



Connectivity:

the missing link in digital evolution

evolve

- managed network solutions -

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Executive Summary

Digital transformation puts technology at the core of business strategy. It’s an approach that, done well and with the right support, reduces operating expenses and increases efficiency by implementing technologies and best practices for faster product creation, enhanced customer experience, and agile operations.

Technologies that can respond quickly to the shift in market trends and meet changing customer expectations are being embraced across all sectors, with the **digital transformation market expected to grow at a CAGR of 22.7%** from 2019 to \$3.294 billion by 2025.

\$3.294billion

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70%

of organisations already have a digital transformation strategy in place

The majority **(70%) of organisations already have a digital transformation strategy in place** or are working on one. But this is not a one-size-fits-all concept.

In this report, we look at the ways different sectors have embraced digital transformation, the impact it has had, and what the future looks like each of them as new technologies emerge. We will also provide insights into how you can put digital transformation at the heart of operations to future-proof your business.



Foreword

By Alan Stephenson-Brown

The UK's Northwest is renowned for connectivity and industry, and the 21st century has seen it transformed into one of the UK's leading technology hubs thanks to its reputation for innovation. It's also home to Evolve, which is helping businesses adopt the technology that will help them to compete on both a domestic and international stage. This over-arching aim closely aligns with the concept of digital transformation:

“Digital transformation is the rewiring of an organisation, with the goal of creating value by continuously deploying tech at scale.”

- McKinsey

While this is a great umbrella definition, it doesn't begin to scratch the surface of the different ways individual sectors are harnessing technology to meet their own unique needs and address their customers' pain points.

Despite the varying applications of technology, all these sectors need the same thing to make their digital transformation strategies work: connectivity.



Mike Goodwin
CTO from ITS Technology

Mike Goodwin, CTO from ITS Technology Group commented.

“Connectivity is the key enabler for businesses that hold speed, reliability and increasing resilience as their core requirements. It's the lifeblood of any organisation and keeps it running smoothly, providing that competitive edge in today's digital world. It's not a luxury; it's a necessity. It connects us with customers, supercharges productivity, and readies us for what lies ahead, making our company more reliable and responsive. From driving forward digital transformation initiatives to helping us adopt the technology of tomorrow that saves us time and money, connectivity is at the core of what makes a future-proof business.”



Digital transformation can only be fully realised if access to high quality communication networks and services is available, so businesses looking to future-proof by implementing new technologies must first ensure their internet service provider offers sufficient support.

Much like concerns about the National Grid's capacity to cope with our increasing dependency on electricity, businesses need to scrutinise their connectivity as we come to depend on new technologies. Without it, none of the innovations outlined in this report would be possible, and future developments will stall.

A hot topic on digital transformation is artificial intelligence (AI), and it's something of a recurring theme in this report too. The technology has

dominated the headlines recently with fears growing that AI will replace jobs. I believe AI has an important role to play in the digital transformation of all sectors, but I am equally firm in my belief that it should enhance, not replace, the work of real human beings.

Speaking of human beings, giving our customers 24/7/365 access to a customer service team is something we at Evolve are incredibly proud of. The experience, understanding and responsiveness are not things that can be replicated adequately by a chatbot. So, my advice to businesses, whether they are at the beginning or in the midst of their digital transformation journey, is to really consider where technology will add value, and to balance it with the value only human beings can bring.

24/7/365

Giving our customers 24/7/365 access to a customer service team is something we are incredibly proud of.



Alan Stephenson-Brown
Evolve CEO

Digital Transformation in Retail

The global retail market is **worth more than \$27 trillion**, with a **forecast to reach over \$30 trillion by 2024**, and more than 2.14 billion people worldwide are purchasing goods online. The days when retailers created value and earned loyalty through pricing and proximity are behind us, and for retailers to thrive in the today's challenging economy, they need to increase customer retention through personalisation and access actionable market insights.

Digital technology provides these ingredients to success, so it is hardly surprising retailers are increasingly putting 'digital' at the heart of operations.

Until now retailers have used a digital approach to create easier inventory management systems and improved customer service, but innovation in this sector continues at pace, with evolving technology set to transform retail even further.

\$27 trillion

The global retail market is worth more than \$27 trillion

\$30 trillion

This is expected to reach over \$30 trillion by 2024

Big Data

Big data analytics provides retailers with a vast amount of valuable and actionable information, influencing almost every aspect of business operations. Importantly, such analytics help retailers understand customers. In physical stores, this can encompass everything from monitoring which POS displays are selling the most inventory to the directional shopping habits of customers. Online, big data analytics helps predict upcoming trends and which items are needed to remain competitive year-round.

