Research conducted by YouGov

The future in 2021

Presenting the definitive numbers and insights on how digital transformation and technology adoption has shaped UK businesses

BT

Foreword

By Ashish Gupta, Chief Operating Officer, Enterprise

For so many reasons, this has been a year none of us will ever forget.

In a period of national lockdowns and economic uncertainty, businesses across the UK have shown outstanding resilience. From start-ups to large corporations, we kept going.

Technology was, of course, central. As the global consulting firm McKinsey put it, this country leapt “five years forward in consumer and business digital adoption in a matter of eight weeks”. [1]

Now, as we tentatively look beyond the pandemic, our new ***Future in 2021*** survey shows there is a huge opportunity for businesses to look forward, and to harness the power of technology to achieve their goals.

As you read our report, I hope that one thing is clear: businesses that embrace new technologies have unparalleled advantages in both the immediate future and the long term.

This means that there are massive opportunities for those that do it first and do it well. We at BT are here to help you and your businesses be one of them.

[1]McKinsey May 2020 https://mck.co/3D1aG9f

Introduction

Over the past 18 months, British businesses have turned to digital technologies to help them cope with unprecedented new demands.

For many organisations, the short-term focus has inevitably been to keep the lights on, and keep their teams going. As such, it's technologies, tools and solutions that support flexible and hybrid working that have seen the most significant upticks in usage.

But this is just the start. Today, organisations have a huge opportunity to build on this extraordinary period of digital transformation and put new and emerging technologies at the centre of their future strategies. Those that do, can expect to receive an enormous competitive advantage.

Welcome to The Future in 2021, our landmark annual review of UK plc's adoption of emerging technologies. Created in collaboration with YouGov, this report surveyed business leaders from 1,217 companies throughout the UK. In continuity with last year, we asked them about 14 emerging technologies and how they fit into their business strategies. These included well-known technologies like 5G and Artificial Intelligence, through to lesser-understood tech such as SD-WAN (see the full list of emerging technologies on page 39).

We've divided our report into four key themes:

1.

The year of digital transformation

Over the past year, UK plc has ramped up tech adoption to cope with new demands. Under the lead of large businesses, tech investment is on the rise – though small and medium companies still lag behind.

(p5)

2.

(The need to) embrace a long-term view

Many companies have had to set aside long-term plans while operating in survival mode. But as we look to 2022, UK businesses have a lot to gain from pursuing long-term digital strategies.

(p16)

3.

Collaborating to upskill

Demand for technology specialists is growing, but availability is scarce. Improving the employee experience will be key to tackling this shortage, along with a plan to reskill and upskill the workforce.

(p23)

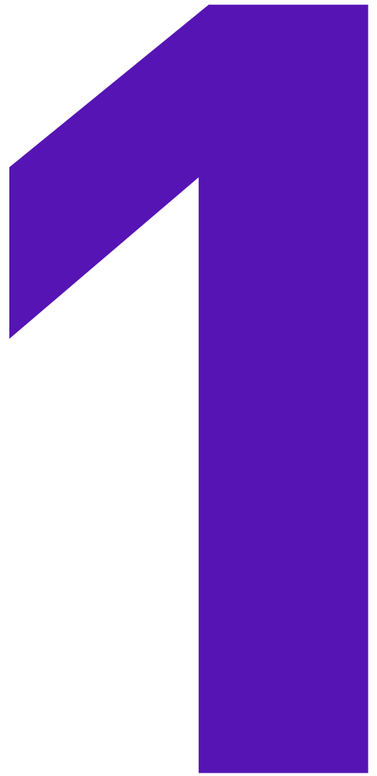
4.

Security & privacy in a digital first world

Cyber-security continues to be on top of many companies' agenda – and a key concern especially for large organisations.

(p28)

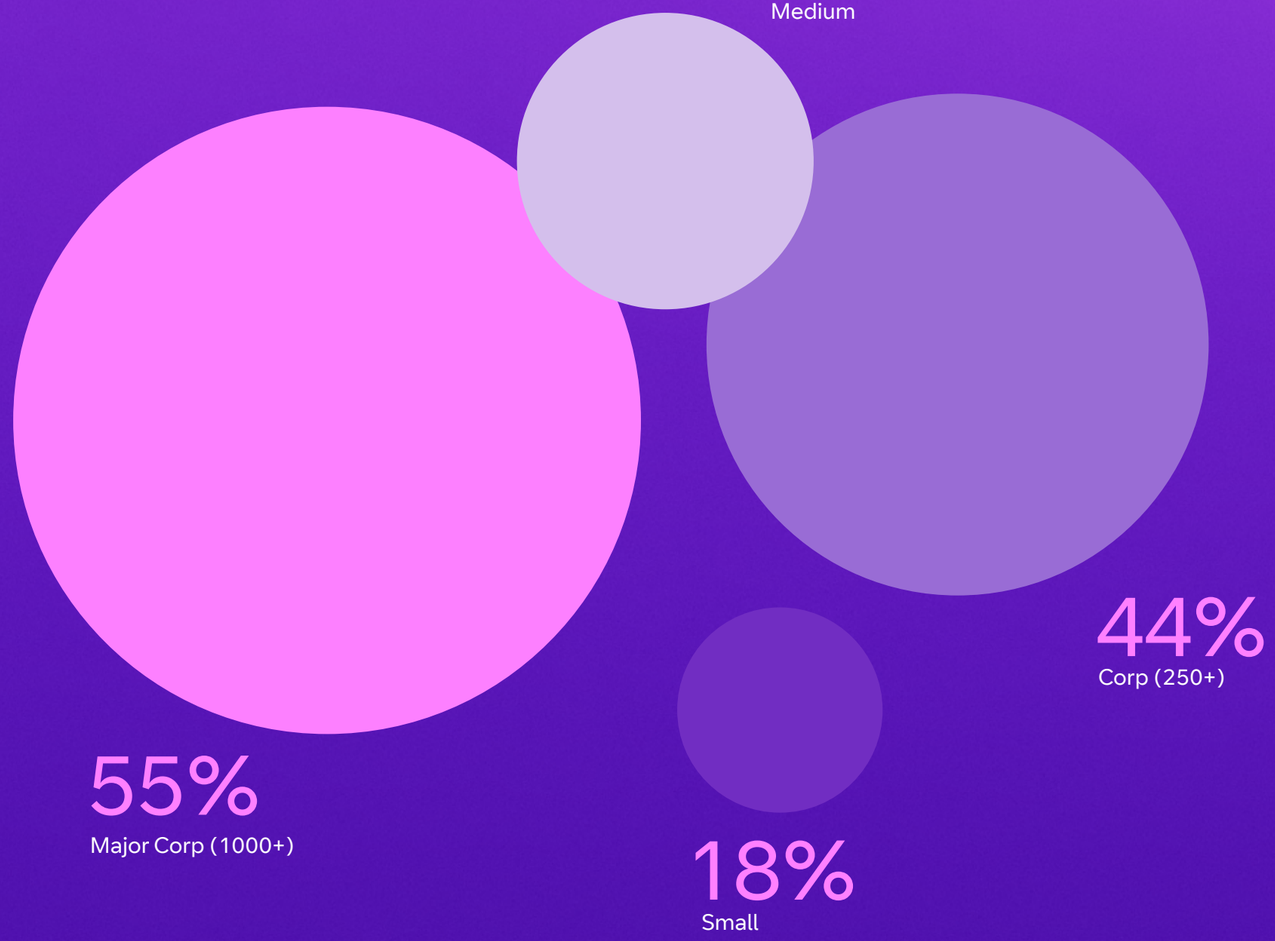
The year of digital transformation



Large businesses lead the way

Large (250+ employees) and major (1,000+ employees) corporate enterprises are driving tech adoption and investment in the UK.

Which, if any, of the following things are part of the existing technology strategy within your business?
Base: Respondents saying ‘digital transformation’



When business leaders were asked about their adoption of emerging technologies, our survey found that AI is now present in more than a quarter of all large businesses (29%) and more than a third of major corporates (38%). Penetration of 5G has increased by 12% among the biggest companies since 2020.

Adoption rates are also high among public sector leaders, 76% of which told us that they are currently using at least 1 of the 14 technologies surveyed.

Small and medium-sized companies (SMEs) however, are more hesitant. Asked about their future plans, only 22% of SME leaders told us they're pursuing a digital transformation strategy. Almost half said they're not currently using any of our 14 emerging technologies.

