

# THE £232bn OPPORTUNITY

## What is it and what does it mean for your business?

Our report with the Centre for Economics and Business Research (Cebr) found that continued investment in Covid-driven digital change could help your business thrive in a post-pandemic world, adding hundreds of billions to the economy in the process.

Explore some of the headline numbers below:

### UK GDP

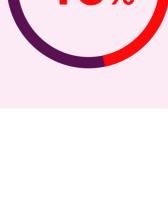


Thanks to boosted investment and fast adoption of digital technologies in the wake of Covid-19, businesses and other organisations across the economy can look forward to:

- **Better services**
- **Greater output**
- **More efficiency**

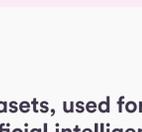


## What's driving the rise?



**Flexible working:** impacting 46% of jobs

**Digital delivery of services:** impacting 26% of jobs



**Larger, richer datasets, used for analytics and artificial intelligence:** impacting 5% of jobs

Projections are based on 12% productivity growth



## What's the private sector's projected contribution to UK plc?



**+£40m**

combined uplift to the UK economy by 2040 across retail, professional services and construction

## And what about growth and insights by enterprise area?

### RETAIL

**+£21bn (6.2% gain)**  
Uplift by 2040

**Doubled to 10%**  
Online food sales in lockdown #1 (and it's not gone down)

### PROFESSIONAL SERVICES

**+£16bn (4.8% gain)**  
uplift by 2040 – also including scientific services

**79%**  
of those surveyed in professional services agree that adopting digital technologies leads to improved project efficiencies

**30%**  
of professional services sector businesses intend to use increased homeworking as a permanent business model into the future – more than double the 'all industries' average

Source: [ONS](#)

### CONSTRUCTION

**+£3bn (1.8% gain)**  
uplift by 2040

**+14% productivity increase and 4%-6% cost reductions**

The potential impact of digital transformation across the construction sector

Source: [McKinsey](#)

## The must-haves to maintain UK business progress:

- **Continued investment in connectivity** to meet the demands of a flexible workforce
- **Increased investment in collaboration technologies** to improve productivity and make flexible work the new every day for many industries
- **More agile networks and smarter enterprise systems** to improve delivery quality as more services go digital-first

Ready to seize your new everyday?

[Download the executive summary for more insights from the Cebr research](#)