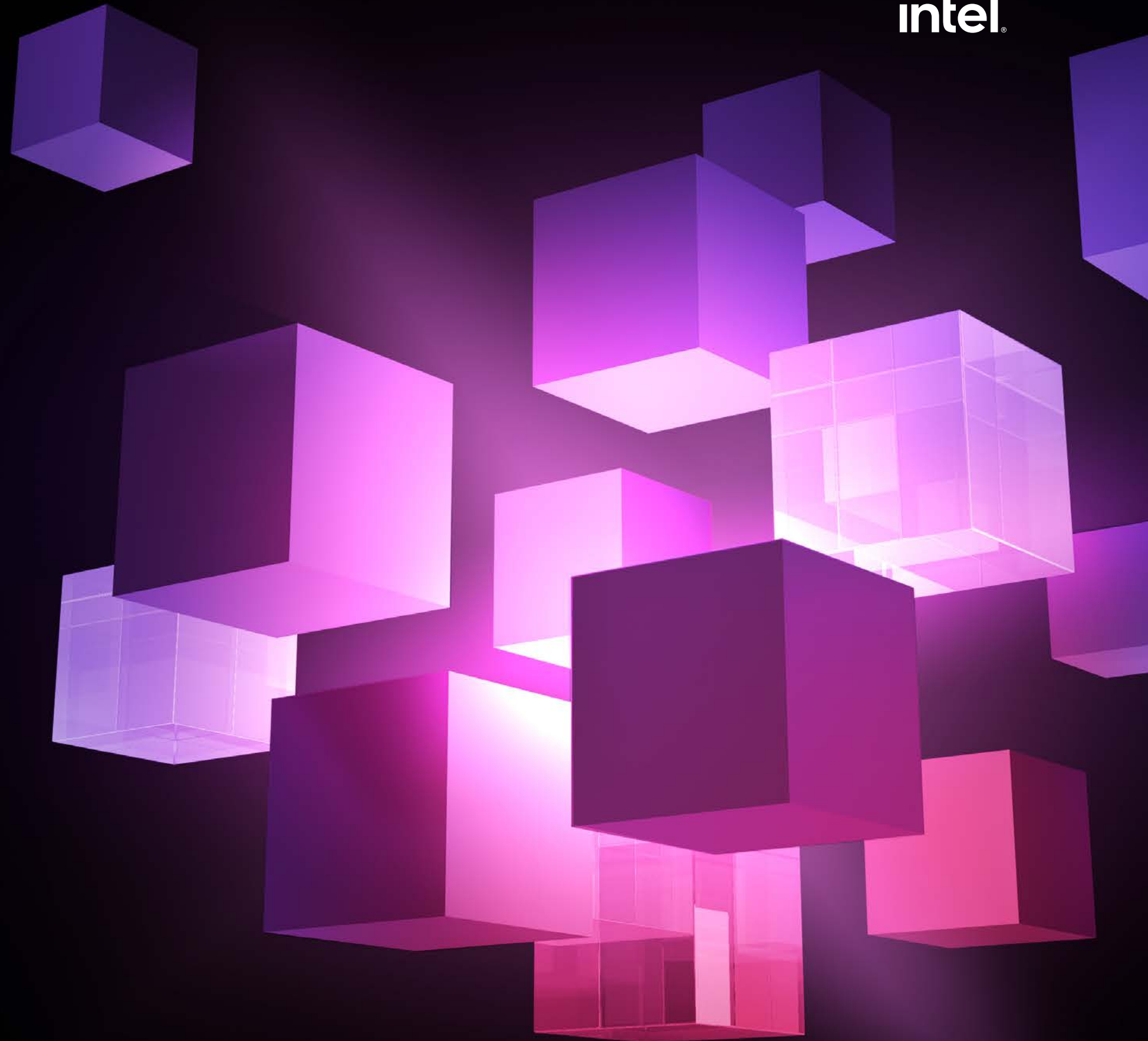# The six steps to reinvention

How businesses can thrive
in a post-pandemic world

AWS surveyed 10,000 senior business and IT decision-makers in enterprises across France, Germany, Israel, Spain, and the UK. Our goal was to understand how they managed to keep reinventing their businesses during the COVID-19 pandemic without a roadmap, and to gain insight into how they expect their organisations to grow in a post-pandemic world.

