

In Partnership with:



# From survive to thrive in the Public Sector:

## 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 – 64 of them Public Sector (PS) departments and agencies - 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



**Revive**  
Stage Two



**Renew**  
Stage Three



**Thrive**  
Stage Four

### Survive Stage One

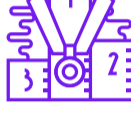


#### Enhancing citizen engagement and access is critical



Prior to the pandemic, digital progress had been patchy – only **27%** of large PS workforces had completed or were well advanced in progressing their transformation agenda

The top two focus areas for large departments and agencies are skills (**87%**), and business application platforms (**80%**)



Priority initiatives will focus on uninterrupted digital services to citizens - **69%** of managers ranked engaging customers in their top three business priorities

### Revive Stage Two



#### Review what has worked and what has not



**90%** of PS LOB managers agreed/definitely agreed that “we should have invested earlier in digital, data-driven, and cloud technologies”

Prior to lockdowns, **11%** of the PS had upwards of 60% of their staff working remotely - during the pandemic, the WFH numbers had grown to 45%,



**95%** of departments and agencies agree that cybersecurity must be strengthened because the crisis represents an opportunity for hackers

### Renew Stage Three



#### Recovery from the pandemic will place additional pressure on the need for digital capability



**67%** of LOB managers ranked changing business and operating models in their top three business priorities

**78%** of managers anticipate a significant investment in cloud infrastructure and platforms



**77%** of managers anticipate a significant investment in mobility

### Thrive Stage Four

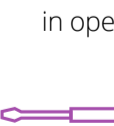


#### Prioritize goals and align them with investment



**97%** of managers agreed that increased investment in modernizing data architecture will accelerate recovery

**91%** of managers agreed that increased investment in operationalizing AI throughout the business will accelerate recovery



**45%** of PS managers rated specific functionality expertise as the top consideration for selecting an IT provider

To find out more, please visit:

➔ [ibm.biz/postcovidrecovery](https://ibm.biz/postcovidrecovery)