

A closer look at lockdown

FORECASTING THE IMPACT

ON UK BUSINESS

As many as a third of organisations are anxious about whether they will survive beyond the coronavirus lockdown. 59% have experienced a decline in demand.

But behind the benchmark statistics, businesses still need to make strategic decisions about how to respond today, and how to ensure they are better prepared for tomorrow.

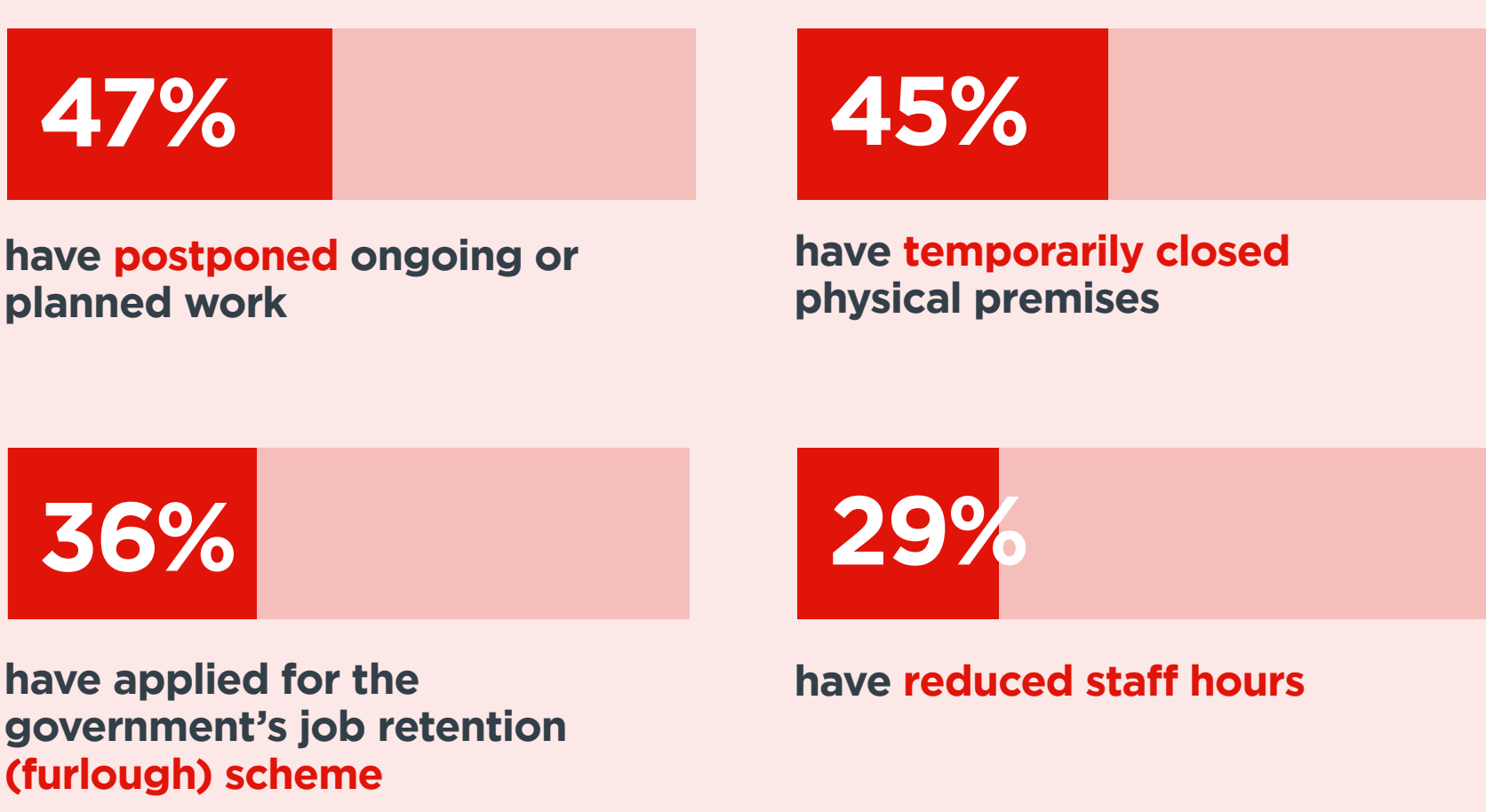
Lenovo partnered with Savanta to understand the impact of the pandemic on people and businesses, to offer insight on not only how to weather the storm but also to come out of it stronger.

