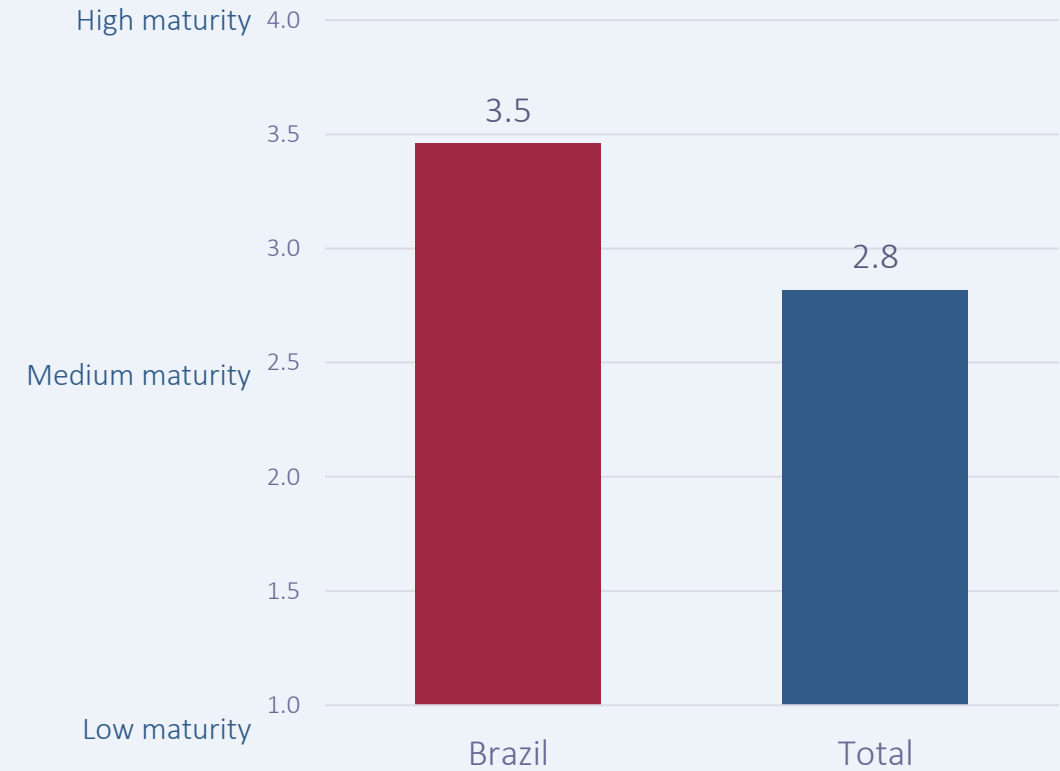
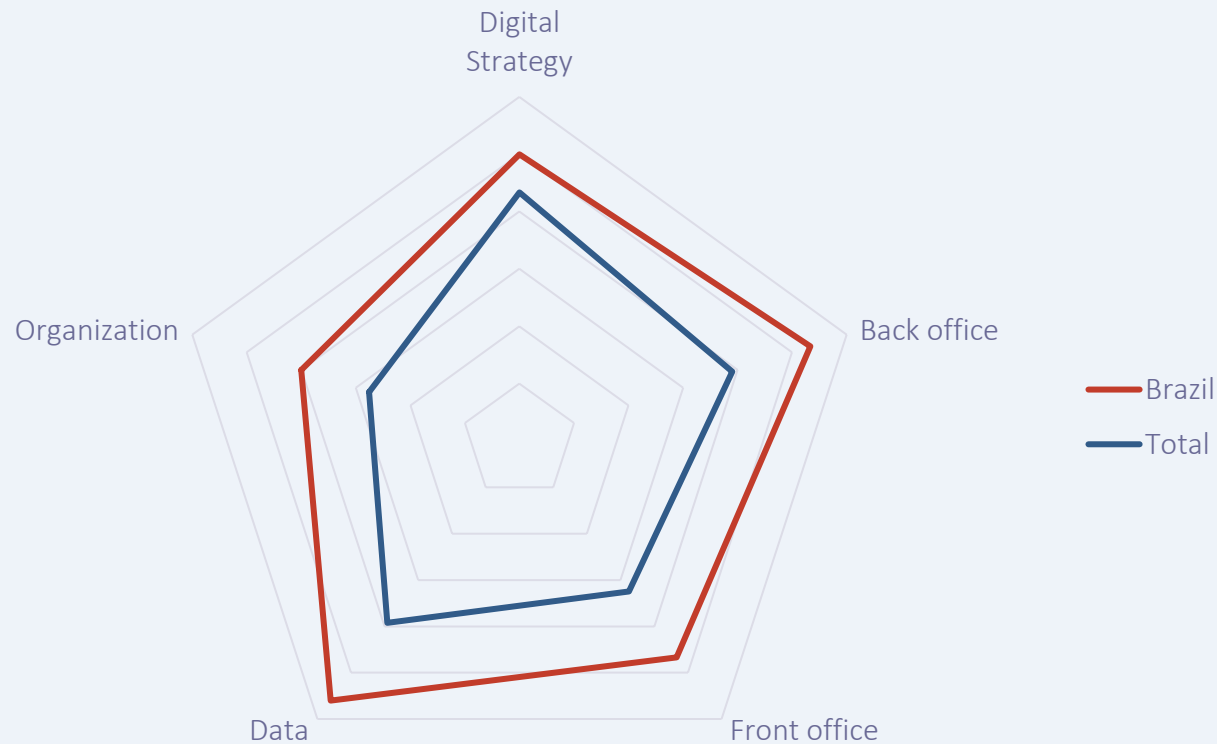


