



JT's Tech Trends for 2022

JT's technology leaders give their views on the future of technology and share some of their tips for 2022 and beyond.

The Future is Digital

In 2020, the one thing that was on everyone's mind was the hope that in 2021, things would start to return to normal.

Thankfully, we've seen this hope become a reality to a certain extent as the world began to slowly open back up in 2021. But on a broader scale, what we've experienced and come to accept is a 'new' normal, one that has kept aspects of the past that make sense and embraced technologies and paradigms that have the potential to reshape the future for the better.

Returning to the 'new' normal

At the end of 2021, it's clear that 'returning to normal' actually means returning to some new form of normal. It means embracing technology that frees up our time, untethers us from our workplaces, pushes our cybersecurity to new heights, and breaks down the barriers keeping complex tech on the back-end.

Far and away, connectivity has been the most critical aspect of adapting to the new norm. It has changed how we view the workplace, transforming it into a hybrid digital and physical space. It's allowed us to stay in touch with our colleagues and loved ones in new and old ways, with a newfound focus on long-distance interactivity.

The new normal has also led to an explosive investment in automation and AI. These technologies have been slowly growing over the last few years. Now it's clear that automation and AI can reduce dependencies in the supply chain, keep essential work moving while essential workers stay at home, and allow teams to do more with fewer resources.

How businesses can thrive and adapt in 2022

With learnings from both the recent and distant past, we know that the key to succeeding in 2022 is to embrace change. To understand how businesses can not only adapt to the rapid innovations we're sure to see over the next few years but also thrive, we asked our global team of experts for their opinions and we've gathered their experiences and predictions into actionable, insightful information for businesses.



The majority of the technologies they talk about are not new. However, a combination of apathy, apprehension, or lack of accessibility has kept many businesses from moving forward with these.

If the last two years have taught us anything, it's that waiting is no longer an option. We have the technology and opportunity to make the world a safer, more sustainable, productive, and more adaptable place. We just need to invest in the solutions that will make this future a reality.



Daragh McDermott
Managing Director, JT Channel Islands



Complete your digital transformation

Before the pandemic, many businesses were in the process of digital transformation, making their business more available through the internet and upgrading traditional workflows to digital workflows. During the pandemic, however, many slowed down their work on these measures.

Now is the time to get that moving again, and if we've learned anything, it's that digital transformation is what we need right now. It's more important than ever for businesses to migrate to the cloud, increase their online presence, and embrace connectivity and automation.

Keep looking up at Cloud technologies

Sunny Ajanaku, Consulting & Professional Services Manager

"The cloud has been one of the most pivotal technologies advancing us to 2021. It's allowed for data collection and analysis on an unprecedented scale, has sparked the massive XaaS sector, and has provided businesses with far greater computing power for off-site computing. Bringing more aspects of your business to the cloud will work to your advantage".

"JT's Cloud Backup is offered as a fully managed service. We'll design and implement a backup solution tailored to your specific needs – and we'll run it in the cloud for you too. A simple, powerful dashboard allows you to take complete control of your backup operations".



Sunny Ajanaku
Consulting & Professional
Services Manager



Respond to changing employee priorities

Another significant change that has taken place around the world over the last year is an increased focus on workers. People are asking for better and more modern working conditions.

An example of this that most of us are familiar with is remote working or work-from-home. For years it was viewed as an optional opportunity for specific roles, and even then, it's been limited to forward-thinking businesses.

Now, more people have tried working from home than ever before out of necessity, with many realising that much of their work doesn't need to happen in the office. They can be just as effective or even more effective at home. This also reduces time and money spent on transportation and gives individuals more time to spend on personal interests and their loved ones.

Remote work isn't for every business, and it's certainly not the only way to use technology to improve working conditions. Businesses who rise to the challenge will create a better working environment, keeping teams together for longer and staying more productive and happier while they're with the business.

Remote work is here to stay

Nicola Reeves, Group HR Director

"Whether you look to productivity, safety, or the wishes of your people, it's clear that hybrid working is here to stay. What we found was, whilst the pandemic presented us with the need to adjust, we were able to enhance new requirements further through the use of technology. Within our smart office we now have interactive floorplans to show which desks are occupied, by who, until what time and which meeting rooms are available for team collaboration or just some downtime. It helps reduce our ecological footprint and energy usage. Adapting to a smart office means you'll have an office that is backed by data which will help quantify the numbers and make the smart office even smarter".



Nicola Reeves
Group HR Director





Embrace AI

For decades, the concept of AI has been both fascinating and mystifying to many. However, as this technology has developed and adopted, more and more people are beginning to see its benefits while realising that AI and Machine Learning in practice are very different from the versions we sometimes see in the media.

