

“Future Ready Journey” Executive Virtual Discussion

Executive COVID-19 Response Prioritizes Digital-First, People-Centric Experiences

From June 23-30, 2020, 50+ CXOs from the U.S. discussed the "Future Ready Journey" with their peers and VMware executives. Based on these discussions and pre- and post-event survey data, we have highlighted common learnings, challenges and opportunities shared by these VMware customer executives.

Future Ready is a set of clear steps and actions your organization can take to drive stability, growth and innovation, regardless of specific challenges and goals.

The Future Ready Journey is defined by 3 Phases: Respond, Adapt, and Accelerate. The discussions covered priorities in each phase with early successes, current challenges, and opportunities ahead.



1 Respond
Business Continuity

2 Adapt
Business Resilience

3 Accelerate
Digital First

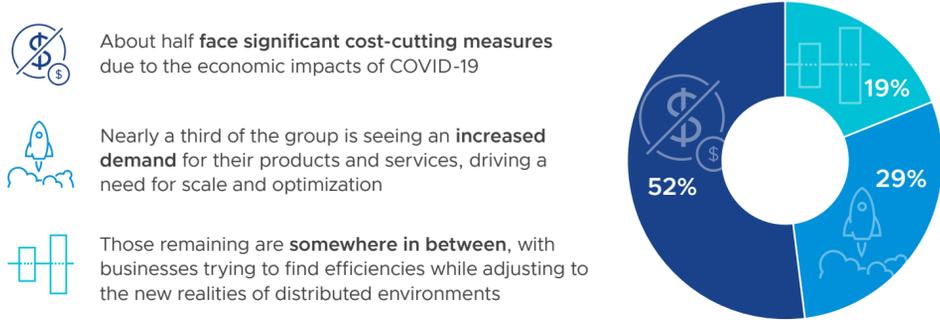
KEY TAKEAWAY:
Learnings and successes from early response

KEY TAKEAWAY:
Current challenges and discussed solutions

KEY TAKEAWAY:
Where CXOs are exploring and investing for the future of their businesses

Business health determines CXO response

Depending on the enterprise's financial and economic situation, the CXO approach to the new realities varies dramatically.

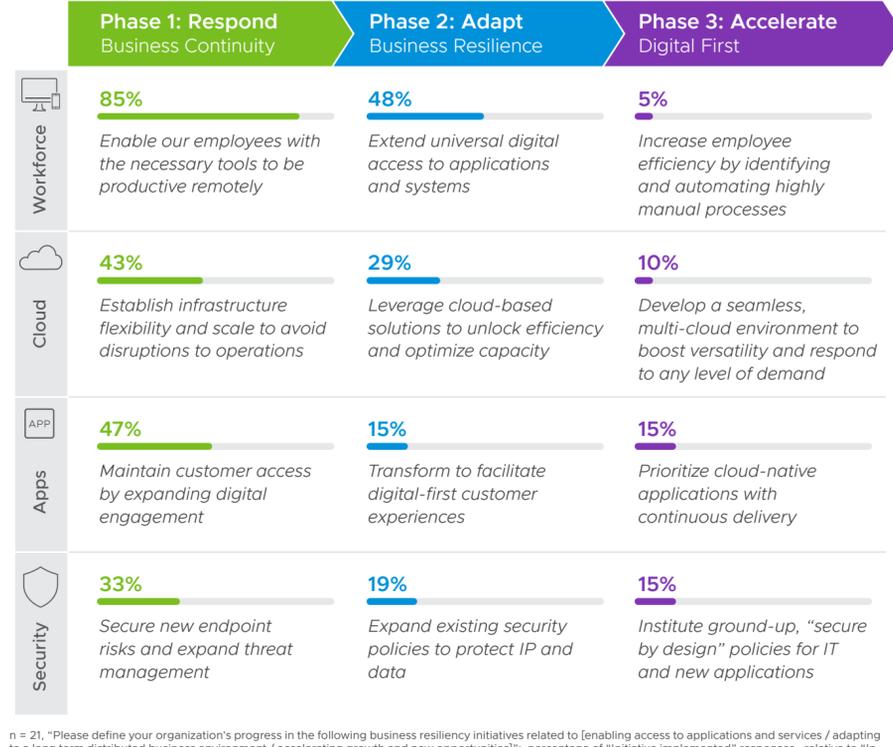


n = 21. "Which of the following best describes your business' priorities at this time?" Survey fielded 5/27-6/30/20.

