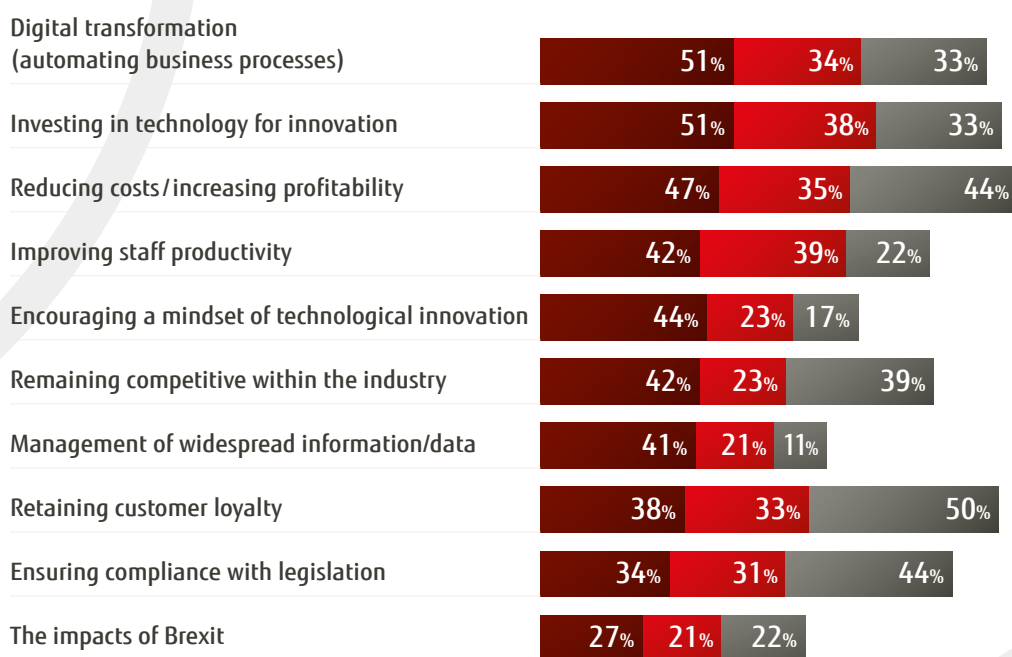
### What are the current challenges that you face within your organisation?



Average
  Millennials
  Gen X
  Baby Boomers

From this consultation also comes an understanding of the varying perspectives and mindsets from within a business. When there is friction between the different areas of an organisation, the inefficiencies, complexities and lack of structure are compounded.

### Current challenges faced by respondents based on their level of influence within their organisation



Decision Makers
  Influencers
  No DT Role

**44%** of decision makers struggle to encourage a mindset of technological innovation within their organisation.

# Digital transformation barriers: what's holding your business back?

Too often organisations are held back. There is likely a range of common digital transformation barriers, all having an impact.

The complexities of digital transformation are underpinned by ongoing challenges within an organisation. These include a lack of internal skills and resources, and a limited understanding of the overarching goals of what digital transformation can achieve. Often there is little idea where to begin the digital transformation journey.



## Generation gap: often older

generations are used to retaining paper copies of documentation and do not want to alter the status quo. This can result in a reluctance to shift towards digitisation.



## Upfront investment:

the process of becoming digitalised often requires significant investment in terms of hardware, software, and expertise. It is essential to have the right IT guidance to convert processes in the most efficient, safe, and quick way.



## Lack of knowledge within a business:

in many instances, organisations are underprepared and lack expert knowledge, resulting in a reluctance to change due to the limited understanding of the opportunities that digitisation brings.