According to Sundar Pichai, the CEO of Google, the impact of AI could be even greater than that of fire and electricity. It's hard to say how accurate that statement is, but it's easy to see that the impact Pichai speaks of will, at the very least, be monumental.

AI is the future

Sara McCarthy, Head of Network and Service Operations, Operations Division

"Much as we may not all be ready for it, AI isn't going anywhere. Businesses will be far better off embracing this technology rather than working against it. AI has the potential to revolutionise workplaces, as well as the services businesses have to offer. It can extract immense value from your data, prepare you for worst case scenarios such as a pandemic, and bolster your technology infrastructure as personal computers and mobile devices become more capable, ML and AI will become much more commonplace and sophisticated. We'll likely see AI shape the next decade the same way that mobile devices and connectivity shaped the previous ten years".

"In 2022, companies are expected to have an average of 35 AI projects in place. 20% of businesses say automating tasks such as invoicing and contract validation is the second most crucial use of AI".



Sara McCarthy

Head of Network and Service Operations,
Operations Division



Cybersecurity

A more concerning rising trend we've seen over the last year has been the need for cybersecurity. With risks coming from all directions, hitting companies regardless of their size or industry, it's clear that 2022 is poised to be one of the most critical years for cybersecurity in recent history.

Cybersecurity threats can become a global pandemic in their own right, it only takes one unfortunate incident for a company's employees, customers, and data to be permanently affected by an attack.

Fortunately, for every group trying to break through cybersecurity defenses, there are countless more innovating to stop them. Businesses can help make cybersecurity a priority, both for themselves and the marketplace as a whole, by investing now.

Being prepared with Cybersecurity

Peter Lescop, Group Information and Cyber Security Officer

"In 2022, companies need to start preparing for when they will need to make cybersecurity a priority, not if. Threats have become far too great and too common. Whether a threat comes internally or externally, affects your data, your assets, employees (or all of these) you need a plan. There are more cybersecurity services available than ever before, and it's likely that throughout 2022 we'll see even more innovation in this area. Businesses can increase confidence in their brand and reduce major risks to their service by partnering with cybersecurity partners and experts".



Peter Lescop
Group Information and
Cyber Security Officer

"Our expert team can provide a range of services to meet your cybersecurity needs, from a one-off piece of cybersecurity consultancy advice to a Chief Information Security Officer service. Our consultants will sit down with you to understand your priorities and agree on how we can cost-effectively deliver them".



Balancing humanity and technology

While companies across all sectors are shifting to AI and digital communications to enhance the customer experience, their customers aren't always quite as invested in the idea, while many will embrace it, not everyone is ready for a modern customer experience. To help with buy-in, customers must see the benefit of getting their query answered at their convenience 24/7 and by making the self-serve journey effortless and convenient it becomes their preferred method. That means investing well in automation of systems and digitization of back-end processes is vital.

Know your customer, not just your computer

Tamara O'Brien, Group Head of Marketing, Brand & CX

"For businesses, one of the least-contested investments is automation. It's largely a win-win for companies and customers alike with a faster, more efficient and consistent customer experience. However, businesses must avoid treating their customer interactions like an assembly line. **Keeping your business personal, accessible, and familiar is key.** Automation is a great tool for boosting and uplifting the interactions between your team and customers – but choose carefully which aspects of your customer journey is used in, there is still a place for personal interactions to add empathy and build relationships."

"The key to your success is finding the right balance between high tech and high touch. It's about how you connect with customers in a virtual business environment, make a first impression and build a lasting relationship, always being as personal as possible."



Tamara O'Brien
Group Head of
Customer Experience



Applying technology to sustainability

Most businesses have accelerated their digital transformation initiatives but how many have managed to create a sustainable digital business? That is, one that puts people and the planet at the very core of its digital transformation. Achieving ambitious sustainability goals requires a systemic approach to transformation. Technology has the power to increase productivity, efficiency and cost savings, reduce product waste, chemicals and resources, measure, analyse and track progress, all of which can help minimise the impact on the environment.

Sustainability is more than a buzzword, it's our purpose

Tom Noel, Director of Corporate Affairs & Sustainability & Gill Knights, JT Group General Counsel, Head of Sustainability

"For decades, the reality of environmental issues has been a concern for future generations. Then, it was a buzzword that businesses could use as a way to build customer loyalty. We know that electricity usage and cooling refrigerants are the primary drivers of Scope 1 and 2 Carbon emissions and that is why they are a key focus for reduction for us at JT. Power consumption and energy efficiencies cover everything we do, from our high-tech Data Centres to our Fixed and Mobile Networks, so it's important for us to look at more renewable sources of energy, and in turn encourage and help our customers do the same.

