



NORDIC OMNICHANNEL 2023
THE RISE OF A CROSS- PLATFORM WORLD!

SITUATIONAL ANALYSIS, CENTRAL SUBJECTS AND
RECOMMENDATIONS FOR BUSINESSES

BUSINESS DEVELOPMENT, MOBILITY & DIGITALISATION

Radar.

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SUMMARY STATE OF THE NORDICS

2023 has so far been a challenging year for businesses and authorities alike. Geopolitically and economically, we are still in a very difficult situation. The battle between major powers is not only taking place on the battlefield but also in areas such as technology, energy, and expertise. In the State of the Nordics report, Radar examines geopolitical, technical, and other key external factors that affect companies and have implications for competitiveness. Radar also provides recommendations for measures that businesses can take to address the challenging situation.

KEY TOPICS FOR ORGANIZATIONS AND MANAGEMENT IN 2023

In 2023, organisations and management need to address cost development, budget challenges, and seize opportunities. Our new research confirms that the main concern among leadership in the private sector is economic development, while leaders in the public sector are primarily focused on budget constraints and financial challenges, which require addressing cost management.

COST DEVELOPMENT

IT costs should be compared to total costs and the digital maturity of the companies. Costs are expected to continue increasing throughout 2023, with a greater focus on cost governance for cloud services. Due to inflation and cost pressures, we anticipate an increased demand for mobility solutions that support hybrid work models.

BUDGET CHALLENGES

The use of public cloud services through shared data centres is expected to increase. Transatlantic collaboration on data transfers will be established, further boosting the growth of public cloud services. Index regulation of agreements makes continuous dialogue with customers more important. Having an overview of the company's own situation is crucial for identifying the right measures.

SEIZE OPPORTUNITIES

Automation will be essential for reducing the impact of inflation on processes. There will be a greater emphasis on digitalisation to transform processes, enabling effective risk management and the exploitation of opportunities. The insights gained from risk management should be utilized to improve the business, leveraging IT as a strategic competitive advantage. In line with sustainability considerations and cost challenges, we expect an increased demand for mobility solutions that support hybrid work models.

Industry consolidation will strengthen, leading to increased merger and acquisition (M&A) activity. We anticipate greater professionalization and innovation as a result.

RECOMMENDATIONS FOR DECISION MAKERS

Risk management is not optional, it is mandatory!

Cost development, transparency legislation, logistical disruptions, and shortage of labour and raw materials all point to a greater focus on risk management in businesses. Reviewing your own systems and situation is key.

Due diligence assessments as part of risk management are becoming more important.

Risk management should be prioritized, and we recommend that all businesses review their own areas of risk and conduct due diligence assessments in accordance with the OECD guidelines. Understanding your own risks is necessary to manage the business in a good and socially responsible manner.

Increased digital maturity through digitalisation, automation, and security.

Cloud services, including platforms, infrastructure, and software, are essential for the digital maturity of a business. Review your business's target state in relation to its current level of maturity so that actions to reach

the target state can be prioritized. The winners in this development are those who have reduced the impact of inflation, disruptions, and risks in their processes. Risk management, security, digitalisation, and automation will set the winners apart from the losers!

Radar research shows that the benefits of making robust digitalisation in a country of the size of Sweden would increase Gross Domestic Product (GDP) and competitiveness with close to 15 percent of 2022 years GDP level in 10 years' time. Robust digitalisation has never been more important than now!

SITUATIONAL ANALYSIS

How bad will it be going forward, with continued aggression from Russia, along with a strained energy situation, resource shortages, and a troubled economic situation with high inflation for most European countries? Radar assumes that 2023 will be a *challenging year for businesses, but that there are opportunities to emerge stronger from the crisis through taking strategic measures.*

GEOPOLITICAL SITUATION AND INFLUENCE

We find ourselves in a highly volatile and complex geopolitical situation that is difficult to interpret. There is ongoing warfare in Europe, with the United States being a significant contributor, while the divide between the United States and China grows larger in the South China Sea.

