

Linked in Marketing Solutions

Today in Telecommunications

The integral role of Telecommunications in the changing world of work

















Welcome to Today in Telecommunications

2020 was the year of business disruption as the global pandemic sparked instantaneous changes to business operations.

Telecommunications technology helped businesses rapidly adapt to create continuity. But, the urgency for Telecommunications products and services continues as businesses begin planning for the long-term.

Linkedin's Today in Telecommunications provides a proprietary look at today's global business needs and the opportunities for Telecommunications brands to address them.



Methodology and Sampling

Survey



Online quantitative research with one combined questionnaire and different modules/routing to reflect different target groups and objectives.



Unbranded survey; 96 total possible questions with routing based on previous answers and median survey time of 17 mins.



Sample sourced from reputable online panel **Dynata.**

Target groups



B2B: Business professionals who have at least some influence on decisions around IT/ Telco products, and finds at least one IT/Telco topic currently relevant to their business.



State of Telecommunications Today

A pulse on the key Telecommunications needs of businesses, directly from Decision Makers themselves.

In surveying Telecommunications decision makers, there were 4 key topics top-of-mind. This report provides a deep dive into their business needs surrounding these topics.



5G Network Technology



Remote Work & Collaboration



SD-WAN



Cybersecurity



Today in Telecommunications

Linked in Marketing Solutions

01.

5G Network Technology

5G Network Technology is here to stay. An intrigued workforce is seeking accurate information about how 5G can bolster the speed of doing business.



02.

Cybersecurity

A scaled migration toward remote work creates the opportunity to help businesses better protect their data and infrastructure.



03.

Remote Work & Collaboration

A rapid transition to remote work is prompting businesses to adopt long-term solutions for productivity among a permanently dispersed workforce.



04.

SD-WAN

Excitement for more unified and accessible systems is tempered by unanswered questions about SD-WAN costs and complexities.



05.

The opportunity on LinkedIn

LinkedIn impressions are worth more than impressions on other platforms.





5G Network Technology

5G Network Technology is here to stay. An intrigued workforce is seeking accurate information about how 5G can bolster the speed of doing business. But here's the thing: we're currently at the peak of the first-mover opportunity for 5G awareness.

Keep reading to learn more about current adoption trends, key benefits, and the 5G information needs of IT Decision Makers.

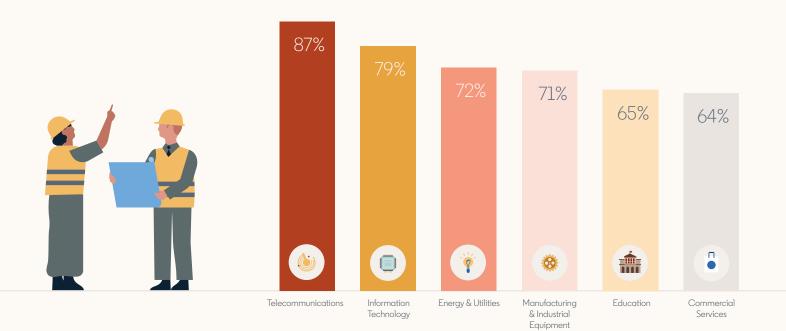




5G Network Technology is especially relevant for Decision Makers at Telecommunications, IT, and Energy companies.



How relevant is 5G technology for your company?





Insight 🕠

While current 5G adoption is relatively low, Mid-Market and Large Enterprise businesses are leading the way in both adoption and in consideration of implementation.