As we enter 2022, the critical nature of sustainability is here and it's up to each individual and company to do their part to promote sustainability. Technology presents an exciting opportunity for doing so. Using AI, automation, data, remote work, and connectivity, companies can reduce their impact on the environment and raise awareness for environmental issues".



Tom Noel
Director of Corporate Affairs
and Sustainability



Gill Knights
JT Group General Counsel,
Head of Sustainability



Building the Data Centres of the future

Data centres are an essential part of today's business world, critical for hosting, managing, and delivering business data and cloud solutions to workforces worldwide. Equipped with the ability to scale resources up, down or out, data centres are helping to allow companies to collect, store, analyse and understand significant volumes of information that in turn help improve their business. Two trends are predicted to have an impact in 2022;

Sustainability. According to KPMG, 80% of all worldwide companies now report on their sustainability. It's crucial we understand the impact on sustainability when making decisions about whether workloads will be done in owner-operated/colo data centres or in the cloud.

Hybrid. By 2022, it's expected that more than 90% of companies worldwide will rely on a mix of on-premise/dedicated private clouds, multiple public clouds and legacy platforms to meet their infrastructure needs. As businesses tailor their workloads and spending based on their own unique needs, both cloud computing and enterprise data centres are poised to play major roles in the IT mix for modern businesses.

"JT's purpose built Data Centres provide a range of diverse co-location, cloud and hosting services. We offer the controls, procedures and processes needed to meet the very highest of quality and security standards, and have the internationally renowned accreditations to recognise this."



Katie Corbett
Director of JT Enterprise
and Business Services



Adapting to securing self-service

Self-service is an excellent example of technology that has existed for decades but didn't rise to the forefront until the pandemic. Self-service features have graduated from a convenience to an essential measure of safety.

For the most part, it's not developing a self-service portal that is challenging for businesses – it's ensuring that it's secure, safe, and reliable. Businesses will need to create new ways to eradicate phishing attempts, fraudulent access to customer data, and interception of data at self-service touch-points. Companies will need to invest in secure methods for verifying customers to prevent instances of fraud and data loss.

Fraud protection in the self-service era

Paul Taylor, Managing Director, JT International

“Similar to remote work, self-service has grown in popularity as customers have an increased demand for business interactions to be safe and always available. There has been a worldwide increase in SIM card fraud - an account take over, where control is transferred from a genuine SIM card to one controlled by criminals. To combat this JT International developed a detection service, now widely used by international banks and leading businesses around the world, giving them the ability to automatically check if the identity of the person attempting to make a transaction is genuine”.

“As consumer habits have become more mobile-centric, fraudsters have become more sophisticated. Mobile fraud has increased significantly within the last several years and the need to upgrade business prevention services is growing by the day.”



Paul Taylor
Managing Director,
JT International



Data and analytics will become a central aspect of success

For several years now, data has been considered the ‘oil’ of the digital era. As access to data has increased, however, the value that data presents has been largely untapped by most businesses. In many cases, it’s an overabundance of data and a lack of quality control that has led to data’s underutilisation.

As AI, ML, and automation become more readily available, businesses will have new methods for organising and extracting value from their data. Business Intelligence software, data warehouses, and AI-driven analytics are poised to transform data for the better.

How to interpret data, improve decision-making, and make operations more effective

Thomas Helbo, Chief Information Technology Officer

“AI-driven analytics will be the biggest behind-the-scenes development over the next decade. It will let businesses provide highly personalised customer interactions, root out cybersecurity issues faster, and empower industries to be more effective and efficient than ever before. **Adopting modern data stacks should be a top priority for businesses.** Companies can use these stacks to streamline collecting, storing, processing, and activating their data. Advances in Business Intelligence, largely made possible by AI, can change how we look at data activation – but only if we take those first steps towards embracing the technology”.

“Businesses generate vast amounts of data, being able to analyse and interpret it and know how to organise and arrange it while at the same time making the most of the valuable insight it provides, is vital to making operations more effective.”



Thomas Helbo
Chief Information
Technology Officer



Embracing the future with JT in 2022

In comparison to 2020, 2021 was a largely predictable year in the world of tech. We continued to adapt to the global pandemic and build on measures for safety and success under a new paradigm.

Moving forward to 2022, the future seems less predictable and far more encouraging

The past two years have shown us that we can no longer be passive about embracing the future. Businesses, workers, and individuals are demanding technologies that will improve their lives, ease their peace of mind, and secure their safety.

We have the means to do it – and 2022 is a great year to act.

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