Almost two thirds **(63%) of retailers now expect to spend more on business intelligence/data analytics**, following in the footsteps of Amazon which uses customer data to recommend items based on past searches and purchases. It's a proven strategy, with Amazon generating **35% of sales through its recommendations engine** which analyses more than 150 million accounts.

63%

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Omnichannel

In a multi-channel environment, consumers have access to a variety of communication options that aren't necessarily synchronised or connected. Retailers that want to get ahead are opting for omni-channel, which connects the array of channels on offer so shoppers can move between them seamlessly. Around **70% of consumers say** this kind of seamless experience will lead to them purchasing more from a company, and **64% will spend more money** if businesses resolve their issues on the channel they're currently using.

The key to ensuring a smooth and efficient omnichannel experience is a reliable and secure free guest Wi-Fi service. This enhances the customer experience by providing easy access to online resources in-store, and it has major benefits for retailers too.

Not only are customers using in-store Wi-Fi more likely to spend more time browsing, and of course, buying, retailers can also leverage guest Wi-Fi analytics to learn more about their customers' shopping habits, such as frequency of visits and even movement patterns. This information can inform everything from marketing strategies to store layout.

Retailers can also use this data to help identify busy periods and peak shopping times – valuable information when it comes to staff scheduling and inventory management. **57% of consumers spend**

more on brands to which they are loyal. Offering guest Wi-Fi with integrated loyalty schemes can enhance customer loyalty by providing convenient access to rewards and incentives, encouraging repeat visits, and fostering a stronger connection between businesses and their patrons, ultimately leading to increased customer retention. This seamless digital experience can also empower businesses to **gather valuable customer data and insights**, enabling them to tailor personalised offers and promotions that further solidify customer loyalty.

Retailers lacking a solid omnichannel strategy risk losing customers, so need to stay ahead of the trends shaping omnichannel retail.

Among these are an integrated approach to social media that reflects the brand at every consumer touchpoint. Social media channels play a vital role in an omnichannel strategy, allowing customer service teams to respond quickly to customers while streamlining the shopping experience and boosting sales.



Omnichannel strategies should also prioritise a seamless checkout process accessible from multiple channels.

Finally, as the future of retail marketing, personalisation is key to a successful omnichannel approach. With content personalised for individual customers, retailers can create a more engaging experience for their customers, providing advice and information based on customer preferences and their purchase history.

But personalisation goes beyond product recommendations and marketing campaigns. It includes website design and navigation, its layout on different screen sizes, an even the tone of voice used in emails.

Here again, guest Wi-Fi plays a crucial role. When a customer connects to a store's Wi-Fi, the system can send personalised promotions, targeted ads and follow-up messages, product suggestions, and loyalty rewards, straight to their device.

70%

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Of consumers spend more on brands to which they are loyal

Internet of Things (IoT)

IoT solutions have already transformed operations in the retail industry, and 60% of executives say it will play a critical role in their digital business strategy.

It's another key component in creating a personalised and interactive customer experience, so we will see more smart shelves equipped with sensors gathering data on customer behaviour, such as which products are picked up or returned.

IoT solutions also empower retailers to monitor and control various aspects of their physical stores, with connected systems able to regulate lighting, temperature, and other environmental factors that create a better shopping experience. Retailers can also utilise IoT-powered security systems, including video surveillance and facial recognition, to enhance store security, reduce theft, and ensure customers and employee safety.

Augmented Reality

By the end of 2023, it is estimated that there will be 1.4 billion AR device users, and 70% of technology leaders anticipate that the AR market will surpass the VR market in revenues. As retailers shift toward an emphasis on in-person experiences, many brands are leveraging AR to create immersive shopping experiences that drive engagement, increase customer retention, and further curiosity among shoppers. This could be through in-store displays and activations, virtual try-on experiences, or virtual navigation: all can significantly impact both in-store and online conversion rates and make a difference in your bottom line. In fact, merchants who add 3D content to their stores see a 94% conversion lift, on average.

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63% of retailers expect to spend more on business intelligence and data analytics and **35%** on artificial intelligence

Managed Network Solutions for retailers

Retailers need to assess their existing infrastructure and ensure they have the necessary connectivity to support technology such as IoT devices. Upgrading or enhancing infrastructure may be necessary to accommodate the increased data flow generated by new technology, which in the coming months will certainly include accessing a full fibre connection to improve speed, reliability, storage and security.

Additionally, full fibre provides superior bandwidth capability that do not weaken over set distances - ideal for businesses that occupy large spaces and rely on connectivity throughout the retail setting.