The United States has provided Ukraine with up to 400 billion in military support, effectively turning it into an American proxy war against Russia, where they send equipment but avoid losing soldiers in combat. At the same time, Taiwan is receiving additional support of over 345 million dollars in a military aid package from USA, announced in July 2023. China's demand for a peaceful takeover of Taiwan is set for the year 2049. The superpowers Russia, China, and the United States are facing each other in a way like never before!

The battle between these superpowers is not only taking place on the military battlefield, but also in the fields of technology, energy, and expertise.

TECHNOLOGY, which provides control over the flow of the digital economy - such as relational flows, transaction flows, and data flows - is our next battleground. Creating technical dominance in data centres, cloud services, 5G, AI, and Edge is where the power game is happening now, and countries that are left behind are using legislation as a regulatory measure against or with technology! The pandemic also led to an unprecedented increase in demand for computing power and flexible mobility solutions, and work from anywhere is the default. How can nations deal with these changes and how can companies deal with the rise of a cross-platform, omnichannel reality?

ENERGY is a real security policy component exploited by Russia.

The Russian threat is not just about prices and levels of power supply to Europe but also about shutting down or disrupting energy infrastructure in Europe in areas where there is a possibility to halt attacks, i.e., the cyber domain. The continued war of aggression by Russia in Ukraine, will show which cards Russia will ultimately play to force the EU to yield and what price it may have for our economic development.

According to the several of the Nordic Security Services and Intelligence Services, Nordic energy exports to Europe can become a target of sabotage by Russia. Therefore, it is crucial for the Nordic countries to protect the energy infrastructure across oil-, gas and other energy installations.

EXPERTISE, knowledge, and above all intellectual capital (IP) are valuable assets today.

"China's economic growth model is based on the exploitation of other countries' and companies' intellectual capital, and for Russia, the cyber domain is equally crucial, although more for information gathering and influencing purposes", said Hans Werner, CEO Radar Group, at Radar Summit 2019.

THE ONE WHO CONTROLS TECHNOLOGY, ENERGY, AND EXPERTISE WILL BECOME A LEADER IN THEIR INDUSTRY OR FURTHER ENHANCE THEIR SUPERPOWER STATUS IN THE ERA WE ARE CURRENTLY IN.

Geopolitically, we are in an extremely tense situation.

ECONOMIC OUTLOOK FOR THE NORDIC COUNTRIES

For the Nordic countries, high inflation and rising interest rates will take their toll, and a recession will most likely commence during 2023. However, inflation has decreased, and the Nordic regions energy supply state has improved significantly, which will generate a far milder recession than previously feared. Increased imports of liquefied natural gas (LNG), mild weather conditions, and impressive adaptability have enabled the Nordic countries to cope with the towering natural gas and electricity prices surprisingly well. Besides, households played an important role in minimizing the energy crisis by undertaking energy efficiency actions and directly reducing consumption. Although an energy crisis might be avoided for the Nordic region, the market will still be tight since we anticipate higher oil prices as China reopens after the pandemic and oil supply from Russia is incessantly curbed.

The Nordic region's strong infrastructure, highly skilled workforce, and supportive regulatory environment are providing fertile ground for IT startups and established companies alike. This has led to a surge in investment, with venture capital firms and other investors pouring funds into Nordic IT ventures. While there are still challenges to be faced, such as recruiting and retaining talent and navigating complex regulatory frameworks, the outlook for Nordic IT growth remains positive. As Europe continues to grapple with economic uncertainty and shifting geopolitical dynamics, the Nordic region is well-positioned to be a key player in driving technological innovation and growth.

INFLATION

Severely rising inflation and insufficient wage compensation are putting pressure on households. Thus, we expect an economic slowdown in 2023 that is primarily driven by decreased consumption. Consumer-driven recessions are milder but more protracted compared to crises caused by financial imbalances and investment cycles. Further, consumption of durable goods has fallen severely, consumption of food, however, is more stable, but some gradual restraint is distinct as consumers buy less or cheaper food compared to normal shopping patterns.

