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1 – TEN HOT BUSINESS TECHNOLOGY TRENDS FOR 2008

Verizon Business, a leading provider of advanced communications and information technology (IT) solutions to large-business and government customers worldwide, has identified 10 business technology trends it expects to be prominent this year.

CONTINUED GLOBALIZATION

Successful businesses will increasingly require high-performance networks that enable applications designed to run on the corporate campus to also provide a consistent experience and operate securely no matter where users are located or where the applications reside.

SECURING THE EXTENDED ENTERPRISE

The coming year will see an even greater proliferation of data as companies look to open their boundaries to connect partners, suppliers and customers. More than ever, companies will need to keep track of where their data reside and then develop a strategy to safeguard it.

GLOBAL GREENING

Increasingly, converging communications and computing (IT) technologies will allow organizations to reduce their energy footprints. These technologies include audio, video and Web conferencing services; location-based services integrated into mobile devices; and IP-based presence services. More consumers and businesses will opt out of paper invoices and statements in favor of electronic options.

COMPUTING AS A SERVICE

Multiple dedicated servers – which may be under-utilized and consume space, power and cooling in

the data center – can now be replaced with virtual servers sharing network-based resources such as common storage. Businesses will continue to adopt this model because it helps them achieve data center consolidation and further reduce expenses.

TELEPRESENCE

The next generation of virtual meetings, enabled by immersive video technology, will bring people across the globe together face-to-face without travel. In addition to internal company gatherings, telepresence will enable meetings with customers, partners and suppliers.

OUTSOURCING/OUT-TASKING

While outsourcing is not new, strong adoption is and will continue to be in 2008. What will become even more compelling is out-tasking – the process by which a company decides which functions to keep in house and which to hand off to a third party.

SMARTPHONES AND MANAGED MOBILITY

Professionals will call on their smartphones to work harder in 2008, relying more and more on mobile e-mail, integrated calendars and contacts lists while away from the office. As a result, businesses will spend more on mobile devices and will need to manage and secure numerous devices as part of an overall global enterprise mobility solution.

UNIFIED COMMUNICATIONS

The complexity of managing multiple communications devices will ease dramatically as more companies adopt unified communications to enhance workforce collaboration both in and away from the office. With the increasing prevalence of voice over IP in

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the workplace has come the ability to streamline communications while enhancing capabilities.

WORK-LIFE BALANCE

The steady growth of communications technology in our lives has created a “love-hate” relationship with the smart phones and wireless laptops that increasingly blur the lines between the workplace and our personal lives. In 2008, professionals will continue to grapple with achieving a work-life balance. Telecommuting is one useful option.

2 – EIGHT BUSINESS TECHNOLOGY TRENDS TO WATCH

Technology alone is rarely the key to unlocking economic value; companies create real wealth when they combine technology with new ways of doing business. So write authors Manyika, Roberts and Sprague in *The McKinsey Quarterly* (December 2007), where they identify eight technology-enabled trends that are transforming markets, businesses and the economy in coming years. These trends fall within three broad areas of business activity: **managing relationships, managing capital and assets, and leveraging information in new ways.**

MANAGING RELATIONSHIPS

1. Distributing co-creation

The Internet and related technologies give companies radical new ways to harvest the talents of innovators working outside corporate boundaries. Today, in the high-technology, consumer product, and automotive sectors, among others, companies routinely involve customers, suppliers, small specialist businesses, and independent contractors in the creation of new products.

2. Using consumers as innovators

As the Internet has evolved – an evolution prompted in part by new Web 2.0 technologies – it has become a more widespread platform for interaction, communication, and activism. Consumers increasingly want to engage online with one another and with organizations of all kinds. Companies can tap this new mood of customer engagement for their economic benefit.

THE CIO AS BUSINESS STRATEGIST

CIOs will take on an even more pivotal role in determining how to invest capital most effectively to help their companies reduce costs, increase productivity and achieve a wide range of corporate objectives. CIOs also will be responsible for making supply-chain management decisions and environmental improvements. By presenting a strategic point of view from the technology side, CIOs have become today’s top business strategists.