Evolve understands that connectivity is an integral part of everyday life and has developed reliable, high-speed, scalable, and secure connectivity solutions globally through multiple

alternative networks. Our Managed Network Solution for retail is designed to ensure maximum uptime and minimise the risk of service disruptions, with an uptime of 99.9995%. It provides businesses with the most comprehensive, flexible, and secure network, enabling retailers to foster customer loyalty by encouraging participation in loyalty programmes and gathering real-time feedback from site visitors.

One report suggests that 63% of retailers expect to spend more on business intelligence and data analytics and 35% on artificial intelligence. There is clearly widespread recognition that digital transformation is essential in the retail industry. It key to improving the customer experience and driving growth, and to not only identify evolving consumer habits, but to capitalise on them.

Digital Transformation in Hospitality

If any industry recognises that digital transformation is a process, not a destination, it is hospitality. This sector has undergone a complete makeover thanks to a host of innovative new technologies coming to market. Many restaurant and hotels are already showcasing cutting-edge technology that has transformed the customer experience and most **(93%) hospitality businesses are planning to increase digital investment** even further in the next few years.

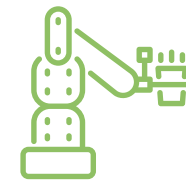
Before the advent of ‘handheld hospitality’, the server routine involved multiple stages, going back and forth from a stationary terminal to a table with receipts, payments cards, tips and so on. In some establishments, this is still the case, but it’s an increasingly rare sight. Now, the widespread adoption of QR codes means that a customer can order and pay for their food or drinks on their mobile, often taking advantage of guest Wi-Fi services.

‘Efficiency’ is the name of the game in this industry, so the idea of utilising guests’ own smart devices to achieve a truly contactless experience has been revolutionary. Pay-at-the-table is a feature of an end-to-end mobile-first restaurant point of sale (POS) system that eliminates unnecessary steps, saves time, and enables tableside payments in one streamlined process. Once popular for its minimal contact with staff, it is now heralded for its convenience and easy application for curbside payments.

Elsewhere, digital transformation has been making waves across the hospitality sector particularly when it comes to the all-important customer experience...

93%

Hospitality businesses are planning to increase digital investment even further in the next few years



Rise of the Cobots

No longer the stuff of science-fiction, we’re now living in a world where robots work side-by-side with humans to perform dangerous, unpleasant, or repetitive jobs.

Research suggests the market for hospitality robots is expected to **grow to \$3,083 by 2030**.



Smart Rooms

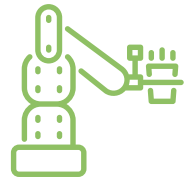
Imagine walking into a hotel room to find that everything from the temperature to the lighting has automatically been set to your liking? Marriott and Hilton are already experimenting with rooms that use IoT to fit everyday devices with internet connectivity. This means several devices and objects in the room have the capacity to send and receive digital information and transform the room to a guest’s preferences based on information provided during a previous stay. Those settings can then be automatically uploaded to every hotel room they stay in around the world.

A key benefit of IoT within a smart room is the ability to connect devices to hotel services, from room service food

In a hotel setting robots – or ‘cobots’ as they’re known due to their collaborative work alongside humans – can perform a range of tasks including vacuuming floors to delivering room service trays and carrying dishes to tables.

or drink orders, to booking an exercise class in the hotel gym. Smart rooms can also enable personalised entertainment options.

In most cases, this means allowing guests to use their accounts with online services, such as Netflix, Amazon Prime, Spotify, and Apple Music. Amazon has recently launched Alexa for Hospitality, an offering that allows hotels to easily implement smart voice control through a modified version of its Echo speakers. It is planning to integrate entertainment into this, enabling guests to link their own Amazon account to the device and gain access to their audiobooks and music.



AR and VR

The global augmented reality and virtual reality market is estimated to **reach \$114.5 billion by 2027** – with plenty of applications across multiple sectors this figure is sure to be met, if not exceeded. When it comes to hospitality, customers buy experiences, so the technology can provide a wealth of information that customers often require about what they can expect from their stay before they commit to making a reservation for example.

Potential travellers can see anything from the room specs to reviews or information they might need about the service – rather than reading endless reviews (which risk being disingenuous) and descriptions, customers can experience them themselves. For example, a virtual recreation of a room within a hotel, or a look at a nearby attraction. Think of it as the latest in ‘try before you buy’ marketing.



Sumon Das
Head of IT at Aspers Group

“In the wake of the global pandemic, the casino industry has faced unprecedented challenges that have accelerated the need for digital transformation. I firmly believe that embracing digital transformation will be the cornerstone of our industry’s revival and sustained growth in the post-COVID era.”