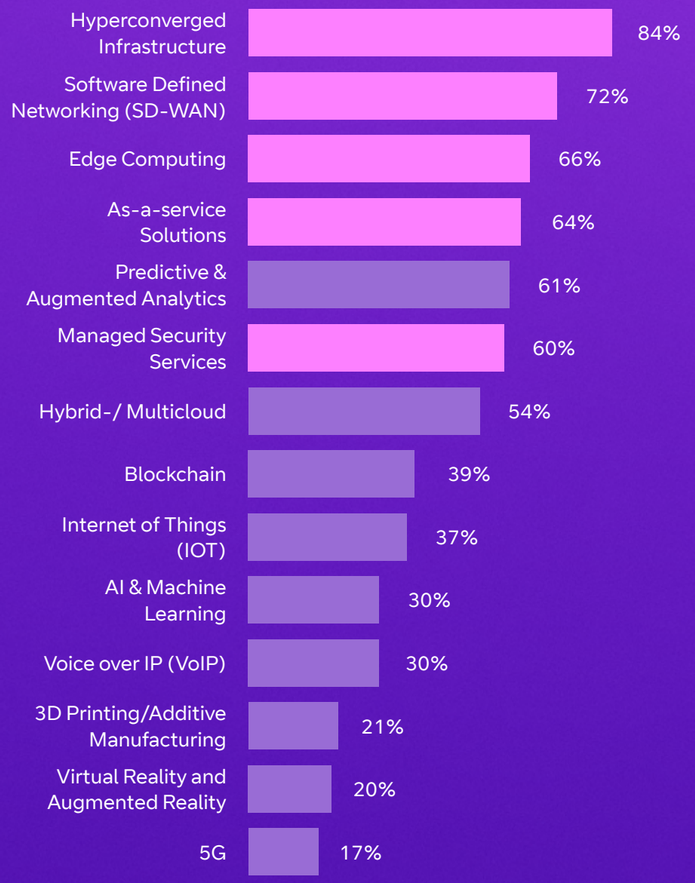
Of course, SMEs were severely hit by the pandemic. Survival has been their foremost priority and long-term thinking about tech adoption has taken a back seat. But it's here that we see perhaps the biggest opportunity.

As subsequent chapters will show, many of the organisational issues that provide challenges to bigger businesses with regards to implementing new technologies don't apply to SMEs. And those that take a lead on tech adoption will have a significant advantage.

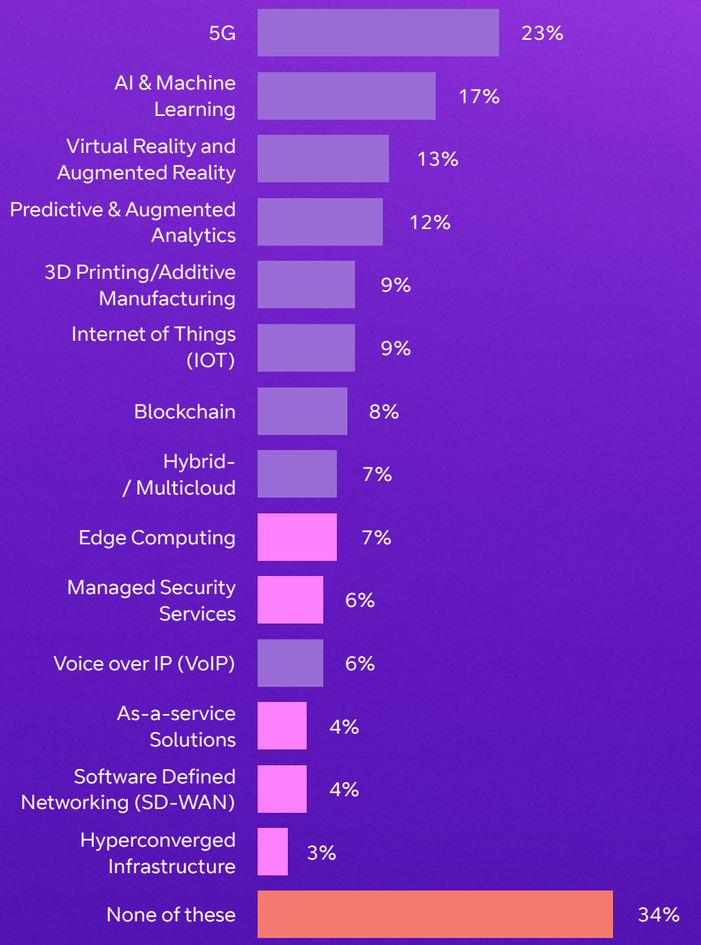
Awareness is key

What impacts tech adoption? We asked leaders which technologies they were aware of, and which they intended to acquire – and our findings emphasise the importance of tech awareness.

Tech not heard of
Base: All Respondents



Tech planning to acquire/ use in the next 5 years Base: those not using a technology



Tech blind spots

5G, the most-known of our emerging technologies, is also the most in-demand, with 7% more leaders using it or planning to use it than last year.

Adoption of 5G will continue to grow. As the roll-out continues, and more of the UK gains access to the 5G network, the uptake of 5G will increase significantly.

Concurrently, 77% of leaders who are aware of as-a-service solutions say they're currently using them, or plan to use them, in the next five years – a year-on-year increase of 6.2%. Meanwhile, more than half of leaders who understand AI are using it, or looking to do so in the near future.

But the importance of awareness is highlighted most dramatically by SD-WAN. Only 28% of our panel had heard of the technology, but of those that had, 60% have already included it in their current or future plans. Similarly, Edge Computing is known to just 34% of our leaders, nearly half of which are planning to adopt it or already use it.

Understanding the power of emerging tech gives businesses a significant advantage. A recent study of C-Suite decision makers across 12 countries found leaders of thriving businesses "were 76% more likely to keep fully up-to-date with the latest technology trends".[1]

[1]Technology Proficiency, Thoughtworks, May 2021, https://thght works/2WaKMQ4)

Understanding the power of emerging tech

Delving deeper into tech awareness, we see many leaders recognise the power of emerging tech to help them achieve their goals.

Businesses not saying the technology is 'not relevant or not right for my business'. Base: Those not using & not planning to invest.

Average % saying 'Not right or relevant' across all technologies

		2020	2021
Business Size	Small	57%	60%
	Medium	50%	48%
	Corporate (250+)	43%	41%
	Major Corporate (1000+)	32%	37%
Business Type	Public Sector	37%	35%
	Private Sector	50%	51%

35% see 5G as an enabler of flexible working, 31% say AI will help boost productivity, while 26% say VOIP can help them reduce costs.

However, many other leaders still don't see the benefits of specific technologies for their own business.

This perceived lack of relevance is particularly high among small and medium-sized companies, whose leaders were the most likely to say that technology is "not right for them" (54%). Leaders from the public sector, on the other hand, were the least likely to take this view (35%).

So why is this not the same with SMEs? Research shows that small businesses often find tech information too confusing,[2] and more can be done to support small business leaders to fully grasp these technologies' transformative potential. Because one thing the pandemic has shown us is that when a need is clearly understood, UK companies of all sizes have proven themselves adept at embracing technology to drive change.

