BM Nxt launches ‘Better World Surveys’ for navigating Covid-19 business challenges

The surveys will help create new benchmarks that would help CXOs reprioritize strategies and reimagine budgets for their respective organizations, in the wake of the Covid-19 crisis.

Bengaluru, May 19, 2020 (Issuewire.com**)** - Market research and communications advisory firm BM Nxt has announced the launch of *Better World Surveys*, to help businesses with new navigation insights. The surveys have been specially designed in the wake of unprecedented business disruptions created by the Covid-19 pandemic.

Deepak Kumar, Founder Analyst, BM Nxt, said, “Economies big and small globally have been hit, and India is no exception to that. There is a need to identify the key emerging shifts that could help deliver navigational insights to India’s technology leaders. C-Suite leaders are in urgent need of a reimagined market perspective to deal with multiple issues and challenges. Specifically, IT and security strategies need to be modified to realign with changing business needs. Accordingly, the budgets are also being reprioritized.”

“*Better World Surveys* will help create new benchmarks that would help CXOs reprioritize strategies and budgets for their respective organizations,” he added.

Jatinder Singh, Director of Strategy and Insights at BM Nxt, noted, “Businesses in India have been expressing the need for new research to recalibrate their digital transformation and IT security strategies. With Better World surveys, we are looking to gather insights on how the CIO and CISO priorities in India are changing in response to the ongoing crisis. The consolidated inputs will help us develop a consolidated *C-suite Agenda for 2020,* which companies would be able to use as navigation tools.”

With its global team of in-house analysts, *Better World Surveys* are uniquely positioned to provide an unrivaled perspective. The surveys have already been piloted and will start rolling out for a wider CXO community soon.

About BM Nxt

BM Nxt addresses the analysis-based information needs of technology users and business decision-makers and planners across ICT companies, technology user organizations, and investment communities. It also caters to the assumptions-and-forecasting needs of analysts at market research, advisory and consulting organizations.

BM Nxt provides highly usable market readiness assessment tools, models, and advisory products and services to decision-makers and key influencers from marketing, strategy, sales, and HR functions across various industries.

About Better World

Better World is a community-driven platform for business, technology, and social leaders, who firmly believe in sustainable and value-driven market models.

The mission is to help the Better World community take the right business, social, and environmental

decisions by making use of the right technologies and productivity models.

CIOs and CISOs wishing to ask follow-up questions or seek additional information, please contact Jatinder Singh at jatins@bmnxt.com; or WhatsApp him at +91 <9718154231>.

For other queries, please drop an email at betterworld@bmnxt.com.

Media Contact

B&M Nxt

deepakk@bmnxt.com

Vijaya Bank Colony, Banaswadi

Source : B&M Analysts

See on IssueWire