He went on to add “The integration of cutting-edge technologies, such as contactless payment systems, AI-driven customer analytics, and enhanced cybersecurity measures, will not only ensure the safety and security of our patrons but also elevate their gaming experience to new heights. By leveraging **data-driven insights**, we can personalise offerings and promotions, driving customer engagement and loyalty. Furthermore, digital platforms and mobile applications will extend the reach of our services, making them accessible to a wider audience. As we navigate this transformative journey, we are poised to reimagine the casino experience, making it safer, **more efficient**, and **more engaging** for all.”



David Bremner
Marketing Director at Robinsons

“For Robinsons, using Guest Wi-Fi gives us the ongoing ability to use connections to analyse our customer base through gender, age, and repeat visits, which is invaluable to us, and the integration with our CRM systems means we can market freely to those who have opted in through WiFi. The hospitality and retail sectors have adapted to understand this, but many are still behind, which is essential for our industry.”



Guest Wi-Fi

A staggering 98% of hotel guests now expect high-speed Wi-Fi, so it couldn’t be more evident that this is no longer a ‘nice-to-have’, but essential to meet the needs of guests and their connected lifestyles. Anything less leaves the door wide open for dissatisfaction, and **36% of guests will not return** to a property if they had a bad experience with a hotel’s wireless network.

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To provide a good Wi-Fi experience for guests, hotels should ensure adequate bandwidth and network capacity, easy access, clear instructions, and support services for technical difficulties. EvolveODM, Evolve’s guest Wi-Fi solution, gives hospitality businesses fully white-labelled capability and tailored landing pages for a luxury guest Wi-Fi experience.



Company Benefits

Aside from enhancing the customer experience and providing best-in-class service, there are huge advantages for businesses when it comes to digital transformation in hospitality sector, particularly when it comes to operational efficiencies. For example, particularly through digital check-in and check-out processes, online reservations, and guest self-service portals.

Looking ahead

It's perhaps difficult to see how hospitality can find a place in the metaverse, but the industry is already starting to stake its claim in this emerging world through the development of metaverse hotels. The premise and use cases will echo VR; hotels can provide virtual tours or options to explore their hotel with an avatar during the booking process. However, this is not the only way hotels are exploring the metaverse. Some, for example, will give their guests access to virtual spaces, allowing them to host virtual birthday celebrations or hold virtual business meetings.

Similarly, restaurants of the future will provide the tools for customers to

Furthermore, hospitality businesses are leveraging big data and analytics to gain valuable insights about guest preferences and behaviour which they can translate into targeted customer communications. Despite the digital leaps that have already been made in the hospitality sector, there is still plenty of untapped potential.

fully explore their menu before booking, including options to see how a meal is prepared. Plus, through the metaverse, takeaway restaurants could allow customers to place orders in a virtual restaurant and interact with staff represented by their avatars.

The future of payments is also one step closer in the hospitality sector, with biometrics – such as fingerprints – promising a more convenient way to pay. This next generation of contactless payments is likely to be popular for tomorrow's consumers, who are even open to having a chip implanted under the skin to make payments, as one 2021 survey of more than 4,000 people across the UK and the European Union found that 51% would consider it.

Many believe the next evolutionary step in digital payments is Payment with a Smile (PwaS), a payment method for recurrent customers based on biometric identification (mainly facial recognition) on the merchant's device. PwaS combines state-of-the-art devices, best practices for payment and biometrics in a single innovative solution.

Of course, the continuing adoption of biometric data in the payments process has increased the need for revised regulation and compliance obligations. PCI compliance – the Payment Card Industry Data Security Standard (PCI DSS) – is a set of security standards designed to ensure that all companies that accept, process, store, or transmit credit card information maintain a secure environment.

As Mako's only platinum partner globally and sole reseller outside the US, we provide customised SD-WAN

solutions with PCI Level 1 certification for payment security.

Managed network solutions are essential for the hospitality sector to provide a seamless and reliable network connection to their guests. As guests come to expect uninterrupted and high-speed internet access during their stay, Evolve works with its hospitality customers to make this, and upcoming tech trends, a reality.

In an era of economic recovery, inflation, labour shortages, and supply chain uncertainty, efficiency is essential. The hospitality industry has recognised this and embraced digital transformation. If it remains open to innovative ideas, continually evaluates its connectivity needs, and keeps the needs of the customer front and centre, the digital evolution of the hospitality industry will continue at pace.



Digital Transformation in Forecourts

The fuel industry is currently going through a major evolution amid the rise in adoption of electric vehicles. At the same time, forecourts everywhere are actively demonstrating how digital transformation can positively impact and improve how the fuel retail industry operates.

