

# Executive Call To Action: Narrow Your Priority Aperture To Address Customer Demands

## PANDEMIC RECOVERY DEMANDS INNOVATION

Faster innovation is critical to meet new customer demands.

We have sped up our innovation efforts to . . .

Support employees working remotely

61%

Overcome revenue losses due to the pandemic

56%

Meet new digital demands

45%

### BUSINESS PRIORITIES MUST CHANGE TO KEEP CUSTOMERS

Recovery will come from flexible/agile business models.

**ORIGINAL** **RECONTACT**

#### Changing our business model



#### Reducing cost



#### Growing revenue or customers



**YET APP DEPLOYMENT TAKES WEEKS**

Since the pandemic hit businesses, **54%** of executives report it takes weeks to deploy applications to production.

## PRIORITIZE APPLICATION IMPROVEMENTS STRATEGICALLY

The impact of the pandemic has changed the way executives modernize their app portfolios.

(Showing moderately/strongly agree)



We are prioritizing cloud migration projects (**75%**)



We are prioritizing application modernization projects (**70%**)



We are canceling projects with no immediate benefit (**67%**)



Read the full study

### Methodology:

Recontact study source: A study conducted by Forrester Consulting on behalf of VMware, July 2020  
Original study source: a commissioned study conducted by Forrester Consulting on behalf of VMware, October 2019  
Recontact Base: 204 CIOs and SVPs at enterprises in NA, EMEA, and APAC  
Original Base: 614 CIOs and SVPs at enterprises in NA, EMEA, and APAC