



Future Disrupted: 2021 technology trends

Digital transformation

5 Key trends for 2021

Now, more than ever, IT needs to be willing and able to respond to what the business need.

1 Proactive and bold digital transformation is imperative, not a choice

In 2021, the link between business value and investment will become amplified



Almost 9 in ten (89.7%) organizations say that the competitive structure of their market is being disrupted by digital; with 22.0% reporting it as being 'highly' disruptive.*

Steps to take in 2021

Organizations that hope to successfully persuade their Boards and shareholders to approve new investments will need to demonstrate tangible business value immediately and iteratively by adopting public and private cloud platforms.

Also, bear in mind that 'home is the new branch office' and this requires careful thought regarding how to optimize and secure your connectivity.

2 The ability to leverage public and private clouds to be agile and responsive to changing market requirements, is now essential

In our reshaped reality, new products and services have to be 'ready tomorrow' and there's an expectation for time-to-market and time-to-value to be realized faster than ever



Workloads continue to shift to a combination of cloud platforms, with public cloud expected to grow 24.0% to 30.0% and private cloud in a service provider's data center from 19.0% to 23.0% over the next year.**

Steps to take in 2021

Consider adopting various combinations of public and private cloud to gain the agility you crave.

However, don't neglect on-premises solutions, which also have an important role to play.

3 Increasingly, automation will lie at the core of successfully transforming digital businesses

Automation of processes and tasks that currently rely on manual human intervention will be the common element underpinning the most successful digital transformation initiatives, in the year ahead



Consider automation in the realm of customer experience ... we foresee greater adoption of chatbots and AI-driven natural language processing bots.

Steps to take in 2021

Be mindful that automation can present its own challenges when it comes to effective deployment.

Why

- Today, typical enterprise ICT ecosystems comprise a variety of products and technologies from different vendors.
- The modernization of ICT and the associated automation of previously manual processes requires a mindset and skills shift.

4 Infrastructure will become the leading generator of data

In years gone by, data was something you used for intelligence purposes and the infrastructure carried the data; infrastructure is now a major generator of data



In both business and consumer environments, every time an individual connects and disconnects to a network, that information is captured, stored and ultimately acted upon to optimize or improve employee or customer experience.

Steps to take in 2021

Look at ways to intelligently blend network data engineering and science, together with AI and machine learning.

This will put you in a position to push the boundaries of what it's possible to do with data, in ways never before imagined.

5 Recognition of cybersecurity's role in a business' digital enablement will intensify



It's important to be clear about what you need to do from a cybersecurity standpoint to enable your digital transformation.

Steps to take in 2021

Success lies in achieving the best end-user experience in this increasingly SaaS- and software-defined network paradigm, while maintaining adequate security.

Our advice is to start with the foundations and then work up the stack.

*NTT Ltd. 2019 Digital Means Business Benchmarking Report

** Look out for more on this topic in our soon-to-be-published NTT Ltd. 2021 Hybrid Cloud Report, which will uncover more about the acceleration of those trends