[2] Be the Business Opinium survey, June 2020, https://bit.ly/3iXql1y

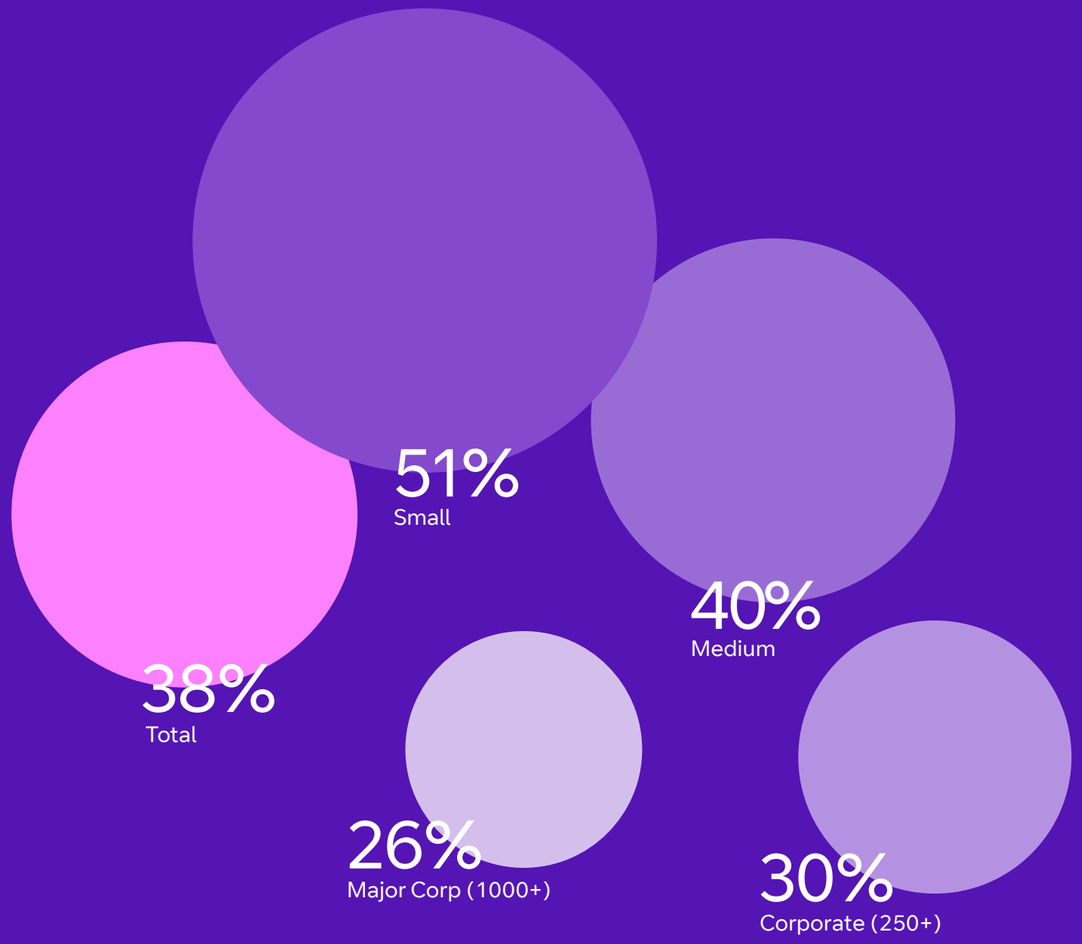
The revenue question

Leaders at major and large businesses are sold on the value of emerging tech to drive revenues. But, still under half of smaller companies see no link between emerging tech and revenue.

And which of the following technologies would help you achieve increased revenue?
Base: Increase Revenue (559)

Increase Revenue	
Virtual Reality (VR) & Augmented Reality (AR)	10%
Edge Computing	6%
Internet of Things (IOT)	13%
AI & Machine Learning	23%
Software Defined Networking (SD-WAN)	4%
5G	10%
Voice over IP (VoIP)	9%
As-a-service Solutions	14%
Blockchain	9%
Predictive & Augmented Analytics	14%
Hyperconverged Infrastructure	3%
Managed Security Services	8%
Hybrid-/ Multicloud	9%
3D Printing/ Additive Manufacturing	8%
Other	8%
None of these	38%

Businesses saying that none of the technologies would help them increase revenue.
Base: Respondents saying 'Increase Revenue' is a top business priority next year



This is where government, vendors and a partner ecosystem can help. The Government's Help to Grow: Digital scheme is launching in Autumn 2021, aiming to help SMEs see the value in investing in technology for their future and support investments.

And it's not just a case of raising awareness and educating companies on the use of technology, but also supporting them with implementation. According to LinkedIn research,[3] more than 40% of tech buyers across EMEA take more than a year to buy new technology.

Stronger collaborations between vendors, government and third parties will play a key role in persuading more companies to invest in new technologies.

[3] LinkedIn, The Age of Agility, December 2020, https://bit.ly/3zcsPPn

Overcoming organisational issues

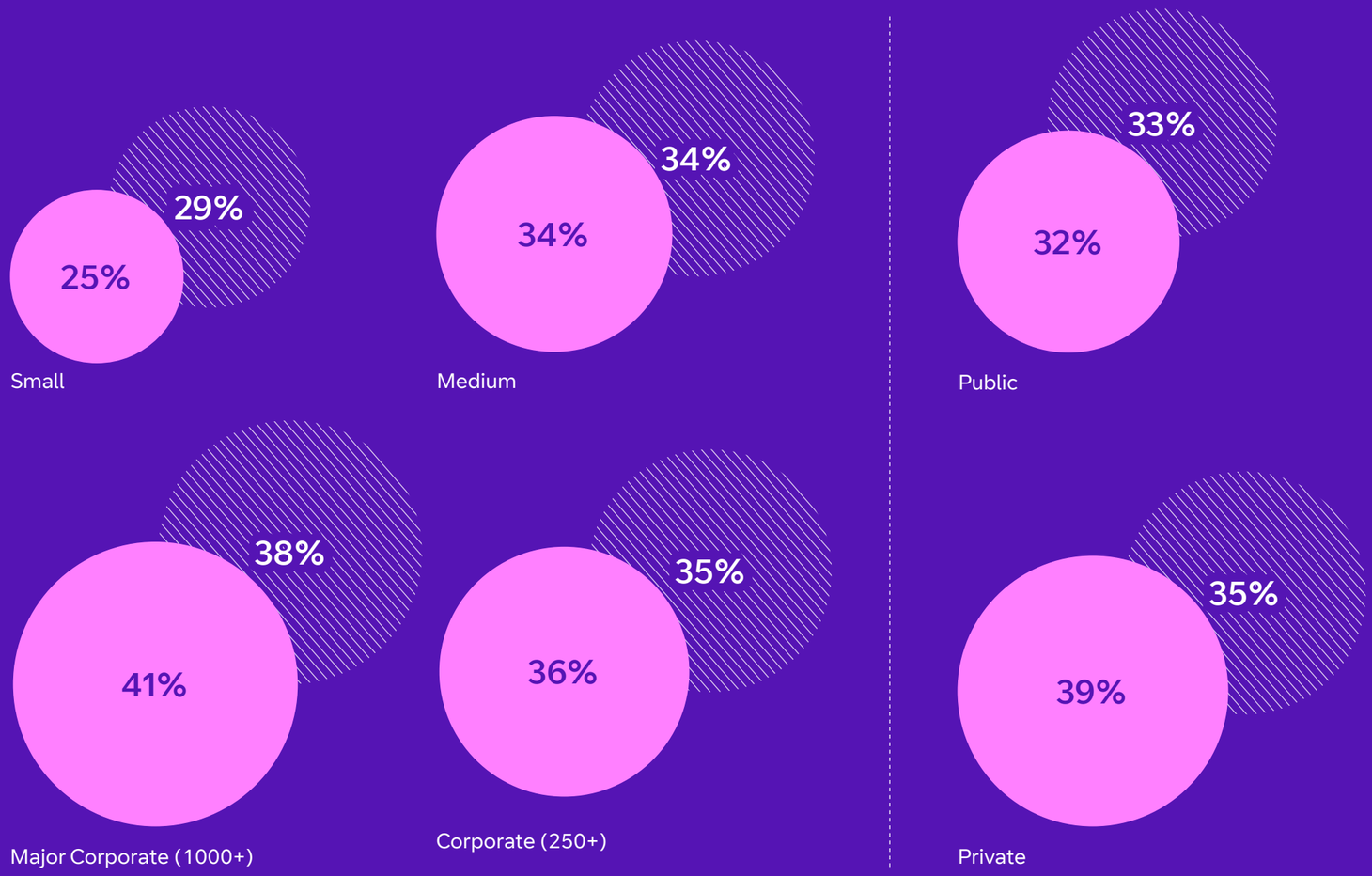
Beyond awareness, our survey also throws up some other key challenges that prevent organisations from realising the power of transformational technologies.

#1 Business Challenge

34%
Resistance to change

#2 Business Challenge

34%
Insufficient internal skills



Insight

Tech acquisition must be coupled with organizational change. Having the right people and processes in place can unlock transformation.

Asked to identify the biggest challenge they face when implementing technology, 34% answered ‘resistance to change’.

We find that the larger the business, the greater the ‘resistance to change’. This was flagged by 41% of our respondents from major corporates, likely because bigger companies tend to have more complex technology challenges, and pressure to deliver ROI is intensified.

With SMEs, on the other hand, ‘resistance to change’ drops to 29%. Looking ahead, there is great scope for them to use this advantage to drive forward future change and lead the way in tech adoption.