Implemented 5G

as of 2020



Businesses

6%

SMB

1-200 employees

20%

Mid-Market

201-1000employees

19%

Large Enterprise 1000+ employees

Considering implementing 5G

in 2021



Businesses

8%

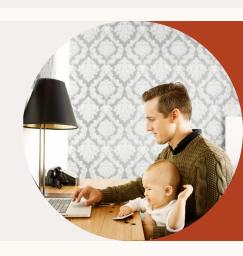
SMB 1-200 employees

24%

Mid-Market 201-1000employees

28%

Large Enterprise 1000+ employees





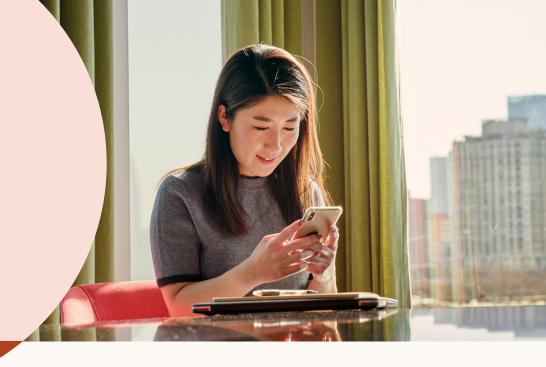
The Opportunity (1)



Despite the strong relevancy of 5G Network Technology across industries, companies are slow to implement. There's opportunity to support IT decision makers in their implementation efforts to meet growing company needs in 5G Network Technology.

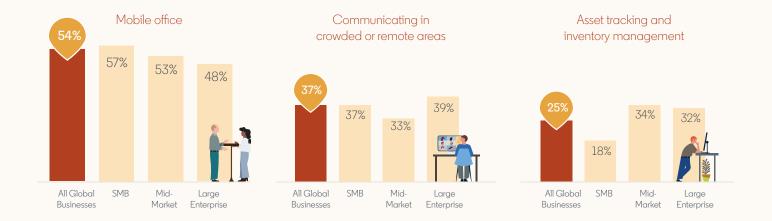


Business **uses** of 5G



Insight 🕠

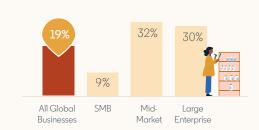
Outside of mobile office and communicating in crowded or remote areas, the top business uses for 5G Network Technology vary according to business size.



Smart building



Remote control of machinery





Insight 👔

IT Decision Makers believe the greatest business benefits of 5G are faster network speeds and high-speed remote work.



network speed



High speed remote work



Increased productivity



38% bandwidth issues



35% Better connection of rural areas



The Opportunity (1)

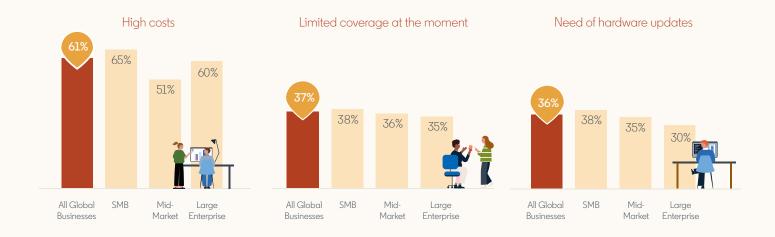
Uses of 5G Network Technology can vary according to business size, but according to IT Decision Makers there is consistency across the top benefits: speed & remote collaboration. Leverage these perceived benefits to help companies increase adoption of 5G Network Technology specific to their usage needs.

Barriers of 5G adoption

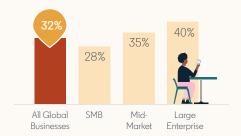


Insight 😲

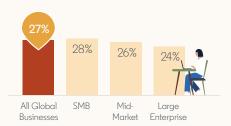
The high cost of 5G is an extensive barrier for businesses, with larger companies also concerned about safety.



Security/safety concerns



Concerns it's unproven /not stable yet



Which areas of 5G do you wish you had more knowledge and information about?

Insight 😗



Decision makers are eager for more education regarding 5G Network Technology and its suitability to the specific needs of their businesses.



5G Benefits

31% of IT Decision Makers

"Whether it can reliably improve download & upload speeds in a rural setting."

- Managing Director in Professional Services

"The intricacies of how it could help us in specific departments."

- IT Director in Consumer Goods



Implementation

28% of IT Decision Makers

"Costs and actual suitability for a small business"

- Owner in Professional Services

"I would like to see information on the actual timelines and rollout to the Northeast US by the vendors."

