

A large graphic element consisting of two overlapping, elongated arrow shapes pointing to the right. The top arrow is purple and the bottom arrow is blue. The text "ACCENTURE RESEARCH" is overlaid on the purple arrow.

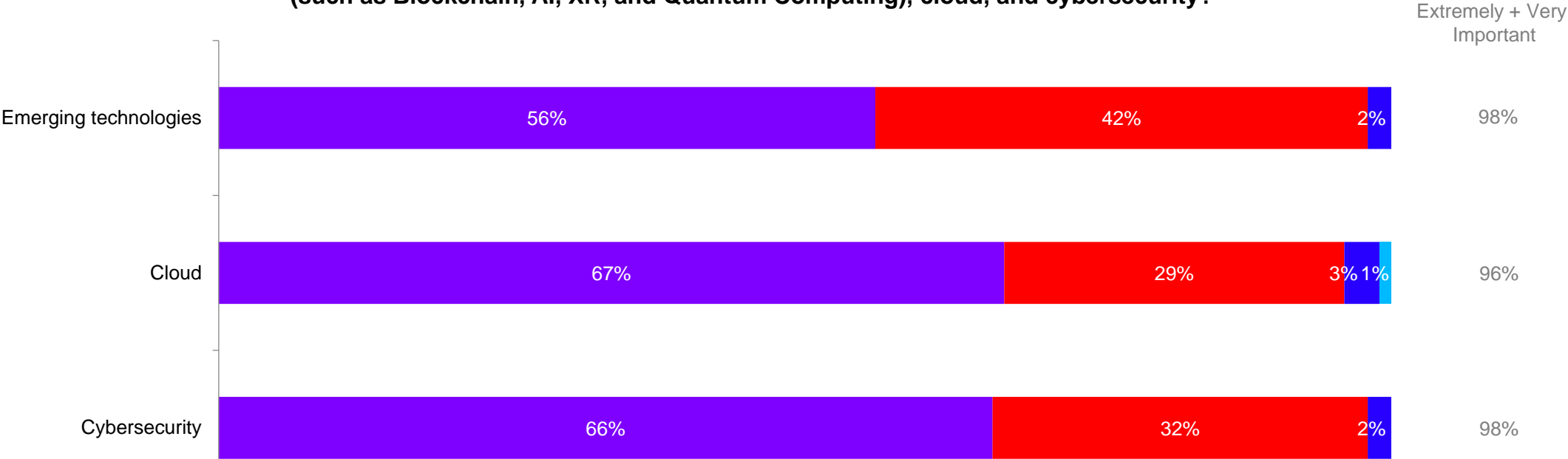
ACCENTURE RESEARCH

BOSTON: HUB OF INNOVATION

**SUMMARY OF
SURVEY RESULTS
December 2020**

EMERGING TECHNOLOGIES, CLOUD, AND CYBERSECURITY ARE GAME CHANGERS

How important is it for your company to be at the forefront of leveraging emerging technologies (such as Blockchain, AI, XR, and Quantum Computing), cloud, and cybersecurity?

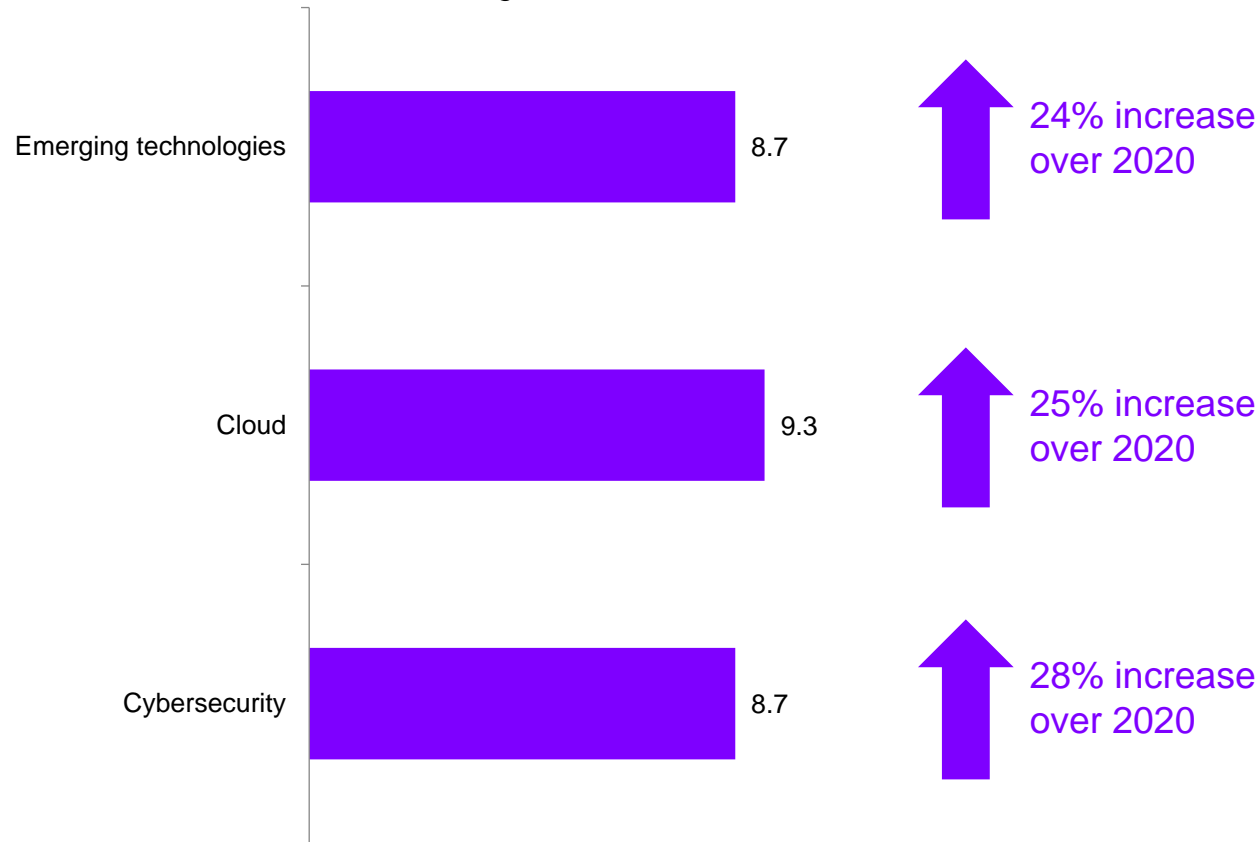


- Extremely important – it will be a game changer
- Very important – companies will need to keep up with peers on adoption
- Moderately important – not an imperative, but will help the business
- Not important at all – we do not need it to succeed

INVESTMENT IN EMERGING TECHNOLOGIES, CLOUD, AND CYBERSECURITY ARE ON THE RISE.

