

## October 2021

### Cloud Computing - UK

“The cloud computing model is inherently designed to handle fluctuating demand and was therefore ideally placed to handle the impacts of the COVID-19 crisis. Cloud computing was already in strong growth prior to the economic disruptions of Brexit and COVID-19, partly reflecting its embryonic development, but the pandemic served to ...

## July 2021

### Blockchain - UK

“Blockchain is now more than a decade old and the commercialisation of the technology beyond cryptocurrencies is extending beyond the banking and finance sectors. Its potential remains enormous and the market is beginning to grow rapidly. While it remains early days for application in the banking and finance sector, cryptocurrencies ...

### Software - UK

“Digital transformation programmes across business and public sectors were rapidly advanced during 2020 with the COVID-19 pandemic. However, the twinned forces of the continued trend towards software as a service and the increased capability and ease of personalisation of packaged software conspired to restrict growth in the value of software ...

## June 2021

### B2B Economic Outlook - UK

“Latest economic data indicates a rebound in the UK economy, bolstered by the easing of COVID-19 restrictions and the rapid vaccine roll-out. Businesses are also becoming more confident with a number of surveys suggesting improved expectations for economic conditions and investment intentions.

### Data Centres - UK

“Data centres are at the very heart of the evolving IT landscape. COVID-19 has dramatically impacted traditional working practices and organisations of all sizes have been turning to modern IT solutions to keep their operations running, their teams connected and their costs under control. Additional services and enhanced hybrid cloud ...

## April 2021

### B2B E-Commerce - UK

“COVID-19 has had a major impact on the e-commerce sector, providing growth for large elements of the B2C market (though difficulties in some areas) and more challenging conditions in the much larger B2B market. While there are questions over whether the pandemic has permanently changed consumer behaviour to boost the ...

## March 2021



## B2B: Technology - UK

### B2B Economic Outlook - UK

“The tentative dates set by the government to reopen the economy over the coming months provide hope that businesses are over the worst that the pandemic has brought them financially. However, it will still take time for things to return to pre-pandemic levels with businesses likely to still need support ...

### Computer Security - UK

“While the critical feature of many markets in 2020 and 2021 is the impact of COVID-19, the more significant influences for the computer security sector include phishing, unauthorised access and ransomware. Social distancing measures have introduced new challenges of remote working and video conferencing, but they have also accelerated digital ...

### IT Services - UK

“COVID-19 has forced an even more rapid migration to digital processes. The IT services market has continued to grow despite facing major challenges. One impact is that the pandemic has permanently changed the way companies operate but the growth in cloud computing and digitisation has accelerated with new issues arising ...

## Upcoming Reports

### B2B Economic Outlook - UK - Winter 2021