Here's what the research uncovered.



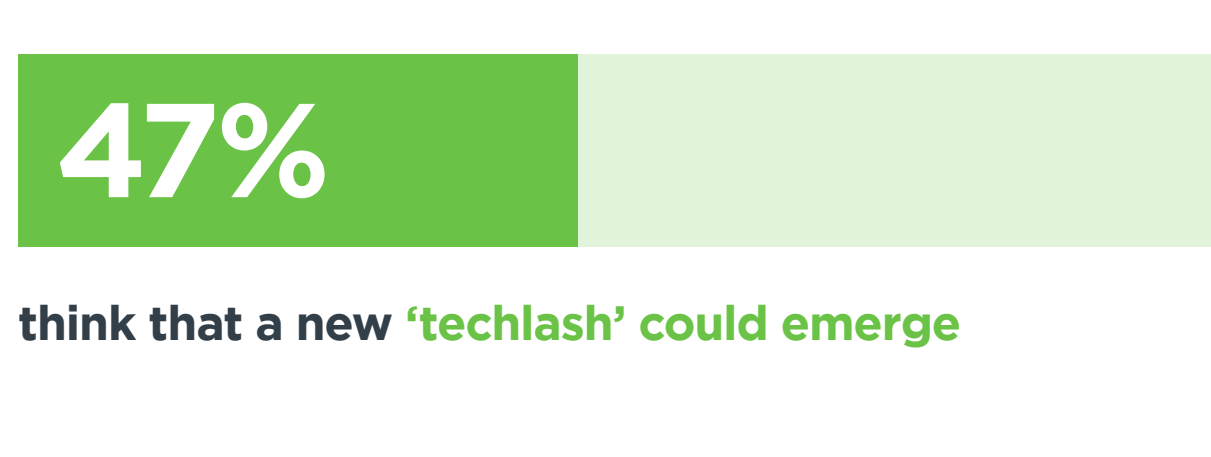
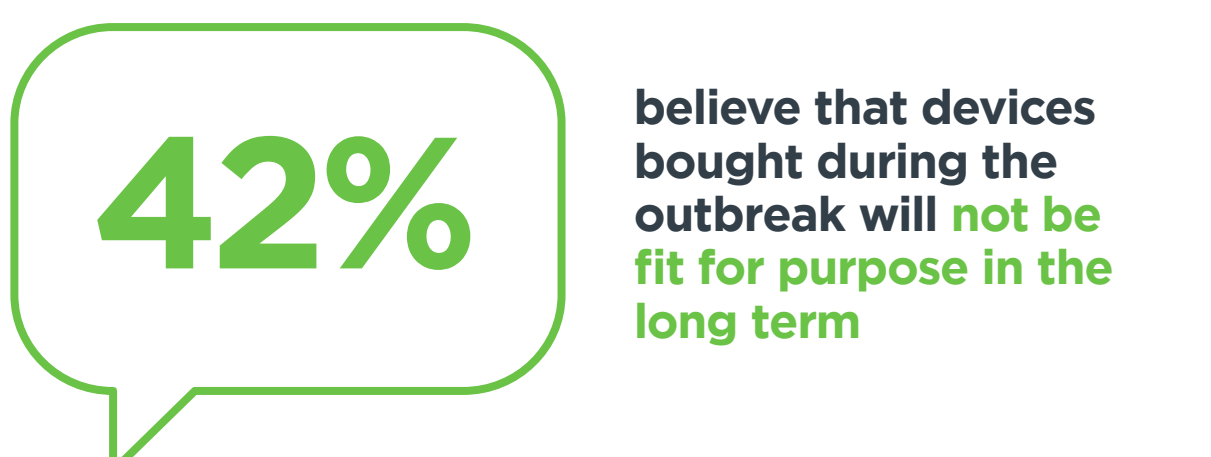
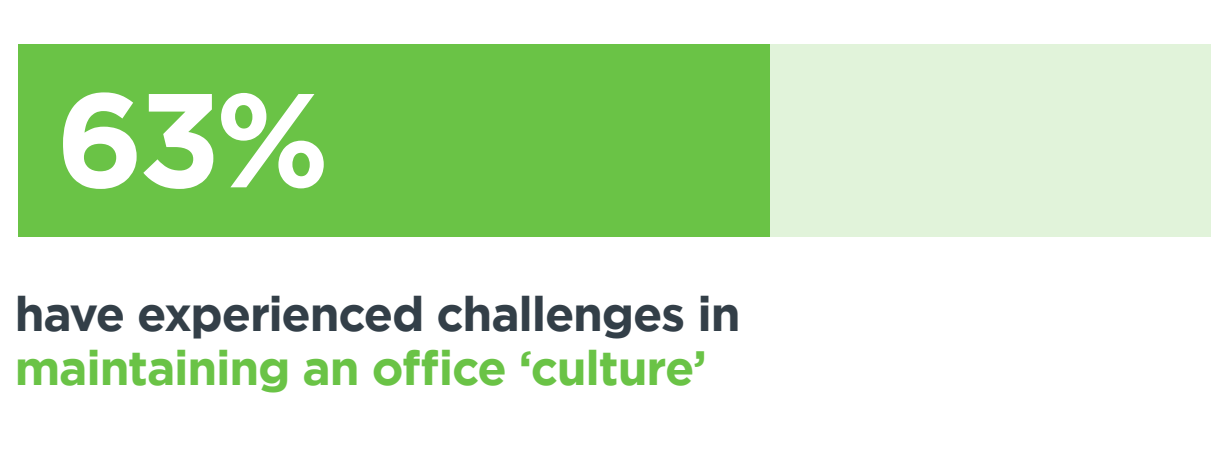