More broadly, UK businesses have a great opportunity to tackle these organisational issues at their core. They can do so by upskilling their workforce and further educating them on the benefits of emerging technologies – ultimately creating a culture of innovation and tech proficiency that will foster more positive change.

Discover our key findings for SMEs.

If you want to learn more about how SMEs are approaching tech adoption, we’ve put together an infographic that highlights our key takeaways from the survey.

Read more here.

(The need to) embrace a long-term view

2

Time to embrace long-term investment

Business leaders are recognising how emerging technologies can help them reach their goals. Almost a third see how AI can help increase productivity, while 29% see how AR and VR can optimise customer experience.

22%
Don't currently use any emerging tech

34%
Don't plan to invest in the next 5 years

	Increase Revenue	Reduce Operational cost	Improve Productivity	Optimise Customer Experience	Hybrid/ Flexible Working
Virtual Reality (VR) and Augmented Reality (AR)	10%	12%	14%	29%	10%
Edge Computing	6%	7%	9%	7%	7%
Internet of Things (IOT)	13%	12%	18%	20%	15%
AI & Machine Learning	23%	20%	31%	31%	11%
Software Defined Networking (SD-WAN)	4%	11%	8%	6%	9%
5G	10%	15%	26%	25%	35%
Voice over IP (VoIP)	9%	26%	21%	22%	35%
As-a-service Solutions	14%	16%	12%	10%	6%
Blockchain	9%	9%	6%	10%	6%
Predictive & Augmented Analytics	14%	14%	12%	18%	8%
Hyperconverged Infrastructure	3%	6%	3%	2%	4%
Managed Security Services	8%	12%	8%	9%	13%
Hybrid-/ Multicloud	9%	15%	12%	13%	22%
3D Printing/ Additive Manufacturing	8%	13%	17%	12%	7%
Other	8%	8%	11%	9%	8%
None of these	38%	30%	24%	20%	20%

1st
2nd
3rd

However, this does not always translate into investment – more than a third of business leaders have no plans to invest in emerging tech in the next five years.

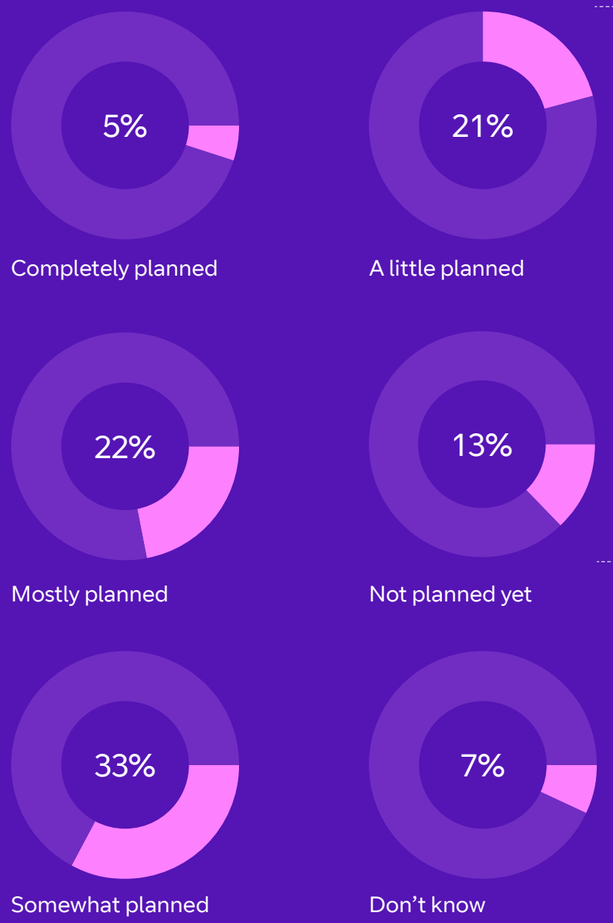
Why? Undoubtedly, the pandemic and Brexit are heavily impacting cash flows. A survey recently saw 67% of respondents wanting to increase investment in technology, though 56% warned that the current economic crisis is standing in the way.[4]

Additionally, many companies are focussed primarily on short-term goals because of shareholder interest. In a recent survey, 70% of executives claimed that their CEOs would sacrifice long-term growth for short-term financial goals.[5] Despite these challenges, as we emerge from the pandemic, long-term investment needs to ramp up. In 2020, the cost of short-termism to S&P 500 companies has been found to be as high as $79bn a year in forgone earnings.[6] UK plc has a lot to lose from waiting around.

[4] Sage, Investing for Recovery, September 2020, https://bit.ly/3iUuCTg
[5] As reported in the FT, February 2021, https://on.ft.com/3xS0QTx
[6] CFA Institute, September 2020, https://on.ft.com/3xS0QTx

Encouraging signs of long-term thinking

If our survey shows that there has been a gap over the past year between leaders seeing the benefits of emerging tech, and choosing to invest in it, then it also shows reasons to be optimistic about tech investment in the future.



How planned is your technology investment strategy for the next 5 years? Base: All Respondents

Net: Little or Not planned

Business Size	Small	53%
	Medium	33%
	Corporate (250+)	24%
	Major Corporate (1000+)	24%
Business Type	Public Sector	35%
	Private Sector	31%
Industry	Construction, Real Estate	29%
	Retail	38%
	*Hospitality and leisure	51%
	Accountancy,legal, media, marketing, advertising, PR & sales	38%
	IT & Telecoms	29%
	Medical & health services, education	38%
	Hybrid-/ Multicloud	9%
	*Transportation & distribution	40%
	Other	38%

*Base size <50 respondents

More than two thirds of the leaders we interviewed have told us they have a fully, or somewhat, planned tech strategy in place for the next five years.

The previous 12 months have been focused on survival and keeping the lights on. And it's extremely heartening to hear that much of UK plc is now focused on the next stage of their tech development.

Of course, a significant portion of UK businesses aren't there yet. More than 30% of the business leaders we spoke to said they had little or no five-year plan in place. Again here, that number skews mostly towards smaller businesses. That's where we will see the value of a partner and vendor ecosystem that can help SMEs make sure they have the investments and strategies in place to ensure they emerge strongly into the next few years.

Find out more on large corporates

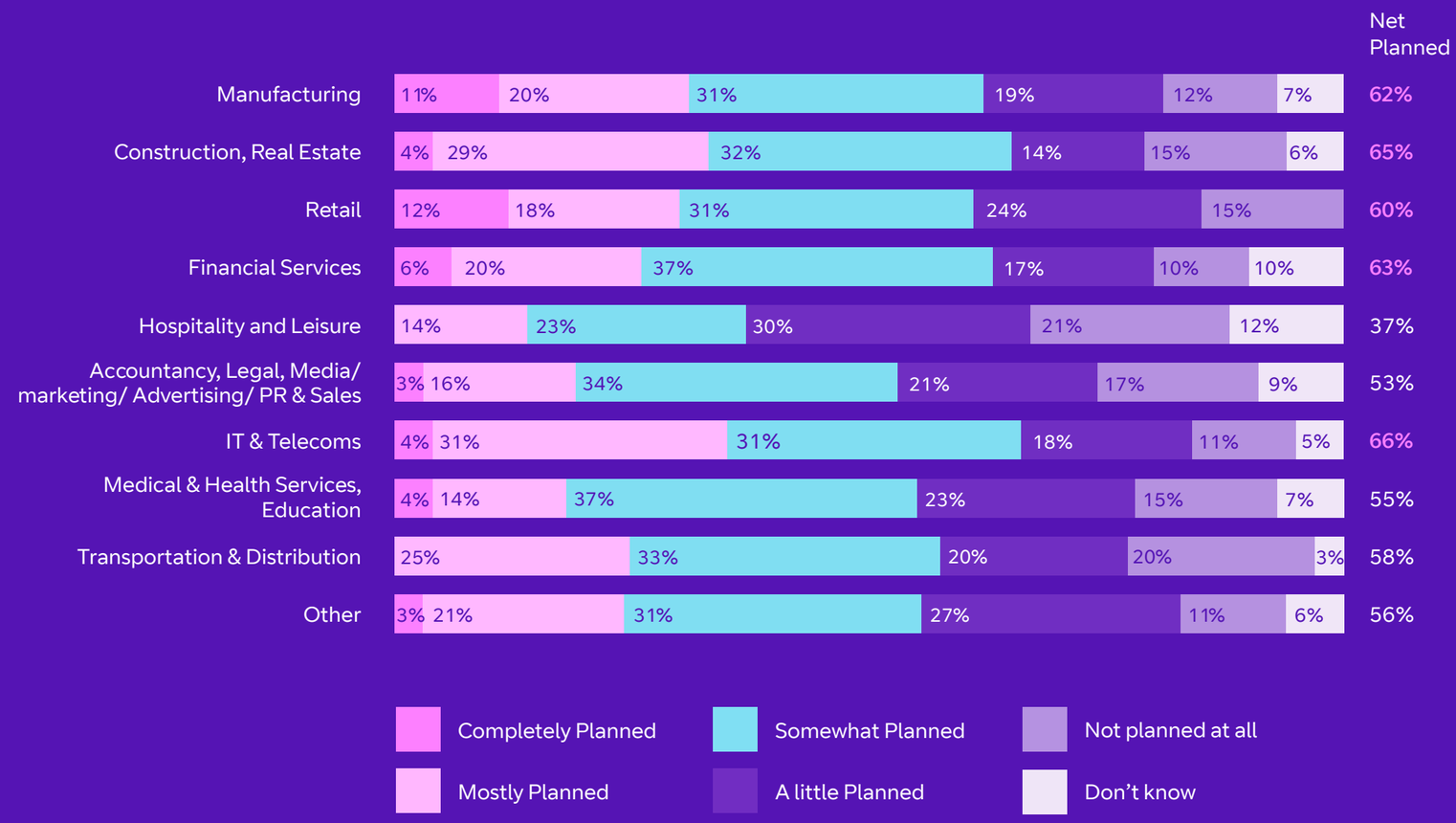
Want to know more about large companies and how they're approaching tech?