# Data and Digital in LAC PES 2022 | **Brazil**

Workshop 18 October 2022 | Willem Pieterse

# Overall self-reported status

## All countries & Brazil



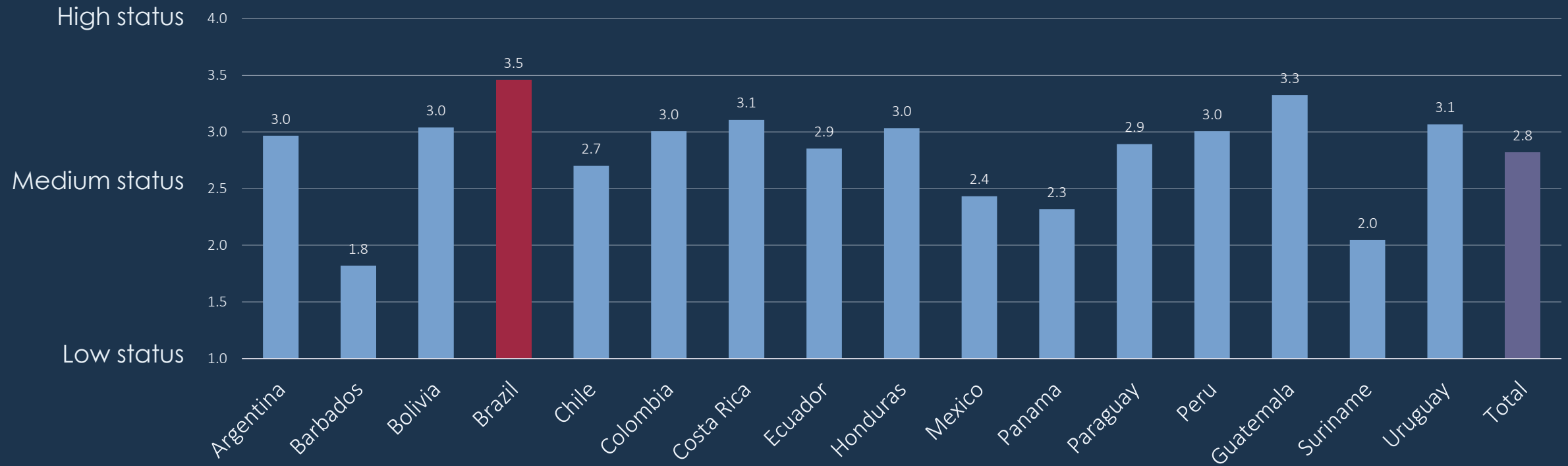
Overall, Brazil scores high compared to all other countries in 2022. In terms of the individual dimensions, Brazil scores relatively high on data aspects and somewhat higher on other dimensions. Especially the organization is an area of attention.