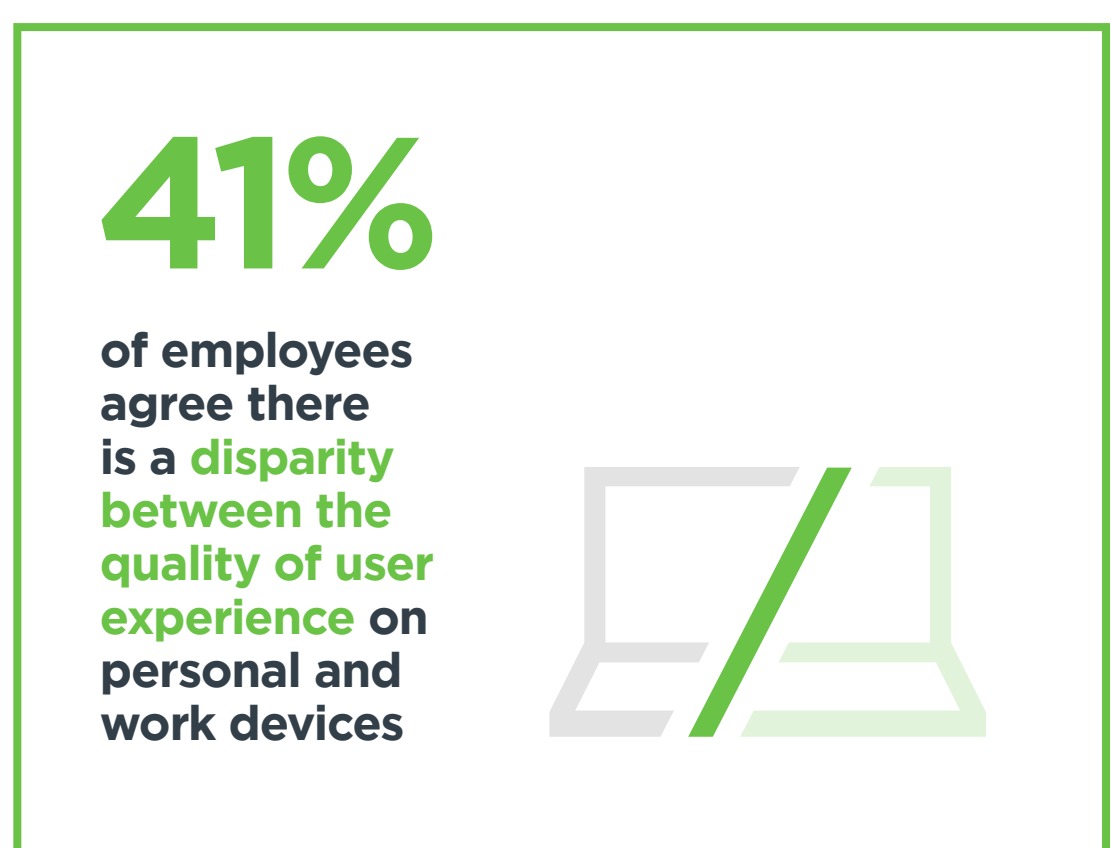
The short-term impact

Undeniably, the first move for most companies is taking steps to mitigate the immediate impact of COVID-19.