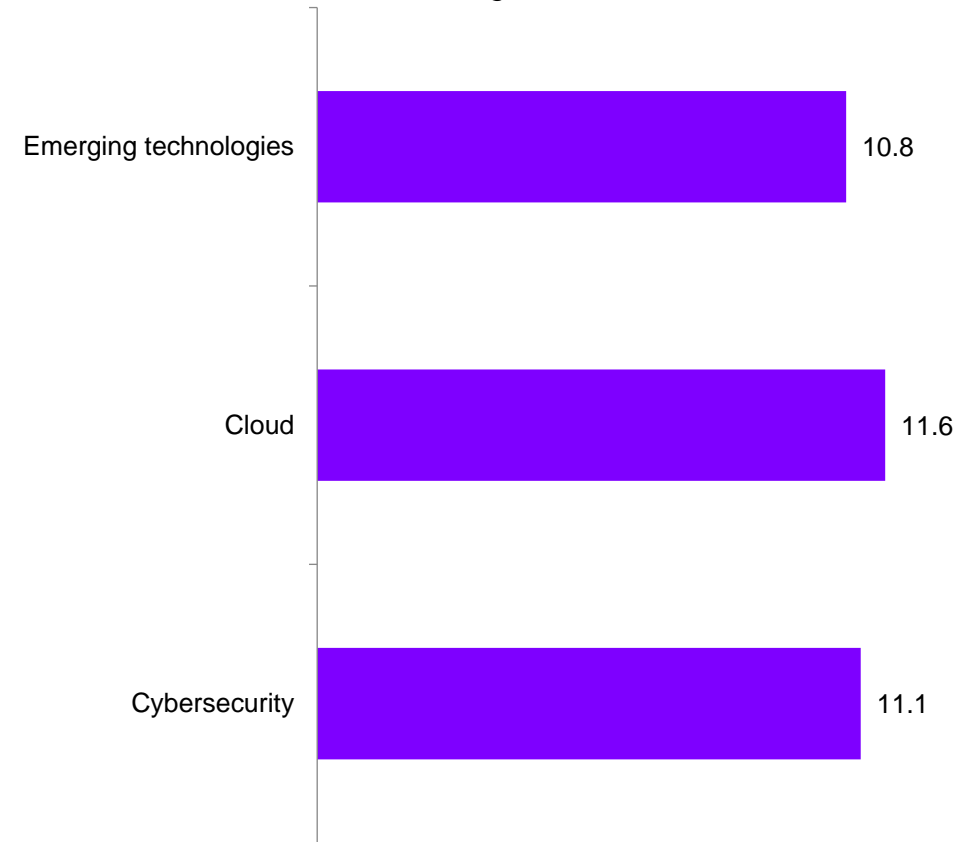
How much of your IT budget will be set aside in 2020 to adopt and scale new and emerging technologies, cloud and cybersecurity?

Averages.



How much of your IT budget do you anticipate will be budgeted in 2021 to adopt and scale new and emerging technologies, cloud and cybersecurity?

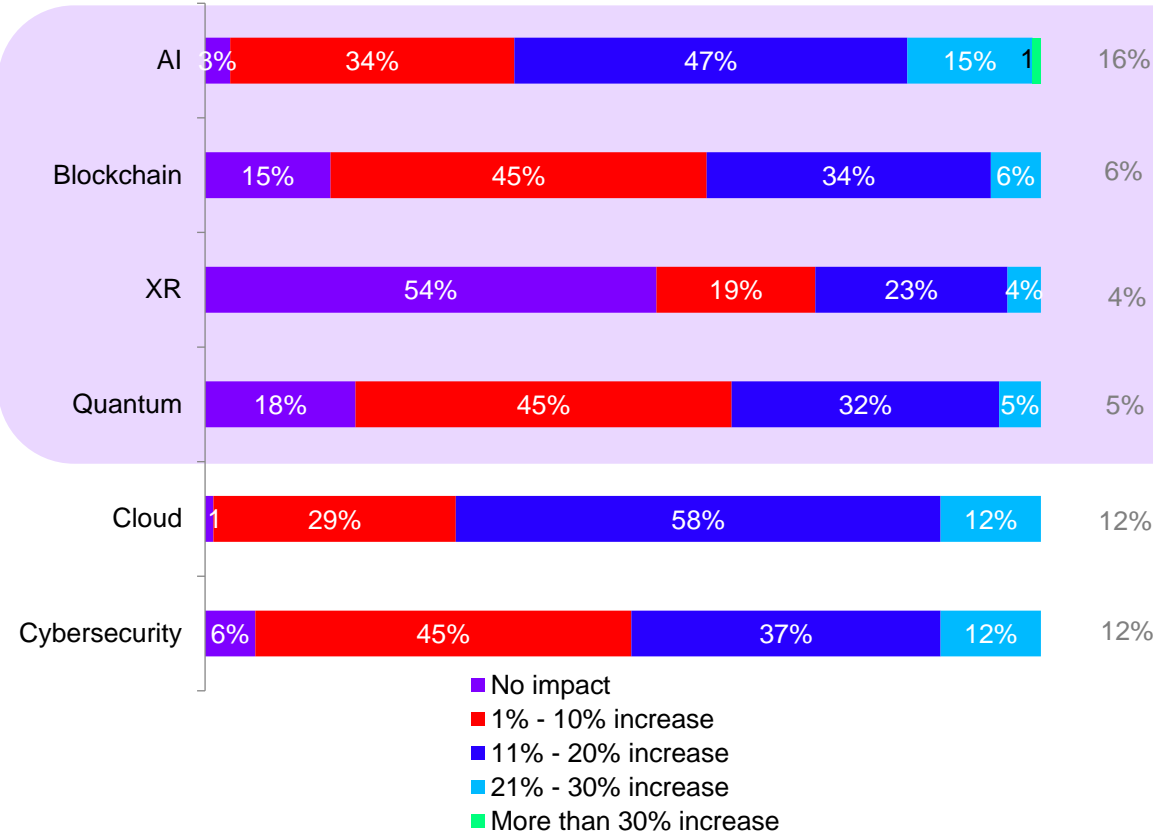
Averages.



POTENTIAL REVENUE IMPACTS

What is your estimation of the potential revenue impact over the next year from applying emerging technologies, cloud and cybersecurity to your business?

