

# THE IMPACT OF TECHNOLOGY

A Kantar Millward Brown Study



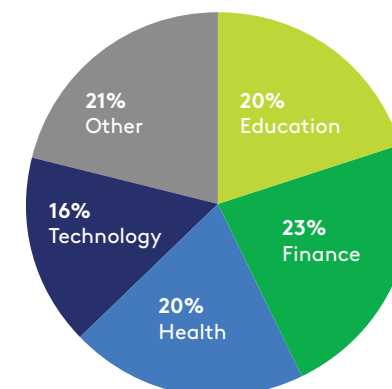


### About this study

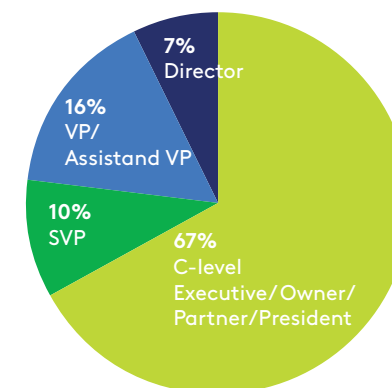
In today's world, technology impacts every aspect of working life, allowing for greater collaboration within organizations while also facilitating businesses' abilities to expand reach and increase engagement. Companies are now expected to do it all – be open and secure, lean and scalable, powerful and agile all at the same time. This expectation creates tensions within organizations as there are competing priorities for business initiatives and technology investments.

The Atlantic, MEC and AT&T partnered with Kantar Millward Brown to understand the role technology plays in the lives of business decision makers as they attempt to meet these competing demands. In June and July 2016, Kantar Millward Brown surveyed over 800 business decision makers in education, finance, health and technology to understand how they use technology to empower collaboration, increase engagement with key stakeholders, and operate with agility. The results demonstrate the importance of balancing competing priorities, focusing on security, and investing in technologies to adapt to the changing business environment.

### Respondents by industry



### Respondents by title



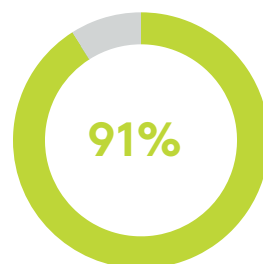
Total Respondents (n=816)

### Overall results

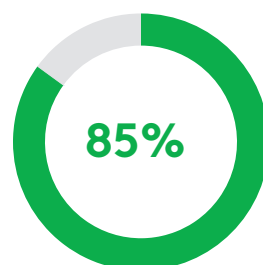
Overall, business decision makers agree that technology has transformed the way business is done by allowing for greater efficiency and collaboration. It enables employees to communicate more effectively both within their organization and with customers, suppliers and partners, and allows companies to expand reach and increase engagement. Over 90% of respondents agree that collaborating in real time, expanding reach and increasing engagement are priorities for their companies; however, fewer than 80% of respondents agree that their company has the needed tools.

While technology creates numerous benefits, it also creates strong concerns. Security becomes an even greater concern as companies expand and adapt to the changing demands of their industries and companies. In fact, 91% of respondents say cybersecurity is a priority for their organization, and 81% say their organization actively monitors against cybersecurity threats. Furthermore, three quarters of respondents say their organizations have cybersecurity response plans in place and provide training on how to minimize the risk of data breaches.

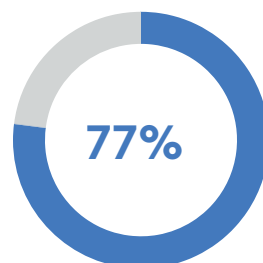
### Managing cybersecurity



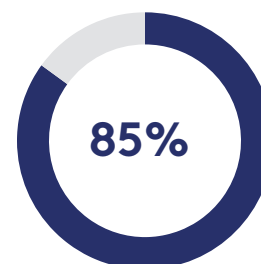
Cybersecurity is a priority for my company



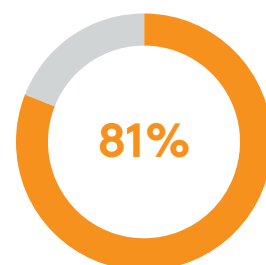
I am confident in my company's ability to minimize risk of data breaches



