



The transformation imperative:

Digital drivers in the COVID-19 pandemic

New research from the Economist Intelligence Unit explores how digital initiatives shifted during the pandemic and how they will continue to be a catalyst going forward.





Organizations with robust digital footprints had more success navigating the disruption, and the study shows technology investments accelerating worldwide—72% of respondents reported an increase in their industry's pace of transformation during the pandemic.





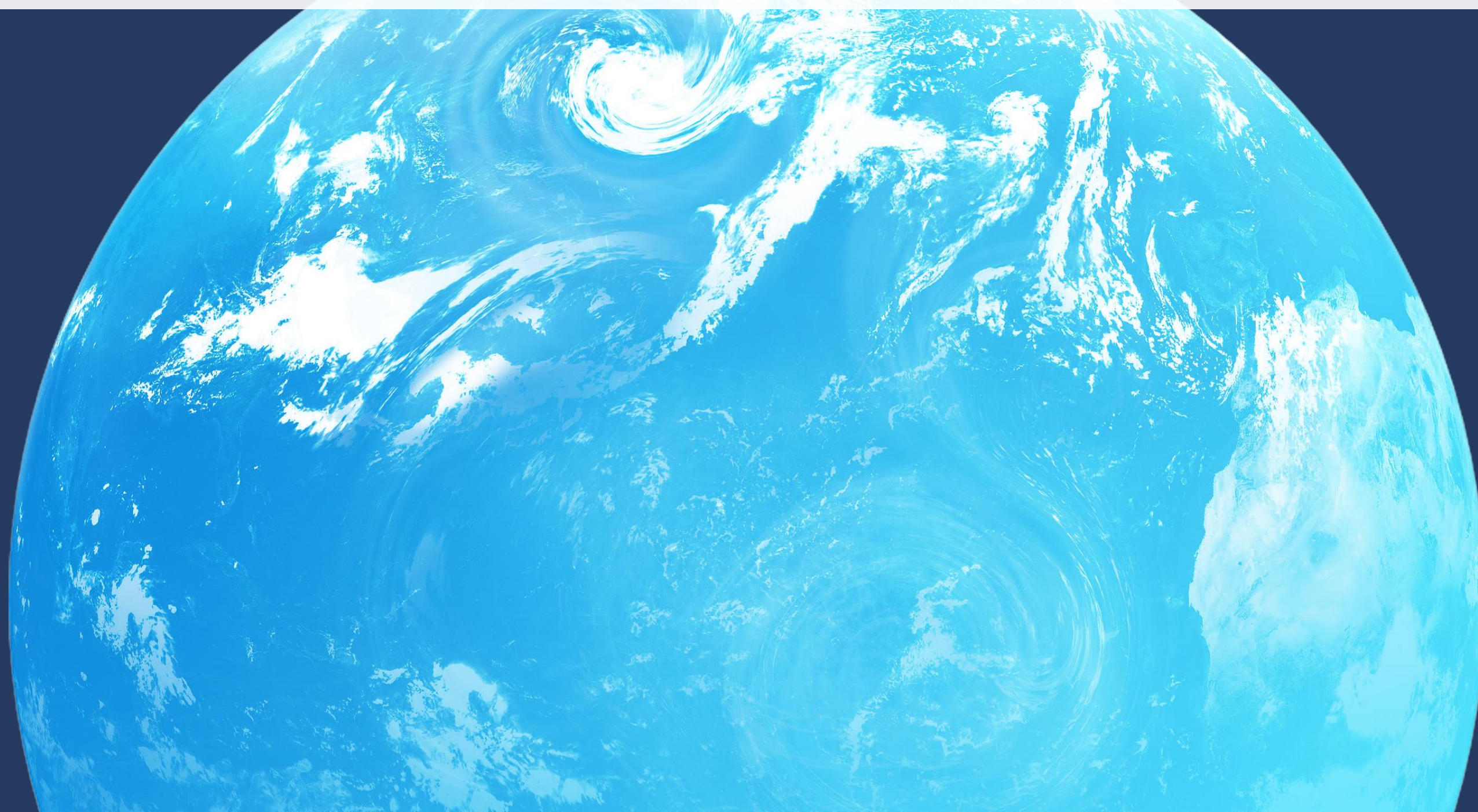
“The findings confirm trends we’ve seen emerging and reinforce our commitment to delivering insights, products, and services that help customers in every industry pivot when they need to, empower workers of all kinds, and achieve more.”

Deb Cupp

Microsoft Corporate Vice President,
Enterprise and Commercial Industries



Across industries, the human side of digital priorities transcended business—76% said digital transformation should support societal improvements like inclusive work environments and addressing climate change.