Inflation is a geopolitically induced core inflation, rather than a demand- or supply-based inflation where interest rates can be effectively used as a control tool. Energy costs and raw material shortages lead to price increases, driving the Producer Price Index (PPI) through the roof. Rising interest rates can become a problematic instrument in such a context and are likely to result in reduced demand, which in turn pushes us towards more challenging economic environment.

ENERGY

Russia supplies Europe with approximately 158 billion cubic meters of gas in a normal year. This accounted for 32% of the entire energy mix for Europe. Measures have been taken to reduce dependence, and countries like Norway, England, and Azerbaijan have increased their deliveries. Meanwhile, European countries have purchased, leased, or rented all available liquefied gas terminals to utilize more liquefied gas. The total dependence now stands at around 100 billion cubic meters of natural gas for 2023. For Russia, this is realpolitik, and it's a card they will continue to play.

It's interesting that we have put ourselves in a situation where 20% of the energy mix sets the price for nearly 100% of all energy consumption!

During times of war, with an ongoing energy crisis and extreme political uncertainty, it is challenging to predict the development of the energy market. However, the pace of political decisions has accelerated in Europe and elsewhere, and fossil-based energy systems have obvious vulnerabilities. The European energy deficit challenges energy security and creates what Statkraft calls "energy poverty."¹ Immediate action will be required to mitigate the most severe short-term outcomes.

¹ Statkraft, Low emissions scenario: <https://www.statkraft.no/globalassets/0/.no/lavutslipp/2022/low-emissions-scenario-report-2022-digital.pdf>

International trade and cooperation are critical to ensure energy transition, and increasingly, the global energy system will shift from being fuel-intensive to material-intensive. Radar assumes that these collective changes will exert greater pressure for transitioning to renewable energy sources, with direct and indirect implications for value chains.

SHORTAGES OF RAW MATERIALS

Direct and indirect effects of Russia's attack on Ukraine have created shortages of strategic raw materials, fertilisers, and food in the EU. Russia's war of aggression has sent shockwaves into the commodity market. Radar notes that price transparency in the market will become more challenging in the context of a more complex world. At the same time, it is utopian to think that we will be able to be self-sufficient in all raw materials, minerals, and metals, considering the risks involved.

In the following, we will address the consequences of the shortage of microchips and the need for a mineral strategy that recognizes the connection with the EU's efforts to secure access to critical raw materials.

SHORTAGES OF MICROCHIPS

We have been experiencing a shortage of chips for two years now, and the consequences are significant. The automotive industry halts the production of approximately 40,000 vehicles every week, features are removed from deliveries (reverse engineering) to enable delivery, and companies like Tesla have reworked their software architecture to eliminate chips from the refinement process. It takes time to build up production capacity and establish new factories. Expect to continue experiencing a chip shortage for at least another year, with all the resulting consequences. Bear in mind that the increase of demand for semi-conductors is further fuelled by the increase of work-from-anywhere trend.

Europe's share of the global chip market (semiconductors) is currently only 10 percent. The European Commission aims to increase this to 20 percent by 2030. Since the demand for microchips is expected to rise rapidly in the coming years, this will effectively mean much more than doubling production. Currently, the market is dominated by countries in Asia, such as Taiwan, China, and South Korea. Semiconductors are at the centre of strong geostrategic interests. It's a global technological race where leading economies are concerned about securing supplies of the most advanced chips. Read more about the chip shortage in Radar's blog on the strategic significance of chips: <https://radargrp.com/2023/chip/>

The Biden administration is considering new restrictions on the export of data chips related to artificial intelligence to China, according to individuals familiar with the matter. The Department of Commerce may as early as next month halt the unlicensed export of data chips from companies such as Nvidia and other data chip manufacturers to customers in China and other "countries of particular concern." The action would be part of the finalization of rules and classifications that followed the expanded export control measures announced in October.