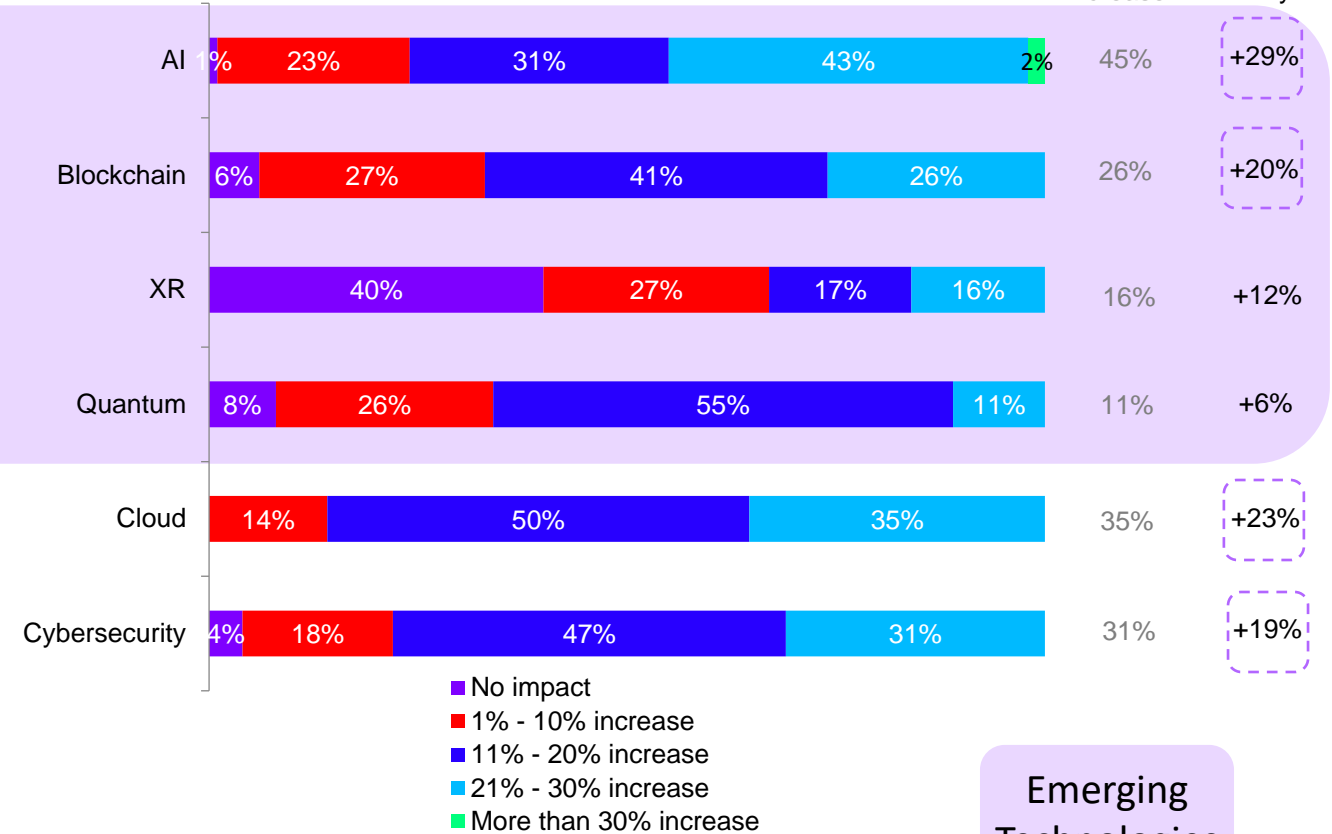
21%+ increase



What is your estimation of the potential revenue impact over the next 3 years from applying emerging technologies, cloud and cybersecurity to your business?

