

# THE PATH AHEAD

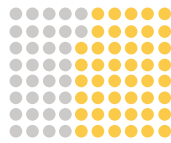
Understanding mindsets, challenges and priorities for businesses as we all look to emerge from COVID-19

**Over the last several months, small and medium-sized businesses have had a lot to think about.**

So we reached out to find out what's on the minds of IT decision-makers as regional economies begin to reopen and businesses look to move forward. The responses paint an interesting and useful picture of where things stand for businesses today — and more importantly, where we can go from here.

## A FOCUS ON THE POSITIVE

While there's been no shortage of challenges during the COVID-19 pandemic, many businesses have stayed positive.



of businesses surveyed are positively navigating the crisis and believe their business will emerge as strong or stronger than before.



of respondents were pessimistic or **ANTICIPATING** permanent closure.



### NEARLY HALF

of businesses have been able to weather the crisis with minimal impact.

## PROVEN RESILIENCE

Through changing and adapting the ways they operate, businesses have proven the ability to be flexible in a number of ways.



Remote working employees



New methods of communicating with customers



New ways to service customers, ship products and sell services



Successfully navigating e-commerce transitions

## PRIORITIES IN A POST-COVID WORLD

IT spending will **overwhelmingly focus on video conferencing and collaboration** technology, followed by Internet upgrades and cybersecurity.

Businesses planning to add services or increase spending:



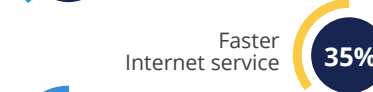
- 34%** Video conferencing/collaboration tools
- 19%** Cybersecurity tools/VPN
- 19%** Upgrading Internet/increasing bandwidth

Business respondents will prioritize customer support as they move forward from COVID-19.

Features businesses rank as "more important" following the crisis:



Superior customer service

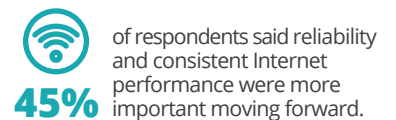


Faster Internet service



Trusted company brand

IT decision-makers are viewing Internet speed and reliability as significantly more important coming out of the crisis.



**38%** viewed 1Gbps or more as the appropriate bandwidth for their business before the crisis.

Now, that number is more than **70%**

## So, what's next?

No one can be certain about exactly what tomorrow will bring. But through an understanding of how businesses have changed and adapted, building on some of the positive learnings of the pandemic and prioritizing the right IT investments, businesses can put themselves in a position to successfully navigate what's ahead.

Source: U.S. SMB Survey: The Path Ahead, Independence Research, June 2020



Learn more about how Atlantic Broadband can help by delivering the reliability, support and increased bandwidth you need for the path ahead. **Contact us today at [atlanticbb.com/business](https://atlanticbb.com/business)**