SHORTAGES OF MINERALS

Digitising and electrifying the Nordic countries will require rare earth elements and minerals from China and other unstable states. The demand will be further stimulated by the Nordic countries transition from fossil to renewable energy production. Therefore, an updated Nordic mineral strategy is important, utilising mineral resources while considering Nordic and European access to critical raw materials.

SHORTAGE OF METALS

The price of commodities will increase, driven further by the fact that the green transition requires electrification, making copper even more important. China accounts for 60% of global aluminium production and is now also focusing on nuclear power. In ten years, it is expected that China will have access to 10,000 nuclear power engineers and researchers, and this is something the West cannot overlook. Oil, copper, uranium, and other raw materials will be important to ensure that the Nordic region has multiple pillars to rely on.

REGULATORY SITUATION

New rules and regulations are being introduced, leading to increased requirements for professionalisation and responsible governance of businesses. This applies to digital security, digital transparency, and responsible business practices. In the following, we provide a brief overview of some of the relevant laws and regulations that require action from businesses.

SUSTAINABILITY AND ECONOMIC, SOCIAL AND GOVERNANCE ASPECTS (ESG)

Regulations keep coming, including from the European Union. The recent Corporate Sustainability Reporting Directive (CSRD) from the EU sets new requirements for sustainability reporting by businesses and will be relevant to Norway as part of the EEA agreement. Additionally, work is being done on a due diligence directive (CSDDD) from the EU, which will require even more businesses to conduct due diligence assessments following the guidelines of the OECD. Therefore, we recommend that all businesses review their internal and external risk areas and perform due diligence assessments according to the OECD guidelines. Understanding one's own risks is necessary to manage the business in a responsible and socially accountable manner.

NIS2 (THE NETWORK AND INFORMATION SECURITY DIRECTIVE 2.0)

The EU has adopted a new directive, NIS2 (The Network and Information Security Directive 2.0) which aims to raise the minimum level of security in both physical and digital domains in all EU member states. The directive means that many organisations, both private and public, are responsible for ensuring that security throughout the supply chain is NIS2-compliant. NIS2 requires systematic due diligence, reporting, and management focus, and it will create the need for many companies to establish new workflows.

IT-MARKET DEVELOPMENTS IN THE NORDIC COUNTRIES 2023

SWEDEN

The persistently high inflation in Sweden has been a cause for concern for the Swedish central bank, Riksbanken, which has the mandate to keep inflation close to 2 percent. The high inflation is largely driven by the increase in import prices and soaring energy prices, which have affected the prices of goods and services in the Swedish economy. To combat high inflation, the Riksbank has been raising interest rates. However, the hiking cycle is expected to end in July with the policy rate at 3.75 percent. Despite the expected end of the hiking cycle, inflation is still expected to remain high in Sweden throughout 2023, although it may decrease slightly once energy prices stabilise. Excluding energy, inflation will remain high and is not expected to reach the Riksbank's target level of 2 percent until the second quarter of 2024. Indeed, this suggests that Riksbanken may need to maintain its tight monetary policy stance for some time to keep inflation under control. However, this could have negative effects on economic growth and employment in the short term.

The drawn-out NATO process in Sweden, influenced in part by Hungary and Turkey, means that Sweden must now aim to reach the 2 percent spending goal by as soon as 2024. The Swedish IT-market is paced for a growth of 1,2 percent in 2023, followed by a 1,4 percent growth in 2024.

NORWAY

The cost pressures are hitting the companies hard. The weaker Norwegian Krone, combined with competency shortages, added regulatory and economic burdens from the Transparency Act, new Working Environment Act, and new Digital Security Act, is a challenging mix for many companies across all industries in the private sector. Although the economic outlook may be challenging for Norway, the need for digitalisation and automation to improve efficiency and reduce inflationary effects continues across sectors. We expect further growth in cloud services, combined with an increased focus on cost control and general governance of cloud use. Risk awareness and risk management will be of increased importance going forward, and we expect a further focus on IT as a strategic competitive advantage. The Norwegian IT market is paced for a 4,7 percent growth in 2023 followed by a 3,1 percent growth in 2024.

