

Covid-19 as assertion accelerator - 9 theses on digitization after Covid-19

Opinions of digitization experts on the time after Corona

We are currently often asked what Corona will change in the long term in terms of digitalization. However, the effects of Corona on companies and our professional life will be far-reaching and sustainable. Cost pressure, new work, final implementation of cloud technologies and automation are just some of the effects. Together with digitization experts, customers and partners, we discussed the post-crisis period for digitization and derived 9 theses from this.

Conclusion: Covid-19 will provide a significant acceleration of digitization and will sustainably resolve the sometimes-hesitant attitude of many companies and responsible parties towards digitization.

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1. The lockdown experiences have made it clear where digitization is missing or could have helped; digitization projects are therefore given high priority.
2. The understanding that digitization does not only mean the use of technology but also a different way of working and the opening up of new possibilities is finally gaining acceptance.
3. The crisis has shown that digital business areas are no longer add-ons but must be an integral part of the (analogue) core business.
4. According to Covid-19, the increased use of digital distribution channels both in B2C and B2B and the use by customers will not decline.
5. Trust in digital channels has increased and with it the realization that digital customer relationships are essential for every company.
6. The Corona crisis is the final breakthrough of electronic payment systems: Cash will be pushed back further and further.
7. AI will continue to be controversial even after Covid-19. Even in survival mode, the ever more complex data protection will determine innovation cycles.
8. The prioritization of digitization will further drive the necessary streamlining and change of processes in production and administration - not only to prepare for the next crisis but to automate the business.
9. In crisis mode, flexibility and agility have become established in almost all corporate organizations, so that the question of what still needs to be done in the company will determine the corporate culture in the long term.