21%+ increase

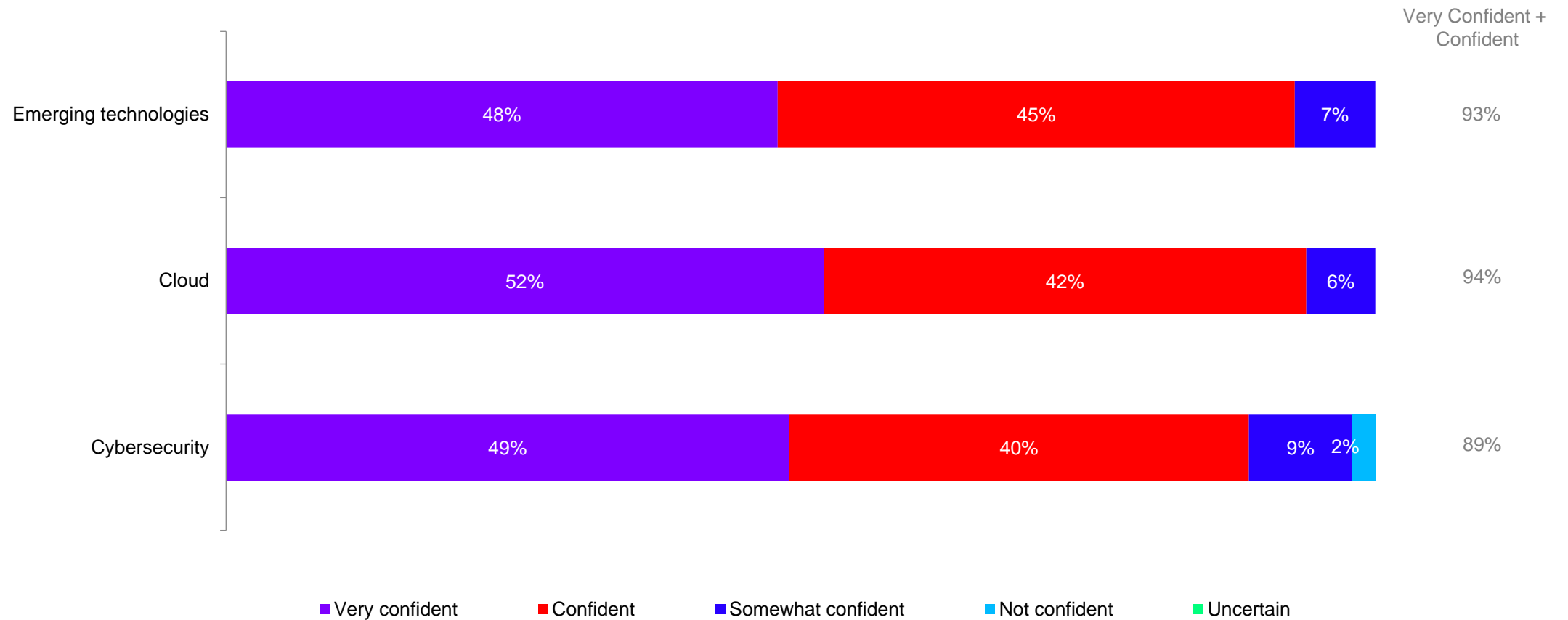
Differences: Next year vs. Next 3 years



Emerging Technologies

CONFIDENCE LEVELS OF SECURING REQUIRED TECH SKILLS IN THE NEXT YEAR IN THE BOSTON AREA

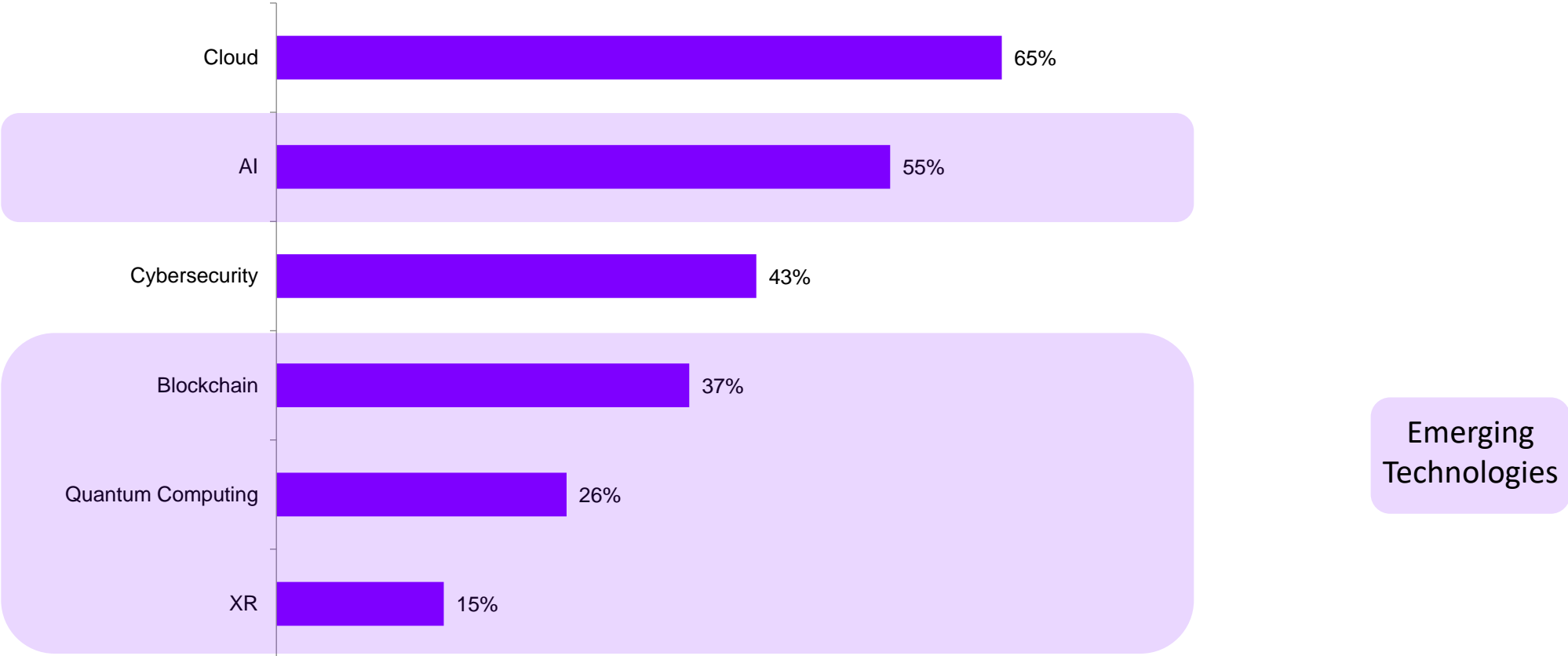
How confident are you that your company will be able to secure the tech skills needed in the next year from the talent pool in the Boston area?



TECHNOLOGY TALENT POOLS IN BOSTON

In which of the following areas does Boston have a particularly deep talent pool regarding emerging technology compared to other US cities?

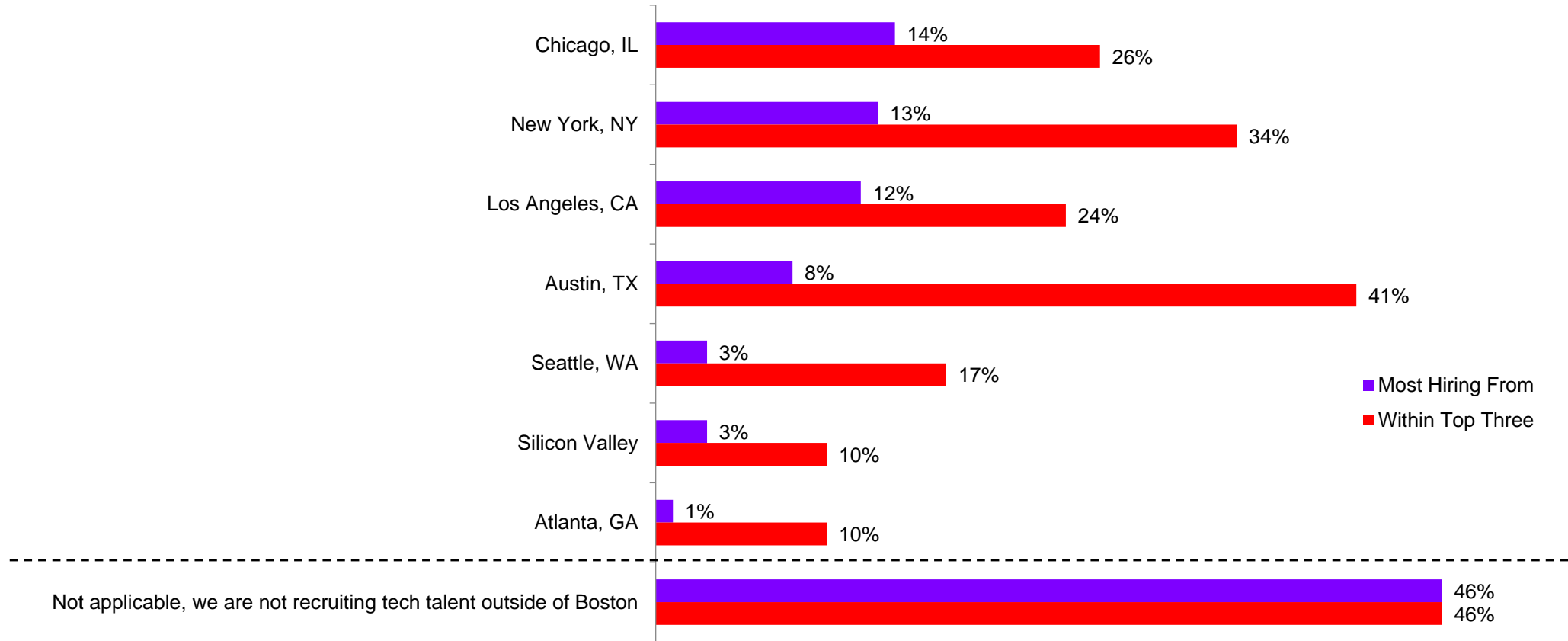
Multiple responses.



