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Supporting technology organisations to achieve a thriving future

Why the right networks, cloud connectivity and management are essential for secure, efficient and agile operations in a digital world

Lay the foundations for long-term success

Successful technology organisations are known for staying curious and looking forward, not back. They're permanently alert for opportunities to develop, and laser-focused on extracting the potential from new discoveries.

As one of the world's leading communications services companies, we understand this drive to reach further and wider. We believe there are no limits to what people, organisations, industries and economies can do when they connect.

All our experience shows that, in this digital age, the right configuration of networks, cloud connectivity and management services are essential if organisations are to respond quickly to evolving markets and opportunities.These robust foundations underpin effective advances, like adopting Artificial Intelligence, or creating a secure digital workplace.

In this whitepaper, we'll share our perspective on the technology sector, as well as highlighting its current challenges and hot focus areas, to help technology organisations plan the blend of networks and connectivity that will set them up for long-term success.

Together, we can achieve more.

What's happening in the technology sector today?

Predicting what the future will hold is never easy. Over the last few years, the technology sector has been subject to major geopolitical events and economic uncertainties. But this hasn't prevented a surge in new investments, a growth in opportunities and a boom in new startups and competitors entering the market.

Right now, we're seeing a series of trends reshaping the technology sector as we know it:

A period of accelerated market growth

At its current compound annual growth rate of 9%, the global technology market is expected to reach $11.866 trillion by 2025. This rate of market acceleration began during the pandemic, but since then many organisations have sustained their focus on digitalisation and upgraded how they operate. Today, there's widespread and growing demand for new solutions and services that will help customers with their transformation efforts across areas such as ecosystem development, cloud migration, advanced data analytics, next-generation cyber security and real time operations monitoring.

**Issues around attracting skills and retaining talent**

Talent shortage has become a global issue for the technology sector – as many skilled workers re-evaluated their professions and goals during the pandemic. In what many are now calling the 'great attrition', the average rate of post-Covid attrition in the US reached 45% in 2022, while in the UK and Europe it was 43%.

To successfully attract and retain new talent, technology firms are now looking carefully at how they can invest in more fulfilling experiences for their staff and improve their workplace culture. Greater autonomy and flexibility are amongst the most-prized workplace benefits an organisation can offer. This means many organisations are now working to deliver seamless remote collaboration and high-quality end-user experiences to support these new working habits effectively. They're also exploring how they can build long-term 'job architectures' and rewarding career paths that will incentivise their workers to remain within the organisation.

The push to innovate

Across the board, many technology organisations are looking to embrace new innovations that will significantly evolve their business models, diversify their portfolios and enhance their competitive offerings. Some of these landscape-changing technologies include Artificial Intelligence (AI), advanced automation, machine learning, big data, the Internet of Things (IoT) and smart wearables, edge computing, natural language processing, facial recognition, blockchain, amongst others.
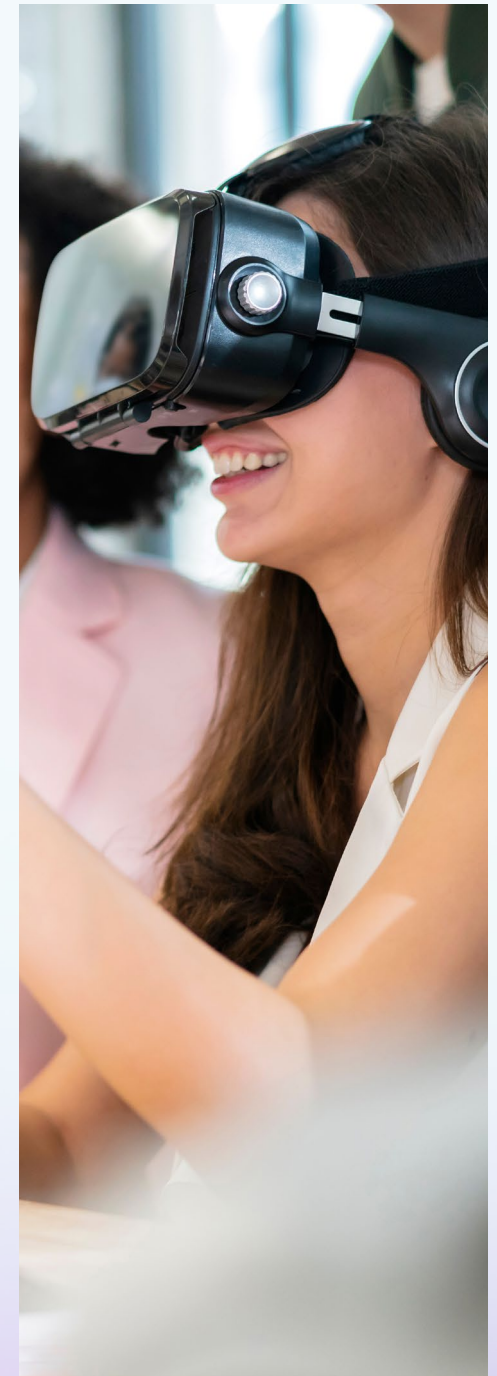
Key challenges for technology organisations today

