

# DIGITAL TRENDS OF 2021



# Your Digital Culture

37%

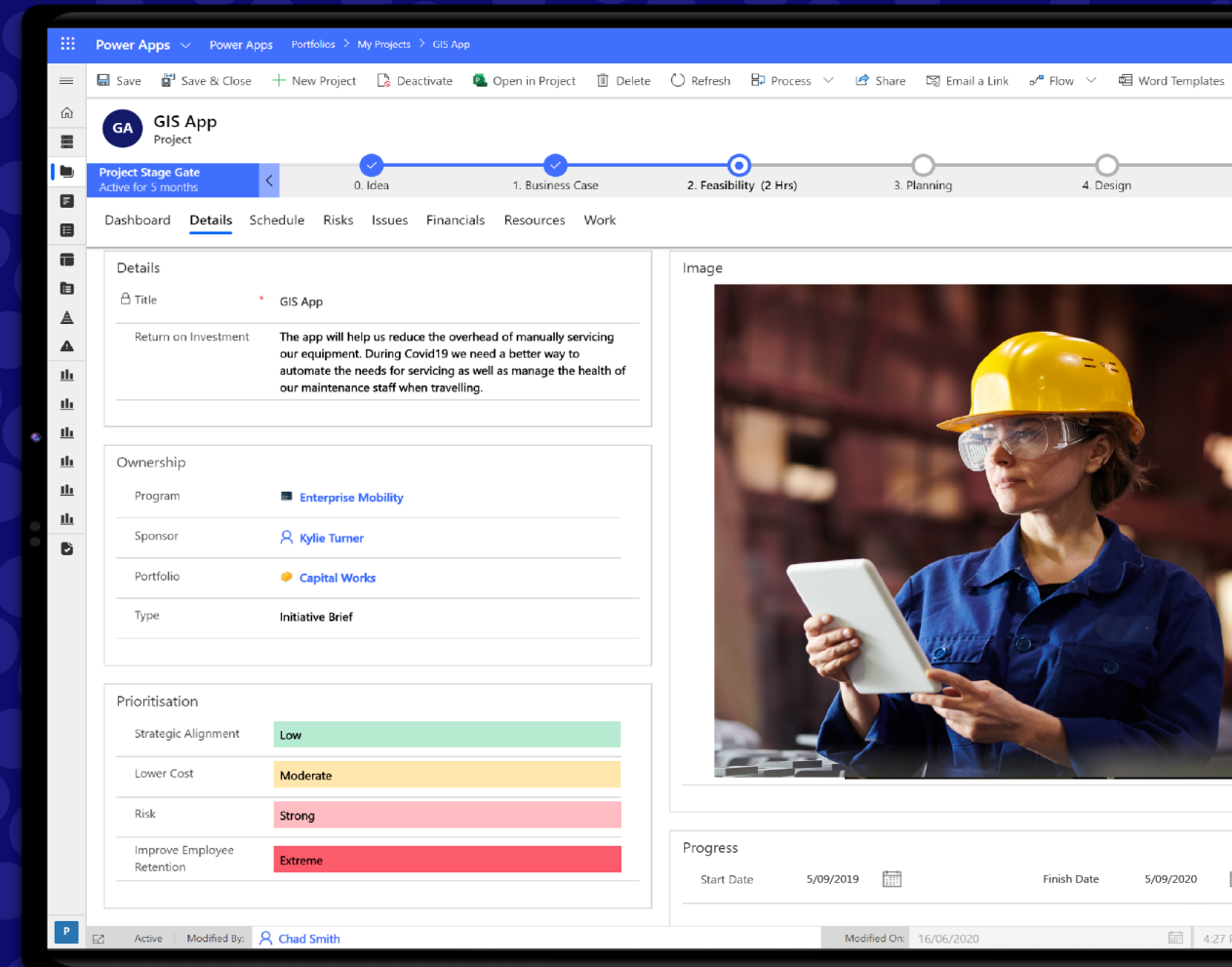
of organisations still using paper to manage critical business processes

65%

of organisations report an app development back log

69%

of organisations say that accelerating digital innovation and transformation was the no. 1 reason they embraced low code development



# 4 trends driving change in business globally

The advent of the cloud brought an explosion of data availability for organizations. For the first time, we have the compute and storage power to collect, store, and analyse troves of data, enabling companies to respond quickly to forces beyond their control. From this dynamic, and in light of recent global events, four trends have emerged.

