

# THE VIEW

## Technology Marketing | January 2021



Hello there,

If 2020 was all about disruption, 2021 will be the year of recovery giving ample opportunity for tech firms to enable transformation and growth. Digital technologies have emerged as one of the biggest enablers of business continuity. And as organizations prepare to return to offices and pursue digital transformation initiatives to build more resilient businesses, technology firms will need to step up their game to capitalize on these evolved customer demands.

In this edition, we bring you the key technology trends that will shape business strategies as they work towards meeting their Workplace 2.0 and customer experience goals in 2021.

### Highlights



#### **Top eight technology trends to watch for in 2021**

The pandemic gave rise to a centralized focus on people and technology. Identify the top technology trends for 2021 which will enable businesses to recover and create long-term growth.

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#### **How integrated insights solutions can help firms realize their strategic transformation goals**

Lack of collaboration between cross-functional teams, duplication of research effort, and stale or incomplete data can come in the way of achieving large-scale transformational goals. Here's how an integrated insights solution can help.

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#### **How can technology firms embrace experiential marketing post-COVID-19?**

While many large conferences, trade shows, and exhibitions pivoted their events to virtual experiences during the COVID-19 outbreak, the future of B2B experiential marketing favors hybrid events for optimum audience engagement.

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## Trends in focus



57% of technology company leaders have started **rethinking their global supply chain process** in the new normal.

- Technology Industry CEO Outlook, [KPMG](#)



74% of CFOs plan to permanently shift employees to **remote work** post-COVID-19.

- CFO Response Survey, [Gartner](#)



**Voice search** utilization data numbers are expected to reach 5 billion in 2021.

- Voice Search Statistics, [Review42](#)

## Not to be missed



### **The future of work: A COVID-19 perspective [Infographic]**

With 42 percent of the US workforce working from home full-time post the pandemic, organizations need to focus on a blend of people and technology to maintain business momentum. Here's a look at what the future of work could look like.

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### **Connecting more meaningfully with consumers in the next-normal**

As digital takes the front seat amid COVID-19, B2B marketing leaders need accurate insights about their audiences to connect more meaningfully with them. This article provides some key considerations to guide your communication strategy in the next normal.

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