Many organisations in the technology sector are also grappling with persistent challenges that they'll need to address in order to secure their future:

1. Business model transformation

The pandemic hugely disrupted supply chains and exposed significant vulnerabilities in logistics networks and operating models. In response, many technology companies are now looking at how they can increase supply chain resilience - whether that's by diversifying suppliers, relocating production facilities or even reducing their reliance on other organisations altogether by designing and manufacturing entirely on their own.

2. Maintaining human wellbeing

Most large technology companies now employ global and distributed workforces. Working across greater distances than ever, these organisations must focus their energy on how to maintain human connection and understanding across their teams, as well as deliver technologies that will support the wide variety of needs inside their organisation. Today, 37% of technology employees believe their jobs are at risk from automation. To boost long-term wellbeing and retention, organisations will need to reassure employees that their value is recognised and outline how new technology will create opportunities.

3. Growing security and data privacy concerns

The technology sector is one of the most attractive targets for cyber criminals, with the average malware attack costing $2.4 million. Mounting concerns around sophisticated cyber attacks and growing reliance on digital platforms for business-critical functions means that technology companies are being forced to increase their cyber security budgets.

4. Cost management and legacy infrastructure

Technology organisations will need to upgrade their infrastructure as new ways of working continue to increase their appetite for cloud applications and storage. Companies are expecting to move 60% of their compute to the cloud by 2025. In many regions, they'll also need to roll-out new communications solutions as legacy infrastructure like PSTN and MPLS underlay is increasingly being phased out.

5. Looming sustainability targets

As Net Zero targets approach, there's now widespread pressure from customers and partners for transparency around carbon footprints and visible efforts to reduce environmental impact. Remote working has supported these efforts, but still many companies are looking for technological innovations that will help to further reduce their carbon emissions.

Where's the technology sector focusing its efforts?

Increasing emphasis on security

For technology companies, the cost of a security compromise is often a combination of reputational damage, criminal extortion, interruption to business and system failure. In the face of growing security risks, we're seeing a wave of companies investing heavily in more robust measures that will protect their organisations from malware, ransomware and other high-stakes breaches.

Inside their organisations, technology leaders are now fostering a greater culture of cyber security, as well as building stronger partner ecosystems and threat intelligence networks to cover their blind spots. In the workplace, they're bringing security training programs onboard that raise staff awareness around best-practice and damage reduction, while encouraging their security teams to strengthen policies, adopt new security software and carry out routine updates and checks.

Cyber range exercises are helping organisations gauge their readiness and understand the potential impact of numerous attack scenarios. And we're seeing additional measures around website security, email encryption and network protection and segmentation being introduced.

Many organisations are also now recognising that cloud migration has considerably expanded their attack surface. To combat this, they're exploring more secure cloud providers and storage options to bring back the level of control they were experiencing when their data and applications were still on-premises.

Optimising processes and improving efficiency

Across their operations, many technology organisations are looking to AI and Robotics Process Automation (RPA) to streamline their working practices and augment their capabilities, while boosting efficiency and reducing costs. In the long term, their aim is to transform business models, improve operational delivery and unlock greater resilience and adaptability.

In an industry-wide push for optimisation, integrated technologies like 5G, IoT, Machine Learning and AI are offering much-needed visibility across operations – highlighting inefficiencies through real time monitoring and providing in-depth analysis and reporting.

In fact, intelligent technologies are increasingly playing a key role in the future of the technology industry – as 72% of tech business executives now believe AI is crucial to delivering a significant and competitive business advantage. Today, these technologies are seen as more than just a way to free staff from manual and repetitive tasks. Their algorithms and problem-solving capabilities are frequently used to identify areas where processes can be refined, accelerated, automated or even where quality of automation can be improved. This adds more human value to an organisation by freeing up analysts and developers to focus their energy on more creative processes.

Where's the technology sector focusing its efforts?