Take for example the fuel dispenser. What was once simply a tower and nozzle to dispense fuel is now capable of taking payment, registering loyalty points, and offering a full digital consumer experience, enabling fuel retailers to engage with customers during the refuelling process. That's not all - when customers step inside a convenience store (c-store), they continue to benefit from digital technologies such as self-checkouts that reduce waiting times and improve the overall forecourt experience. Many also offer guest Wi-Fi so drivers can stay connected en-route.

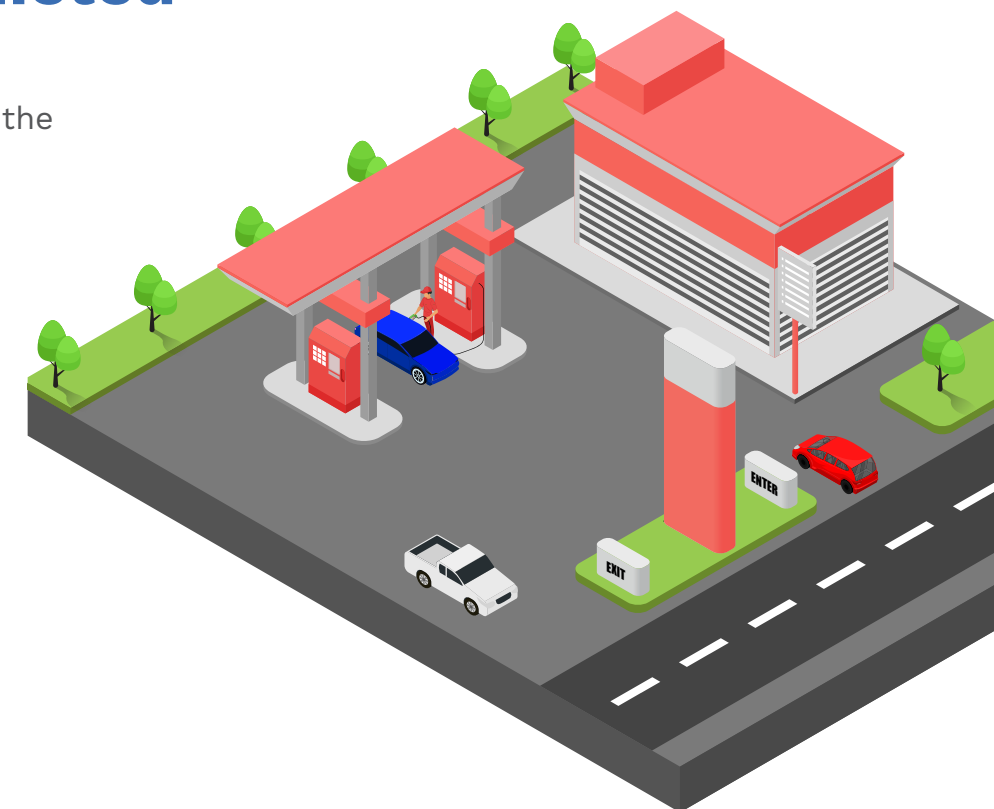
Digital screens at the pump are now a common sight, as are advanced vending machines and self-service kiosks, so we can see that the concept of technology-enabled personalisation is already embedded in the forecourt sector.

Forecourts have largely already equipped their workforces with mobile apps that guide daily actions and allow them to log both activity and any anomalies would help gather data faster, directly from the frontline. In addition, they can track stock levels, automate replenishment orders, and even help monitor lone staff working late shifts or customers at night, linking directly to emergency services in the event of incidents. The aim is for forecourts to connect the entire operation, from the back office to the checkout counter to the carwash to the EV charger.



20% of spending on fuel is predicted by 2029

which means we've not seen the peak of transformation in the sector.



Digital Transformation is also enabling enhanced safety and security, with technology that efficiently measures and monitors fuel and providing real-time analysis in case any fuel loss occurs. Theft and data breaches can also be minimised with a secure network which connects c-stores, fuel dispensers, site controllers, Electric Vehicle (EV) chargers and more.

But times continue to change on the forecourt. Not so long ago, fuel was the sole reason for visiting. Today, this has dropped to a 50/50 split between fuel and non-fuel retail (NFR), and in some cases (think of Gloucester or Tebay services), service stations are almost as much a destination as a pit-stop. A further shift to just **20% of spending on fuel is predicted by 2029**, which means we've not seen the peak of transformation in the sector. To stay relevant and maintain an edge on the competition, businesses in this sector need to continue to embrace technology that meets the changing demands of their customers.

The forecourt of the future is likely to look very different...

In the near future, we can expect to see the forecourt become a one-stop shop where consumers can buy daily groceries, post letters, pick up prescriptions, have a coffee and access a dry-cleaning service, all while charging their car.

