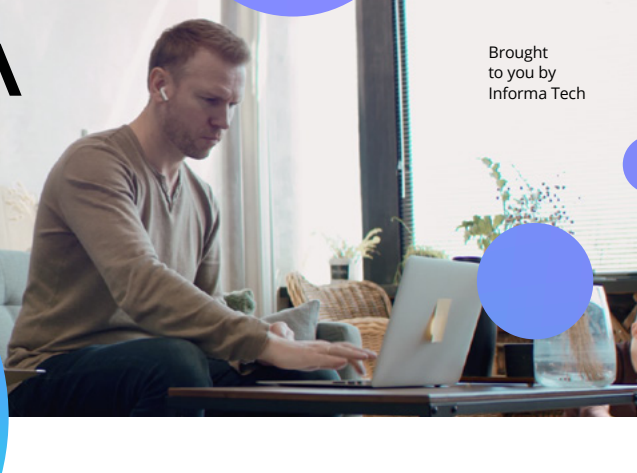
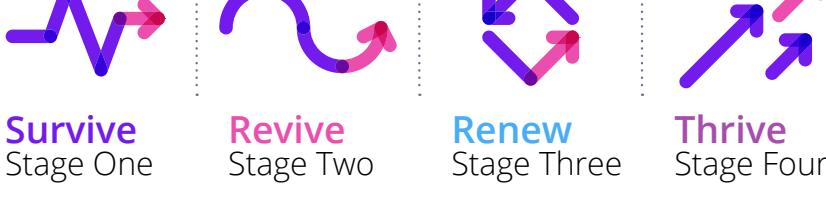


In Partnership with:



From survive to thrive: digital leadership beyond the lockdown

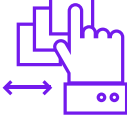
The Covid-19 pandemic crisis has pushed almost every business into survival mode. Omdia surveyed decision-makers from 306 UK companies during June and July 2020 to understand their experiences of the crisis. Our analysis shows that there is now a four-stage journey to be undertaken to move from merely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



Survive Stage One



Ensure digital readiness and resilience for an uncertain future



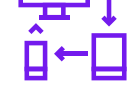
88% agreed that technology helped them to mitigate the impact of the crisis

85% of respondents made new investments in remote working



70% saw 'engaging customers anywhere' as a top priority

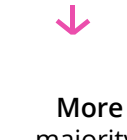
75% are investing in enhancing IT resiliency and business continuity



Revive Stage Two

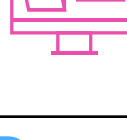
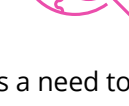


Digital preparedness is key - review lockdown measures then embed or remove



98% of companies who were in the early stages of digital transformation felt that they should have invested earlier in data-driven and cloud-based technologies

More than half of companies expect to have a majority of their employees working remotely in the future

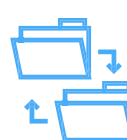


95% of companies agreed that there is a need to strengthen their cybersecurity defences

Renew Stage Three



Align architectures and platforms to new digital priorities



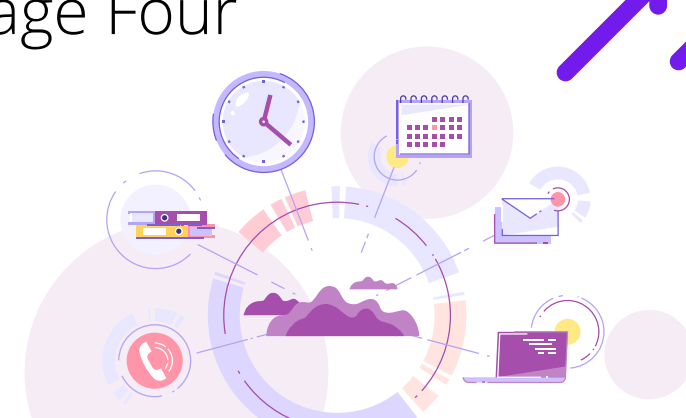
60% of organisations see changing their business and operating model as one of their main challenges beyond lockdown

48% of businesses see converting their offerings to digital as a top priority



Prior to the pandemic, 80% of companies had not fully implemented an omnichannel customer engagement strategy, but 68% of respondents will now prioritise this area

Thrive Stage Four



Align architectures and platforms to new digital priorities



36% of organisations see a lack of internal alignment as a top pain point for digital progress

Cloud has proven its value - 95% of respondents agreed that SaaS applications had benefited their organisation during the pandemic and 94% anticipate further investment to accelerate recovery



57% of businesses plan to increase investment in AI, but only 37% have made progress on the key step of modernizing their data architecture

To find out more, please visit:

ibm.biz/postcovidrecovery