TALENT RECRUITMENT OUTSIDE OF BOSTON

From which of the following cities are you recruiting tech talent for emerging technologies, cloud and cybersecurity outside of the Boston area?

Rank top three.



BOSTON IS AN IMPORTANT HUB FOR TECH TALENT

Just considering emerging technologies, how are you meeting your emerging technology capability needs in Boston this year, and how do you anticipate meeting your emerging technology capability needs in 2021?

Multiple responses.



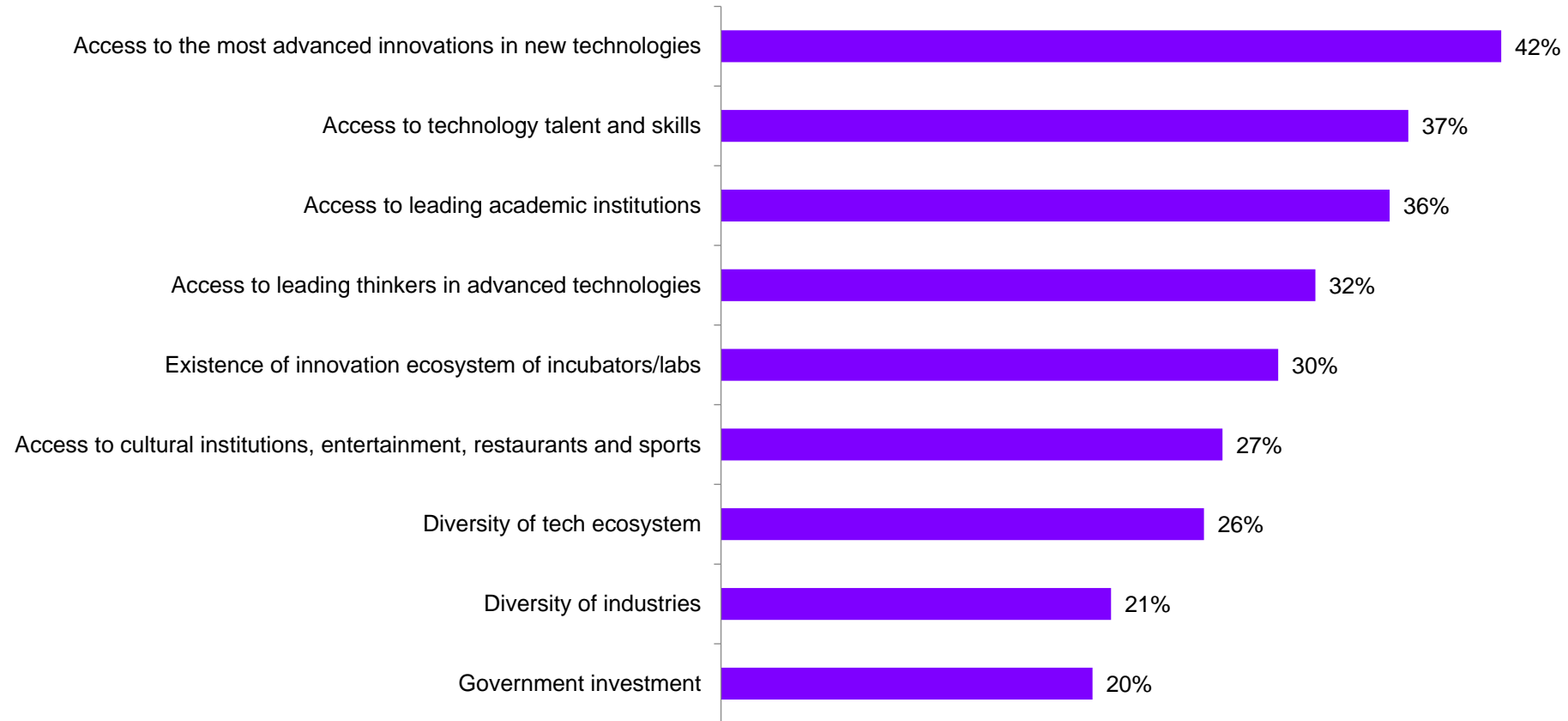