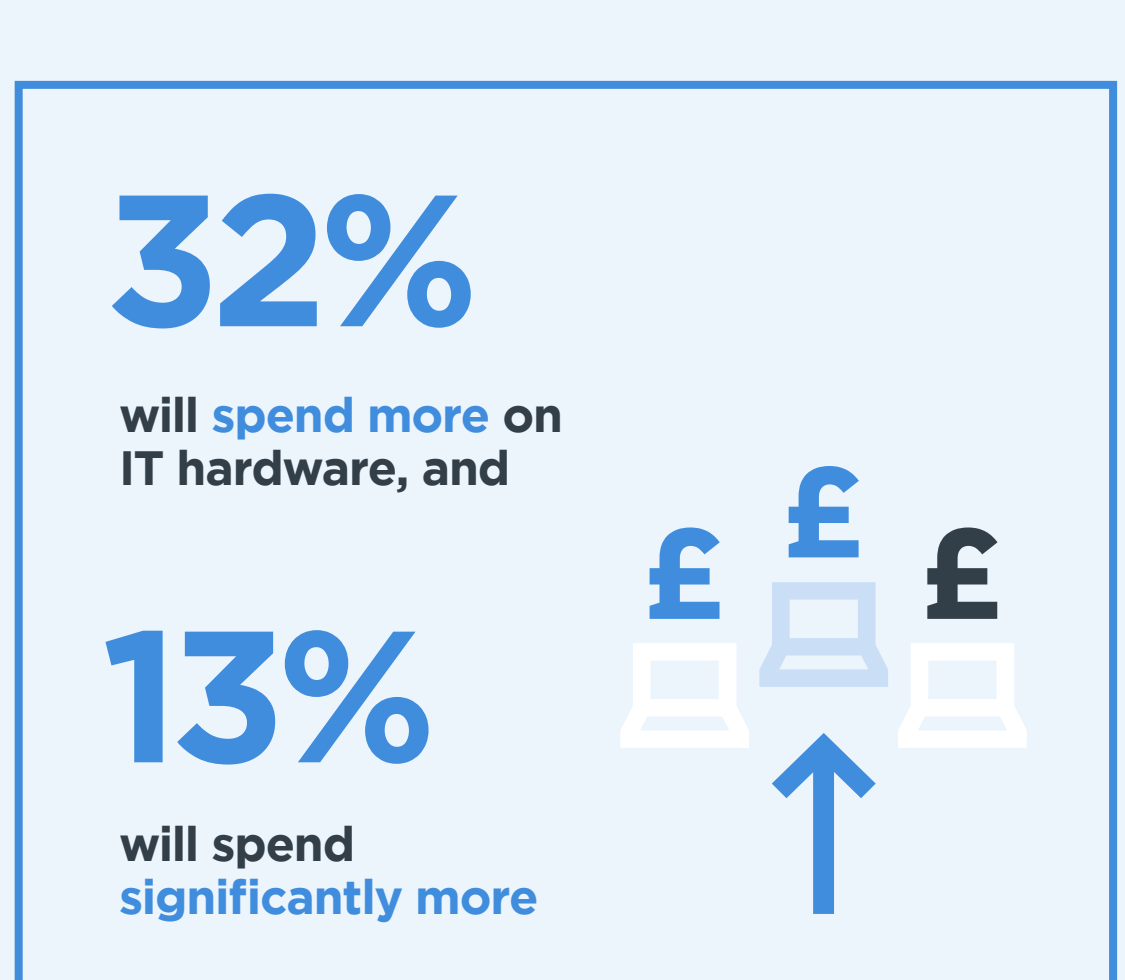
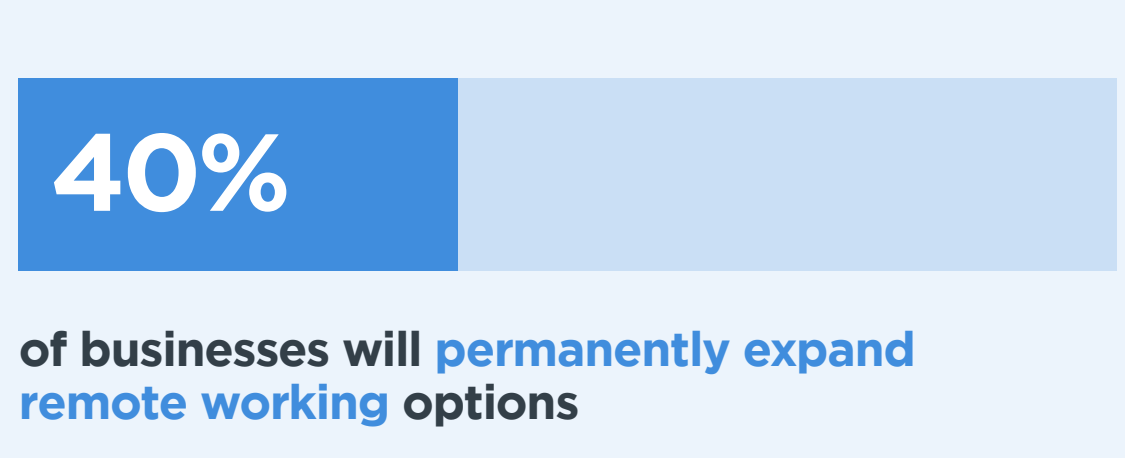
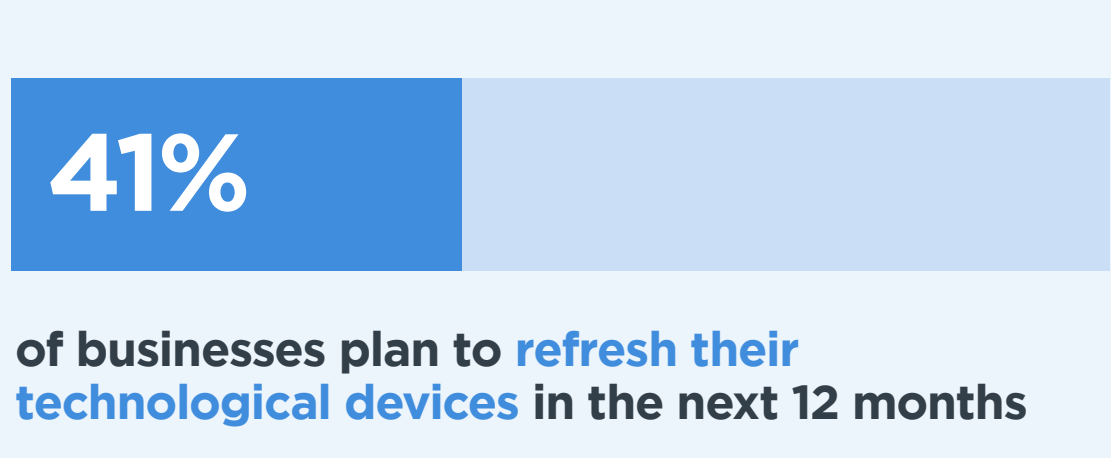
The challenge to technology and culture