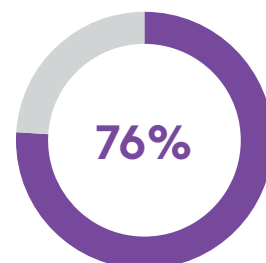
My company has a cybersecurity response plan in place



My company invests in technology to help stop malicious activity



My company actively monitors against cybersecurity threats



My company provides training on how to minimize risk of data breaches

In light of concerns about cybersecurity, it becomes clear that once decision makers feel confident in their company's ability to protect against security threats they become more forward-thinking in their use of technology. For example, with cybersecurity firmly in place, technology decision makers are more likely to consider ways to increase collaboration, reach, and engagement. Resolving the apparent tension among competing priorities may be as simple as ordering those priorities, with cybersecurity taking the lead. Doing so will inspire confidence among decision makers to increase collaboration and engagement while knowing they have the latest cybersecurity measures in place to back them up.

With this foundation in place, we will take a more granular look at the specific technology concerns of education, finance, health, and technology professionals.

*Question: Please indicate how strongly you agree or disagree with the following statements about how your company manages cybersecurity (top 2 box). Total Respondents (n= 816)*

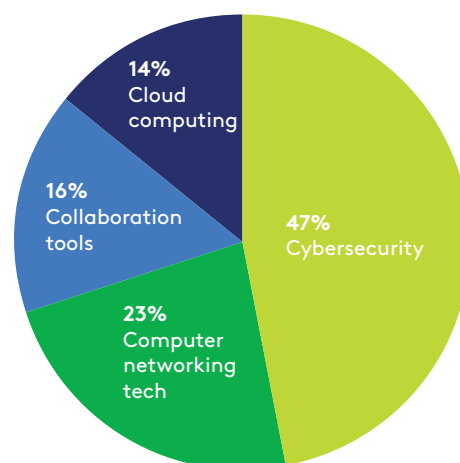
## Education

Education decision makers feel the industry has benefitted from increased technology training resources and more user-friendly technologies for both educators and students. Among education decision makers, technology's most important role is empowering collaboration. Over a fifth of respondents in this vertical ranked collaboration tools as their most beneficial technology investment in 2015, compared to 16% among all respondents. The technology that enables collaboration also helps organizations meet their goals of expanding reach and increasing engagement. 87% of education decision makers say expanding reach is a priority, and 90% say increasing engagement is a priority. Furthermore, 64% say increasing customer engagement and improving customer experience is their top technology initiative, demonstrating how crucial reach and engagement are in this vertical.

Virtual classrooms are a key example of how technology is enabling greater collaboration while increasing reach and engagement. It allows students to communicate with people from diverse economic and geographic backgrounds, helping to "create more of an expanded, global world view." It also allows guest speakers to address multiple schools at once, so many students can reap the benefits regardless of their location. However, despite considering it a top priority, only 75% of education decision

makers say they have the necessary tools to expand reach and increase engagement. Similarly, only about three quarters of respondents say their organization invests in technology to help expand reach and increase engagement. This highlights a tension within the industry between key priorities and the availability of resources.

### Most beneficial business technology investment



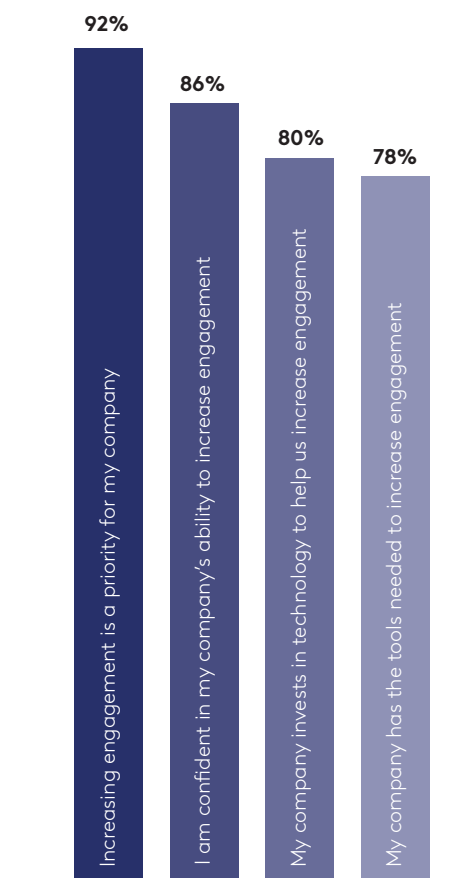
Question: Please rank the business technology investments your company made in 2015 from most beneficial/impactful for your company (1) to least beneficial/impactful for your company (X) (top box). Total Respondents (n=816)

