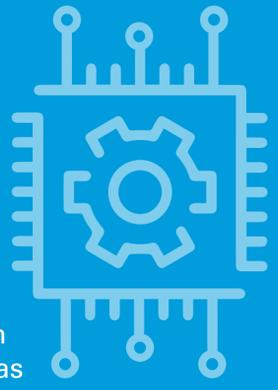


# Technology industry insights

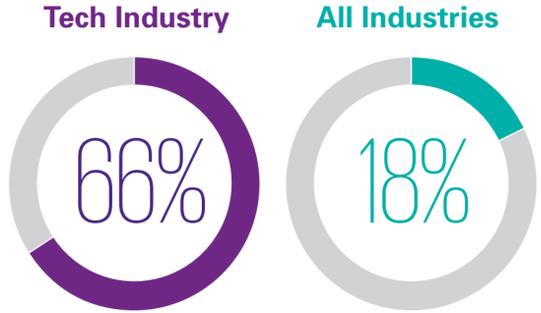


COVID-19 accelerated existing strategies relating to digital transformation and ESG. The 2021 pulse survey reveals that these trends continue even as a new top risk emerges and leaders consider long-term changes to their business due to the pandemic.



## Cyber security

CEOs now believe that cyber security risks pose the greatest threat to growth over the next three years.

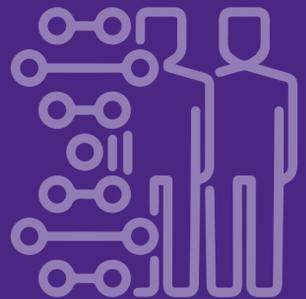
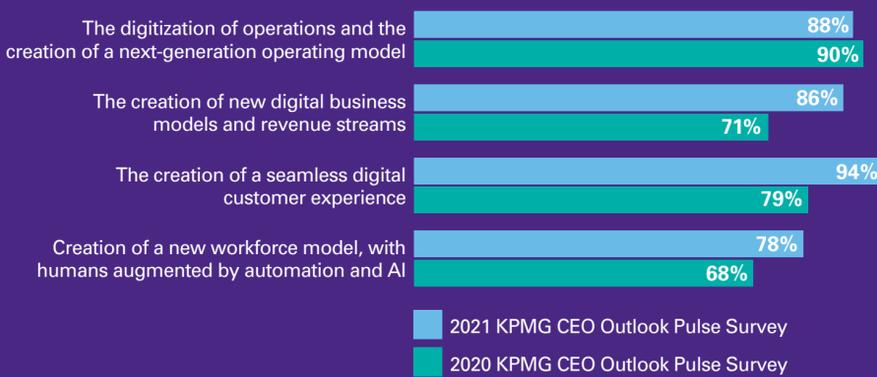


Correspondingly, tech CEOs plan to invest more in data security than any other technology compared to a year ago.

Data security measures	#1
Cloud computing	#2
Artificial Intelligence	#3
Automation	#4
Digital communications (e.g., video conferencing, messaging platforms)	#5

## Digital transformation

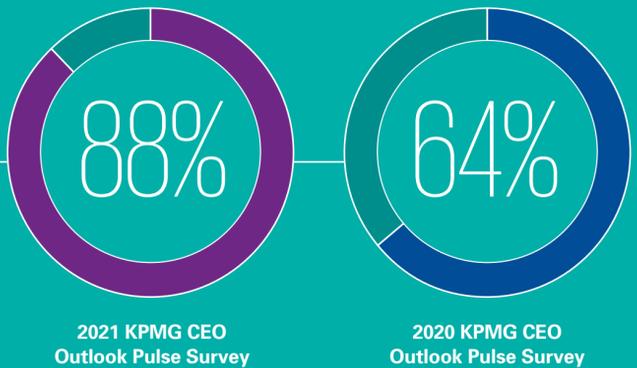
Technology companies were already on the path of digital transformation before COVID-19, but CEOs report the pandemic has continued to accelerate progress in these areas:



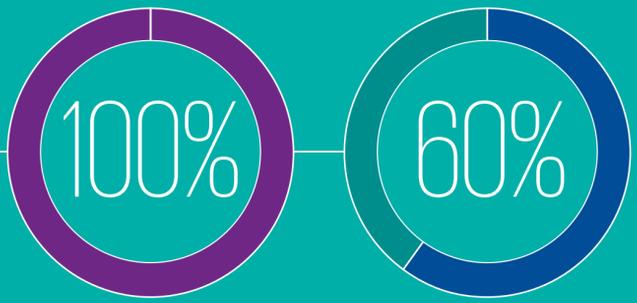
## Sustainability

Technology company CEOs are increasingly becoming advocates on sustainability and ESG issues.

Want to lock in the sustainability and climate change gains made as a result of the COVID-19 crisis.



COVID-19 has caused focus to shift towards the social component of ESG.



## Long-term impacts of COVID-19

Tech CEOs see some impacts of the pandemic as being more long-term than others. Multiple responses allowed.