Results are self-reported and indicate a (perceived) status (not an absolute truth)

# Overall self-reported status

## All countries & Brazil



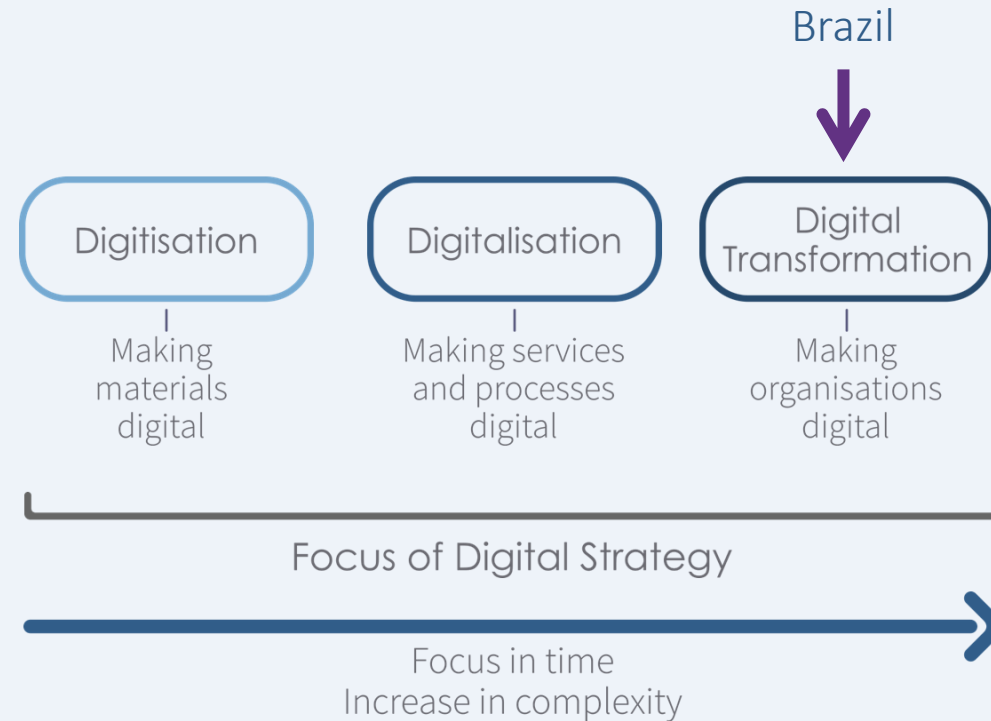
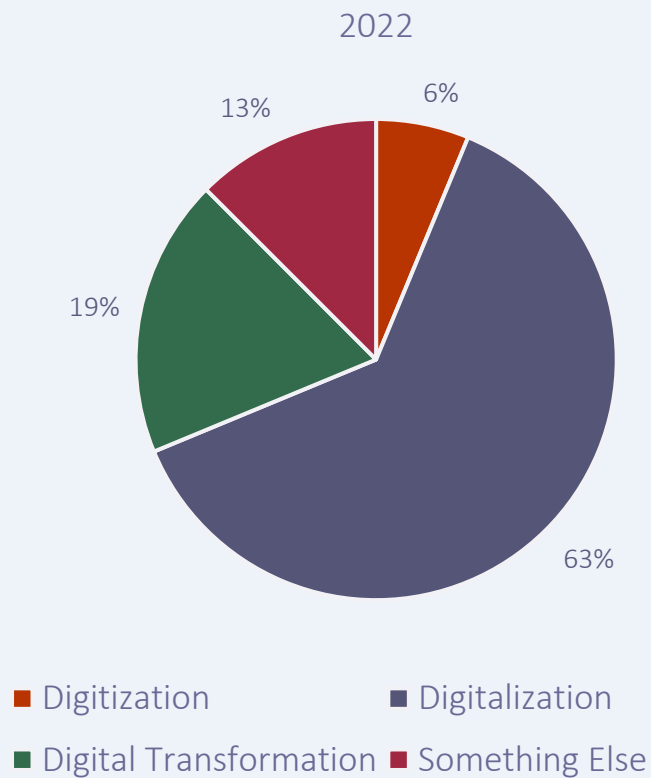
- Brazil is scoring higher in 2022 compared to all other countries.
- Brazil is the highest scoring country overall

This implies that Brazil is doing well, but still has potential to improve its digital maturity.