## Regulation: many

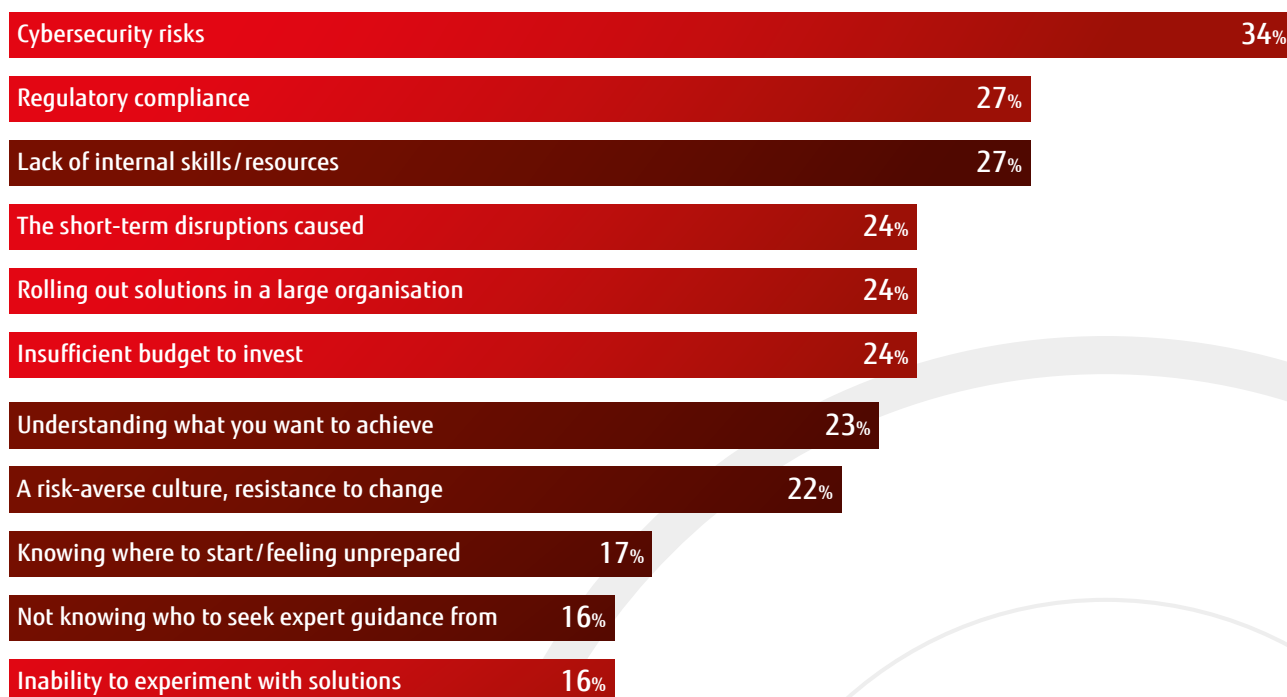
sectors including financial and legal, require paper trails which can impact the ability of organisations to digitalise processes and go paperless.



## Approval/ Validation:

signatures across multiple documents are likely required daily. Electronic signatures are not necessarily widespread with business stakeholders potentially concerned over their security.

## Does your organisation face any barriers to digital transformation?



Education can overcome these barriers

Education at all levels of the business is essential to address these issues. Often it needs to come from third parties. In fact, 80% of businesses are turning to external experts to educate their teams and to support them along their digital transformation journey.

**27%** lack the internal skills to digitally transform.

# Developing a clear, tailored and achievable digital transformation roadmap

Through a detailed analysis of all business operations and by clearly defining the objectives that underpin digital transformation, you can identify key challenges. And when doing so, potential risks can be highlighted and mitigated, ensuring a clear plan and a digital transformation roadmap can be implemented.

## How should you approach digital transformation?

Driving Organisational Intelligence through digital transformation must be a tailored process for every organisation, in line with your core challenges and objectives as a business.

