



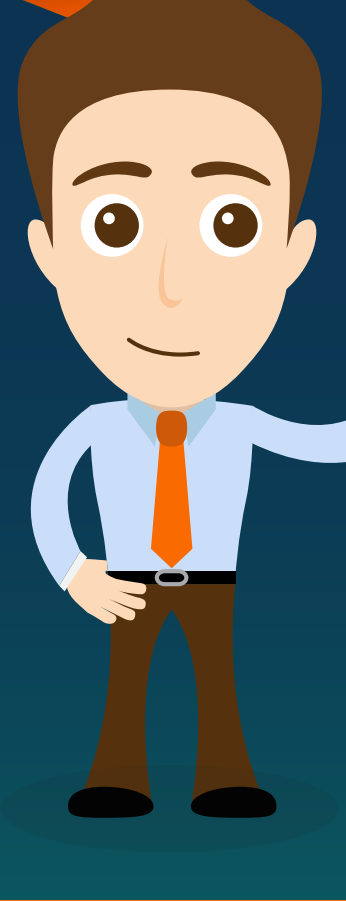
How Have IT Strategies Evolved to Meet the Challenges of the Pandemic?

Impact of the Pandemic on Business Operations

With so many changes in the way small to medium-sized companies are conducting business in the face of the pandemic, Iconic IT recently surveyed business leaders nationwide to identify trends, concerns, and their visions for the future of their organizations.

Refer here to the survey questions: <https://iconicit.com/pandemic-impact-survey>

DID YOU KNOW?



50%

of all small to medium-sized businesses **increasing** their IT budgets say that their biggest motivation is **cybersecurity.**

GRAB THE ASPIRIN

Top IT headache inducers for businesses?



24%

Tightening cybersecurity strategies



19%

Increasing my network speed and reliability



9%

IT Budgetary concerns



5%

Permanently transitioning to remote work



28%

All issues are a concern

15% have no significant IT concerns

WE'VE GOT THIS, RIGHT?

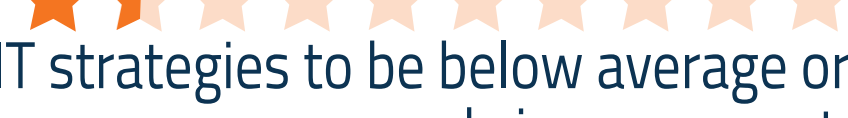
We asked business owners how they feel about their **current IT strategies.**



63% think their IT strategies are excellent or good.



23% consider their IT strategies to be average.



14% believe their IT strategies to be below average or needs improvement.

POSITIVE OUTLOOK ON IT BUDGETS

75% of the businesses surveyed are increasing their budget or keeping it unchanged.



50%
IT Budget
Unchanged



25%
IT Budget
Up



25%
IT Budget
Down



HEAD IN THE CLOUDS

Cloud services are becoming an integral part of today's modern businesses.

Big Concern:

23%

Of respondents were either unsure about how they store backups or don't have backups at all.

Embracing the cloud:

77%

Rely on cloud services for backup and disaster plans.

MICROSOFT POWERS BUSINESS

No suprise here. The leading operating system is keeping businesses thriving.



68%

Rely on Microsoft for core functions such as email, Teams, and other applications.



16%

Use Microsoft for Email Only

Opportunities Missed:



16%

Don't use Microsoft within their company at all.

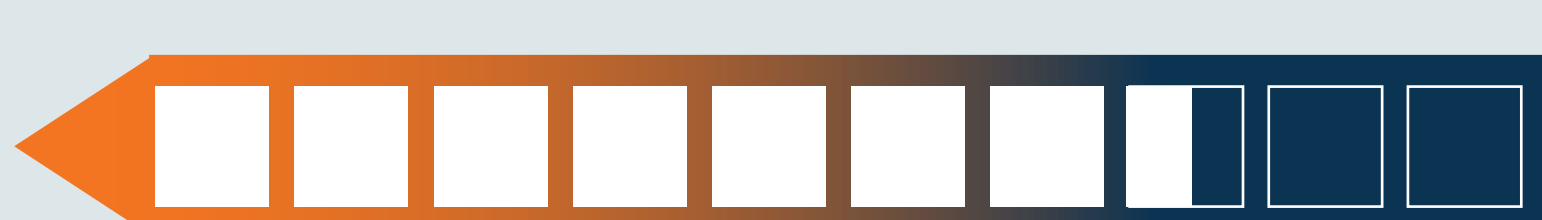
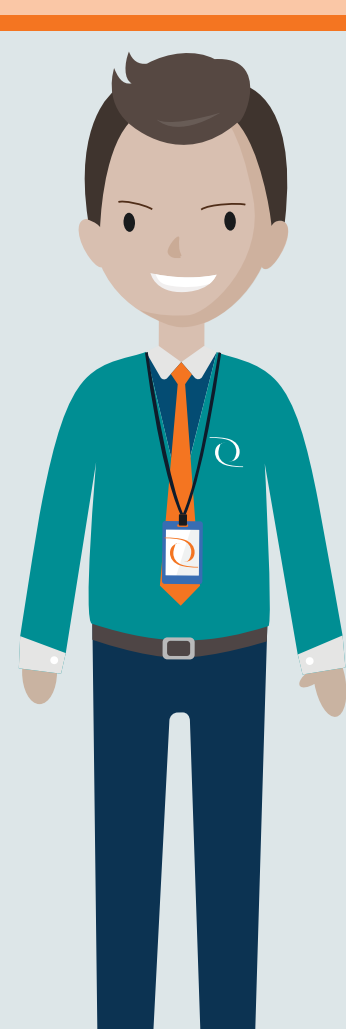
Microsoft
Empowering Today's
Remote Workforce.



IT IS NOT ALL ABOUT PRICE

75% of participants considered excellent help desk support and reliable customer service to be the #1 priority in outsourcing their IT.

(Closely followed by price and reputation)



THE MODERN WORKPLACE LOOKS A LITTLE DIFFERENT

Where will businesses be in the future?

50%

Are considering a hybrid telecommute and office work model

41%

Envision a full return to the office

Where will **YOU** be in the future?

9% are still unsure.



WHAT'S NEXT? YOU'VE GOT QUESTIONS, WE'VE GOT ANSWERS.

This guide will provide a way to assess your current strategies including do-it-yourself tips, checklists, and assessments.

Visit <https://iconicit.com/cybersecurity-services/cybersecurity-plan/> to download your free guide.

Ready to reach out for a more personalized IT strategy?

Email us at ask@iconicit.com