How leaders in technology adoption have extended their advantage since COVID-19

Before the pandemic, our research found that Leaders in technology adoption and innovation were growing at 2x the rate of Laggards.

Leaders compressed digital transformation in the face of COVID-19, growing 5x the rate of Laggards between 2018-2020.

Leaders doubled down on technology investments

More than 50% accelerated their investment in technologies such as cloud or AI.

Will only Leaders succeed?

Introducing Leapfroggers

They build core Systems Strength, scaling new technologies

They flip their IT budget allocation to favor innovation

Leapfroggers demonstrate 3 strategic steps towards leadership

Their tech strategies extend innovation and growth

Replatform for Systems Strength, by moving to and innovating in the cloud

Reframe their mindset to innovation, investing in new tech and collaborating with partners and platforms

Reach for expanded access to technology across functions and embrace a broader value agenda addressing employee reskilling, well-being and mental health

Leaders have extended their advantage over Laggards

Leaders' growth rate: 9.11

Laggards' growth rate: 4.24

Leaders' growth rate: 3.98

Laggards' growth rate: 0.80

Leaders' revenue growth

Laggards' revenue growth

Leaders have extended their advantage over Laggards between 2018-2020.