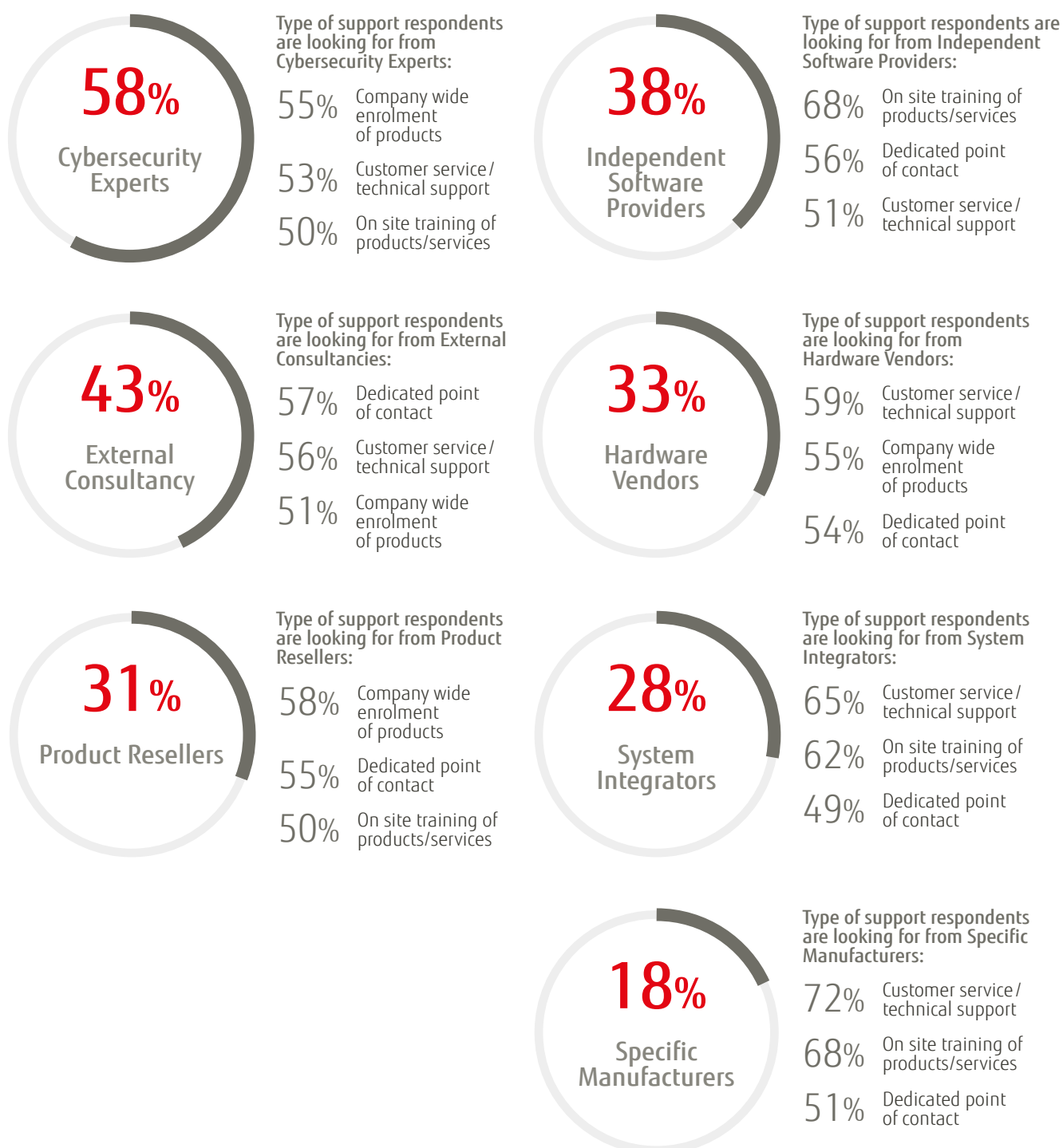
Whilst the unique nature of your organisation demands an individual approach, our cross-European analysis illustrates that both education and technology selection are key areas that must be approached strategically.

### 1. External assistance for education

Firstly, education and the development of new skills and knowledge is outsourced to industry leaders. This assistance is often required to bring essential clarity to the initial stages of transformation. External industry leaders provide invaluable experience. They have been through the process before. Specialists can also assist your organisation with asking the right questions in order to fully evaluate your current situation. They will also ensure that crucial stages of the process will not be overlooked.



## Industry leaders and specialists who our research respondents would consult on digital transformation



## 2. Implementing the right technology

Having evaluated your existing organisation and the questions of managing and utilising knowledge, comes the need to identify essential technology. And how and where this should be used.

Whilst certain technologies, such as the cloud, have already been fairly universally adopted across many European organisations, there are simpler first steps that all companies can take before they optimise knowledge transformation and take on full disruptive business transformation.

Take the example of German organisations at either ends of the spectrum. They are leading the way in big data exploration and advanced analytics. But they are also ahead when it comes to taking the essential first steps to optimise knowledge transformation. Specifically, they have an average 9% higher current usage of scanning, using image and information capture as a means of managing information than their European counterparts.

The digital transformation journey may result in big data exploration, but it must begin with certain essential steps. German companies have a clear recognition of the initial technologies that will aid the early stages of digital transformation. Is this why they view information management as less challenging?

