

## 5 Key Findings on What Businesses Think about 5G

Deployment for 5G is underway, and the impact the network will have on businesses is already apparent. Having been at the forefront of this transformation for years, Intel serves as a trusted adviser to many organizations that seek to leverage 5G to drive new business value.

A recent survey of 511 IT decision-makers (ITDMs) in the U.S. commissioned and funded by Intel and conducted by YouGov explores how ITDMs are currently thinking about the possibilities of 5G, including the benefits they hope the technology will bring to their organizations and the use cases they're most interested in deploying.

While there are differing perspectives on the extent to which 5G will impact one's business, ITDMs from businesses of all sizes are generally in agreement that the opportunity is currently underrated. As a result, the industry should expect 5G to be a priority for enterprises this year, as the innovation opportunities are too great to ignore.

That's where hardware and software leaders like Intel will play a critical role, because with opportunity comes changing infrastructure requirements. Hence, with an explosive increase in data fueled by digitalization, it will be important to continue to converge 5G with edge and artificial intelligence (AI) to deliver on the possibilities ITDMs crave.

Learn more about how Intel is transforming the network by visiting its [MWC event press kit](#).

### **Summary of Key Findings**

#### **ITDMs Believe the Promises of 5G are Underrated**

- 66% of ITDMs believe the promises of 5G in the enterprise are underrated and many say they most hope the technology will bring innovation (with 44% including this among their top three hopes for the technology), flexibility and openness (37%), and monetization opportunities (33%) to their organizations.
- ITDMs at larger companies (501+ employees) are more likely to feel 5G will have a positive impact than ITDMs at smaller companies (11 to 100 employees), yet ITDMs are aligned that the promises of 5G in the enterprise are currently underrated despite company size.
  - ITDMs at large businesses (87%) are more likely to indicate they understand how 5G will impact their business than those at small businesses (67%).
  - 81% of ITDMs at large businesses think 5G will positively impact their business, whereas 54% at small businesses think 5G will positively impact their business.
  - 87% of ITDMs at both medium (101 to 500 employees) and large businesses think 5G is crucial to keep up with innovation, where 66% of those from small businesses do.
  - No matter business size, there is a consensus among ITDMs that the promises of 5G in the enterprises are underrated (66% for small, 63% for medium, 68% for large).

## **ITDMs Hope 5G Will Bring Innovation to Their Business, and They Plan to Invest in the Technology**

- Many ITDMs say they most hope 5G technology will bring innovation (44%), flexibility and openness (37%), and monetization opportunities (33%) to their business.
- 54% of ITDMs surveyed estimate their companies will likely spend 10% or more of their IT budget on 5G technology over the next three years.

## **Outlook on 5G's Business Impact Varies by Generation**

- ITDMs' outlook on how 5G will impact their business vary by generation, where ITDMs that are 55 and older are less likely to believe 5G will positively impact their business than those who are between the ages of 18 and 34.
  - 89% of ITDMs between the ages of 18 and 34 indicate that they understand how 5G will impact their business, while 62% of those over the age of 55 understand how 5G will impact their business.
  - 91% of ITDMs between the ages of 18 and 34 believe 5G is crucial to keep pace with innovation, whereas 62% of ITDMs over the age of 55 believe 5G is crucial to keep pace with innovation.
  - 86% of ITDMs between the ages of 18 and 34 believe 5G will positively impact their business, while 48% of those over the age of 55 think 5G will positively impact business.

## **Security Is a Top Network Concern**

- When asked to select their top three concerns if their business were unable to rely on its network (from a provided list), ITDMs are most concerned about cybersecurity attacks (43%), lost revenue (35%), loss of customers (34%) and loss of employee productivity (33%) if they are unable to rely on their networks.
- Security (62%), reliability (61%) and speed (50%) were the three most important network qualities for ITDMs (from a provided list).

## **Despite the Massive Opportunity, Many Are Still Unclear About 5G's Impact and Some Still Lack Plans to Implement**

- In the next 2 years, ITDMs are interested in deploying 5G technology for:
  - Video (e.g., visual defect detection, media/content): 40%.
  - Artificial intelligence: 33%.
  - Edge/Internet of Things: 33%.
  - Point of sale: 30%.
  - Augmented reality/virtual reality (e.g., 3D training): 27%.
  - Supply chain: 26%.
  - Smart factory: 23%.
- Just over 1 in 5 (21%) ITDMs do not fully understand how 5G will impact their business.
- 79% of ITDMs think 5G technology is crucial to keep pace with innovation, yet 27% indicate their organizations do not have a plan for implementing or taking advantage of 5G technology.
- 79% of ITDMs understand how 5G technology will impact their business, yet 27% say their organizations do not have plans for implementing/taking advantage of the technology.

**Methodology:**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 511 ITDMs. Fieldwork was undertaken May 27-31, 2021. The survey was carried out online. The figures have been weighted and are representative of all U.S. IT Decision Makers (ITDMs) aged 18 and older.

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