Businesses who have been able to transition to remote working have still faced technological and interpersonal hurdles.



The change to longer-term plans

Many businesses are considering what measures they can put in place now, which will set them up to be more resilient in the future.



The route to a stronger recovery

COVID-19 has been a shock to the research system for all businesses – and as this research suggests, has accelerated many of their IT plans. Forward-facing companies have recognised that working methods will never go back to how they were before, and are adapting their business models to suit the expectations of customers and employees. Those with greater digital dexterity and flexibility are already in an advantageous position within their markets.

While the research shows that these future-facing companies are still in the minority, the percentage of organisations taking these steps has increased over the 12-week period of the research. Business leaders are now considering not just how to survive, but how to come out of the pandemic stronger and more resilient than before. There's a lot of work to do, and Lenovo, as the world's number one PC manufacturer, can help. Our range of devices are designed so even the most powerful apps can be used remotely, and are found across the public and private sector.

Methodology

256 medium and large businesses were surveyed – 166 of these had between 250-999 staff, while 90 businesses had at least 1,000. 38% were based in London, with the rest headquartered throughout the country. 59% operated internationally, with 41% working only in the UK.

Find out more

If you'd like to learn more, specifically about Lenovo, and its Intel® Core™ i9 Processor Windows 10 Pro devices, visit <https://techtoday.lenovo.com/gb/en/solutions>

