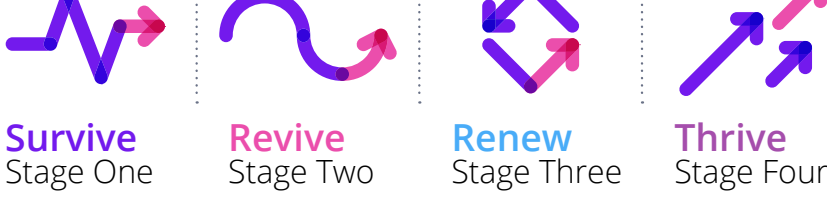


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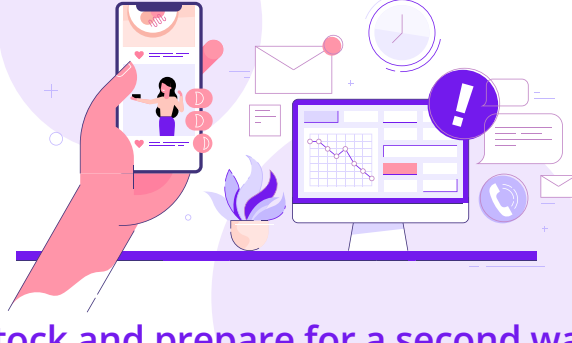
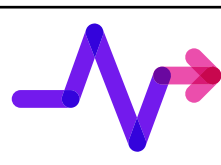


From survive to thrive in the Telecoms and Media industries: digital leadership beyond the lockdown

The Covid-19 pandemic crisis has pushed almost every business into survival mode. Omdia surveyed decision-makers from 306 UK companies – 63 of them Telecoms and Media companies - during June and July 2020 to understand their experiences of the crisis. Our analysis shows that there is now a four-stage journey to be undertaken to move from merely surviving to thriving. Strategies, objectives, and actions must fit each stage.



Survive Stage One

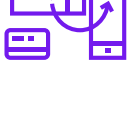
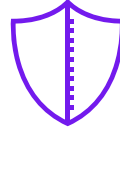


Take stock and prepare for a second wave



The majority report significant (**42%**) to moderate (43%) impact to their business

Only **17%** were prepared for Work safe, Work Smart pre-pandemic



Maintain operational effectiveness and ensure services and networks continue to **meet changing demands** of consumer and enterprise clients

Revive Stage Two

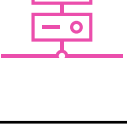


Formalize in-pandemic survival tactics and identify additional investments



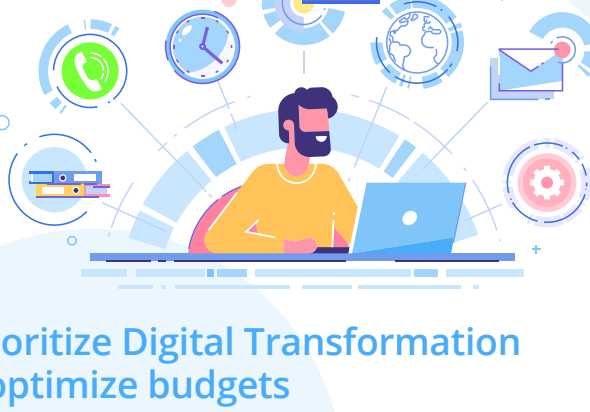
83% of large firms recognized the need to change business models and embed changes made during lockdown

75% of IT respondents cited customer engagement as the priority



A slightly higher number (**83%**) of LOBs cited the need for robust IT systems

Renew Stage Three

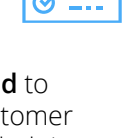


Reprioritize Digital Transformation and optimize budgets



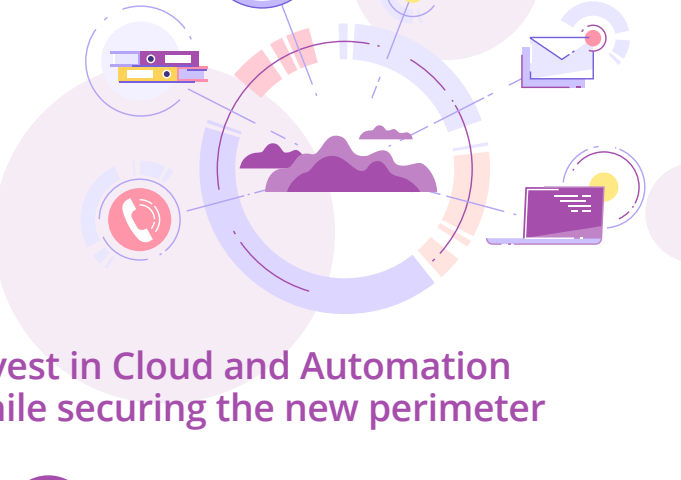
Only **17%** of large firms indicated putting DX plans on hold

51% were very focused on creating new digital products



Digital investments must be refocused to enabling remote work, omnichannel customer engagement, IT resiliency with a view to helping the business achieve results in the new and uncertain post-pandemic environment

Thrive Stage Four

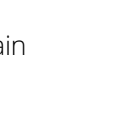


Invest in Cloud and Automation while securing the new perimeter



54% indicate increased investments in public cloud, possibly indicating a move of non-network functions and workloads to the cloud

68% indicated a desire to operationalize AI throughout the business



Customer insights (**52%**) and supply chain insights (**68%**) are key objectives

To find out more, please visit: ibm.biz/postcovidrecovery