**It's becoming the way of life more and more. If you don't use technology, you can't reach some people to communicate. Sharing a plan by technology – everyone knows where they can find it (on tablet or computer or phone), instead of pieces of paper that get crumpled and lost.**

*Education, Female, 55-64, C-Level Executive/Owner/ Partner/President*

Cybersecurity is an area of tension within this vertical. As educational organizations use increased technology and expand their reach, cybersecurity becomes a greater concern. 86% of respondents say cybersecurity is a priority, yet only two thirds of respondents say their organization provides training on how to minimize risk, and only 71% say they have a cybersecurity response plan in place. While many respondents feel confident that their IT teams take care of these needs on-site, they express concern about security when employees are off-site and using networks that their organizations can't control, or when they skip using their virtual private network.

### Increasing engagement in your company



Question: please indicate how strongly you agree or disagree with the following statements. For the purposes of the options below, "engagement" is defined as interacting and transacting with customers (top 2 box). Total Respondents (n=816)

## Expanding reach



Question: Please indicate how strongly you agree or disagree with the following statements. For the purposes of the options below, "reach" is defined as your company's ability to access new customers and new markets (top 2 box). Total Respondents (n=816)

## Finance

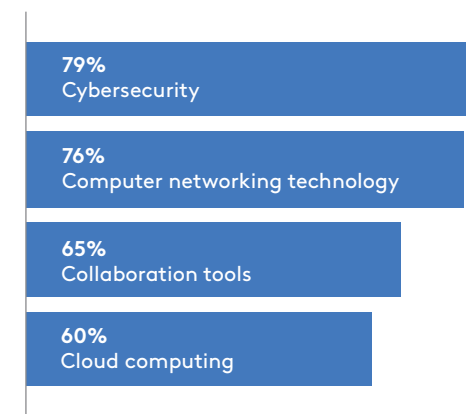
While in some industries there is a disconnect between priorities and resources, finance decision makers overwhelmingly agree that their organizations invest in the technology needed to meet their goals, enabling them to focus efforts on growing their client bases and reaching customers in new markets. 95% of respondents say that expanding reach and increasing engagement are priorities for their company, and 90% feel confident in their company's ability to do so. However, as organizations expand and ways of working shift, security becomes a pressing concern in this industry.

Many finance decision makers note that their clients' communication preferences are increasingly shifting away from phone calls and in-person meetings to smartphones, tablets and online meetings. One respondent explains that "clients are moving more to text or e-mail collaboration. My phones are not ringing off the wall anymore because it is so much easier to send a text or e-mail." Having access to collaboration tools enables them to adapt to these needs, while also allowing them to reach a broader client base since they eliminate the need to travel for in-person meetings. However, as ways of communicating shift, keeping information secure becomes increasingly challenging. Finance decision makers stress the importance of developing ways to securely share information and data. 58% say they have this technology initiative in place,

**Security is 100% important. We deal with large amounts of money 24 hours and 365 days a year. If you can't protect your accounts it comes out to others that they should think twice before giving you their money to invest. When talking about stocks and bonds you have information that if it gets leaked can topple a stock price, and instead of making money on the stock you take a loss. Having any type of data breach will cost the companies extra time and money. Not to mention a bad reputation among your industry.**

*Finance, Female, 35-44, Senior Vice President*

## 2015 Business technology investments



Question: Did your company invest in the following business technologies in 2015? Total Respondents (n=816)

compared to 55% among all respondents. The development of secure software, for example, allows clients to scan important sensitive information, eliminating the need to email or fax documents with personal information.