Take a look at our infographic for further analysis and key takeaways.

IT & Telecoms sector leads the way in strategy planning

Narrowing in on different sectors, we found leaders across a range of industries reported they were well underway with their technology investment strategies.

How planned is your technology investment strategy for the next 5 years? Base: All Respondents



More than 60% of leaders across IT & Telecoms, Construction, Financial Services, Retail and Manufacturing told us their strategies for the next five years were fully or somewhat planned.

These same sectors are pushing ahead with tech investments too – with more than 70% of leaders from each planning to invest in new technologies over the coming years.

These are welcoming signs from a range of industries that were heavily impacted by the pandemic, but which are clearly proving determined to move on.

Collaborating to upskill

3

The importance of hiring technology specialists

Businesses are increasingly eager to build their workforce around technology specialists.

But this is easier said than done. Many leaders see ‘insufficient internal skills’ as their main challenge for the next five years, with skills gaps appearing particularly in the areas of ‘system integration’, ‘technical architecture’, and ‘cyber-security’.

System integration #1 challenge for:

Small
Medium
Private

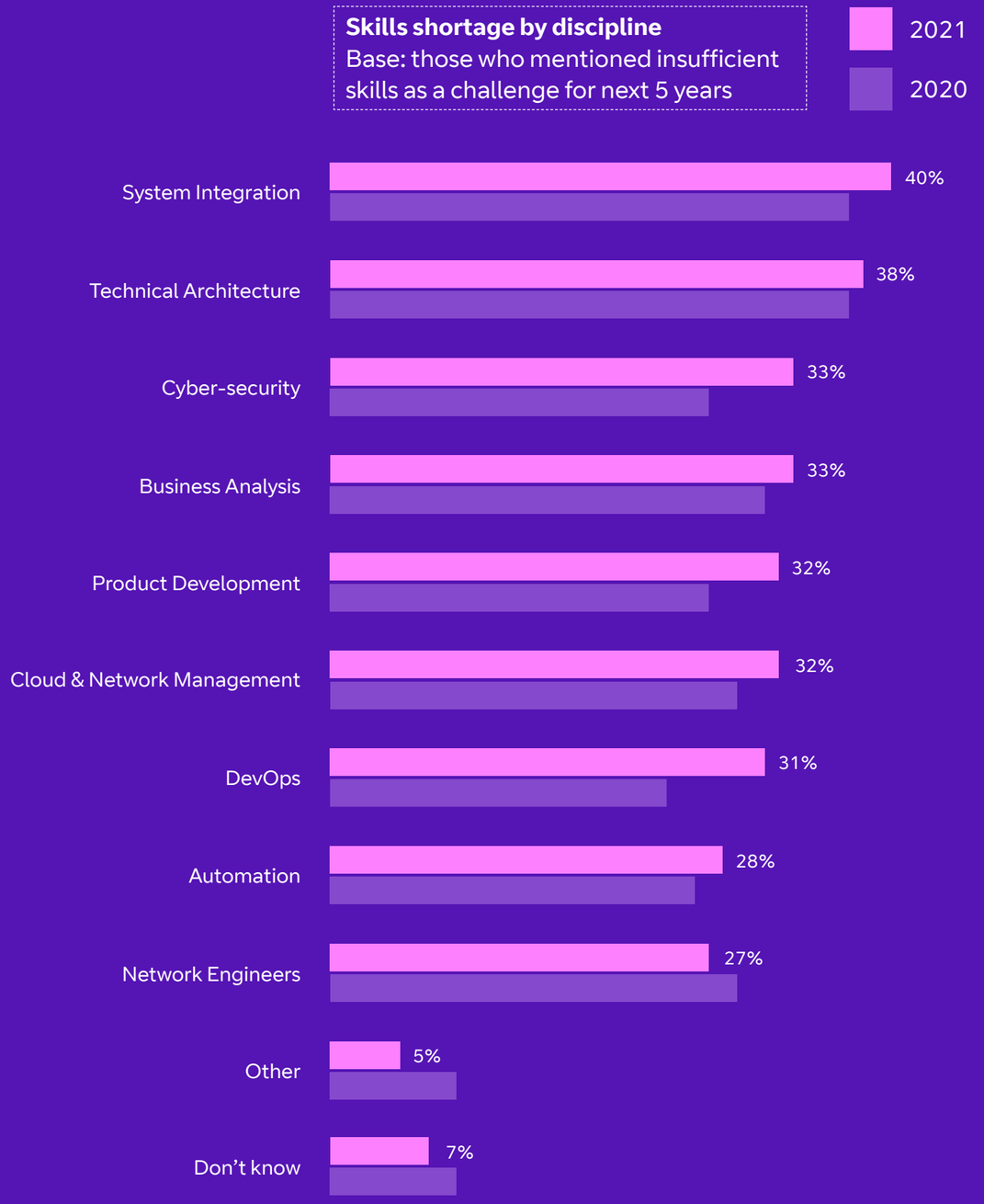
Technical architecture #1 challenge for:

Major Corporate 1000+
Public

Cyber-security #1 challenge for:

Corporate 250+

Skills shortage by discipline
Base: those who mentioned insufficient skills as a challenge for next 5 years



And hiring the right people is challenging. As the Institute of Directors reports, many companies claim Brexit is making things harder when it comes to hiring.[7] In July this year, the CBI even called on the government to relax its immigration policy to attract more foreign professionals – highlighting their importance in supporting the country's recovery.[8]

The UK Commission for Employment and Skills points out that 518,000 extra workers will be needed to fill the roles available for the three highest skilled occupational groups in the digital sector by 2022.[9]

[7] Institute of Directors, June 2021, https://bit.ly/37RGBdS
[8] CBI, July 2021, https://bit.ly/2UjZCCC
[9] [1] UK Tech Competitiveness Study, May 2021, https://bit.ly/3yMPXn8

The digital skills gap is growing among SMEs

31% of SMEs are facing a shortage in technological skills. A lack of skilled personnel can be challenging for any business, but challenges often create great opportunities.

The Skills for Tomorrow initiative is designed to support SMEs and help develop their digital skills, seeing small and medium businesses improving their employee experience with technology.

Find out more here.

