A dramatic sunset over the ocean with a yellow frame around the text. The sky is dark blue with some clouds, and the sun is setting on the horizon, creating a bright orange glow. There are lightning bolts visible in the sky. The ocean is dark blue with white waves crashing onto the beach. The text is white and centered within a yellow frame.

In a completely
changed landscape,
how will you
reimagine yourself?



The better the question. The better the answer.
The better the world works.



Digital technologies can drive recovery in the COVID-19 environment

The next phase of the COVID-19 crisis will be a challenging journey to a new normal. Enterprise leaders must navigate this journey under severe constraints – uncertain revenues, a disrupted workforce and a chronic shortage of capital.

Amid this uncertainty, digital technologies will be one of the most powerful options for recovery. A proactive technology strategy built around adapting operations and building resilience can equip the enterprise with a stronger competitive edge in a post-COVID-19 world.

57%

of firms have increased their use of the cloud since the outbreak began.

Source: Flexera State of the Cloud Report, April 2020

Companies without digital sophistication are unlikely to survive

COVID-19 has completely altered how we live and work, with many of these changes likely to stick. Without accelerated adoption of technology and information securities, businesses will be unable to adapt to succeed in a post-pandemic world.



Why EY

We'll help you emerge on the right side of the digital divide.

EY support will help you accelerate digital transformation to recover faster, emerge stronger and gain a competitive edge in a post-pandemic world.

Navigating a saw-toothed economic recovery

As the world's economy recovers, we envision a slow-paced, uneven recovery trajectory with varying rates of growth for sectors and geographies, and periods of acceleration offset by setbacks. This saw-toothed shaped return to growth demands organizations be more flexible, resilient and adapt fast. Those that emerge winners will know how to balance cost cutting with smart investment, particularly in the digital technologies that accelerate recovery.



Key actions to recover stronger

Adapt operations

1. Rethink infrastructure to support a distributed workforce.
2. Accelerate cloud adoption to support an ecosystem approach to business operations – connecting suppliers, customers, shippers, and employees.
3. Use automation and intelligent platforms to optimize the workforce to focus on strategic tasks and scale up and down in volatile market conditions.

41%

of global executives are increasing spend on automation.

Source: EY Capital Confidence Barometer, March 2020


Increase resiliency

1. Rebalance IT operations to support new commerce models – enhance digital sales channels, the virtual customer experience, and direct-to-customer delivery methods.
2. Rethink the digital strategy of the enterprise. Make decisions to replace legacy technologies, expand cloud infrastructure, and assess new technologies including contactless payments and 3D printing.
3. Double down on cyber-security as threats escalate. Ensure data is safe (and backed up) and virtual infrastructure is secure.

58%

of executives say cyber-criminals are taking advantage of pandemic.

Source: ISACA, April 2020



Respond faster. Recover stronger. Reframe your future.

In a global crisis that impacts every part of the business, the global EY network and whole-of-business approach leads you through each stage of COVID-19 and beyond. EY whole-of-enterprise approach to improve your digital transformation can help speed your recovery and create competitive advantage.

Key actions

- ▶ Reinvent the enterprise network and adopt collaboration tools to support a new kind of workforce.
- ▶ Accelerate cloud infrastructure designed to support a more resilient ecosystem.
- ▶ Make use of intelligent platforms to address complexity of technology operations.
- ▶ Use the crisis as an opportunity to rethink your technology strategy.
- ▶ Double down on cyber-security as threats escalate.

Get in touch for a discussion around how technologies can accelerate your organization's recovery and resilience.

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About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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