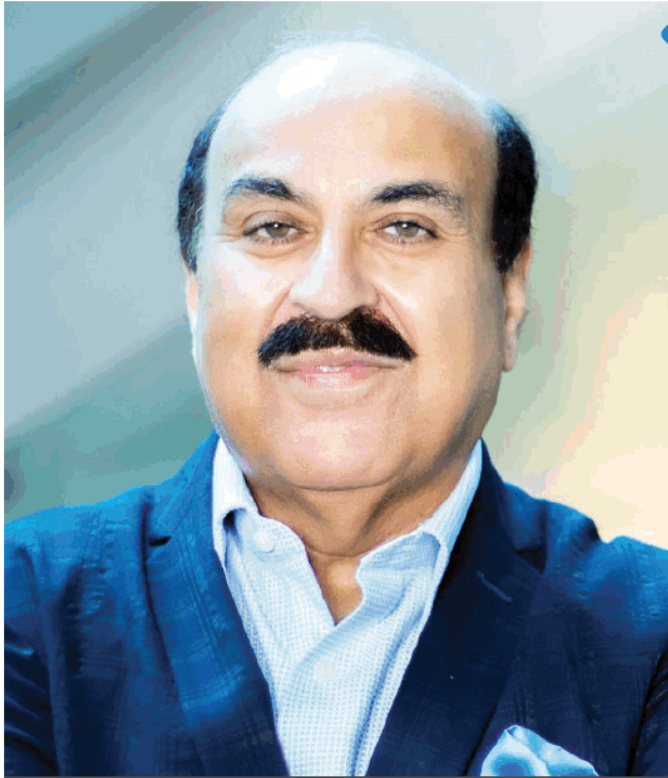


# "Digital transformation is here to remain"



**Harish Kohli, President and Managing Director, Acer India**

from 2020 is that we're learning to work in a new way with the technology – 2020 showed just how important the role of technology and especially PCs coupled with connectivity helped the world stay connected, to work, to learn and be entertained from the safety of home. In 2021 we will see more blended model of working and learning with technology as its backbone. New technologies have the power to help companies to pivot and redo their strategies to sustain. Digital transformation is here to remain. Businesses should see more opportunities using technology while combining the past learnings and emerging consumer trends it can form the base of discovering new avenues for businesses to grow and thrive.

others. In fact, with things like MI (Machine Learning) and VR (Virtual Reality) becoming increasingly popular across the industry, technology is revolutionizing the way we do business and making high-tech approaches an integral part of our lives. I also see enhancements on connectivity with 5G

taining hardware without having to buy, configure, and manage it. Since companies are being made to adopt remote working for most of their employees, it reinforced the demand for cloud services across industries, including medium and large enterprises, to sustain business activity, and boost growth. In this regard, Acer has several measures designed to make tech adoption easier for medium to large enter-



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## Takeaways from 2020

In the year 2020, we had to undo a lot of past learning and knowledge that we gained over periods. But among all the challenges there have also been many things worth celebrating. Our industry is always evolving, and the COVID-19 pandemic has driven us to be more agile, more creative, and more inventive than before, and there have been plenty of lessons learned along the way.

More than anything, the biggest takeaway

## Notable industry trends

Technology is an ever-changing performing field and those wanting to remain at the wheel of innovation must adapt. In the PC Industry, the consumer journey is mapping a new course and customers and different industries alike are embracing emerging technologies. New tech trends like AI is leading companies to explore and evolve the way we work and interact with

and other high-speed internet as a necessity in this new order of digital collaboration, remote work, and video conferencing.

Digital transformation is one of the big technology trends that emerged due to the COVID-19 pandemic. There is also increased traction in the business IT marketplace in the last few months in the Device-as-a-Service (DaaS) model of ob-

prises. These include product lines such as the affordable Acer One laptop to Travelmate series laptops that are currently available as a service via Acer DaaS. With solutions spanning across devices and segments Acer provides consumers, enterprises, education, banking and government segments with technology that helps in the digital transformation.