And, although it may be some time before autonomous vehicles become a common sight, car manufacturers are already one step ahead, fitting more models with connected services that will allow drivers to fill/charge up, access maintenance services and order a coffee, all without leaving their vehicle.

But because the forecourt of the future will have to be so much more than just a place to re-fuel, customers will also expect a seamless, efficient, and convenient user experience, and reliable guest Wi-Fi, where consumers can access a broader range of products and services. This means forecourts must have the right managed connectivity services in place.

Forecourts to become a one-stop shop



Purchase daily groceries



Post letters and parcels



Pick-up Prescriptions



Purchase a coffee



Access Dry-cleaning Services



All whilst charging your vehicle



Fully managed network solutions provide reliable and fast connectivity to customers



quick responses to avoid downtime will become more important than ever



By investing in fully managed network solutions, forecourts can collect valuable data and analytics



Partnerships will be the difference between standing out from the competition

Fully managed network solutions provide reliable and fast connectivity to customers, allowing them to stay connected and engaged while on the forecourt. The solutions also enable businesses to operate more efficiently, reducing downtime and streamlining processes.

By investing in fully managed network solutions, forecourts can collect valuable data and analytics, allowing them to make informed decisions and tailor their offerings to meet the demands of their customers.



As the digital transformation of forecourts continues, quick responses to avoid downtime will become more important than ever. To this end, Evolve has created Evolve Vision, a customisable, intuitive dashboard that allows businesses to view live and offline third-party services, such as fuel pump gauges, at both site and infrastructure level. Continuous device monitoring, refreshed every 30 seconds, ensures uninterrupted service, and enables immediate, proactive alerts for critical partner failures, preventing downtime and revenue loss.



Steve Townley
ICT Manager at Ascona Group

“We have introduced streamlined managed network solutions with customer service at its heart and to transform Ascona Group’s greatest tech headache into an opportunity for solidifying and maximising its future growth.

Since the introduction of a managed network solution, we have been able to enjoy a standard network design across our estate providing our customers with 100% internet uptime whilst remaining separate and secure from our core retail business.

Customer experience is key and make it a seamless and quick and easy task ensures that they return in the busy lifestyles that we have, and moving forward with technology gives us the tools”.

Whether the goal is to deliver powerful real-time analytics, create a connected forecourt, establish solutions that facilitate remote management, or offer cleaner energy options for motorists, the best results will come from collaboration.

Partnerships will be the difference between standing out from the competition by delivering something new and useful to motorists, and being left behind as the digital revolution continues.



Digital Transformation in Construction

The construction sector is critical to the economy and society, enabling the movement of goods and people, supporting economic development, and providing essential services. **Representing 13% of the total global GDP**, it's an industry under constant pressure to increase efficiencies.

But it's also been historically slow at implementing new technologies, and investment in IT has been low compared to other industries. It's a market that has been hampered by the technical challenges of large, complex and geographically disperse projects, as well as an aging workforce, supply chain issues and ingrained analogue processes.

Today, increasingly complex infrastructure projects and the need to coordinate multiple stakeholders and teams mean construction industry leaders are recognising the need for change.

The technology available to construction firms has advanced rapidly and there are now plenty of great examples of digital transformation in action, delivering efficiencies that are permanently changing the way sites operate.

13%

The Construction industry represents 13% of the total global GDP



Drones

Already being used by construction companies to eliminate or reduce the time required for inspections, improve safety on construction sites, and increase efficiency, drones provide significant benefits to site teams.

Drone technology not only allows engineers to inspect dangerous terrain without risk of injury to themselves, it also helps increase on-site productivity by allowing engineers to determine how much progress has been made at a construction site more easily.

Since the range on a Bluetooth network gets cut off much sooner than Wi-Fi, it's important for construction managers to keep connectivity in mind if using a drone on larger sites.



Robotics

Like most industries, construction is steadily being transformed by robotics. In fact, the construction robotics market was **valued at \$44.63 million USD** in 2020 and is **expected to reach \$95.10 million USD** by 2026.

Although it's unlikely robots will ever fully eliminate the need for human workers in the construction industry, we're seeing many applications that make site operations faster, safer, easier, and less labour-intensive.

Robots can be more efficient in handling monotonous, physical tasks, where humans are more prone to making mistakes because of exhaustion and environmental distractions. And although humans are still needed to program, control, and operate this machinery, there's no doubt it will be increasingly important in significantly reducing injuries on construction sites.

\$44.63m

The construction robotics market was valued at \$44.63 million USD in 2020

\$95.10m

This is expected to reach \$95.10 million USD by 2026.