We found that the pandemic laid bare the limitations of conventional business planning. Carefully orchestrated annual roadmaps built under the illusion of control, with the past predicting the future, were exposed as not fit for purpose.
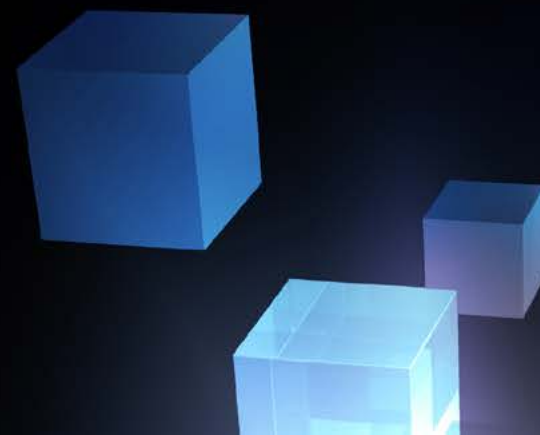
Many enterprises admitted that the need to transform quickly during the pandemic was a challenge. Almost half (46 percent) of decision-makers reported that their organisation struggled to adapt over the period. 46 percent also cited ongoing pressures from new entrants taking market share. Enterprises had to rip up their roadmaps and adapt quickly—to innovate, create and do more, faster and without increasing costs.

Despite this challenging backdrop, we witnessed the beginning of a new breed of enterprise. These businesses have innovation baked into their strategies and use cloud technologies to move quickly, experiment with and accelerate new business models, and win back market share. They are more secure, resilient, and customer-centric in their approaches.

Two thirds (65 percent) say that their organisations have emerged from the pandemic with greater agility, adaptability and confidence about the future. The same number also told us that the cloud helped them to pivot and innovate. 63 percent said that it enabled them to scale to meet changes in demand and 60 percent agreed that it allowed them to reduce infrastructure costs.

46%
of decision-makers reported that their organisations struggled to adapt over the past year.
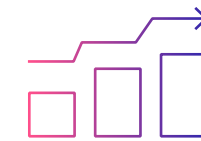
46%
also cited ongoing pressures from new entrants taking market share.

65%
say that their organisations have emerged from the pandemic more agile, more adaptable, and confident about the future.

In addition, the pandemic led to an acceleration of transformation efforts, with digital initiatives brought forward by almost two and a half years. Nearly two thirds of business leaders (64 percent) told us that their organisations used new cloud services during the pandemic, with 40 percent using the cloud for the first time.

Enterprise leaders across the board are now actively using digital transformation initiatives to improve productivity and collaboration, enhance customer experience and help upskill employees.

Underlining this sense of confidence and optimism, most business leaders have a positive outlook for the year ahead: 89 percent expect their businesses to grow in the next year, on average predicting a rise in revenues of 21 percent.

Overall, there was a key theme that emerged from our survey: To thrive in the future, leaders recognise the need for continuous reinvention. They realise that success relies on being able to think beyond tried-and-tested business models.

Based on these findings and more, we've identified six key factors that the most resilient, forward-thinking businesses are applying to thrive in a post-pandemic world.

64%
of organisations used new cloud services during the pandemic.

89%
of leaders expect their businesses to grow in the next year.

The six key factors for success

1. Resilience

You need both organisational and individual resilience as priorities and behaviours change. These could include new business models, optimised supply chains, and enhanced employee wellbeing through different approaches to work. Being resilient means having agility in both leadership thinking as well as the systems, structures, and processes to support it.

2. Speed

The importance of increasing speed to capitalise on new opportunities—a change in leaders' mindsets, decision-making processes, and even their skillsets. It's better to disrupt yourself, on your own terms, than have the market, events or your competitors do it to you. Speed is an active choice and urgency is a mindset that needs to be nurtured every day.