### Which technologies do you currently use?

	UK	FRA	GER	ITA	ESP
Laptops <b>64%</b>	62%	58%	61%	69%	69%
The Cloud <b>62%</b>	63%	59%	60%	63%	65%
Data analytics <b>56%</b>	56%	51%	54%	63%	59%
Smart phones/mobile apps <b>55%</b>	63%	51%	50%	52%	61%
Cybersecurity <b>49%</b>	46%	45%	53%	55%	48%
Scanning and image capture <b>48%</b>	40%	44%	<b>57%</b>	52%	47%
IoT devices <b>40%</b>	39%	36%	43%	45%	39%
Artificial Intelligence <b>36%</b>	35%	34%	36%	43%	33%
Blockchain Technology <b>33%</b>	25%	34%	36%	38%	32%
Augmented/virtual reality <b>27%</b>	22%	25%	30%	29%	29%
Robotics <b>26%</b>	18%	30%	30%	31%	24%

# Overcoming the barriers to transformation with scanning and information capture

Germany might be leading the way as early adopters, but the role of scanning and image capture in information management is widely acknowledged and appreciated by companies across each of the European countries.

In fact, close to half of the organisations make use of a scanner as an enabler for digital transformation and view it as the starting point for long-term company efficiency and growth.



## Increased efficiency

*"It reduces the volume of paper, makes business processes leaner, and increases the efficiency and productivity of your employees"*

C-SUITE, GERMANY



## Client satisfaction

*"It facilitates the relationship with the clientele and automates the treatment process thanks to AI, which allows to boost growth and client loyalty"*

HR, FRANCE



## Future thinking

*"Because it involves a different way of thinking, new business models and a greater use of technology to improve the experience of employees, customers, suppliers and all interested parties of the company"*