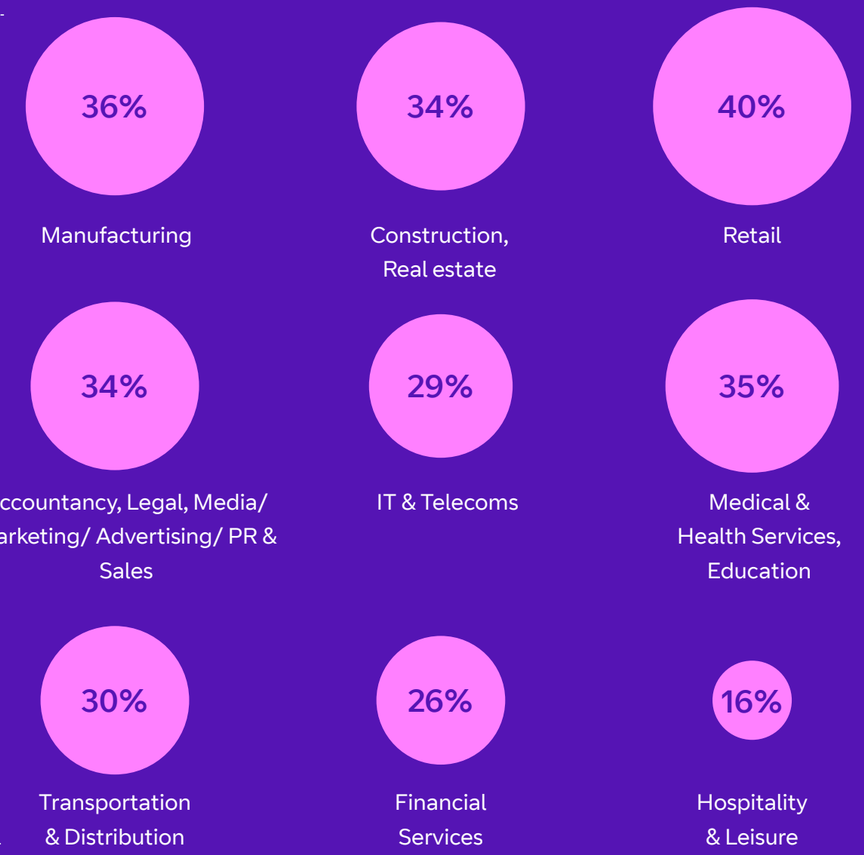
An opportunity to rethink the employee experience

Emerging from the pandemic, many employees are reassessing their priorities and UK businesses have to ensure employees feel supported and inspired both in and out of work. In a recent Microsoft survey, 54% stated they were overworked.[10]

[10] The Next Great Disruption is Hybrid Work, Microsoft, 2021, https://bit.ly/2UIV2y8

Thinking back to your technology strategy and business objectives, which, if any of the following things will present challenges for you over the next 5 years?
Base: Respondents saying 'insufficient internal skills' was a business challenge

Industries that reported 'insufficient internal skills' as a key business challenge.



The 2020 CBI Tech Tracker[11] found a rise in investments in innovation and new tech can improve engagement and boost company culture through training, wellbeing seminars and team activities.

Encouragingly, our survey found that three of the industries that reported the greatest challenges with regards to skills shortages – Manufacturing, Construction & Real Estate and Retail sectors – were also three of the best prepared with regards to their long-term tech investment strategies.

Employers must rethink the entire employee experience – as means to both retaining staff and plugging the growing skills gap that our survey has revealed. Technology may well be the way to do so. We've already seen just how important collaborative technologies continue to be in enabling flexible and effective hybrid working.

[11] CBI Tech Tracker 2020, https://bit.ly/37OEqIi

Security & privacy in a digital first world

4

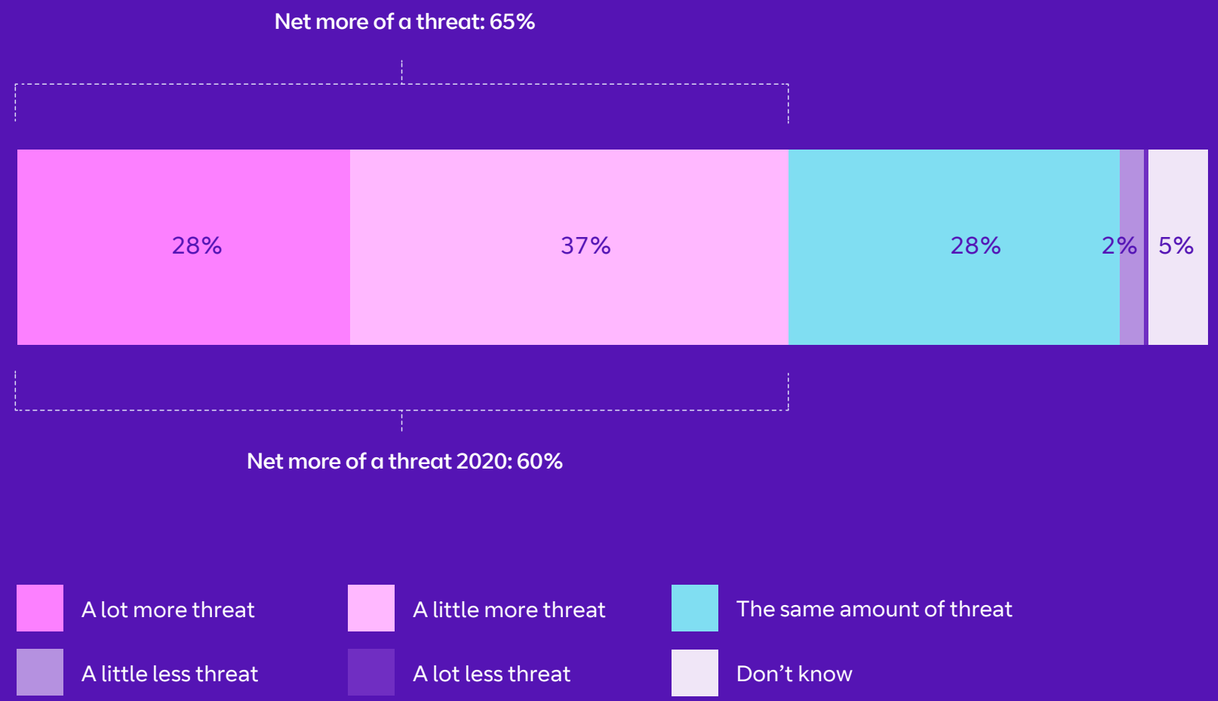
Cyber-security remains high on UK plc's agenda

Cyber-security continues to be seen as a major threat by most of UK plc, with 65% of our panel claiming the threat has increased since 2020. Interestingly, this is even higher among our public sector panel at 69%.

How would you describe the cyber security threat level compared to one year ago?
Base: All Respondents

2020 vs 2021: More of a threat (NET)

		2020	2021
Business Size	Small	55%	54%
	Medium	58%	64%
	Corporate (250+)	59%	72%
	Major Corporate (1000+)	66%	70%
Business Type	Public Sector	64%	69%
	Private Sector	57%	63%



Many respondents blame this trend on the pandemic. Global workforces have been forced to use personal and work-provided devices on home networks, which have been heavily targeted by hackers.

IBM research revealed that the average cost of data breaches has grown by almost 10% globally since 2020, going from $3.90m to $4.67m in the UK alone.[12]

Larger companies are most concerned about cyber-threats (71% said so), overwhelmingly seeing it as an increased threat – compared to 58% of SMEs. This might be because the cost of a data breach is much higher for businesses with 10k-25k employees than for other organizations.[13]

On the other hand, it could be an issue of awareness – that smaller businesses perceive the threat as less severe, and are therefore not as attuned to the dangers cyber-criminals pose.

