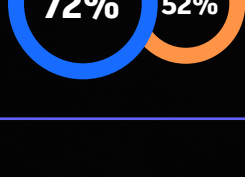


2023 STATE OF DESIGN & MAKE

# Business resilience emerges amid uncertainty

Despite an uncertain future, digitally mature companies across industries say they are better positioned to adapt to a rapidly evolving business ecosystem than those lagging in the adoption of new technologies.



72% of more digitally mature vs. 52% of less digitally mature companies say they are equipped to handle rapid change

## An unpredictable future drives investment and innovation

Leaders and experts report widespread uncertainty about the future. But they also report high levels of preparedness.

**“Over the next three years, the manufacturing industry should have three priorities: trade skill development, supply chain diversification, and standardization.”**

—Samantha Snabes, Co-founder, RE3d

### Uncertainty vs. readiness: an industry segment view

Automotive and transportation companies feel their industry is less prepared to handle global changes. Game development companies feel they are more prepared.

79%

of respondents feel the future global landscape feels more uncertain now than 3 years ago

#### Architecture, engineering, construction, and owners (AECO):

- Architecture services
- Construction services
- Energy and natural resources
- Engineering service providers

#### Design and manufacturing (D&M):

- Automotive and other transportation
- Consumer products

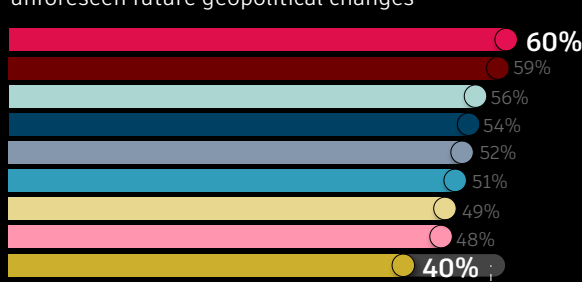
#### Media and entertainment (M&E):

- Advertising publishing and graphic design
- Film and television
- Game development

This company is well prepared to handle unforeseen future geopolitical changes



This industry is well prepared to handle unforeseen future geopolitical changes



20%

gap between automotive and transportation and game development

### Charting the future

Respondents claim the future of their companies depends on digital tools and that they plan to add new services and markets.

79%

of companies feel their future growth will depend on using digital tools and approaches

- Less digitally mature companies
- More digitally mature companies

This company is looking to add new services



This company is looking at new markets



## Preparing for future challenges is key

Digital transformation is boosting agility across industries.

**“If we’re digitized, we’re at an advantage. I think that’s going to become more and more critical as we deal with climate issues and changing environments. The places that are not digitized need to get digitized quickly.”**

—Dr. Amy Hochadel, Executive Director, Connected Places Catapult

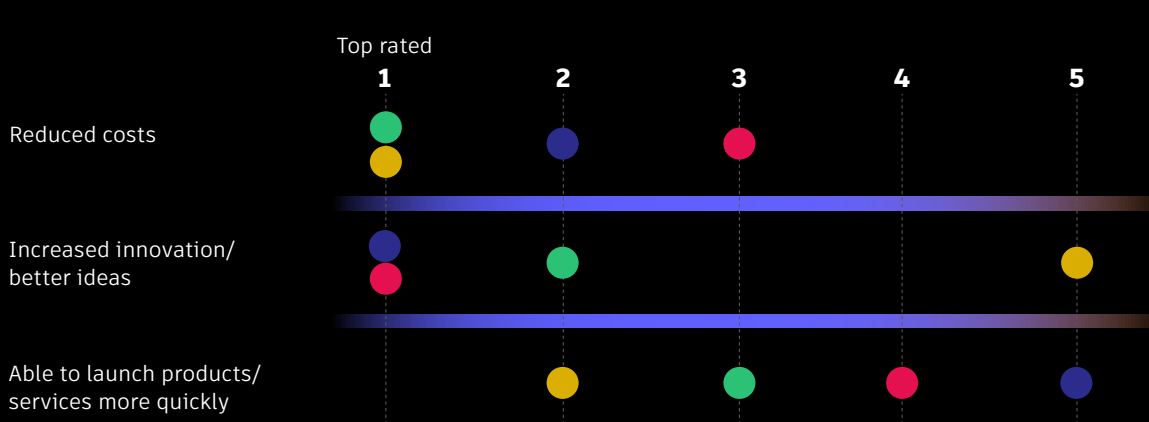
### Rating digital transformation benefits