3. Simplicity

Start small, build fast, keep it simple, learn, and scale. Complexity is the enemy of speed.

4. Data

Getting the most out of data to continually optimise performance and opportunities, which might require investment in data skills, analytics capabilities, new technologies, and feedback processes.

5. Reinventors

New employees often lead digital transformation work because it can be difficult for existing staff to rip up something that they might have spent years building. Look for people who are curious about learning and excited about transformation.

6. Honesty

Finally, be truthful with yourself. What's working and what's not? Keep asking 'Why?' and 'So what?'. Answer truthfully and build from there.

Reinvention without a roadmap: success stories

The six key factors we've outlined offer a broad guide to organisational reinvention. But to be truly helpful, you need to put them into action.

On the following pages, you'll learn how three major companies are doing just that—illustrated by the ways that they thrived during the pandemic. Cloud technology is at the heart of their stories, and it's helping them to emerge stronger, as well as capitalise on opportunities.

Read on to find out more, including the key factors that are proving most instrumental to each business. In each example, you'll also find a take-home lesson that has relevance for virtually all industries.

Morrisons
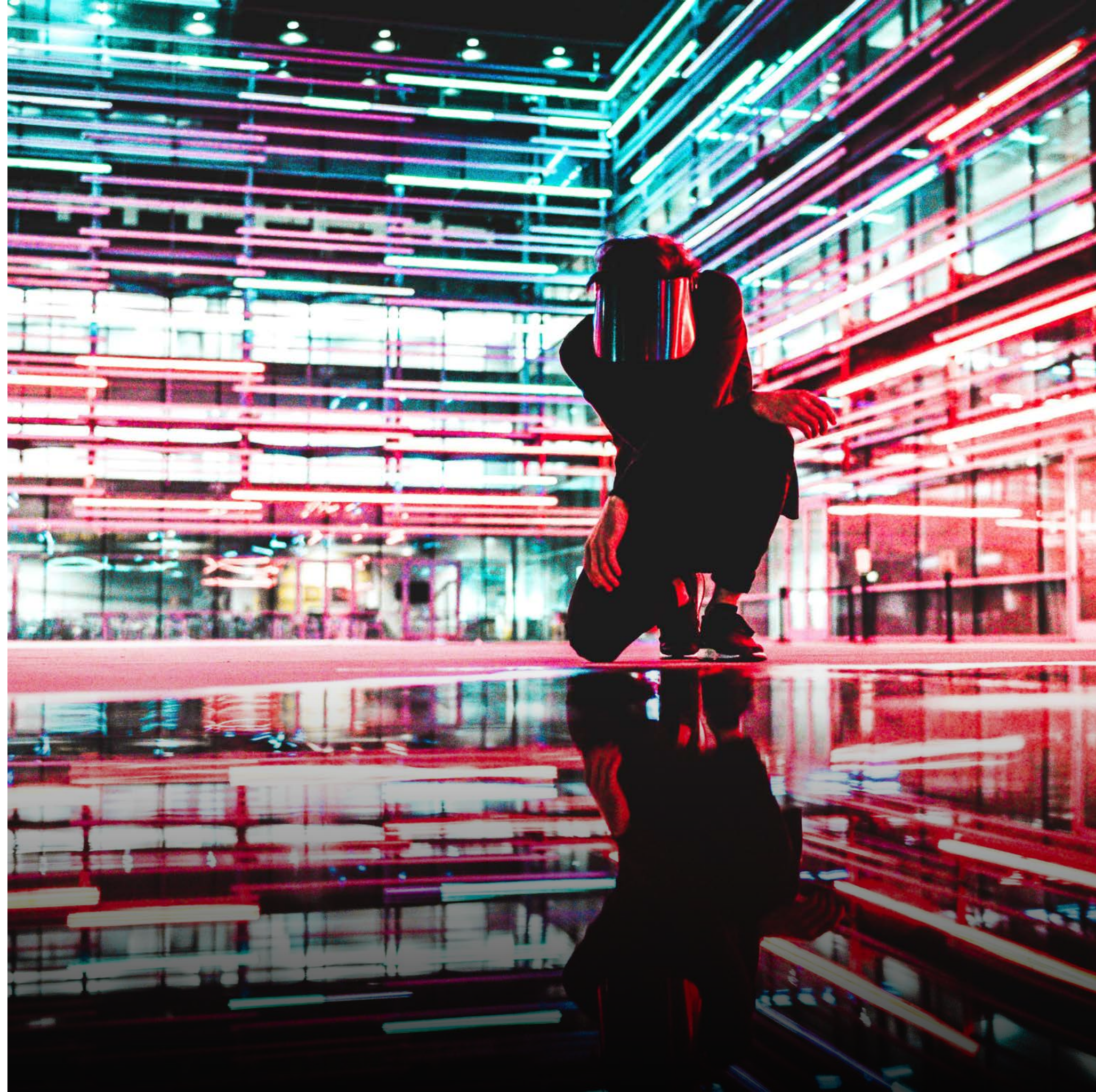
Delivering a self-serve contact centre in eight weeks on Amazon Connect