Building the new digital workplace

Always at the forefront of new working practices, the technology sector has been quick to embrace the new 'digital workplace'. Since 2020, the definition of workplace has considerably evolved with remote, physical and hybrid workplace models now existing and working simultaneously.

Designed to support the future of work, the 'digital workplace' is a technological framework that's far more orientated around IT applications, data and endpoints than specific physical spaces. Many organisations are now embracing this framework and seeking to deploy a combination of high speed and secure connectivity, reliable infrastructure, remote monitoring and auditing capabilities, as well as the best-available unified communications tools. The latest wave of digitalisation has meant that the unified communications market is now set to reach £167.1 billion by 2025.

Already, technology companies are experiencing significant benefits from their new, more flexible working models. The digitalisation of customer relations, supply chains and internal operations is enabling many business models to be significantly upscaled. Adoption of high-speed connectivity and advanced video conferencing capabilities is allowing companies to become more creative and more sustainable in how they develop and recruit talent. And, new virtual work environments are fostering innovation and workforce diversity by enabling tech companies to tap into ideas and talent from far broader geographical areas than previously available to them. No doubt, more benefits will be seen as they continue to evolve.

Why partner with us?

Our global network, cloud connectivity, and management services can deliver secure, intelligent, hybrid networks to support digital evolution in the technology sector. As organisations adopt a more distributed workload, moving more data and data processing to the cloud, it's essential that they have a high-performance network that enables business critical applications.

As a global partner and solutions provider, we can offer:

- global underlay and reliable network coverage in over 180 countries

- 24/7 secure connectivity, supported by over 3,000 security professionals

- an extensive portfolio of voice and unified communications solutions, including Global SIP trunking

- digital workplace solutions for a variety of hybrid and remote workforces

- an in-depth understanding of compliance and regulation across multiple regions

- the ability to integrate disparate multi-cloud environments under a single platform.

We're ready to support and collaborate with the technology sector in its efforts towards:

Establishing the new digital workplace
We can deliver the seamless integration of our Digital Workplace Solutions like One Voice, One Cloud, and One Enterprise and help redesign your workplace setup in order to boost both employee and customer satisfaction. Our Hybrid Cloud Managed Services can also help bring together complex multi-cloud environments into a single, manageable platform.

Improving security
In order to strengthen new working models with minimum disruption, our Managed Security Services, Security Consulting and Threat Management can upgrade your organisation's defences. In the cloud, our managed services deliver enhanced monitoring of access rights, production networks, customer data and IT rules.

Delivering AI solutions
As the technology sector seeks to increase its AI capabilities, our consistent global networking services are ideal for connecting AI-based platforms and our array of cloud-based services are built for delivering the storage and computing power that AI technology requires. Plus, for any connectivity issues, our One Collaborate solution offers real-time and seamless support services via audio, video and web.
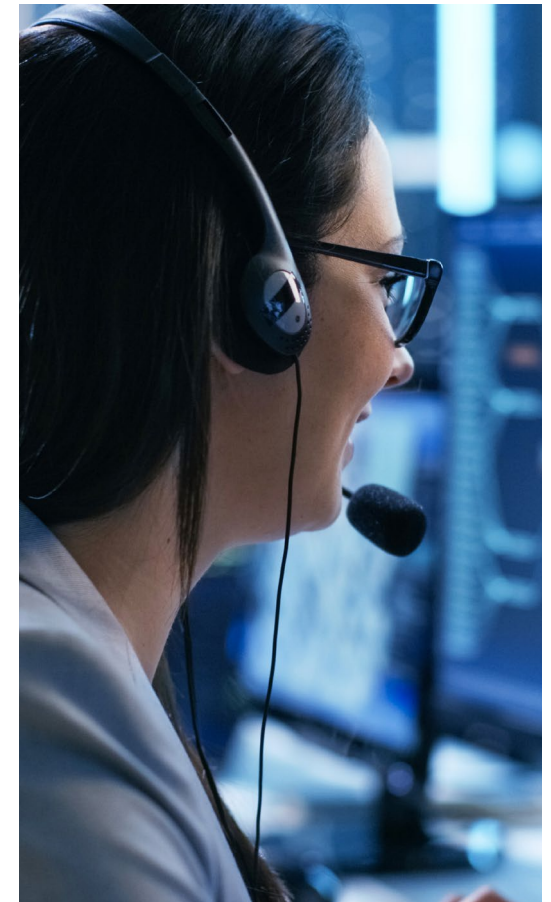
Prepare to succeed

To find out more about how we can help you prepare for continued success, visit our webpage.

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