Respondents listed reduced costs, increased innovation, and quicker launch of products and services among the top perks.

Reduced costs

were among the top 3 benefits of digital transformation across industries

- Overall
- AECO
- D&M
- M&E



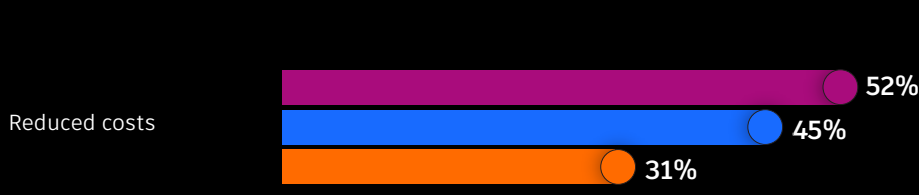
### Regional differences in digital transformation benefits

Most significantly, respondents from the Americas were more likely to report benefits from digital transformation, followed by those in Europe.

52%

of companies surveyed in North America reported reduced costs as a benefit of digital transformation

- AMER
- EMEA
- APAC



## Every company is a data company

Across industries, leveraging internal data has become an important tool in driving faster and more informed business decisions.

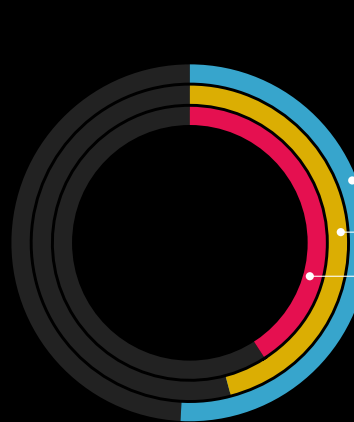
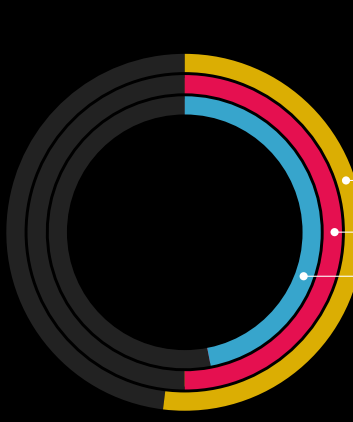
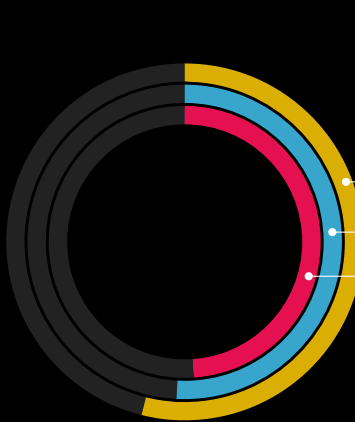
**“We have access to a lot of potentially high-value data. The challenge for organizations and the industry will be how we collectively create standards and a consistent approach to realizing that value.”**

—Megan Stanley, Manager of Technical Applications, GHD

### Data drives decision-making, product development, and collaboration

Insight into how companies are leveraging internal data

- AECO
- D&M
- M&E



## The research is clear

While business leaders and experts expect to encounter increased uncertainty in the coming years, the exceptional challenges they've already faced will help them prepare for any future.

### 2023 State of Design & Make

The first-annual State of Design & Make report presents global data for leaders who design and make places, objects, and experiences.

[Download the report](#)