Most CXOs are progressing towards Future Ready

After two quarters of pandemic-driven changes, the majority of these CXOs are implementing solutions in the Respond and Adapt Phases.

PERCENTAGE OF CXOS WHO HAVE IMPLEMENTED THE FOLLOWING FUTURE READY INITIATIVES



n = 21. "Please define your organization's progress in the following business resiliency initiatives related to [enabling access to applications and services / adapting to a long term distributed business environment / accelerating growth and new opportunities]"; percentage of "Initiative implemented" responses, relative to "In progress" and "Not yet started"; Survey fielded 5/27-6/30/20.

In all phases, CXOs discuss key priorities related to not only their technology, but also their people. This trend highlights **two of the primary goals of enterprise resiliency**:

- Protecting people by putting employees and customers first
- Adapting to new ways of engaging with customers and empowering employees

Phase 1: Respond

Many CXOs are progressing rapidly through the Respond Phase of Future Ready, with an emphasis on empowering remote employees with tools, applications and virtual access.



"Many have looked at what we did for COVID-19 and responded that we were lucky...it wasn't luck, it was the successful execution of a multi year plan...that met the current and future needs of our business" –CXO Attendee

Deliver Work from Home capabilities as seamlessly as possible

85% of the CXOs have implemented solutions to enable their employees with necessary tools to be productive remotely

Provide tech to support and protect safety of customers and employees

"In IT there are a lot of people behind the scenes who make sure this works 24x7... let [our healthcare providers] do what they need to do to provide great care." –CXO Attendee

OUTCOMES

Those with some level of emergency preparedness / business continuity plans report rapid response successes.

LOB stakeholders, and the Board of Directors, see new value of long-term IT strategy and digital transformation investments.

Phase 2: Adapt

CXOs cite strategies that help sustain remote operations and enable return to business growth while eliminating complexity, redundancy, and inefficiency.



"It's all about a real BCP plan and a technology forward workforce...it's about making sure your employees and operations are sustainable. Everything else will work itself out." –CXO Attendee

Technology-focused Priorities		People-focused Priorities	
Deliver office-level network stability at home	Ensure security, compliance, and reliability across clouds	Sustain productivity improvements through collaboration, employee well-being	Develop return-to-office safety protocols
SD-WAN home kits, employee home internet subsidies	3 Cloud Approach: Private, Primary Public and Secondary Public Cloud	Partner with HR, expand communication tools	Touchless technology, IoT, Beacon-based contact tracing

CXO STRATEGIES IN PROGRESS

Phase 3: Accelerate

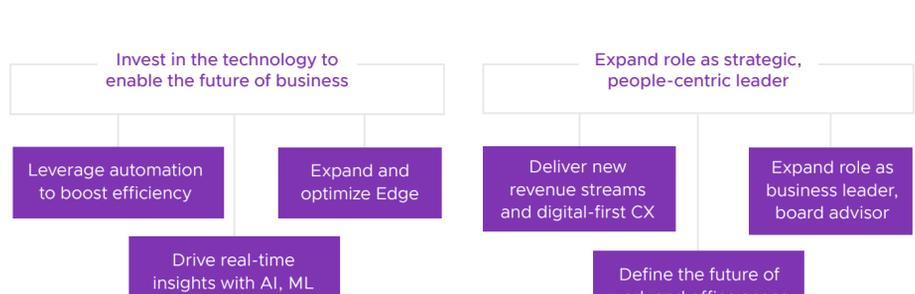
While the Accelerate Phase may seem far off, leading CXOs are already reimagining the future.

Don't waste credibility earned now: Your peers are identifying essential efforts and business critical projects.

While few have fully implemented, 75% of CXOs have already begun Accelerate initiatives.



"Think outside of the box. Don't solve today's challenges with yesterday's thought process." - CXO attendee



Ensuring business continuity in the face of a crisis, adapting to a new reality, and returning to innovation are hallmarks of a Future Ready organization.

To not only survive, but to thrive and emerge from any crisis stronger and faster than competitors requires a digital-first approach.