Nearly all finance decision makers say cybersecurity is a concern for their company, and 86% say they invested in cybersecurity technologies in 2015, compared to 79% among all respondents. Similarly, 53% of finance respondents say cybersecurity was their most impactful business technology investment in 2015, underscoring how important security is especially in this industry.



## Health

For health decision makers, technology has simplified day-to-day activities and improved communication with patients, suppliers, and partners. However, security concerns seem to overshadow efforts to use technology to improve collaboration and expand reach and engagement. While health decision makers' investment in cybersecurity was in line with the overall average, they scored below the average for collaboration tools, computer networking technology and cloud computing. This lack of investment in other areas highlights how crucial security is in this vertical, but also underscores the need for greater collaboration and technology investments. For example, one health decision maker described the time-saving benefits of smartphones and tablets that her team relies on heavily, but says not all departments in her organization have access to these tools due to a lack of resources.

Due to the sensitive nature of health information, it is no surprise that health companies are concerned about cybersecurity. Health decision makers ranked the highest for having a technology initiative in place to identify and protect against cybersecurity threats (76% versus 66% overall), and nearly a third said this was their most challenging technology initiative of 2015. Even though 90% say they are confident in their company's ability to minimize the risk of data breaches, there seem to be fewer actions in place than expected. Less than three quarters

of health decision makers say they have a cybersecurity response plan in place, and only 83% say they actively monitor against cybersecurity threats.

**It is easier to do now in the digital age. With charts computerized it is easier to share with multiple providers, prescriptions are sent in online, ability to communicate with patients online. It is more real-time and I can do it from anywhere.**

*Health, Female, 35-44, Director*

Furthermore, security concerns hinder internal and external collaboration. Although the ability to collaborate with customers, partners and suppliers is less of a priority in this industry, 84% still agree that it is important for their organization. However, the same tools that allow for greater collaboration also pose security risks when not properly used or monitored. One health decision maker worries about the security of transferring confidential documents via smartphone between team members. She points out that if a device is compromised, it could devastate her patient, her team, and her company. Furthermore, even though customers are showing a greater interest in online tools



and fewer phone conversations, some health professionals say they avoid online and mobile communications because they feel they are easiest to hack.

Beyond cybersecurity, increasing reach and improving customer experience is one of the most challenging technology initiatives for health decision makers, and one that perhaps does not have enough resources dedicated to it. 92% say increasing engagement is a priority, and health decision makers score similar to the overall average for feeling confident in their company's ability to increase engagement. However, only 76% say their organization is investing in the technology to help increase engagement, highlighting that perhaps they are not investing enough in ways that will continue to move their organization forward.

### Technology

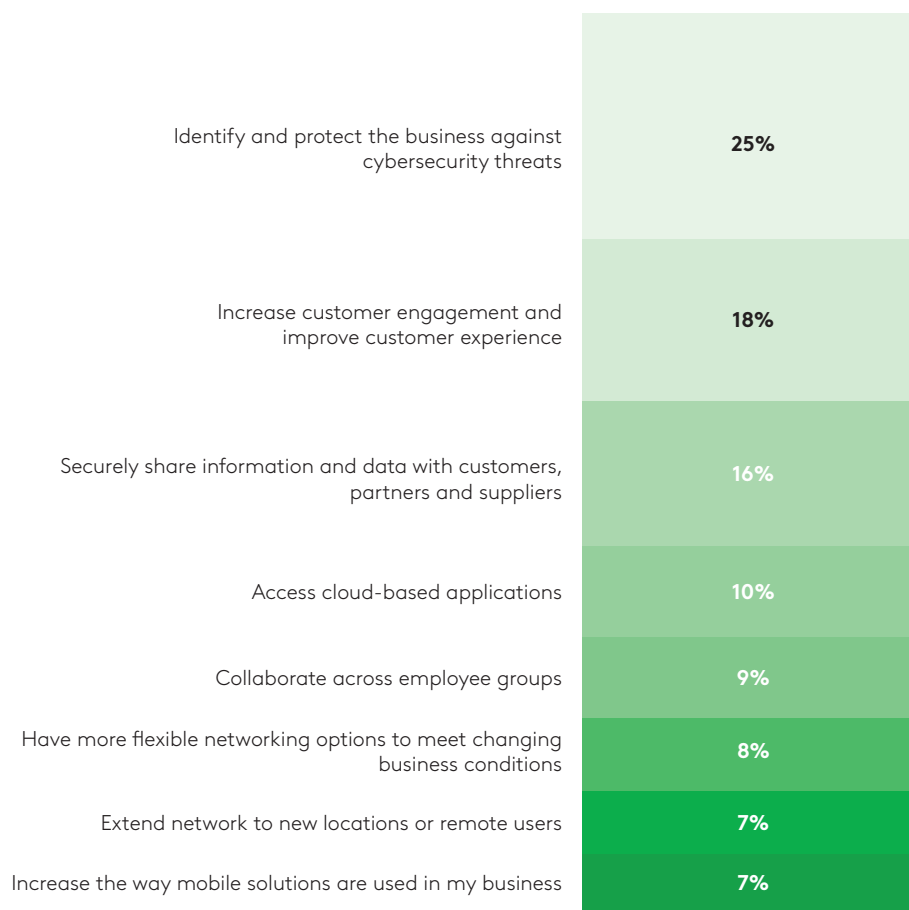
Technology decision makers are the most confident in their companies' technology initiatives, and are able to focus resources on further developing ways to improve collaboration, expand reach and increase engagement. This was the only vertical to have a greater percentage than the overall average across all business technologies invested in during 2015 (collaboration tools, cybersecurity, computer networking technology and cloud computing).