3D Printing

The market for 3D printing in construction is booming, with some in the industry constantly pushing the boundaries of what's possible with this technology.

China, the Netherlands and Italy have all been competing for who can print the longest bridge, and in the US, specialist builder Icon boasts the world's largest 3D-printed housing development, a 100-home estate in Georgetown, Texas.

The government in Dubai made perhaps the boldest claim when it announced that 25% of its state-built buildings would be 3D printed by 2025.

While it's true that efforts in the UK have been much more modest, last September saw BAM install a 3D-printed staircase for a footbridge over the M8 motorway near Glasgow which it believed was "the largest printed concrete construction in the UK to date."

There is also a site in Accrington, Lancashire, set to become the biggest 3D-printed housing development in Europe. Not-for-profit developer Building for Humanity has joined forces with 3D printer supplier Harcourt Technologies to print 46 homes, a mix of three-storey apartments and houses, on a town-centre site.



Augmented Reality

Like many other sectors, the construction industry has embraced AR technology to improve design, planning, and building processes. AR technology allows architects and designers to visualise 3D models of their designs in a real-world environment, and even walk around a digital model and make alterations to the design.

AR technology can also be used to improve construction accuracy and efficiency by overlaying digital models in the real world. This helps ensure building components are installed in the correct locations and at the right angles, reducing errors and saving time and money. Overlaying digital information onto physical objects, maintenance workers can quickly identify equipment and access information about maintenance procedures.

Finally, and perhaps an overlooked use case for AR, this technology can be used to train construction workers on safety procedures and protocols. Using AR headsets, workers can practice safety procedures in a simulated environment, making it easier to identify potential hazards and learn how to respond to them.

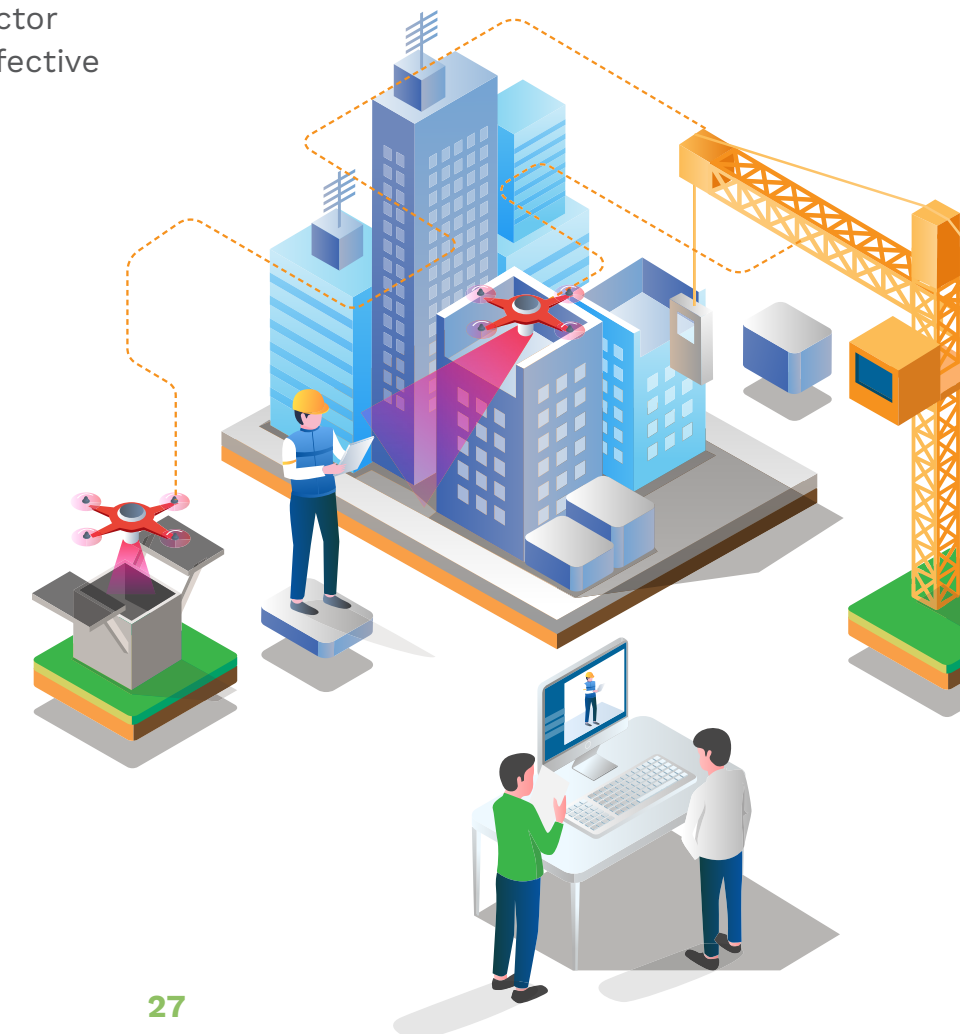
What all these innovations have in common is the need for high quality, reliable internet network resources, but this remains a fundamental hurdle for the industry. To overcome the challenge of getting connectivity enabled at sites in Green or Brownfield locations, where often there is no existing connection, site managers should consider portable wireless units.