2020 focus on hiring and training

2021 focus shifts to external resources

BOSTON'S ADVANTAGE OVER OTHER CITIES TO ATTRACT TALENT

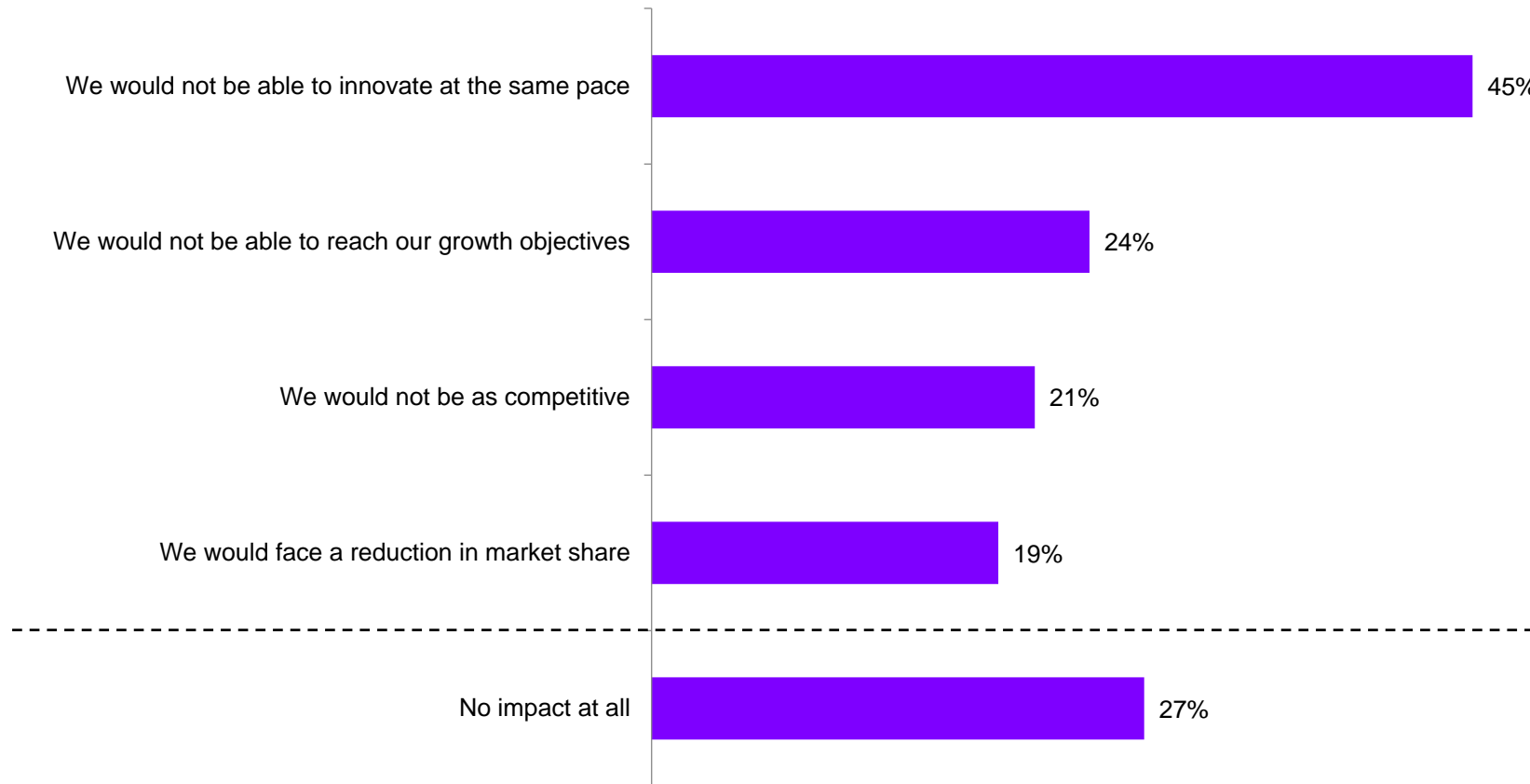
What advantages does Boston have, over other U.S. cities, to attract talent?

Multiple responses.



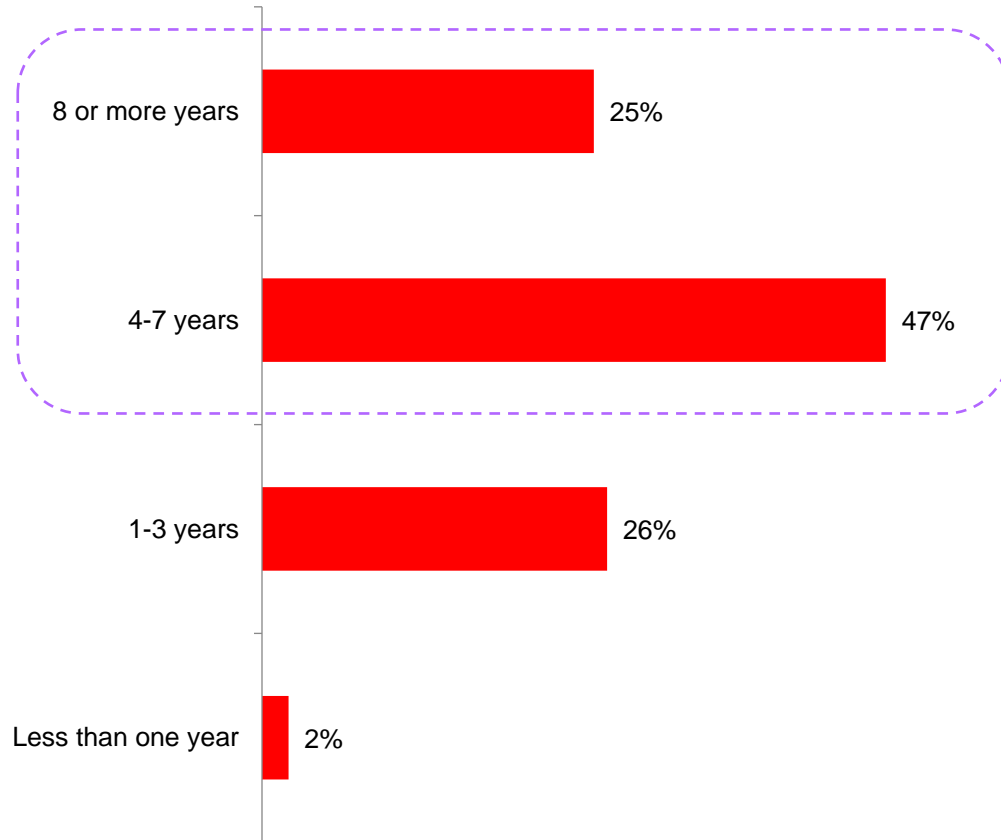
IMPACT ON FUTURE BUSINESS OF INABILITY TO RECRUIT TALENT

If you are unable to recruit the talent you need by the end of 2021, how will that impact your future business?
Multiple responses.