FINLAND

The ongoing Russian aggression has significantly impacted Finland's economy, leading to a revision of its GDP forecast for the coming years. The initial forecast for 2023 was 2 percent, but it has now been revised to -0.3 percent due to high inflation, energy costs, and the loss of a major trading partner. The OECD predicts a forecast of 1.1 percent for 2024. In 2021, Finland's military expenditure was 1.26 percent, which increased to 1.72 percent in 2022, according to the Stockholm International Peace Research Institute (SIPRI). However, after entering NATO, Finland will need to increase its military expenditure to 2 percent, which could affect other investments in the country.

The Finnish IT market is paced for a 3,8 percent growth in 2023, followed by a 1,6 percent growth in 2024.

DENMARK

While Denmark's economy has shown a strong recovery from the pandemic, the challenges it faces from inflation, energy prices and the global recession make it important for decisionmakers to maintain a cautious approach. Indeed, continued vigilance will be necessary to ensure that the economy remains stable and resilient in the years to come.

The Danish IT market is paced for a 3,7 percent growth in 2023, followed by a 2,9 percent growth in 2024.

CENTRAL THEMES FOR IT-BUSINESSES 2023 AND ONWARDS

The regulatory and political development across the Nordic countries and European countries, necessitates an adjustment in policies across industries. Decisionmakers across the board will face demands from management to reduce costs, but now it's about both managing cost increases and budget challenges, while also seizing opportunities. But how can businesses compete in these challenging times? The answer to these challenges lies in **automation, digitalisation, and sustainable solutions**.

ABILITY TO COMPETE

DIGITALISATION AND AUTOMATION MAY INCREASE COMPETITIVENESS

There has been a significant shift in both the workplace and society, moving away from traditional office work to a hybrid model where employees combine remote and in-office work. This shift is eroding the traditional boundaries of when and where we work. However, many businesses are still held back by a lack of digital maturity and legacy technology.

SECURITY AND SUSTAINABILITY MAY INCREASE COMPETITIVENESS

The challenge of working from everywhere can be handled by working smarter and in a more sustainable way. The cross-platform world, in which you work from anywhere from your chosen device, is the new normal.

Managing the companies many device management needs become essential for companies looking to benefit from increased effectiveness and security in their business development.

Challenges for IT-departments and IT decision makers across industries will be:

- Managing supply chain risks (geopolitical challenges, reduce inflationary effects, governance issues),
- The share of energy costs in production costs has increased over time,
- Capex increase,
- Opex increase,
- Work from anywhere-trend requires secure mobility solutions that are **sustainable and secure (Omnichannel)**.

THE RISE OF THE CROSS-PLATFORM WORLD (OMNICHANNEL)

Work from anywhere is the new normal, and management paradigms have shifted when it comes to cross-platform obstacles. *Cost efficiency, productivity output per employee, and sustainability* are emerging as significant drivers of mobile solutions across industries.

However, as enterprises fully embrace remote and hybrid work, there are logistical and financial challenges which complicate device lifecycle management and cost optimisation. The current macroeconomic environment and cost inflation affect many businesses; and Radar predicts that companies will look for cost reductions and efficiencies across services like Enterprise Mobility Management, Device Management, End-Point Management and the like. The prices of mobile phones are also increasing, and organisations lack both the competence and solutions to handle and utilise the cost-saving potential of their devices.

However, optimised End-User Computing goes way beyond device management! It is time for decision makers to embrace new device management paradigms.

SUPPORT A REMOTE-FIRST, CROSS-PLATFORM REALITY!

As 'remote-first' becomes the driving force behind the demand for modern, secure, and flexible device management systems, it's time to assess enterprise mobility management and unified endpoint management to better support this cross-platform, remote-first reality.