What you'll learn:

How a leading retailer transformed its customer service during the pandemic and made life easier for its contact centre agents.

Click a key factor to reveal more: ⊕

The big picture

Morrisons is one of the UK's leading grocery chains, with 11 million weekly customers. Prior to the pandemic, the company wanted to modernise its contact centre to deliver a faster, more cost-effective and flexible service.

Using Amazon Connect's integration, the Morrisons' team engineered and implemented a new solution in just eight weeks. By replacing its legacy contact centre, Morrisons has been able to deliver a new customer experience and become operationally self-sufficient.

When its contact centre volume surged during the pandemic, Morrisons was able to quickly increase staff and roll out new customer-facing services.

[Read the full case study](#)

ITV saves $150,000 in compute costs and offsets ad revenue losses during the pandemic

What you'll learn:

How AWS helped a major TV network dramatically reduce costs and swiftly scale its on-demand platform to meet spikes in demand.

Click a key factor to reveal more: ⊕

The big picture

When the pandemic struck in 2020, ITV (one of the UK's largest TV networks) experienced a surge in viewers but a substantial drop in advertising revenue. The company suddenly needed to scale its services to a larger audience, but also reduce costs to help mitigate unexpected financial losses.

Looking beyond the pandemic, ITV also needed to enhance its on-demand platform and reach a wider global audience. The company migrated 75% of its workloads to Amazon EKS, helping to achieve up to 60 percent cost savings on Spot Instances and cutting $150,000 from its compute costs.

[Read the full case study](#)

JUST EAT

Just Eat Takeaway scales fast to meet unprecedented customer demand

What you'll learn:

How a food delivery giant coped with a dramatic surge in orders during the pandemic, and continually planned in preparation for future growth.

Click a key factor to reveal more: ⊕

The big picture

Just Eat is the world's biggest online food delivery marketplace outside of China. At the start of the pandemic, it experienced a huge and sudden spike in demand from customers wanting to enjoy their favourite restaurant dishes at home.

With the help of AWS, Just Eat built a platform that enabled it to rapidly scale its services to meet enormous growth. It was also able to relocate its call centres and help employees work remotely, while onboarding new restaurants ahead of time.

[Read the full case study](#)

Taking the next step

The pandemic has acted as a catalyst for change like no other. The research commissioned by AWS has revealed the extent to which that's true and provided a series of insights that all businesses can apply to their future strategies.

Just like the examples shared, we'd like to show you how creating a culture of innovation can support your company's transformation journey. You can gain more valuable insights by joining the best business minds in the ExecLeaders Forum, brought to you by AWS and Intel.

For more information on the Forum and our upcoming ExecLeaders events, Visit: **https://aws.amazon.com/campaigns/uk-enterprise-executive-leaders**

Get in touch: **exec-leaders-uki@amazon.com**

aws **Exec**Leaders   **intel.**