Collaboration is paramount among technology decision makers, with 97% of respondents saying the ability to collabo-

rate in real time is a priority for their company and 89% saying they have the tools that enable them to do so. They recognize that there is more communication than ever in business, and that they would not be able to accomplish as many tasks in such a short time without it. However, the availability of numerous communication and collaboration tools can create tension within organizations. As one decision maker says, "every collaboration tool becomes a data silo and no one tool works best for everyone." This decision maker explains that everyone in the organization has varied needs, and that a tool needs to accommodate all of these in order to be successful.

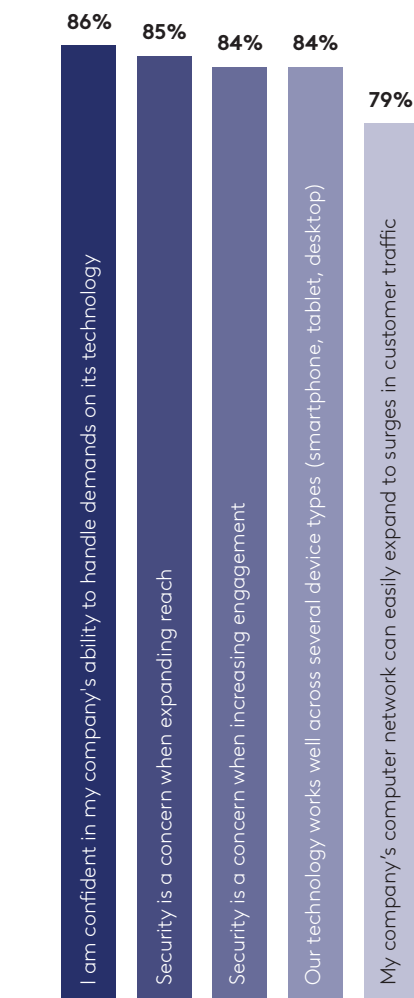
In terms of expanding reach and increasing engagement, priorities and investments are aligned, leaving decision makers feeling confident in their ability to adapt to new markets and increase engagement. While nearly all technology decision makers consider cybersecurity a priority (98%), just 80% say security is a concern when expanding reach and increasing engagement. In this vertical, 90% report they are confident in their company's ability to minimize the risk of data breaches, 88% have a cybersecurity response plan in place, and 85% say their company provides training on how to minimize risk of data breaches. They also invest the most in technology to help stop malicious activity, and score the highest for actively monitoring against cybersecurity threats. Lastly, they were the

### Most challenging technology initiatives



Question: Please rank the following technology initiatives from most challenging for your company to least challenging for your company (top box). Total Respondents (n=816)

## Reliability



Please indicate how strongly you agree or disagree with the following statements (top 2 box). Total Respondents (n=816)

most likely to have a technology initiative in place for securely sharing information and data with customers, partners and suppliers.