The following areas should be considered, according to Infotech²:

- Client Management Tool (CMT)
- Enterprise Mobility Management (EMM)
- Unified Endpoint Management (UEM)
- Mobile Application Management (MAM)
- Mobile Content Management (MCM)

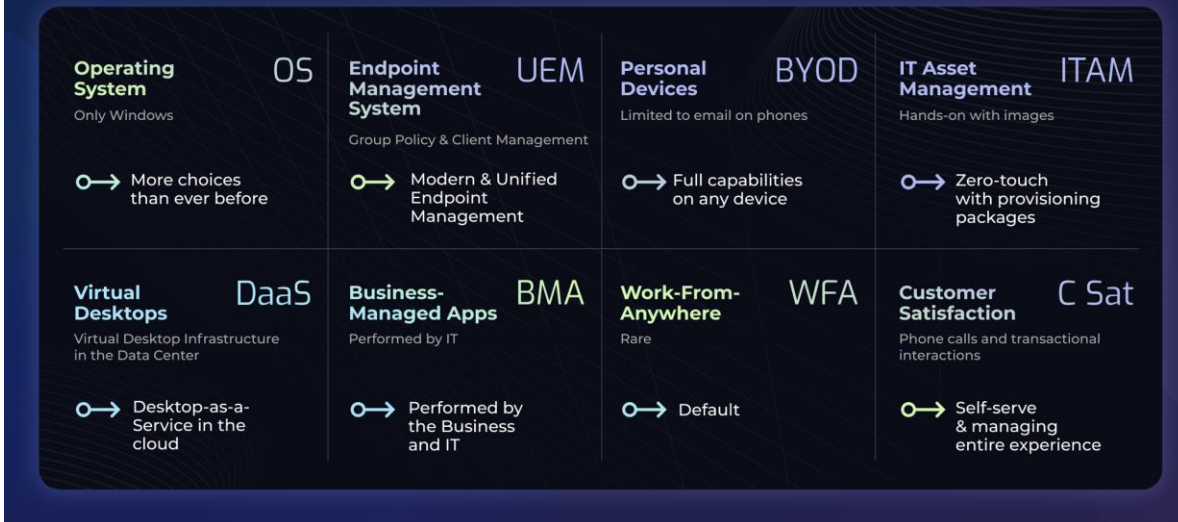
Infotech Group cites the most **common obstacles** surrounding the Operating Systems, Device Management, and IT asset management:

- Users expect full capabilities on any personal device.
- Virtual desktops are switching to the cloud.
- Low-code/no-code platforms allow businesses to manage their own apps or co-manage them with IT.
- Work-from-anywhere is the default.
- Users have higher customer service expectations.

² Infotech Group: Modernize and Transform Your End-User Computing Strategy: <https://hub.radargrp.com/best-practice/modernize-and-transform-your-end-user-computing-strategy>

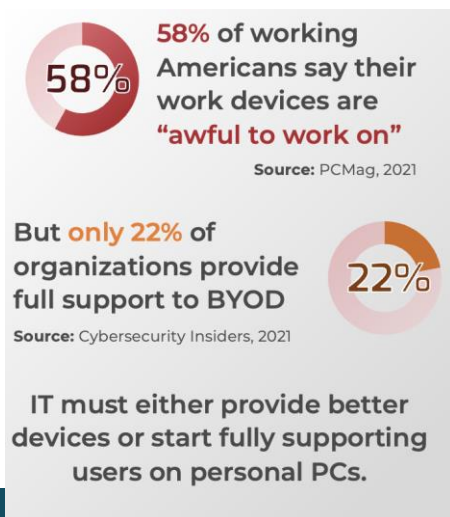
End-User Paradigms Have Shifted

Take end-user computing beyond the device



Infotech Group illustrates how the End-User Paradigms have shifted, and the end user computing goes beyond the device.