- Technical Project Manager in Energy & Utilities



Safety & Security

10% of IT Decision Makers

"Safety regarding health of people exposed to it."

- Owner in Real Estate

"Facts to combat people's fear regarding the wave of misinformation."

- Manager of Operations in Commercial Services

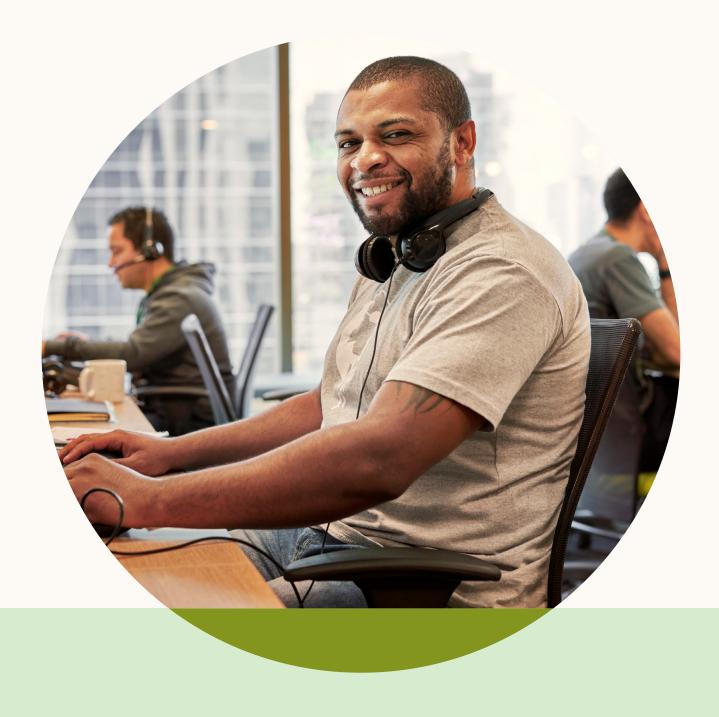




The Opportunity (1)



Overcome barriers of 5G adoption by emphasizing speed and affordability as the two main value propositions in your messaging.



Cybersecurity

A scaled migration toward remote work creates the opportunity to help businesses better protect their data and infrastructure. Telecommunications brands can educate IT Decision Makers on the vast benefits of Cybersecurity to drive adoption.



Insight 😱

Cybersecurity is a highly-relevant topic to a wide variety of industries.

How relevant is Cybersecurity for your company?



Insurance

Equipment

in

Top security tools

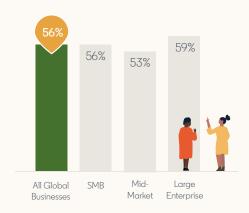
used by companies

Insight 😱

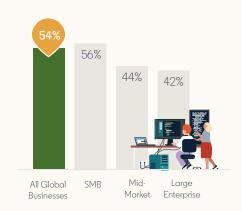


Across all business sizes, backup and recovery procedures currently have the highest adoption rate compared to other security tools.

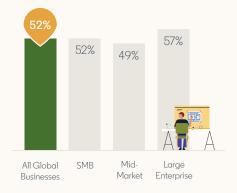
Backup and recovery procedure



Virus scanner



Network-based firewall



Strong passwords/regular password updates





The Opportunity (1)



While acknowledged relevancy is high across a wide variety of industries, overall adoption is still low. There's an opportunity for IT Decision Makers to take advantage of the top security tools in the marketplace regardless of industry or business size.



Cybersecurity main topics of concern

Insight 😗

Given the drastic increase in remote work, businesses are fearful of hacking, viruses, malware, and information theft.



- "Protecting personal information, PHI, and PII."
- President in Financial Services & Insurance





- "Maintaining our security standards on remote workers."
- Manager of IT in Financial Services & Insurance



- "We have several older partners who do not always use best practices as far as keeping their devices safe & secure."
- Partner in Financial Services & Insurance



- "Data breach of clients' information."
- Small business owner in Financial Services & Insurance

Key information

IT Decision Makers seek



Insight 😗

Across all global business sizes, IT Decision Makers are seeking Cybersecurity-related information and content pertaining to the key topics below.