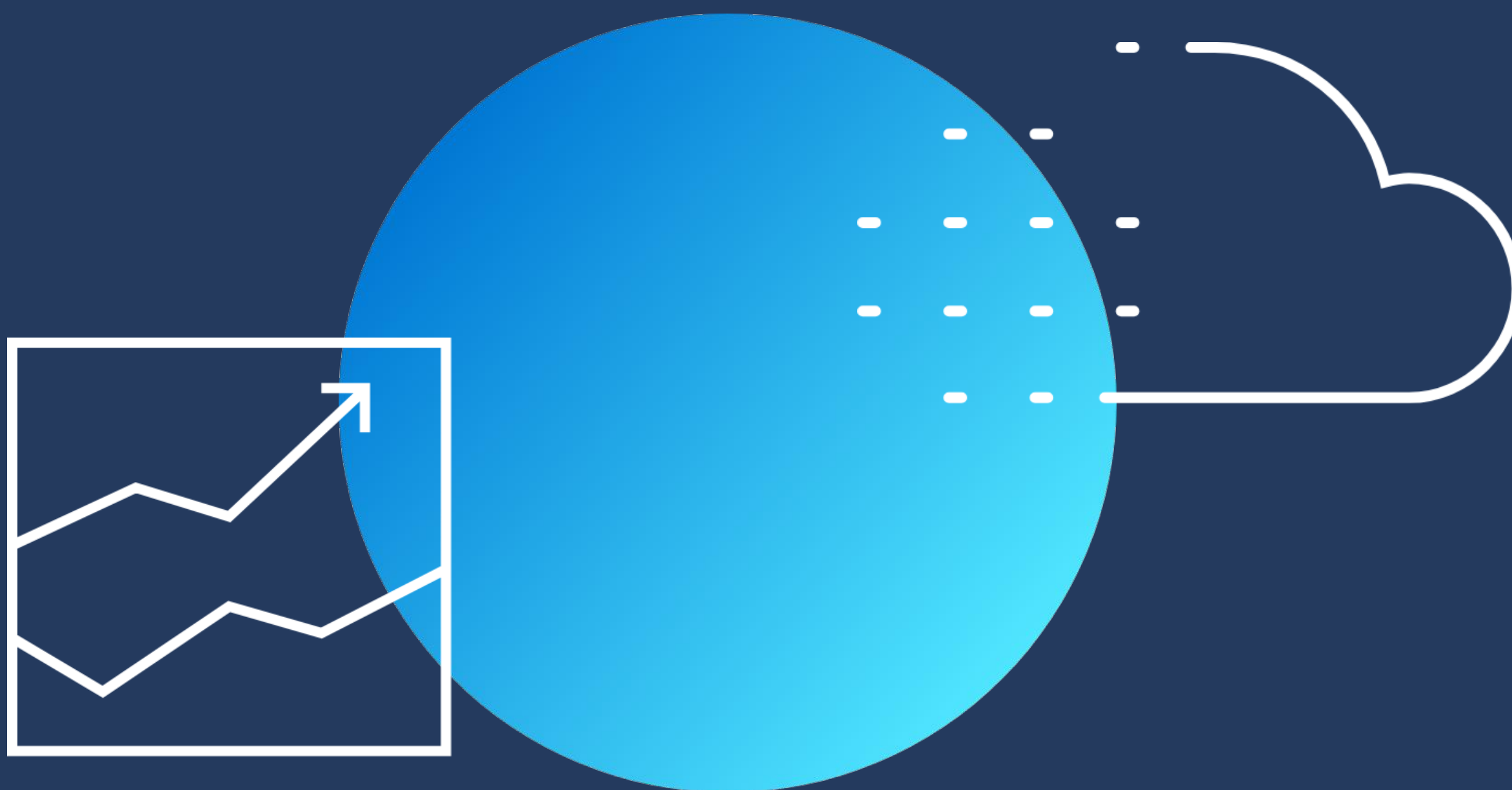




Automotive respondents were far more likely to cite climate change as a primary benefit of digital transformation. The industry also is investing in automation, process efficiency, and digital skills enhancement.



Education respondents cite skill-building and inclusivity as top benefits, but they're concerned about a lack of tools and fragmented approaches across departments.



Financial services organizations were most likely to say that digital transformation efforts have accelerated in the COVID era. They agreed that the pandemic highlighted the competitive edge of digitally prepared companies.



Government organizations had an easier time obtaining budget for technologies and prioritized tools to facilitate remote work and collaboration. However, skills gaps and talent shortages remain barriers.



The healthcare industry was one of the fastest to adopt virtual capabilities as the pressure of COVID-forced increased investments.



Manufacturing was already facing a skills gap before the pandemic. The sector cited diversity and inclusion, skill-building, and climate change among the top concerns that technology can help address.



Media and communications respondents are concerned about the pace of technological change. They shared that combatting disinformation could be a key benefit of digital transformation in the industry.



Retail and consumer goods leaders expressed optimism that technology would enhance job prospects. This industry was the most likely to focus on positive societal impacts of distributed and remote work.



To access the full digital report and learn how it affects Microsoft's strategy, visit our [Transform Blog](#)

