

A. General

Size of Industry (in USD) in your country/ region	Approximate number of companies in your country/region	Approximate number of workforce employed by the industry
Digital transformation market \$284 billion USD		

According to CompTIA, there are more than 525,000 software and IT services companies in the United States (approximately 40,500 tech startups were established in 2018 alone).

The industry draws on a highly educated and skilled U.S. workforce of nearly two million people, a number which has continued to grow during the past decade.

<https://www.selectusa.gov/software-and-information-technology-services-industry-united-states> (edited)

Cloud Computing Services: According to Gartner, the worldwide public cloud services market is projected to grow to \$214.3 billion in 2019, up from \$182.4 billion in 2018. The United States is a market leader in the cloud computing market and has some of the largest companies in the sector. Infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS) are expected to be the fastest-growing segments of the cloud services market. (edited)

B. What are the main challenges for the sector in your country due to C-19? Please name top three challenges in brief.

- Business continuity
- Risk Management and preparedness
- Contracts, regulations

C. Employee Safety – WFH – Productivity. Give information, data, quotes wherever possible.

Measures taken for employees' health, safety and stable work environment?

Remote work, furlough

How quickly did industry adapt to WFH ? What % of the employees switched to WFH within the first 2 weeks?

“Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021.” - *Kate Lister, President of Global Workplace Analytics*

How has WFH influenced the productivity (increased, decreased, almost the same) Please provide numbers, quotes from clients, and outcomes from customer satisfaction surveys.

“Work-at-home will save U.S. employers over \$30 Billion a day in what would have otherwise been lost productivity during office



D.

Examples of where technology acceleration has already been seen and executed for example in Healthcare, enabling the government strengthen its fight against COVID19, Education tech and any other sectors that you wish to highlight.

The manufacturing company 3M has said it is sharply increasing its production of N-95 masks, which filter small particles and droplets from the air. The company plans to increase its production in the United States, where it makes about 400 million masks a year, by more than 30 percent over the next year. Honeywell said it had more than doubled its production of N-95 masks in recent months.

And Tim Cook, the chief executive of Apple, said that the company planned to donate millions of face masks in the United States and Europe.

<https://www.nytimes.com/2020/03/21/business/coronavirus-masks-hanes-trump.html>

<https://www.wsj.com/articles/new-manufacturers-jump-into-mask-making-as-coronavirus-spreads-11584792003>

Details and examples of contributions made by your industry for CSR, helping local communities:

More and more IAOP is seeing US companies push social responsibility and impact to the forefront in both supply chain and hiring practices, and we expect this trend to grow during this challenging time and beyond. And as Generation Z enters the workforce, engaging with organizations who they deem as socially responsible will be paramount in their employment searches.

The search for talent as digital and automation opportunities explode will be challenging, and reskilling and placing those new workers both from local and underserved communities will be critical.

E. Open ended question: *Your thoughts on the role of our industry in helping economies bounce back, future road map as the pace and depth of digital transformation accelerates, challenges, vision, any other thought?*

IAOP works closely with its corporate members to promote the industry as a whole and educate the global community on the use of collaborative models, including technology, global business services, automation and digital. Even more so during this crises, the development of a global talent pool to fill the needs of companies facing a new normal will be critical strategy for stability and even growth over the next several years.

Please note:

- **Numbers matter!** Don't forget to point out the numbers/% where data is available for your market. The working group will objectively assess all the data and utilize whatever helps in strengthening the overall argument for key messages._
- Provide strong – positive quotes wherever possible including your respective governments. Quotes from clients can be anonymized if required.



- Please share any strong infographic, report, business interview, global figures that you have come across and could be helpful to sharpen our arguments.