# Focus of digital efforts

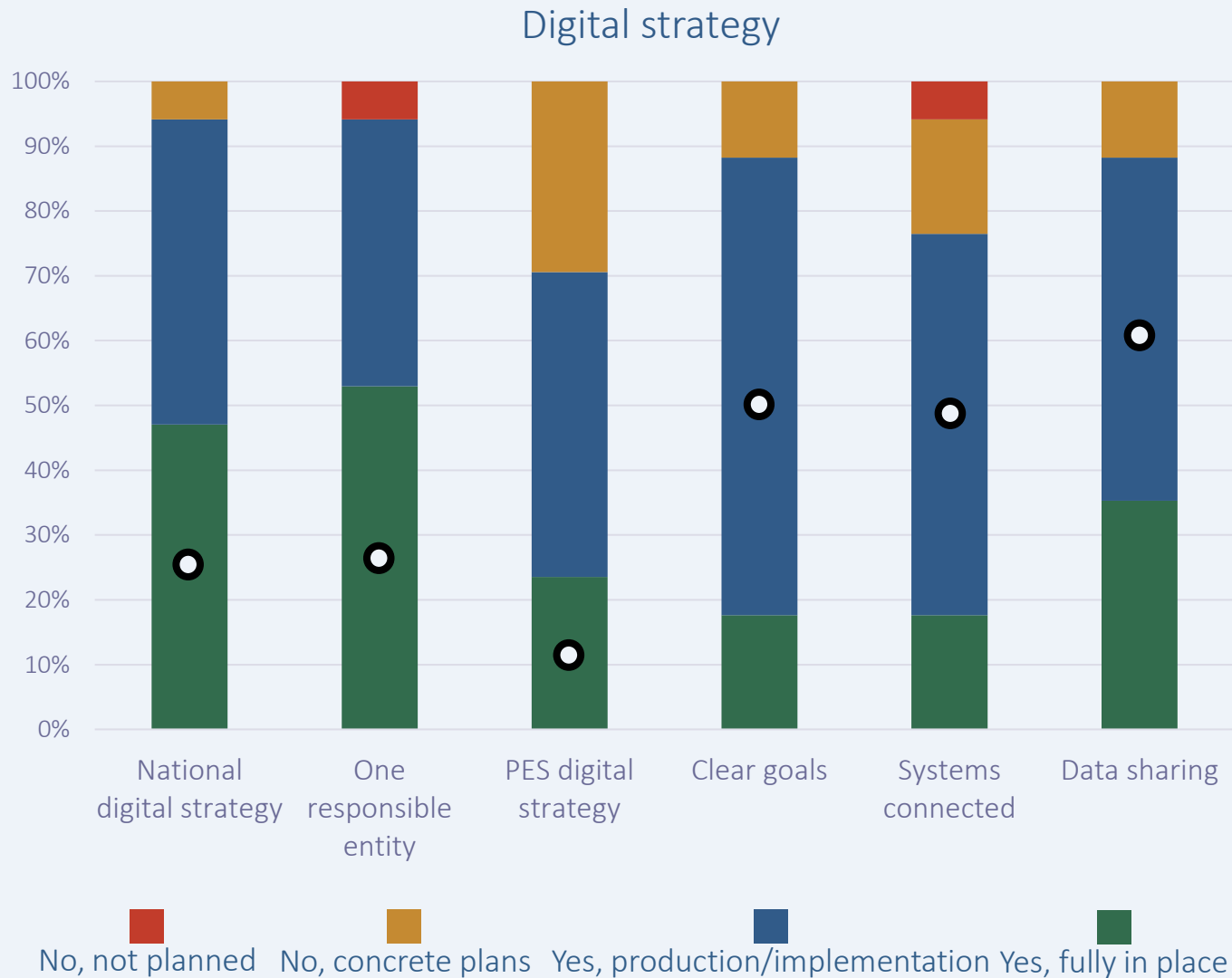
Where are countries in their digital journey?