Encryption

"New 5G data encryption standards."

- Director in IT



Cybersecurity

"We need better predictive ability to detect the next likely threat rather than our current dependence on reactive defense and correction."

- CEO in Professional Services



Vulnerability

"I'd like to know where I am most vulnerable."

-Business Owner in Professional Services



The Opportunity (1)

Educate IT Decision Makers about encryption, threat detection, and vulnerability to drive adoption. Offer white papers and webcast event registration for security professionals in exchange for customer information and lead submission.



Remote Work & Collaboration

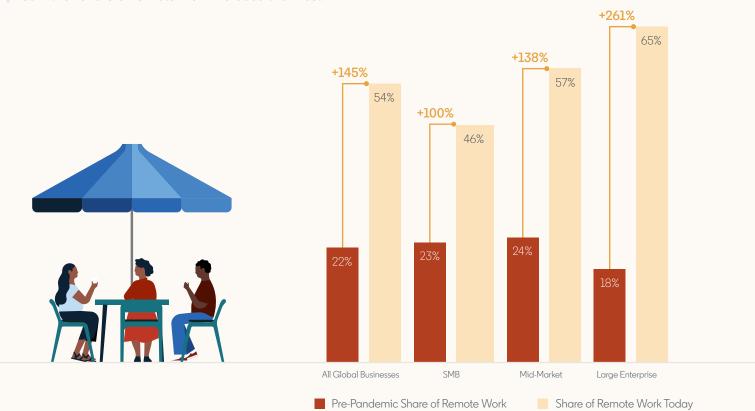
A rapid transition to remote work is prompting businesses to adopt longterm solutions for productivity among a permanently dispersed workforce.

Read further to learn more about the state of remote work, its future outlook, remote work tool usage and impact to remote working budgets.



Insight 😱

Regardless of business size, the COVID-19 pandemic surged remote working, though larger-sized businesses saw their share of remote work increase the most.





Future outlook of remote work

Insight 🕠



Change in remote work by business size over time



Remote work

impact to industries

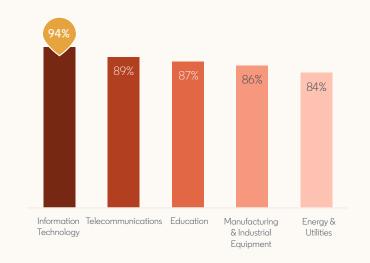
Insight 😗



Remote work technology is most relevant to IT Decision Makers who work at IT, Telecommunications, and Education businesses.



How relevant is remote work and technology for your company?







Manufacturing and Industrial Equipment



Telecommunications



Information Technology

Insight 😗

These three industries are projected to see the largest growth in remote workers.

The Opportunity **(**



Prioritize relevant industries and the specific remote work needs according to remote work growth by business size. Keep reading to see how usage of remote work tools varies across these business sizes.





Insight 🕠

Across business sizes, IT Decision Makers largely agree on the top benefits of remote working.



All	Glo	bal	Bus	inesses

SMB 1-200 employees Mid-Market 201-1000 employees Large Enterprise 1000+ employees

46%

42%

46%

Safety

49%

Safety

Employee Satisfaction & Well-Being

Safety

39%

40%

Safety

General Cost

39%

42%

38%

Employee Satisfaction & Well-Being

Savings

Employee Satisfaction & Well-Being

37% 3

35%

34%

Increased Productivity

General Cost Savings

General Cost Savings

Increased Productivity

in



Insight 🕠

Larger companies are using more tools to support remote work.