MOST RECRUITS STAY IN BOSTON FOR 4 YEARS OR MORE, BUT ONLY ONE IN FOUR STAY MORE THAN 8 YEARS

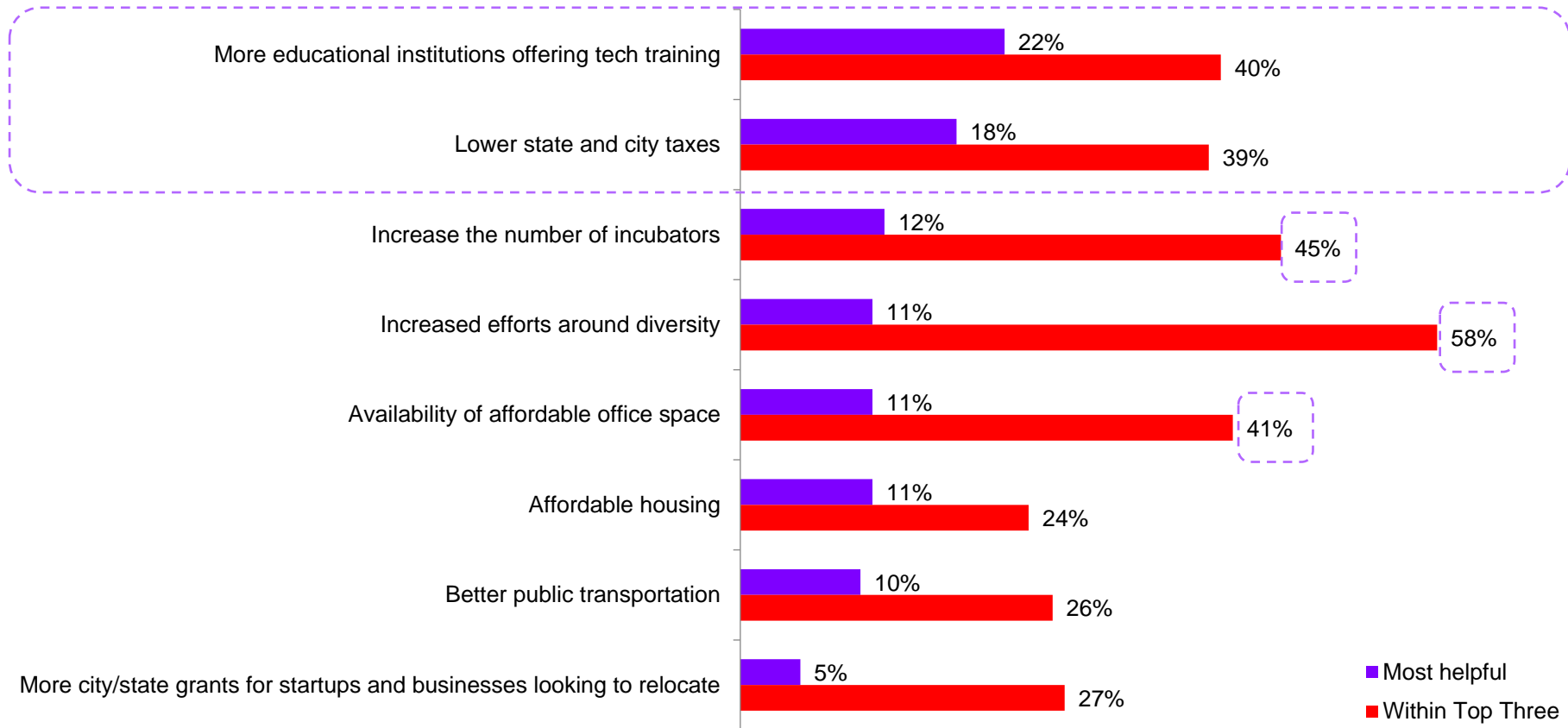
How long does the talent you recruit from the Boston area, typically stay in Boston?



72% of the talent recruited from the Boston area typically stays in Boston for 4 years or more; **25%** stay for 8 years or more.

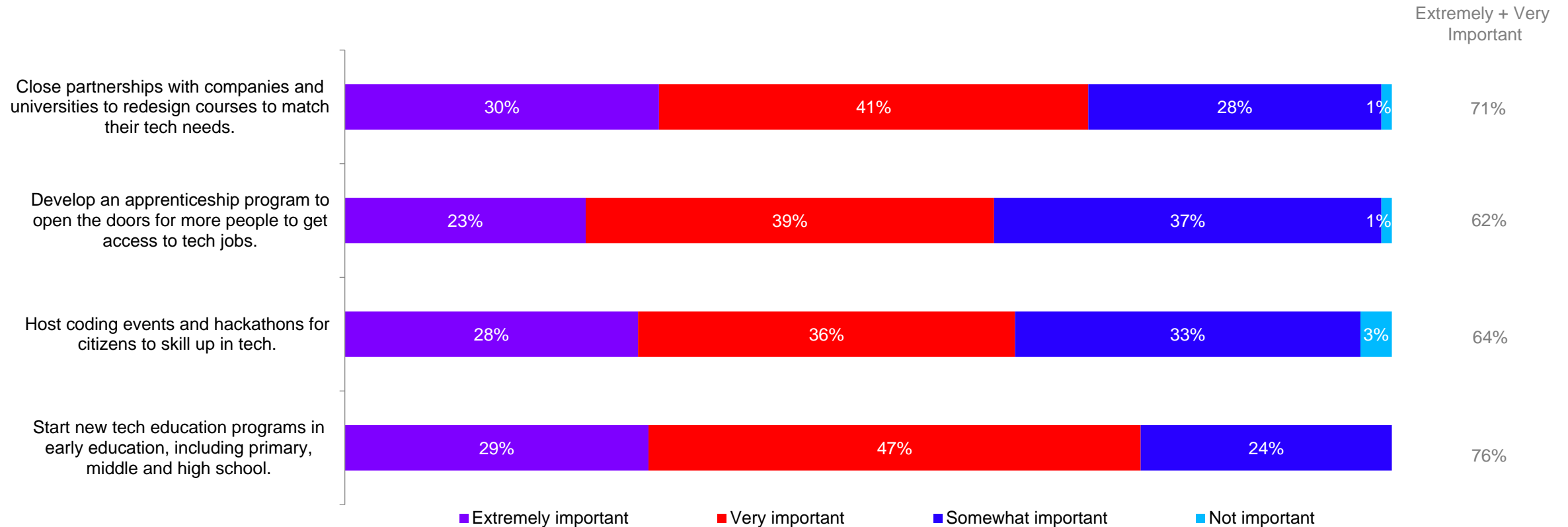
ATTRACTING TECH TALENT TO BOSTON

Please rank the following in terms of which would help attract tech talent to Boston.
Rank top three.



