



The Future in 2021: how are large businesses approaching emerging tech?

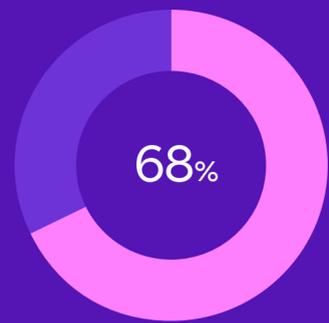
Inside tech adoption among large businesses in 2021

As part of our [The Future in 2021](#) survey, we recently sat down with leaders from large businesses (250+ employees) in the UK and discussed their tech adoption plans. From AI to 5G, we've asked them about 14 emerging technologies. And how – or if – they fit into their short and long-term business strategies. Here are some of our headline findings.

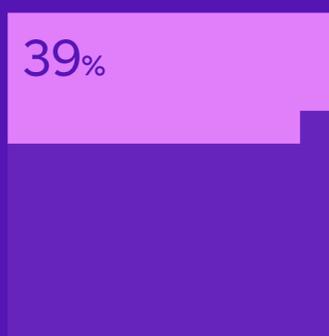
1. Large businesses are increasingly thinking about the long term

68% of our panel are planning to acquire one or more of our 14 technologies in the next five years.

After spending the past 18 months focused on short-term goals, large businesses are now looking at the next stage of their development. This is positive news. As per research from the McKinsey Institute¹ companies that plan in the long-term tend to have 47% stronger cumulative revenue growth, with less volatility, than those who don't. They're also better prepared for unexpected events.



2. Resistance to change stands in the way of tech investment



39% of large businesses indicated 'resistance to change' as their number one barrier to tech adoption.

Organisational issues are still holding many leaders back when it comes to tech adoption. But after what was touted as 'the year of digital transformation', UK businesses must be better prepared to embrace change. Large organisations have a great opportunity to start planning for their future. And put technology at the core of their plans.

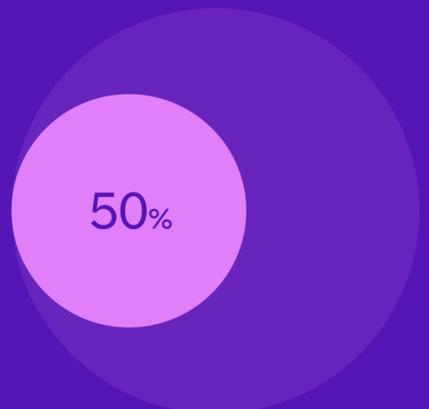
In partnership with Cisco, we've created a guide to help you do just that. Our [digital transformation playbook](#) is packed with advice on how to build a business case for new tech adoption. And includes tips on how to gain buy-in from stakeholders and engage your

¹ McKinsey Global Institute, 2017, <https://mck.co/3mbChyz>

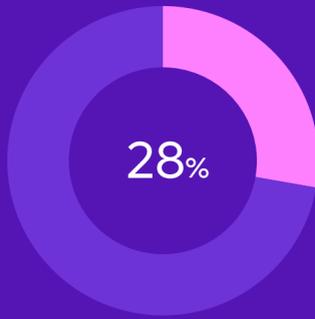
3. Large businesses are increasingly pursuing a digital transformation strategy

50% of leaders from large organisations told us that they're working on a digital transformation strategy. However, only 33% are planning to invest in one or more of our 14 technologies in the next year.

More and more businesses are recognising the importance of having a digital transformation strategy. But this doesn't always translate into investment. The fact that only a third of our panel is planning to buy technology in the next year is a potential concern. If companies want to make the best of these technologies, investment must start now. And to help them achieve that, we've created a [range of videos](#) on popular technologies like AI, 5G and cyber-security. Discover how these three can benefit your business and first steps to implement them.



4. Some still don't recognise the role of emerging tech in driving revenue



28% of large companies still don't see how emerging tech can help them drive revenues.

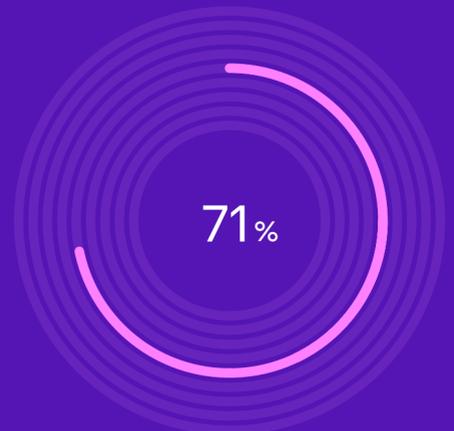
Emerging technologies are already helping thousands of businesses to increase revenues and become more efficient. According to Accenture², leading technology adopters are now increasing their revenue five times more than laggards. Our customer, construction company [Willmott Dixon](#), is a great example. We recently helped them transform their business by investing in 5G and improving their connectivity. Ultimately making them more productive and more efficient.

² from Make the Leap, Take the Lead, Accenture, April 2021 <https://accntu.re/3yUlb7zW>

5. Large businesses see cyber-security as a growing threat

71% of leaders see cyber-security as an increased threat compared to last year.

The pandemic has left many companies exposed to cyber-attacks. Large businesses in particular have become a major target, often due to the large amounts of data they deal with. As we head into the age of connectivity and hybrid working, robust security solutions are key. And that's where technology vendors and partners can help. Whether you need help choosing the right solution, or to outsource to a Managed Security Service, they're the perfect way to make sure your business is protected.



Conclusion

There is clearly a growing appetite towards short and long-term adoption of emerging technologies. Major corporations are a crucial part of the UK economy. So it's great to see them recognise the importance of tech investment. But this is just the starting point. We see that some companies are still hesitant towards digital transformation and that's where we want to help. We recently created a range of resources designed to help businesses better understand the potential of emerging technologies and how to use them.

Find out more here: <https://business.bt.com/insights/the-future-in-2021>