	SMB	Mid-Market	Large Enterprise
Emails	78 % ▲	65% ▼	72%
Office software	66%	62%	62%
Web conferencing solutions	58%	55%	63% ▲
Voice calls	61%	52% ▼	59%
Video calls	50% ▼	57%	63% ▲
Cloud storage / online file management	54%	54%	53%
Remote access	46% ▼	50%	56% ▲
Online collaboration tools	40%▼	48%	56% ▲
Instant Messaging Apps	42%	45%	46%
Virtual desktop	23% ▼	43%	46% ▲
Online project/task management tools	17% ▼	31%	33% ▲
Social networking sites	18% ▼	28%	25%
Note-taking and note-sharing apps	16%▼	19%	32% ▲



The Opportunity 1

Leverage the above insights on changes in remote work tool usage to facilitate conversations on future remote work company needs.

LinkedIn "Today in Telecommunications", July 2020



Changes to remote work budgets



Insight 🕠

In 2021, businesses are planning to increase their budgets for remote work and collaboration tools.

2021 budget for remote work and collaboration tools

% increase in budget



SMB 1-200 employees



+34%

Mid-Market
201-1000 employees



+32%

Large Enterprise
1000+ employees

Top barriers

of remote work

Insight 🕠



The barriers of remote work are consistent across company sizes.



All Global Businesses

SMB

Mid-Market 201-1000 employees

Large Enterprise 1000+ employees

46%

45%

48%

Lack of social interaction

Lack of social interaction

1-200 employees

Lack of social interaction

Lack of social interaction

38%

39%

36%

40%

Company culture & team-building

Company culture & team-building

Too many distractions

Company culture & team-building

Company culture & team-building

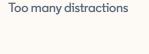
35% 3

37%

High distraction for employees

33%

Too many distractions



The Opportunity (1)



Tap into planned remote work budget growth by addressing the two top barriers to adoption:

- 1) Lack of social interaction and team building
- 2) Too many distractions



Insight 🕠

IT Decision Makers want to learn more about tools for work processes and virtual collaboration.



Virtual Collaboration Tools

38% of IT Decision Makers

"Apps that facilitate remote meetings, note taking, collaboration, whiteboarding"

- IT Manager in Financial Services & Insurance

"File sharing to ensure employees are uploading to cloud servers and not on desktop."

- CFO in Manufacturing



Work Processes

20% of IT Decision Makers

"Productivity metrics to better monitor project progress."

- Manager in Manufacturing

"Tools to help manage people remotely."

- Director in Manufacturing & Industrial Equipment

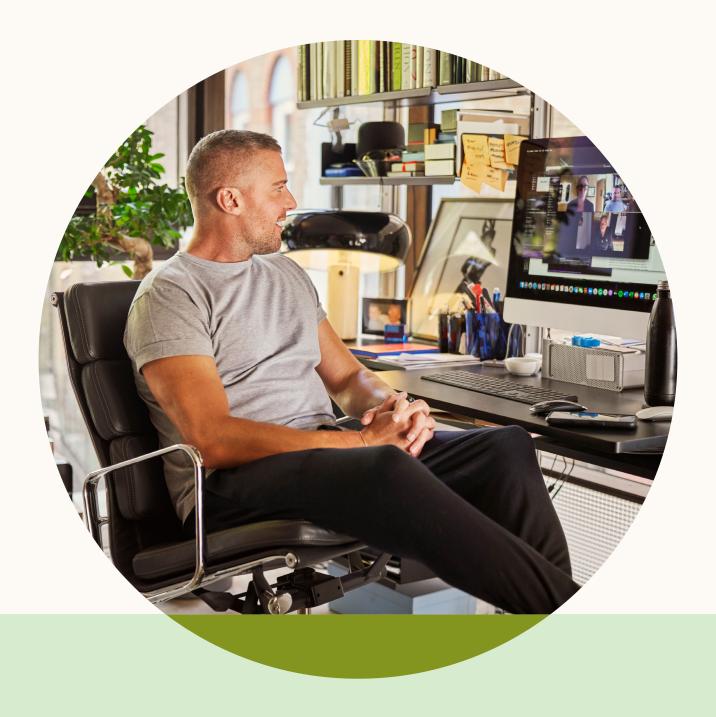


The Opportunity (1)



Support companies through the rapid change to working by providing IT Decision Makers with the content, resources, and tools needed to make informed decisions for their companies regarding the future of remote working.