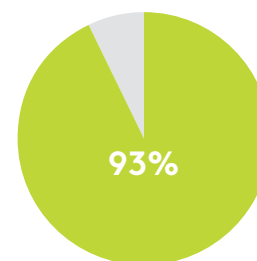
## Looking forward

It is clear that technology has positively impacted working life by improving communication and making organizations more efficient. Advancements in technology have enabled companies to access new customers and markets, and to increase interactions and transactions with customers. As ways of communicating and conducting business change, security becomes a greater concern across all verticals. While nearly all decision makers agree that cybersecurity

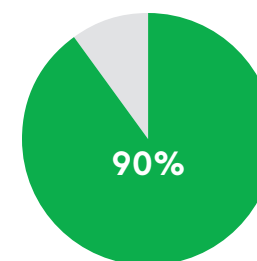
**It makes us work more efficiently so we actually have more time to focus on other aspects of business, such as creativity or business planning. Also, it gives us a way to back-up our work, document our work, and see who is actually pulling their weight in the company.**

*Technology, Female, 35-44, C-Level Executive/Owner/ Partner/President*

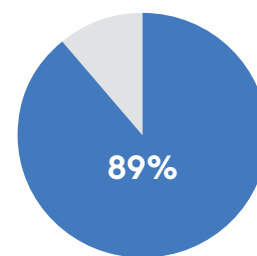
## Collaboration



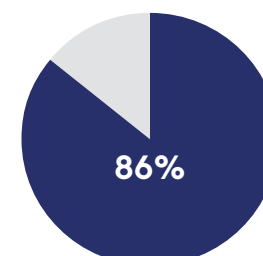
The ability to collaborate in real time is a priority for my company



The ability to collaborate with customers, partners and suppliers is a priority for my company



The ability to collaborate internally with employee groups is a priority for my company



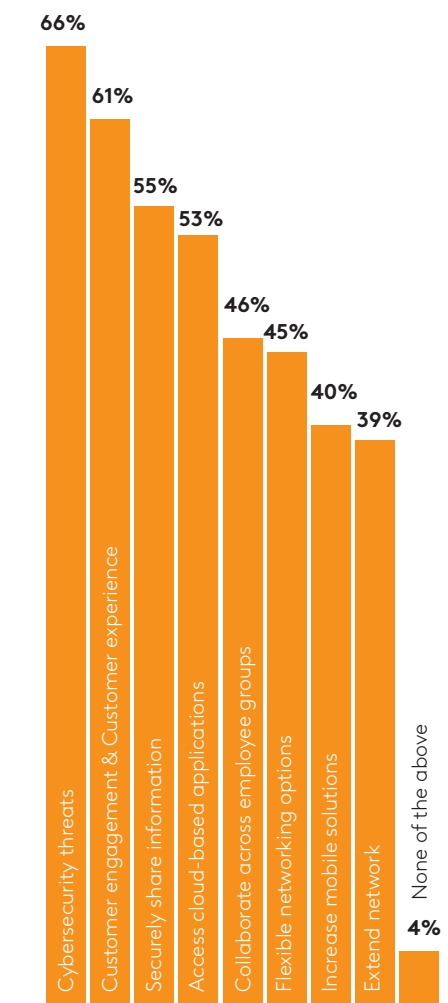
I have the tools that enable me to collaborate in real time

Question: Please indicate how strongly you agree or disagree with the following statements (top 2 box). Total Respondents (n=816)





### Technology initiatives



Question: Which of the following technology initiatives does your company have in place?  
(Select all that apply) Total Respondents  
(n=816)

is a priority, they sometimes struggle to balance it with competing priorities for their business objectives, creating tension within organizations.

Moving forward, it is important for business decision makers to continue investing in cybersecurity initiatives in order to protect their customers, including putting response plans in place and offering training. It is imperative for businesses to align their priorities and tools, and to be able to meet the demands of doing it all. Indeed, among technology decision makers, investing in security builds the confidence needed to become more open, collaborative, and engaging. What at first appears to be a tension between different priorities is actually a seamless integration of those priorities, built on a strong foundation of security.

### Questions? Contact us!

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