- Most countries in 2022 focus on digitalization.
- Brazil is focusing on digital transformation, thus the creating of a digital organization.
- This means that Brazil is doing well, but still has potential to improve.

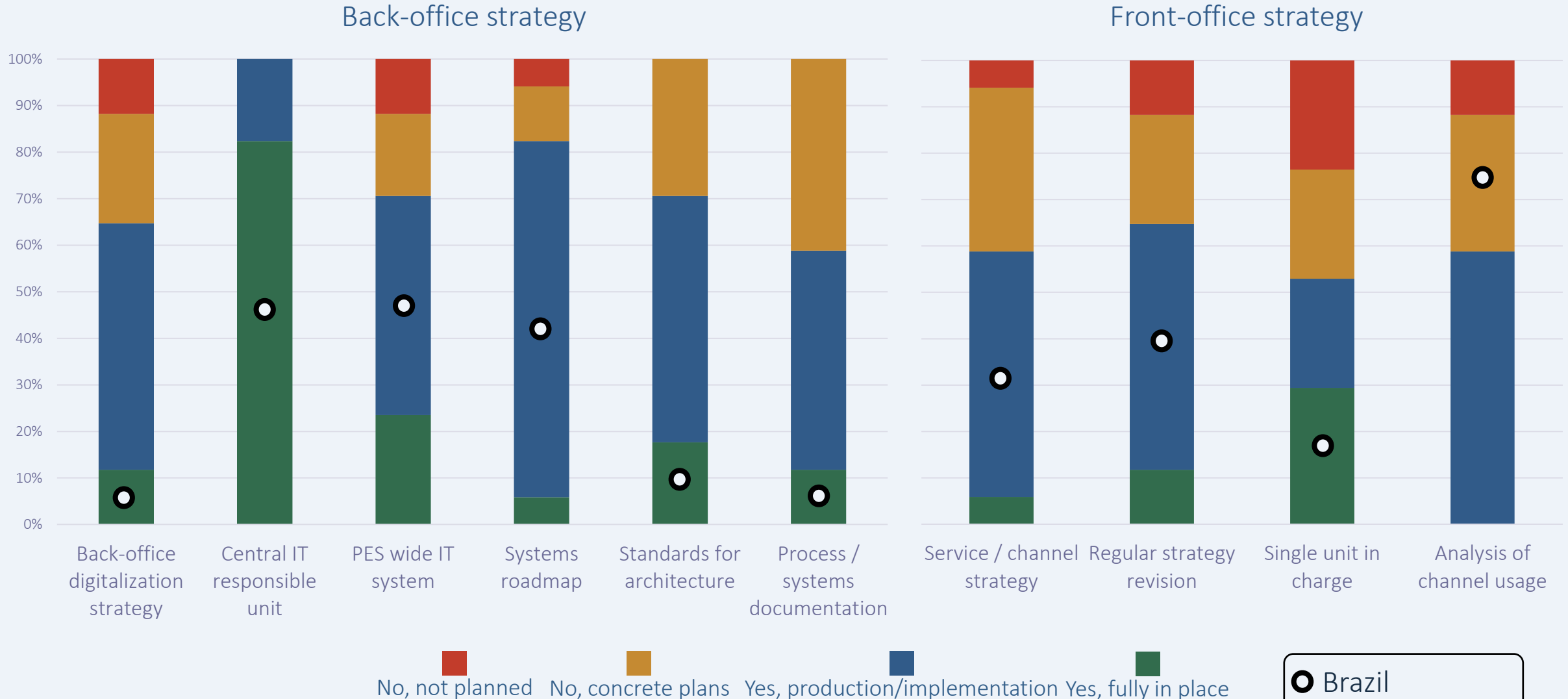
# Digital strategy

## All countries & Brazil



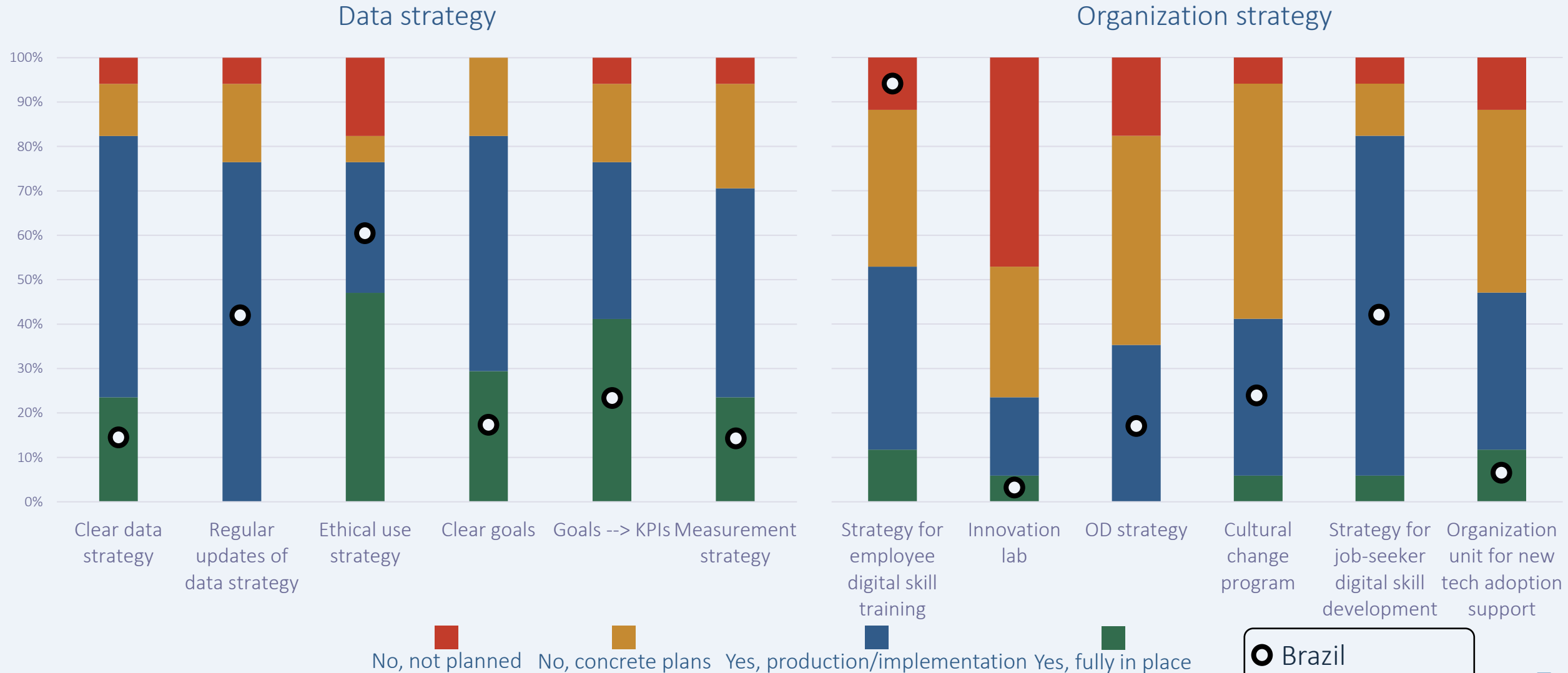
# Back-office & Front-office strategy

All countries & Brazil