LinkedIn "Today in Telecommunications", July 2020



SD-WAN

SD-WAN, or software defined wide area network, is the newest capability in the world of wide area network. Excitement for more unified and accessible systems is tempered by unanswered questions about SD-WAN costs and complexities.

Keep reading to learn more about current SD-WAN adoption trends, key benefits, and the types of content that IT Decision Makers seek.



Insight 😱

To-date larger companies have led SD-WAN adoption, but overall adoption percentages are low across all business sizes with only 9% of global businesses currently taking advantage of SD-WAN technology.

SD-WAN adoption-to-date by business size



Businesses

3%

SMB 1-200 employees 16%

Mid-Market 201-1000employees 20%

Large Enterprise 1000+ employees

SD-WAN adoption-to-date by industry

Insight 😗



While adoption rates are consistently low across all industries, we are currently seeing the highest adoption rates within IT, Financial Services, and Manufacturing.



Information Technology



Financial Services & Insurance



Manufacturing & Industrial Equipment



Benefits of SD-WAN adoption

Insight 😱

Early SD-WAN adaptors are noticing a variety of benefits across all business sizes. Network security is currently the top reported benefit across SMB, Mid-Market, and Large Enterprise companies.



Businesses





Market

Flexibility with changing

- "It simplifies our branch operations &efficiently connects our branches to the internet." - IT Training Manager in Education
- Cloud Security, Integration, Deployment, and Orchestration are the greatest benefits for us." - Director in IT

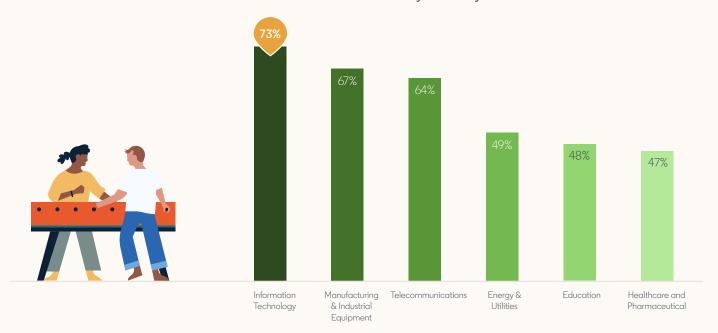
Enterprise



Insight 😱

Decision makers within the fields of IT, Manufacturing, and Telecommunications currently report the highest rates of acknowledged relevancy, with 64%+ of IT decision makers sharing that SD-WAN is relevant to their company/organization.

Industry Relevancy of SD-WAN



The Opportunity (1)

The benefits of SD-WAN technology are relevant to a wide variety of industries across all business sizes. There's an opportunity to drive significant SD-WAN adoption by educating SMB, Mid-Market and Large Enterprise IT decision makers on the vast benefits and relevancy of SD-WAN technology.



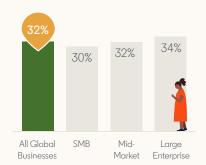


Insight 😗

As businesses consider SD-WAN technology, the biggest barriers to adoption are costs, complexity, and security across all business sizes.







Software limitations



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Key information IT Decision Makers seek

Insight 😗



Across all global business sizes, IT Decision Makers are seeking information and content related to SD-WAN and the topics below.





Cost and complexity

"Cost and unwarranted complexity for the size of my network."

- Director of Technology in IT



Implementation

"The implementation of the new system technology."

- President/CEO in Professional Services



Security

"Much more vulnerable to cyber attacks."

- Director of Quality Assurance / IT in Manufacturing

Content topics IT Decision Makers seek



Best practices for introduction



Advantages



Vendors/Tool Reviews



Challenges



The Opportunity (1)



Develop engaging thought leadership content and resources in partnership with respected vendors and research organizations. Creative teams should create thought-leadership 101 white papers and how-to videos featuring firsthand accounts that validate the ease of adoption.