BRING YOUR OWN DEVICE (BYOD): FROM E-MAIL ONLY TO FULL CAPABILITIES ON ANY DEVICE



The pandemic led to increased digitalisation to meet the new hybrid work situation. Employees expect easy access to tools and services across devices, both at home and at work.

BYOD is often turned on by default, and SaaS tools like Office 365 are built to be used on multiple devices, including multiple computers. BYOD policies are hard to support, and many IT-departments do not adequately provide support.

Also consider the security of corporate data when operating BYOD-policies in your business!

Illustration by Infotech Group

The task for decision makers within IT: Identify how IT can provide more support to personally owned computers, tablets, and smartphones.

RECOMMENDED GENERAL MEASURES FOR DECISION MAKERS

There are measures that businesses can take to address the challenging situation.

High purchase prices are pushing costs up and increasing the pressure on businesses' competitiveness. Radar assumes that many Nordic businesses will strengthen their own operations and increase revenue when facing high-cost growth.

HANDLING COST INCREASES

The IT and Tech sector should not solely focus on budget reductions. Other process costs should be reduced by utilising IT better! IT costs should be compared to total costs, especially considering the digital situation and maturity of the organisation. Expect increased demands from management, customers, and decision-makers for increased cost control and governance in cloud solutions, mobility solutions and the like.

Be prepared for continued high inflation throughout 2023, driven not only by energy prices and supply chain shortages but also by indexed agreements, increased capital costs, and wage developments.

MANAGING BUDGET CHALLENGES

Budgeting in times of high inflation is challenging. One important area is to reduce the energy share of IT operations and production. Norwegian companies still operate many private data centres with low average energy utilisation. By shifting a larger portion to public cloud services, the inflationary impact from energy can be reduced. Radar also monitors developments regarding laws that allow for fast agreements with US cloud service providers while still complying with local regulations. The US has re-engaged in defence politics in the European arena, and the EU will reciprocate by lowering trade barriers.

Another important area is to work with agreements containing index clauses. All areas with index clauses will be affected. Review your own situation, calculate cost development based on the consumer price index, and engage in dialogue with customers regarding index adjustment routines.

SEIZING OPPORTUNITIES

Automation and digitisation are crucial to reduce the inflationary impact in further processing and processes. Increased emphasis is placed on digitisation to transform end-to-end processes, managing risks, and exploiting opportunities. Use this risk insight to improve the business and strengthen maturity! For 2023 (short term), this entails reducing inflationary impact in the organisation. Implement small measures to cut costs and decrease the energy share in production.

ACTIONS TO TAKE FOR DECISION MAKERS IN THE IT-SEGMENT

RISK MANAGEMENT IS NOT OPTIONAL, IT IS MANDATORY!

The cost development, the transparency law, alternative procurement strategies, logistics disruptions, and the shortage of labour and raw materials all point towards a greater focus on risk management in businesses. Many companies are immature when it comes to planning, management, and real-time analysis. Several businesses should strengthen the risk management of their value chains and enhance their own resilience while balancing costs. A review of their own systems and situation is key. This includes assessing alternative sources, production changes, and sourcing strategies to diversify the supply chain. This also includes assessing mobility solutions that are tailored to modern and hybrid work.

DUE DILIGENCE ASSESSMENTS BECOMING MORE IMPORTANT FOR BUSINESSES

There are many reasons why risk management should be prioritised in businesses. It provides increased understanding of the impacts that the business has on the environment, enhanced knowledge of the supply chain, and increased transparency and corporate social responsibility in the business sector. Radar has observed that many businesses have already begun due diligence assessments, but we also see that some companies need to accelerate their efforts.

Regulations keep coming, including from the European Union. The recent Corporate Sustainability Reporting Directive (CSRD) from the EU sets new requirements for sustainability reporting by businesses and will be relevant to Norway as part of the EEA agreement. Additionally, work is being done on a due diligence directive (CSDDD) from the EU, which will require even more businesses to conduct due diligence assessments following the guidelines of the OECD. Therefore, we recommend that all businesses review their internal and external risk

areas and perform due diligence assessments according to the OECD guidelines. Understanding one's own risks is necessary to manage the business in a responsible and socially accountable manner.