Consideration should also be given to protecting network devices from building site hazards is crucial. Evolve offers a customised containment system that can secure technical equipment in high-traffic settings, ensuring valuable equipment is safe and performing at its best.

71% of construction companies are prioritising digital transformation

and digital innovation in this sector is increasing the demand for effective managed network solutions.

Businesses need to ensure the solutions they adopt are underpinned by connectivity that can support them.



Conclusion

Businesses across a range of sectors are embracing **digital transformation** and recognise the benefits it brings. But expectations continue to rise, and businesses must be in a strong position to meet and exceed those expectations.

Keeping the customer front of mind is the best way to inform a **successful digital transformation strategy**, so ask yourself what the key pain points are that your end user is facing. Let that guide the technology you should focus on, while remembering that agility is the key to any transformation.

Fostering it starts with creating a business culture where experimentation, fresh ideas and innovation are encouraged.

It's also important to think of digital transformation an investment rather than just another expense. You won't see a ROI instantly, so measuring it should be a recurring activity to ensure resources are being invested in the best solutions. While **89% of large companies** globally have a digital transformation strategy underway, they have only captured **31% of the expected revenue lift** and **25% of expected cost savings from the effort**. Change doesn't won't happen overnight, and there will be teething problems as your teams and customers adjust to new ways of doing things.

But technologies are constantly evolving, even as you implement them, and you will soon uncover their full potential.

Digital transformation can only be fully realised if high quality access to communication networks and services is available for all firms. On a wider scale, this means investing in significantly upgrading communication infrastructures to address the increasing demand for data generated by the new technology all businesses need to thrive. But businesses can start this process in-house by working with expert partners who can ensure they have the connectivity solutions in place to support digital transformation efforts.

Digitally transforming businesses is not a short-term commitment, it's an ongoing process, and Evolve is here to help, every step of the way.



Contact Evolve

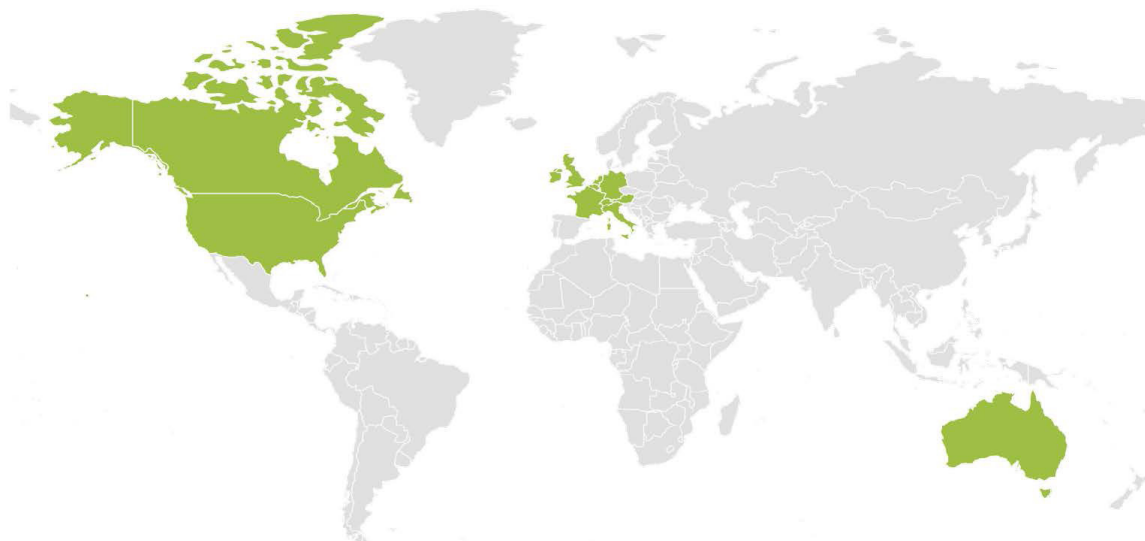
Evolve's fully-manned, multilingual 24/7/365 support is always here to help you with any questions or concerns you may have.



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evolve

- managed network solutions -

We envisage all multi-site
brands seeing connectivity
as a gain, not a pain.