[12] IBM, Cost of a Data Breach Report 2021, July 2021, https://ibm.co/2W6tZ04
[13] IBM, Cost of a Data Breach Report 2021, July 2021, https://ibm.co/2W6tZ04

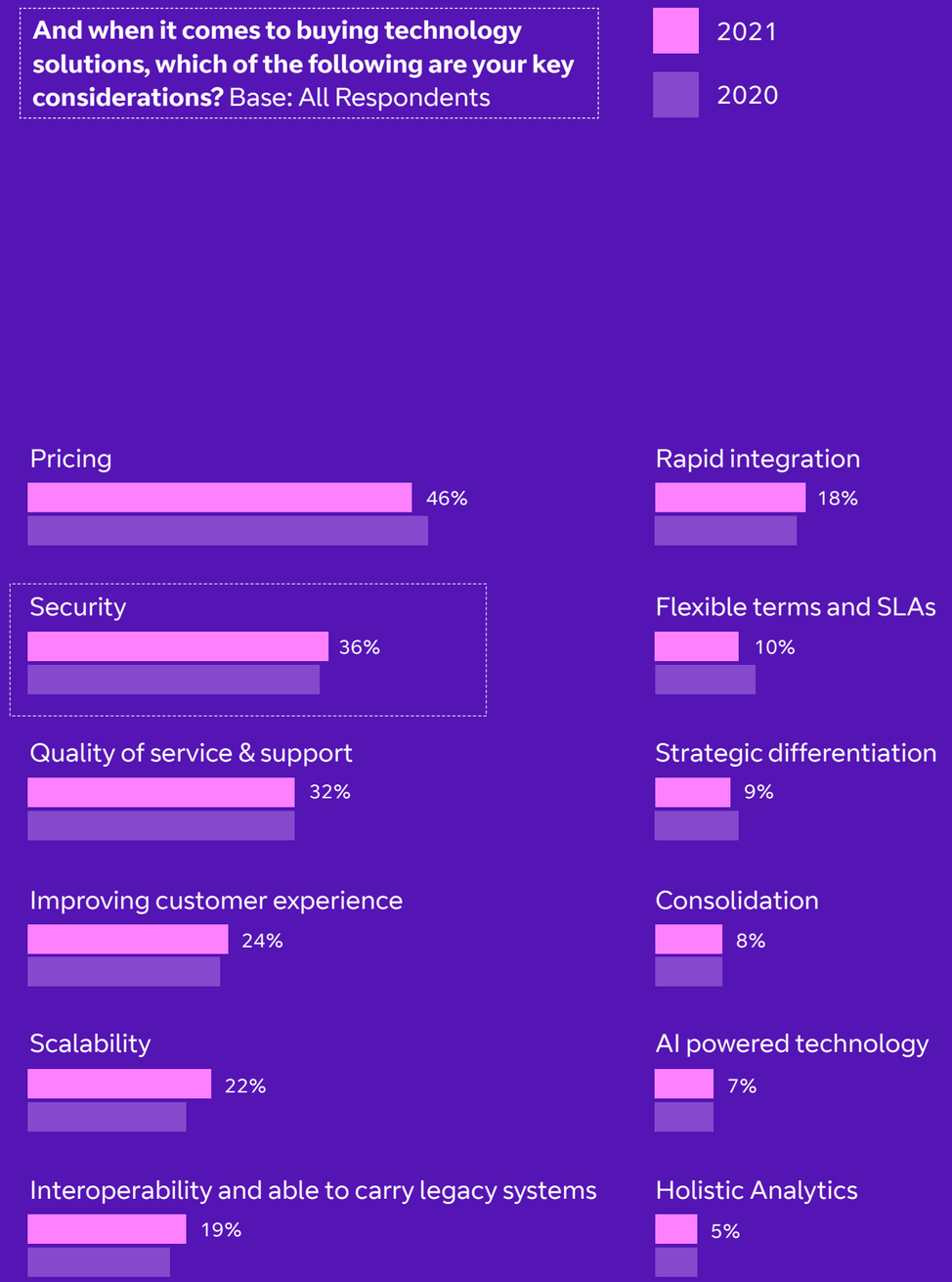
When it comes to buying tech, security is a key factor

Security may well be seen as a major threat by many UK businesses, but when it comes to purchasing technology, security remains the number 2 consideration, after pricing.

2020 vs. 2021: % who chose 'Security'

		2020	2021
Business Size	Small	34%	28%
	Medium	35%	36%
	Corporate (250+)	32%	36%
	Major Corporate (1000+)	40%	43%
Business Type	Public Sector	36%	42%
	Private Sector	34%	34%

And when it comes to buying technology solutions, which of the following are your key considerations? Base: All Respondents



Asked about the considerations they make when buying technology, 36% responded with security.

While it's good to see that many recognise its importance, the fact that 64% of our respondents don't see it as a key consideration is a potential red flag. Security must become increasingly involved in all parts of a business, heavily influencing investment, resilience and future strategies. According to PWC, 50% of organisations believe that cyber-security will be considered in every business decision – an increase of 25% on last year.[14]

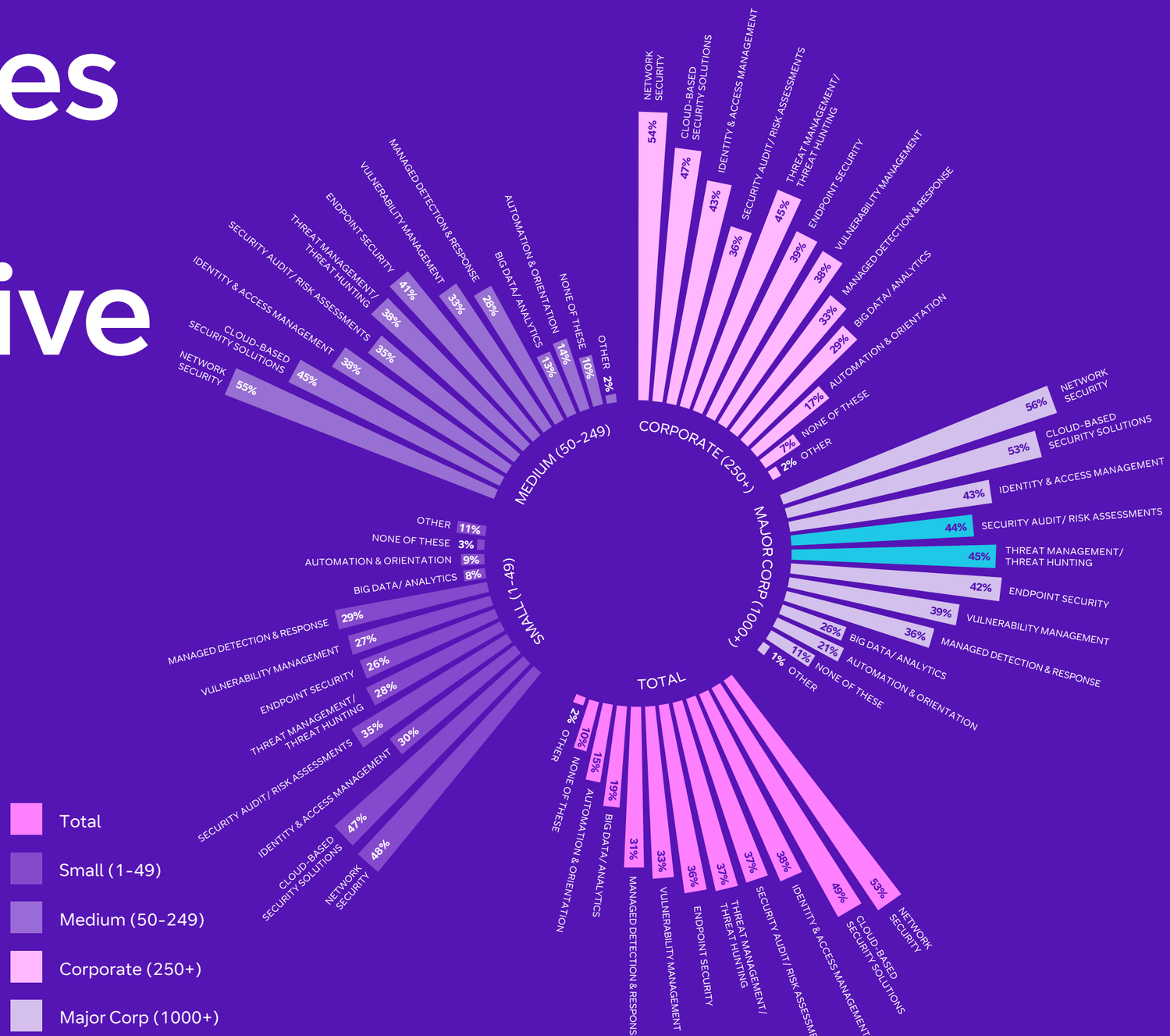
We've found that this is often the case when it comes to major corporations, but not as much for SMEs. 31% of SMEs mentioned security as their key consideration. This represented a year-on-year drop by 3% and a significant gap with the 43% of larger companies. The fact that small companies are also the least concerned about security - while also highly exposed to it - is concerning.

[14] PWC, October 2020, https://pwc.to/2UrxfT4

Big companies are taking a more proactive approach to security

Major corporations are leading the way in the cyber-threat response by adopting proactive, offensive technologies.