The opportunity on LinkedIn

COVID-19 propelled business communication tools into the spotlight as workforces shifted to working remotely, leaving companies scrambling for resources to enable productivity and connection. This trend is having long-term impacts on enterprise work models.

LinkedIn gives you the opportunity to reach and engage valuable Decision Makers on the most trusted social platform built for professionals. Take advantage of growing remote work budgets and drive adoption of the most relevant Telecommunications tools in the marketplace through LinkedIn.

LinkedIn is home to the IT & Telecommunications Decision Makers you need



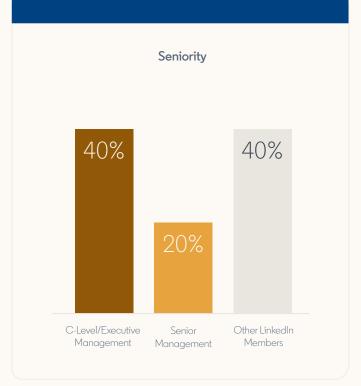
Insight 👔



Most IT & Telecommunications Decision Makers on LinkedIn are senior and have the final say.

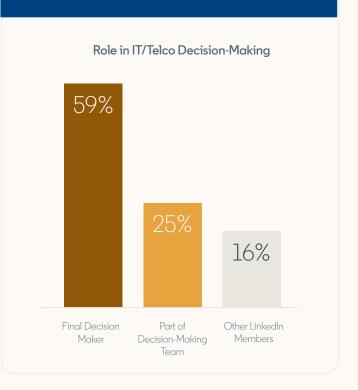


60% Senior Management or higher





84% Decision Makers or influencers



Key industries of your audience on LinkedIn



Insight 😗



Decision Makers on LinkedIn represent a wide variety of industries with Professional Services and IT rising to the top.



17% Professional Services



Financial Services & Insurance



16%

Information Technology



7%

Healthcare and Pharmaceutical



Manufacturing & Industrial Equipment



in

Satisfied yet **open to change**

Insight 👔

While satisfaction with current providers is high, LinkedIn Decision Makers are open to make a switch.



Technologies used by companies of decision makers on LinkedIn



Asset tracking/management "Rising costs are forcing me to think about switching to a more affordable plan." - Owner in Real Estate



Provide value during the **decision** making journey

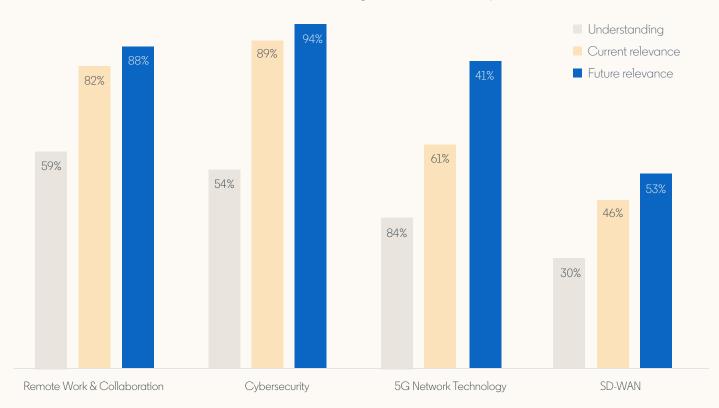


Insight 👔

IT and Telecommunications Decision Makers are constantly seeking to expand their understanding of technology through new information. Help them close the gap between the relevancy of technology and their knowledge.



LinkedIn Decision Makers' current understanding of telecommunications products vs. relevance



LinkedIn "Today in Telecommunications", July 2020

Where you

market matters most



Insight 👔



Linkedln's premium, trusted environment has a powerful effect on your marketing.



Voice of IT Influencers and Decision Makers





Proprietary insights from the premier professional social platform





Uncovered opportunities for telecommunications brands



in



















Today in Telecommunications



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Build your campaign