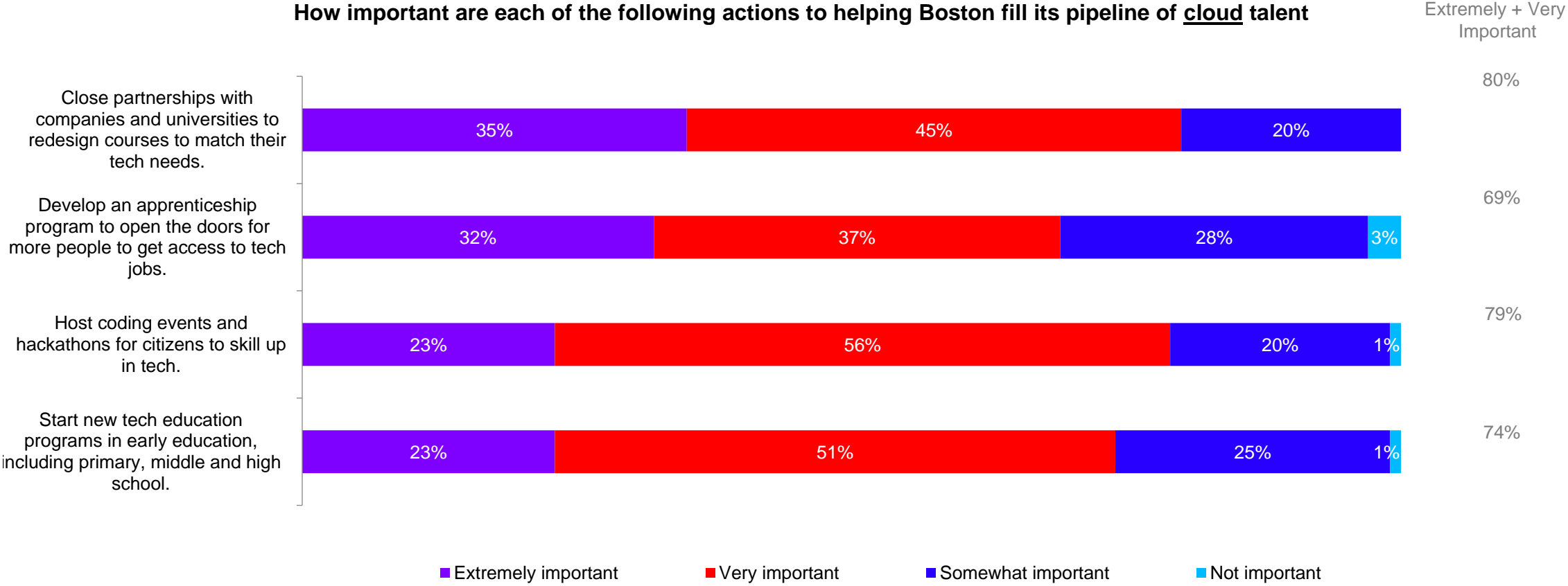
ACTIONS TO FILL THE EMERGING TECHNOLOGY PIPELINE

How important are each of the following actions to helping Boston fill its pipeline of emerging technology talent?



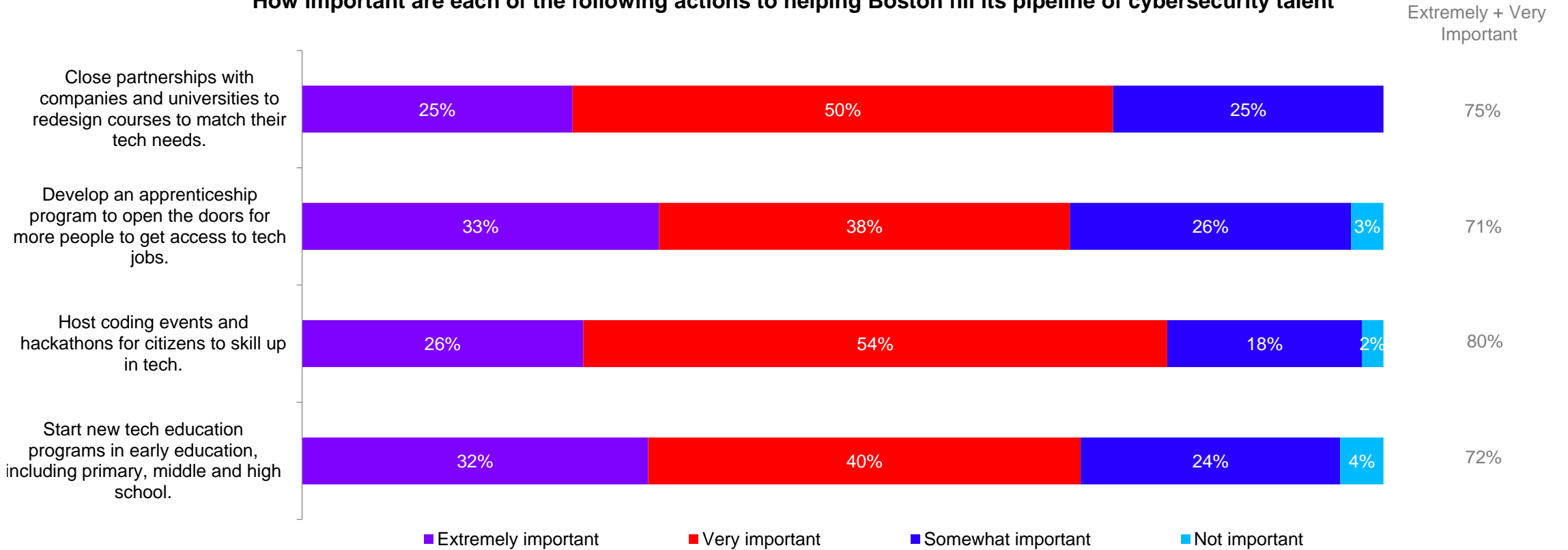
ACTIONS TO FILL THE CLOUD PIPELINE

How important are each of the following actions to helping Boston fill its pipeline of cloud talent



ACTIONS TO FILL THE CYBERSECURITY PIPELINE

How important are each of the following actions to helping Boston fill its pipeline of cybersecurity talent



THIS SURVEY WAS FIELDDED JULY – AUGUST 2020

Revenue	n=100
\$50 billion or more	0
\$20 to \$49.9 billion	4
\$10 to \$19.9 billion	13
\$6 to \$9.9 billion	30
\$1 to \$5.9 billion	32
\$500 to \$999 million	21

Number of Employees in the Boston Area	n=100
Average	292

Industry	n=100
Automotive	2
Banking	11
Biotech	4
Capital Markets	12
Chemicals	8
Communications	6
Consumer Goods & Services	2
Higher Education	2
Freight & Logistics	1
Healthcare Payer	5
Healthcare Provider	5
High Tech	12
Industrial Equipment	1
Insurance	1
Metals & Mining	0

Industry (Continued)	n=100
Energy (Oil & Gas)	2
Media & Entertainment	3
Medical devices	4
Pharmaceuticals	6
Retail	1
Semiconductors	0
Software and Platforms (including software, internet, social media platforms)	3
Transportation (passenger)	2
Travel (including Airlines, Cruises, Hospitality)	3
Utilities	4

Title	n=100
Chief Financial Officer/CFO	18
Chief Information Officer/CIO	15
Chief Innovation Officer	11
Chief Strategy Officer/CSO	11
Chief Technology Officer/CTO	20
SVP/VP (or equivalent) Technology	12
Director (or equivalent) Technology	9
Chief Marketing Officer/CMO	0
Chief Human Resources Officer/CHRO	4