DEPARTMENT MANAGER, ITALY

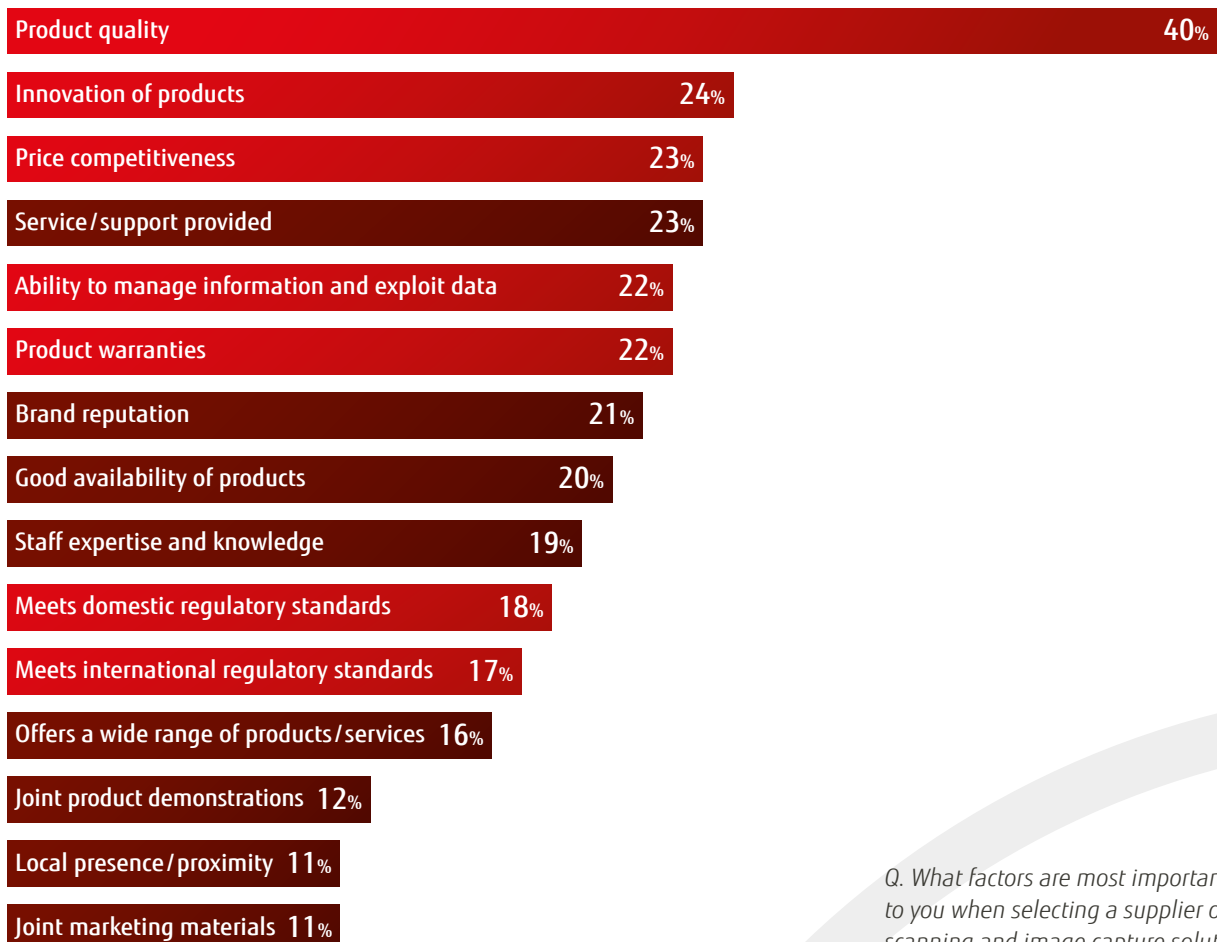


## Start of journey

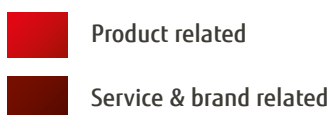
*"It is practically the first step to carry out in order to implement the 'transformation' – from simple paper documents, to digitised documents that are immediately traceable through the systems connected to each other"*

IT, ITALY

## Quality of product and innovation are the primary considerations when selecting a supplier of scanning and image capture solutions



*Q. What factors are most important to you when selecting a supplier of scanning and image capture solutions*



A quarter of businesses are looking for innovative solutions, which will ultimately help drive the better management of information across their organisation.

# How to plot your digital transformation journey

## 1. Align your digital transformation vision with the mission and strategy of your organisation.



This will provide authority to begin and continue the journey, helping to overcome obstacles and distractions, as well as supporting the change management efforts that will be required. Question also what the vision of the later stages of your digital transformation journey is. Where do you want your organisation to get to?

## 2. Lay solid foundations for future stages.



Scanning and information capture is a logical first step of the digital transformation journey.

- It allows for use of even more advanced IT and analytical solutions.
- Always hold the end in mind and question how this will need support in future stages.

## 3. Identify operational and process efficiency quick wins to deliver fast results and support the ongoing journey.



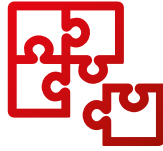
- Reduction of paper processes is seen as a way to make business process leaner, reducing costs and creating a more productive workforce.
- Operational level projects are a manageable way to add momentum to the overall digital transformation journey.
- Scanning and information capture enables faster, more flexible movement of data – a necessity for improved Organisational Intelligence.

## 4. Future thinking.



- Digital transformation is not just about the physical process. It also opens doors for new ways of thinking and future proofing the business, from product innovation through to revolutionising customer service.
- It is more environmentally friendly, reducing the amount of paper used.
- Seek out the strategic insights from the journey that can deliver competitive advantage and business transformation. How could the new possibilities discovered enhance your business model or even disrupt your whole industry?

## 5. Find partners with the required solution, domain (information management) and deployment process expertise.



- Utilise their experience to ensure you are asking the right questions related to your situation.
- Identify your specific journey requirements, then find the technology that fits them.

## 6. Application



- Apply learnings and leverage improvements to digitally transform.

Digital transformation has become a genuine business imperative, and is one that is still a fundamental challenge for so many organisations across Europe.

We've seen the problems caused by paper processes, a lack of knowledge utility within organisations, and the ongoing challenges of information management. By implementing the right tailored approach to digital transformation and by taking the essential first steps, Organisational Intelligence can be a reality. When strategic business planning and decision making are transformed, competitive advantage can be found.

**Consider which parts of your organisation are blocking the flow of knowledge or efficiency. Select one and ask yourself: how can you embark on a small transformation pilot to improve the Organisational Intelligence of that business area?**

# Methodology

**This report was commissioned by PFU (EMEA) Limited. It is based on independent research by B2B International and written by gyro UK.**

The report includes both qualitative and quantitative findings from surveying a total of 1200+ business and IT leaders from across Europe.