Which solutions and services do you see playing a role now in managing cyber-security threats? Base: All Respondents



While overall, network security and cloud-based solutions emerged as the top two security solutions, 44% of large businesses showed interest in audits and 45% in threat hunting.

Overall, IT & Telecoms respondents were the most likely to recognise the importance of tech solutions and services in managing cyber-security threats. This highlights the need for further education for businesses outside of IT, many of which remain unaware of the latest ways technology can help them tackle security issues.

In addition, we found some sectors have a more offensive, proactive approach to cyber-security than others. 55% of leaders in IT & Telecoms, 41% of Retail, and 40% of Accountancy, Legal, Media (which include marketing, advertising, and PR & sales) are using threat management and threat hunting as their top solutions.

This contrasts with just 27% of respondents among the Medical & Health and Education sectors, which instead gravitate towards more traditional measures, such as network security and cloud-based solutions.

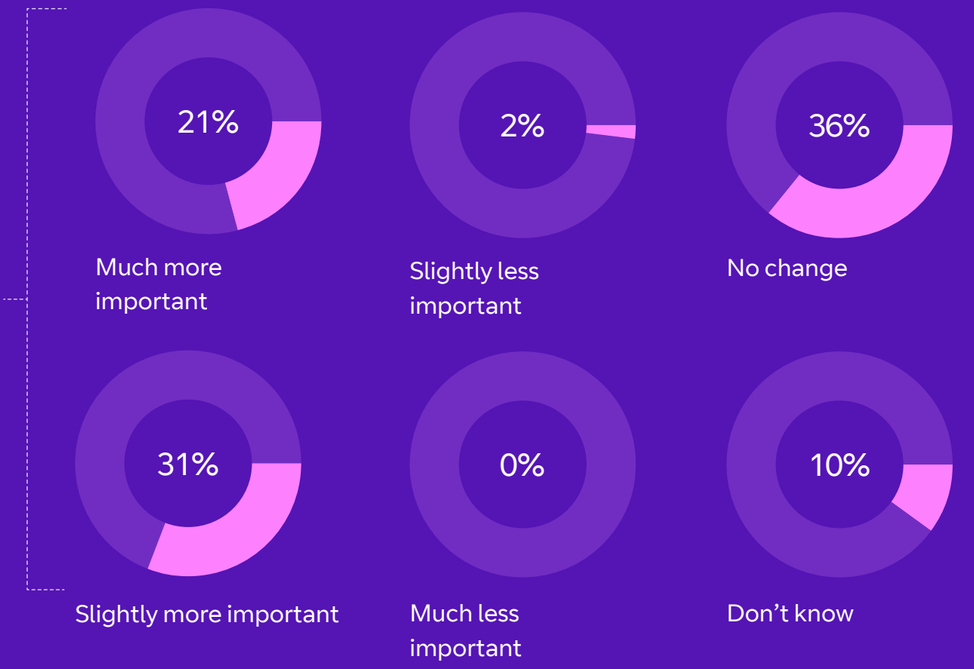
Companies have a lot to benefit from working with partners

The role of partners is more essential than ever when it comes to securing businesses and implementing the right technologies. It's a sentiment shared by 51% of our respondents, 3% more than in 2020. When looking at the public sector specifically, this is even higher, at 56%.

How has the role of partners and vendors changed in helping your organization manage cyber-security threats? Base: All Respondents

More important 2020: 48%

Net more important: 51%



Net: Little or Not planned

Business Size	Small	38%
	Medium	50%
	Corporate (250+)	63%
	Major Corporate (1000+)	57%
Business Type	Public Sector	56%
	Private Sector	50%
Industry	Construction, Real Estate	50%
	Retail	54%
	Financial services	51%
	*Hospitality and leisure	42%
	Accountancy, legal, media, marketing, advertising, PR & sales	50%
	IT & Telecoms	55%
	Medical & health services, education	50%
	*Transportation & distribution	53%
	Other	48%

Based on research by PWC, this might be because UK businesses are not confident with allocating their cyber-security budgets.[15]

Adding to that, a 2021 study by Kaspersky has found that 73% of employers didn't conduct any special training on safe use of corporate resources through the internet since March 2020[16]– suggesting that many businesses are not prepared to handle cyber-threats.

As a result, partners and vendors can play a huge role in helping them choose and implement the right solution, as well as train staff to make the best out of it.

[15] PWC, Cyber Security Strategy 2021, October 2020, https://pwc.to/2UrxfT4
[16] Kaspersky, March 2021, https://bit.ly/3stzUZ8

The public sector in a nutshell

We've created an infographic that rounds up our main findings for the public sector.

Have a read here for more analysis and advice.

Final considerations and further readings

With the pivot to flexible and hybrid working successfully underway, UK plc can now start looking at what comes next.

As we've seen, short-term survival has been the foremost priority for many organisations over the past year – and tech investment has reflected it.

But now it's time to look to the future, and the incredible opportunities waiting to be realised with 5G, AI and all of the technologies on our list.

From cyber-security to customer experience, recruitment, revenue generation and cost reductions, there is so much these technologies can help leaders achieve. At this key turning point for all British businesses, planning in the long term and investing in tech is paramount. With the support and advice of partners and tech vendors, they can soon reach the forefront of tech adoption and investment.

Useful links and further reading

Our survey is just the starting point. Whatever your digital strategy, there are countless of ways to achieve it. And we're here to help you do it.

From articles to videos, infographics and customer stories, we've got lots of resources to help you make more of emerging technologies. And pick the path to digital transformation that fits you best.

If you're not sure what that is, here are some great places to start:

1.

Set your business up for success by learning new digital skills.

Become the tech expert your business needs with our Skills for Tomorrow programme. Specially designed to help you feel more confident about technology. And develop all your essential digital skills. Free courses range from The Fundamentals of Digital Marketing to Keeping your Business Safe Online. Find out more here >

2.

Find the inspiration you're looking for from our customers.

Discover how we've helped some UK businesses make more of 5G through our inspiring customer stories. Check out Dance East's use of volumetric video to teach online dance classes. Or dive into the University of Stirling's remote network of IoT sensors. You'll be spoilt for choice. Find out more >

3.

Take our experts' word for it.

Get yourself great tips and advice on 5G, AI and cyber-security from our in-house experts. Find out how these solutions can help you prepare your business for the future. We've got videos, articles, and some great insights.
Find out more here >

4.

Get your digital transformation underway with our playbook.

If you want to delve even deeper into tech adoption, head to our Making the Case for Transformation playbook, which we created with our partner Cisco. Packed with insights on how to implement technology, gain buy-in from stakeholders and make the most of your investment. Find out more >

Full list of technologies

Tech List	Description
Virtual Reality (VR) and Augmented Reality (AR)	Solutions that enable immersive experiences by creating an artificial environment (VR) or enhancing a real-world view (AR), usually experienced through a headset
Edge Computing	Computing and data storage closer to the location where it is needed, to improve response times and save bandwidth
Internet of Things (IOT)	Smart devices that collect data and connect to the internet, without the need for human input (e.g. smart energy meters, sensors, wearables)
AI & Machine Learning	Intelligent behaviour by machines, that work and react like humans (e.g. chatbots, voice assistants, robots) whilst having the ability to continuously improve
Software Defined Networking (SD-WAN)	A network architecture approach that enables the network to be intelligently and centrally controlled, using software applications. This helps operators manage the entire network consistently and holistically (e.g. SD-WAN, SD-LAN)
5G	The next evolution of the mobile network, providing faster speeds and lower latency
Voice over IP (VoIP)	Using the internet to carry voice communications, rather than a traditional phone line/system
As-a-service Solutions	Services hosted in the cloud by third parties, enabling businesses to access them on a subscription basis (e.g. Google Apps, Cisco WebEx, Microsoft Office 365)
Blockchain	A list of transactions that are linked using cryptography, meaning they cannot be modified
Predictive & Augmented Analytics	Intelligent data analysis solutions, making it easier to get actionable insights
Hyperconverged Infrastructure	A software-defined IT infrastructure that virtualizes conventional ‘hardware-define’ systems. E.g. virtualized computing, software-defined storage and virtualized networking.
Managed Security Services	Network security services that have been outsourced to a service provider
Hybrid-/ Multicloud	Using a mix of on-premises, private cloud and third-party, public cloud services with orchestration between the various platforms
3D Printing/ Additive Manufacturing	Construction of a three-dimensional object from a CAD model or a digital 3D model

Research conducted by YouGov