

# WHAT'S HOLDING BACK TECH ADOPTION IN BRITISH BUSINESSES?

**67%** of senior business leaders and middle managers say UK businesses are **too wary of adopting new technology**

**45%** of IT managers say senior business leaders **hold back technology for reasons of 'self preservation'**

Research undertaken by 8x8 and the Institute of Directors (IoD)

## BUT WHY?

Senior directors

IT managers

49%

### A difference of opinion...

Senior directors are more likely to say **their organisation makes full use of the latest technology**

34%

20%

### Budget...

IT managers are more likely to feel **insufficient budget is directed toward technology implementation**

35%

47%

### Understanding the potential of new tech...

IT managers are more likely to say that their **business could be more up to speed with the latest technology**

54%

...and they're

**3X**

more likely to admit their organisation is **'somewhat behind'** when it comes to adopting new technology such as cloud-based solutions

I agree that senior management in my organisation fully understand the importance of new technology for the success of the business

Senior directors	82
Middle managers	71

I agree that Senior management in my organisation invest sufficient resources in the business to stay fully up-to-date with new technology

Senior directors	65
Middle managers	56

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## WAYS TO GET SENIOR BUY-IN FOR NEW TECH PROJECTS



Strip out the jargon



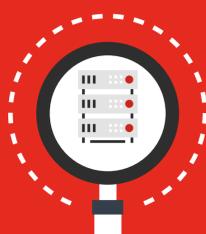
Explain how the tech can help achieve the business' goals



Don't get defensive if you're challenged by senior leadership



Test out new tech on smaller projects to prove its worth



Check out what your competition is using



Build your case with objective data



FIND OUT MORE

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to more than 47,000 businesses operating in over 100 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premises PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and conferencing. For additional information, visit [www.8x8.com](http://www.8x8.com), [www.8x8.com/UK](http://www.8x8.com/UK) or connect with 8x8 on LinkedIn, Twitter, Google+ and Facebook.