Data was gathered and collected by an online survey detailing the responses from a range of company sizes, and number of respondents equally weighted from the UK, Spain, France, Germany, and Italy. All respondents were senior decision makers or influences in the purchase of IT hardware or software in mid-large sized organisations. All responses were provided anonymously.

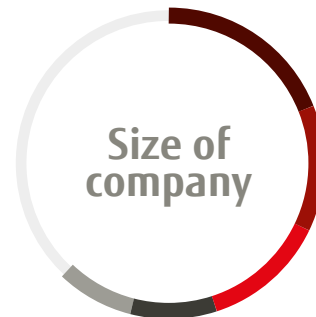
## About

Fujitsu branded scanners are designed, manufactured and marketed worldwide by PFU Limited, a wholly owned subsidiary of Fujitsu Limited (Japan). PFU is a globally active IT provider that designs, manufactures and markets computer hardware, peripheral products and enterprise software. PFU offers a broad portfolio of document scanners for professional, personal, desktop, workgroup, high-volume production and networked environments, and is one of the world's leading document scanner companies. PFU has been engaged in the document imaging scanner business for more than 25 years and generates an annual turnover of over \$1 billion. [www.pfu.fujitsu.com/en/](http://www.pfu.fujitsu.com/en/)

Operating in Europe, the Middle East, and Africa, PFU (EMEA) Limited is responsible for marketing and sales of Fujitsu branded document scanners. The European company was established in the United Kingdom in 1981 and has offices in Germany, Italy and Spain and Knowledge Suites in the UK, Italy, France, Russia and Dubai. To find out more or contact us, visit: [www.fujitsu.com/uk/scanners](http://www.fujitsu.com/uk/scanners)

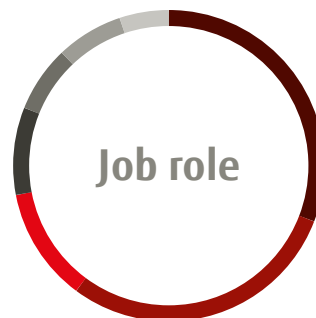


Financial services	19%
Manufacturing	13%
Trade	13%
Transport	9%
Healthcare	8%
Construction	7%
Public sector	6%
Other (made up of industries representing less than 5%)	25%



251-500	19%
501-1,000	13%
1,001-2,500	13%
2,501-5,000	9%
5,000+	8%

Average: 2,312



IT	32%
C-Suite	30%
General management	12%
Finance/procurement	9%
Admin/office management	7%
HR/legal	7%
Tech/innovation	5%

B2B International is the world's leading specialist business-to-business market research agency and is part of Dentsu Aegis Network. B2B International has offices in Europe, North America and Asia, and specialises in developing bespoke market research solutions for global clients. It counts 600 of the world's 1,500 biggest companies among its clients, including the likes of PFU, Vodafone, Stanley Black & Decker, Mastercard, DHL, Honeywell, BP, Air Products, Microsoft and Samsung. [www.b2binternational.com](http://www.b2binternational.com)

gyro is the world's first full-service global B2B powerhouse. Our mission is to create ideas that are humanly relevant and deliver them with precision. gyro is the ANA's 2019 Global B2B Agency of the Year and Ad Age 2016 Global B2B Agency of the Year.

Our 700 creative minds in 16 offices work with top companies, including Aflac, Danone, eBay, Google, HP, Teva, Workplace by Facebook, Fujitsu and Mastercard. gyro is a part of the Dentsu Aegis Network, which is the 2017 and 2016 MediaPost Holding Company of the Year. [www.gyro.com](http://www.gyro.com)

**PFU (EMEA) Limited**

4th Floor, Belmont  
Belmont Road  
UXBRIDGE  
UB8 1HE

**Find out more:** [uk.fujitsu.com/OI2020](https://uk.fujitsu.com/OI2020)

**Enquiries:** +44 (0)20 8573 4444

**email:** [Intelligence\\_report@uk.fujitsu.com](mailto:Intelligence_report@uk.fujitsu.com)

**in** : [www.linkedin.com/company/fujitsu-pfu-emea-limited](https://www.linkedin.com/company/fujitsu-pfu-emea-limited)

**PFU**  
a Fujitsu company

**FUJITSU**