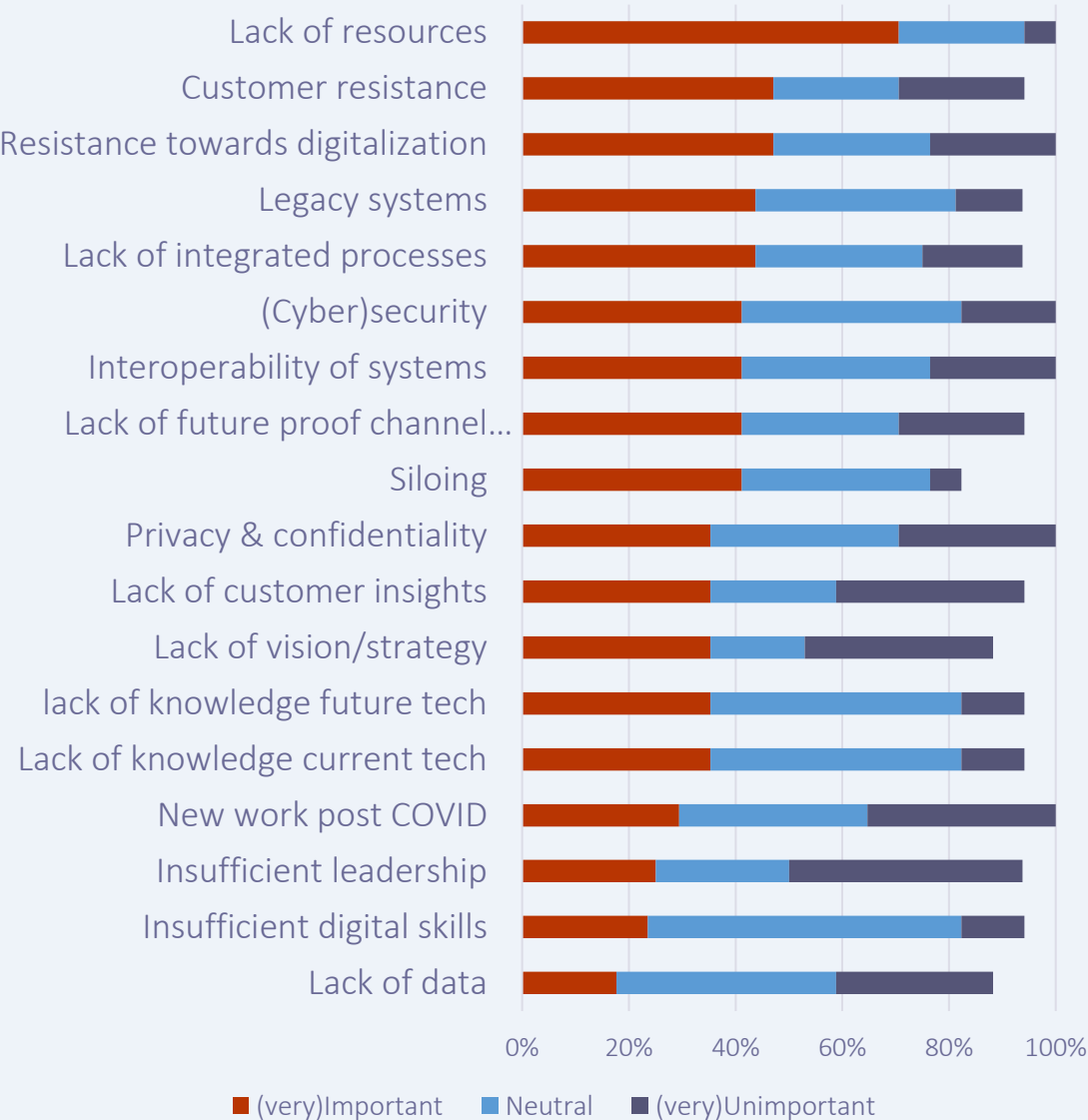
# Data & Organization strategy

All countries & Brazil



# Obstacles

## Barriers moving forward



← Most important obstacle across the region in 2022 is lack of resources, followed by the lack of a future proof channel strategy.

Lack of data is the least important obstacle, followed by the lack of digital skills.

⇒ **Brazil** lists three obstacles as very important and four as important.

These obstacles provide opportunities for the country to improve further and strengthen the maturity.

Very important	
	Lack of resources
	Lack of future proof channel strategy
	Lack of customer insights
Important	
	Siloing
	Insufficient leadership
	Interoperability of systems
	(Cyber)security



# Data and Digital in LAC PES 2022

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