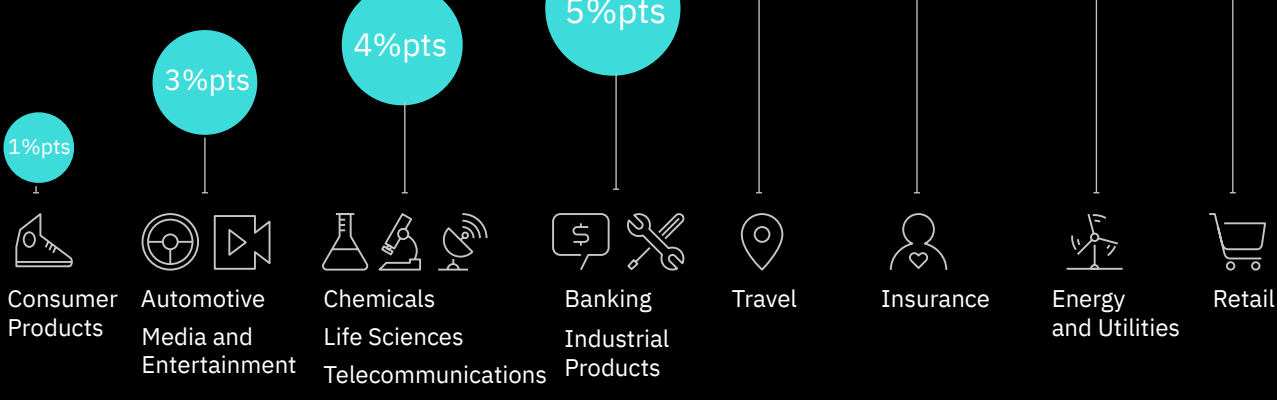




# Tech-savvy organizations are outperforming their peers during the pandemic.

## 6%pts

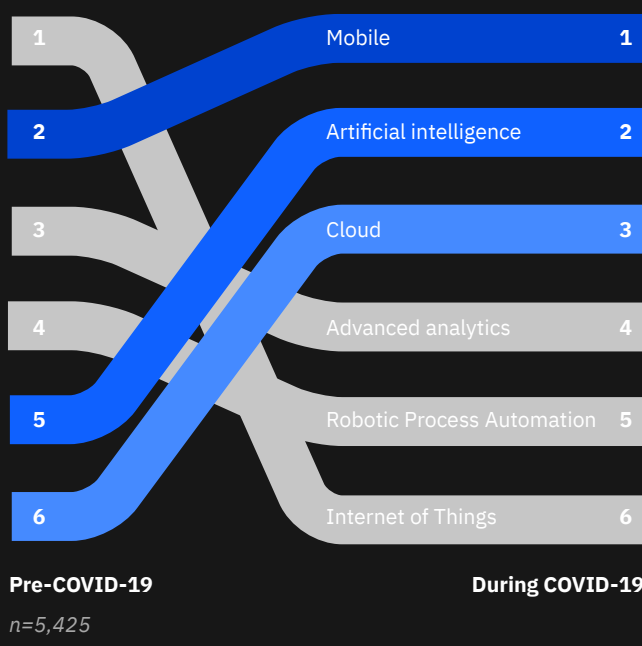
average revenue premium across 12 industries



Percentage represents the revenue growth premium between organizations with high technology adoption (cloud, AI, mobile etc.) and others in each industry. n=1,202

Across industries, the mix of critical technologies to performance contribution before and during COVID-19 has changed dramatically.

Ranking of technologies according to revenue impact



Cloud and artificial intelligence have become more important as performance differentiators.

Top performers are

## 74% more

likely to use hybrid cloud to improve security and resiliency of critical business processes

n=6,163

## 6 in 10

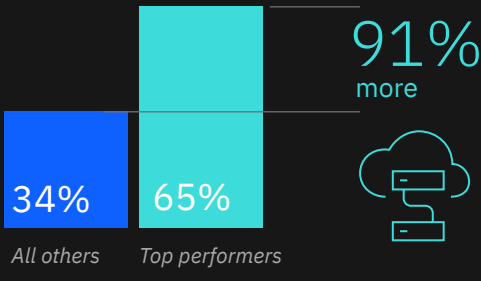
organizations adopt AI for customer satisfaction enhancement and customer retention improvement

n=6,700

## Six tech-enabled capabilities are driving success through the pandemic.

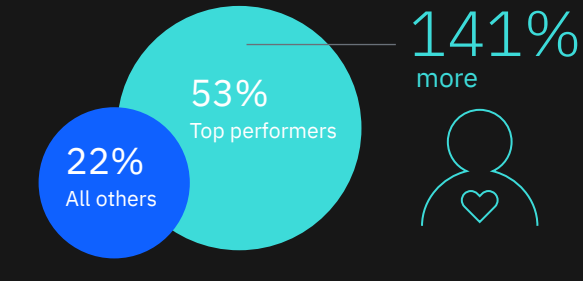
### 1. Agility and efficiency

Top performers use hybrid cloud to achieve more advanced agile development and delivery



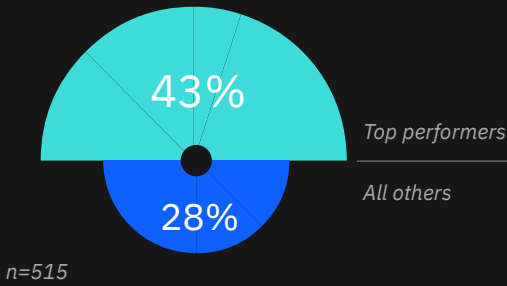
### 2. Customer engagement

Top performers employ intelligent automation to deepen customer relationships



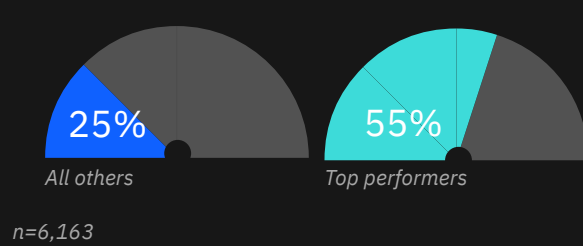
### 3. Supply chain and operations

Top performers are 54% more likely to use AI for supply chain planning



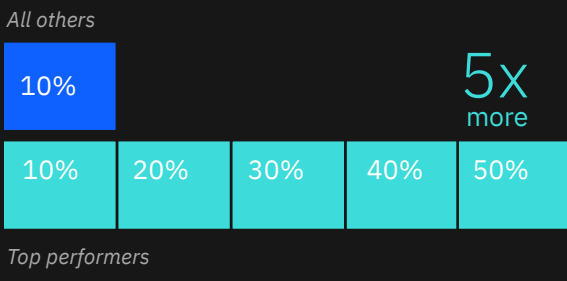
### 4. IT resiliency and business continuity

Top performers are 120% more likely to use cloud to scale on-premises IT and accommodate demand peaks



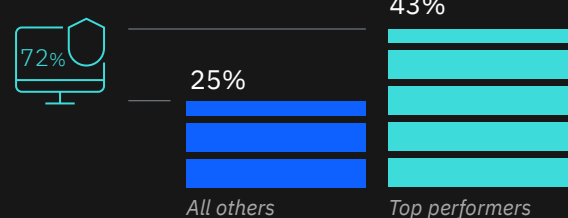
### 5. Workforce

Top performers are 5 times more likely to synthesize internal with external data to improve workforce management



### 6. Cybersecurity

Top performers are 72% more likely to use AI to gather and assess threat intelligence



Discover how breakthrough technologies are transforming industries in the midst of COVID-19.

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