## Trend 1

Every company will become a tech company

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## Trend 2

Global society will benefit from tech intensity

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## Trend 3

Lines between and within industries will blur

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## Trend 4

Corporate cultures will shift

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## Trend 1

# Every company will become a tech company

At many organizations, digital transformation efforts have been underway for several years. In 2020, those efforts are accelerating. The need for business continuity during a time of rapid change, as well as the need to work differently due to limitations, or to achieve cost savings, has made digital transformation a priority. As Microsoft CEO Satya Nadella said, "We've seen two years' worth of digital transformation in two months."

## 75%

of business leaders report they are already creating new products and services

## 73%

of companies report they are currently creating their own first-party intellectual property (IP) using next-generation technologies such as machine learning (39%), IoT (37%), AI (32%), blockchain (29%), and mixed reality (21%).<sup>2</sup>

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### Insight

Across industries, organizations put themselves at the forefront when they develop their own digital capabilities. As Nadella said: "What was true then and what is true now is that we create technology so others can create more technology."

## Trend 2

# Global society will benefit from tech intensity

It's not all about the bottom line for businesses. The efforts of businesses include positive network effects, economies of scale, and a global reach of societal benefit and improvements. We are already seeing sectors such as healthcare gaining ground using the power of technology to deliver easier access to practitioners, decrease costs, and treat more patients faster and in a less expensive way.

## 43%

of companies believe tech developments will lead to better public services at lower costs.

## 36%

of companies believe tech developments will lead to improved access to healthcare.

## 36%

of companies believe tech developments will lead to safer products for consumers.<sup>2</sup>

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### Insight

Art delaCruz, President and Chief Operating Officer at Team Rubicon, a nonprofit that responds to natural disasters and humanitarian crises around the world, noted: "By combining infection rate data with other information sources like potential weather events and social vulnerability, we can see which areas are bending the curve and which aren't there yet. We can find gaps in aid and fill them."

### Trend 3

## Lines between and within industries will blur

Businesses once had a clear idea of who their top competitors were. They knew who they had to be a step ahead of in order to be considered a market leader. However, digital transformation is blurring the lines between and within industries, making it harder to identify exactly what grounds you're competing on. In 2020 and beyond, companies have the opportunity to expand their reach due to the blurring of these lines.

Restaurants have switched to meal prep delivery services. Retail companies are becoming banks. Telecommunications companies are becoming media giants. Grocery stores are offering more health- and wellness-related services. Manufacturers are leveraging their infrastructure to produce personal protective equipment.

# 47%

of companies believe industry incumbents will be forced to compete with new entrants that have harnessed their own digital capabilities and intellectual property.

# 36%

of companies believe digital advancements will make the global economic playing field more level. <sup>2</sup>

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### Insight

In the next 10 years, breakthrough innovation will be driven by sectors that are able to evolve, create proprietary solutions, and bring new measures of value to customers.

## Trend 4

# Corporate cultures will shift

Enabling remote work with collaboration technology is no longer a competitive differentiator—it's a necessity for business continuity. Even as companies enable teams to work anywhere, corporate cultures are adapting to become more empathetic and human-centric. Collaboration technology helps teams work more efficiently while facilitating the virtual human connections that define the workplace.

### Old

Information scarce  
Static hierarchies  
Compete to win  
Individual productivity  
Focus on planning ahead  
Efficiency of process



### New

Information abundant  
Dynamic networks  
Collaborate to win  
Collective value creation  
Experiment, learn, and respond  
Effectiveness of outcomes

# 70%

of millennial business leaders believe it is very important to work for a company or organization that keeps up with software and application trends.<sup>2</sup>

## Insight

Having seen firsthand the benefits of allowing employees to work from home, more companies are moving to a permanent work-from-home model for some or the majority of their workforce—thus changing corporate culture norms.



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