INCREASED DIGITAL MATURITY: DIGITALISATION, AUTOMATION, AND SECURITY

IT and the use of technology play a crucial role in and strengthening business innovation and development!

INCREASED KNOWLEDGE AND FOCUS ON INCREASED DIGITAL MATURITY IN BUSINESSES

IT is no longer just a support function but a central part of the organisation's DNA. Cloud services, including platforms, infrastructure, and software, are essential building blocks for the digital maturity of the business. Strategic work on innovation and security is often deprioritised in challenging times in favor of streamlining and digitising existing processes. According to Radar, this poses a significant business risk. In difficult times, it becomes even more important to optimise existing processes while working on the strategic development of the business. Assessing the current level of digital maturity in the organisation will reveal which measures the business should prioritise to reach its desired state. An evaluation of the current mobility solutions that support hybrid work models should also be conducted.

MATURITY IN THE USE OF CLOUD SERVICES AND MOBILITY SOLUTIONS

Businesses that have a well-defined IT strategy in place, where cloud services and the combination of private and public cloud services are optimised according to the business's needs, will have advantages. The price increases from tech giants like Microsoft, Google, and AWS have led Radar to anticipate an increasing demand among customers for cost control over their cloud services. Governance solutions within cloud services are expected to gain momentum. Decision makers with strong expertise in optimising cloud services can have a significant impact and help businesses be better prepared. The same applies to decision makers with good expertise in managing mobility solutions for devices that support hybrid work models.

SUSTAINABILITY IS ALSO RISK MANAGEMENT AND MAY HELP REDUCE COST

Sustainability and ESG fuels demand for mobility solutions that include repair and return processes. Radar foresees an increased need for a more sustainable way of managing devices, in order to extend the devices' lifespan and responsibly recycle when devices can no longer be used. Customers need to get control on emissions data for devices procured, for easy climate reporting and insight to support their emissions reduction plan. As EU-directives on Corporate Social Reporting are coming into effect, we can expect a further drive for sustainable managing of devices, which may both cut indirect and direct costs associated with devices, as well as reducing the climate impact from the devices.

MATURITY IN CYBERSECURITY

The evolving risks are prompting more and more sectors, both public and private, to intensify their efforts in enhancing cybersecurity. Having good expertise in regulations and service development in cybersecurity will present an opportunity for supplier companies to increase their revenue by selling sought-after security services. It will also contribute to strengthening their own resilience. For purchasers of security services, increased knowledge about security and vulnerability reduction will result in better security services and an improved ability to manage suppliers in this field.

THE WINNERS ARE THOSE WHO HAVE REDUCED THE IMPACT OF INFLATION, DISRUPTIONS, AND RISKS IN THEIR OPERATIONS. RISK MANAGEMENT, SECURITY, DIGITALISATION, AND AUTOMATION WILL BE THE DIFFERENTIATORS!

ABOUT RADAR

Radar recently expanded into Norway and serves over 14.000 Nordic customers. Radar was founded in 2007 by Hans Werner, and publishes data, key numbers, and analysis for the respective Nordic countries. Radars industry experts provides advice within IT-management, strategy, sourcing, and business development. Radar aims to create strategic customer value, and due to loyal and satisfied customers, Radar has grown to be an independent and important player in the Nordic IT ecosystem.

Radar delivers insights and analysis built on local information, coupled with information on strategy. Priorities and key numbers are provided by decision makers within IT representing both suppliers and buyers. Radar follows underlying regulatory developments, market developments and technology trends that affects the foundations of IT-business and provides advice and recommendations on how to meet these developments. Radar has 20+ employees, and is headquartered in Stockholm, Sweden, with office locations in Gothenburg and Oslo. Read more on <https://radargrp.com>

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