3. Tapping into a world of talent

As more and more sophisticated work takes place interactively online and new collaboration and communications tools emerge, companies can outsource increasingly specialized aspects of their work and still maintain organizational coherence. Much as technology permits them to decentralize innovation through networks or customers, it also allows them to parcel out more work to specialists, free agents, and talent networks.

4. Extracting more value from interactions

Companies have been automating or offshoring an increasing proportion of their production and manufacturing (transformational) activities and their clerical or simple rule-based (transactional) activities. As a result, a growing proportion of the labor force in developed economies engages primarily in work that involves negotiations and conversations, knowledge, judgment, and ad hoc collaboration – or tacit interactions. By 2015, employment in jobs primarily involving such interactions will account for about 44% of total US employment, up from 40% today.

MANAGING CAPITAL AND ASSETS

5. Expanding the frontiers of automation

Companies, governments, and other organizations have put in place systems to automate tasks and processes: forecasting and supply chain technologies; systems for enterprise resource planning, cus-

Consulting in:

- Market and industry analysis
- Strategic business direction
- Growth dynamics

Providing:

- Trend identification and analysis
- Keynotes and presentations
- Proprietary research and reports

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customer relationship management, and HR; product and customer databases; and Web sites. Now these systems are becoming interconnected through common standards for exchanging data and representing business processes in bits and bytes. What's more, this information can be combined in new ways to automate an increasing array of broader activities, from inventory management to customer service.

6. Unbundling production from delivery

Technology helps companies to utilize fixed assets more efficiently by disaggregating monolithic systems into reusable components, measuring and metering the use of each, and billing for that use in ever-smaller increments cost effectively. Information and communications technologies handle the tracking and metering critical to the new models and make it possible to have effective allocation and capacity-planning systems.

LEVERAGING INFORMATION IN NEW WAYS

7. Putting more science into management

Just as the Internet and productivity tools extend the reach of and provide leverage to desk-based workers, technology is helping managers exploit ever-greater amounts of data to make smarter decisions and develop the insights that create competitive advantages and new business models. Given the vast resources going into storing and processing information today, it's hard to believe that we are only at an early stage in this trend. Yet we are. The quality and quantity of information available to any business will continue to grow explosively as the costs of monitoring and managing processes fall.

8. Making businesses from information

Accumulated pools of data captured in a number of systems within large organizations or pulled together from many points of origin on the Web are the raw material for new information-based business opportunities.

3 – IT TECH TRENDS FOR 2008

Gartner, Inc., a leading information technology research and advisory company, identifies the ten technologies likely to play a strategic role in 2008 (those "with potential for significant impact on the enterprise in the next three years"):

GREEN IT

Companies should be mindful of potential regulations that could limit the building of data centers, and should be prepared with backup plans for handling growing data demands.

UNIFIED COMMUNICATIONS

Over the next three years the majority of corporations will migrate to Internet Protocol telephony, resulting in a major change in voice communications.

BUSINESS PROCESS MODELING

Top-level process services must include enterprise architects, senior developers, process architects

and/or process analysts. A key to success will be an organization's ability to bring these roles together.

METADATA MANAGEMENT

Over the next three years, companies working to integrate both customer data and product data will link these master data management efforts together in an overall enterprise information management (EIM) strategy.

VIRTUALIZATION 2.0

Virtualization and automation technologies will improve IT resource utilization.

MASHUP AND COMPOSITE APPS

Web mashup technologies will be the way companies create composite enterprise applications.

WEB PLATFORM AND WEB-ORIENTED ARCHITECTURE

Software-as-a-Service, in which applications are available on-demand over the Web, is becoming a sensible option for many companies.

Growth STRATEGIES

Growth Strategies is a four-page newsletter that since 1981 has been accurately anticipating and analyzing economic, social, political, technological, demographic, lifestyle, consumer, business, management, workforce and marketing trends.

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Growth Strategies newsletter was formerly published as *FutureScan*.

COMPUTING FABRIC

The fabric-based server of the future will treat memory, processors, and I/O cards as components in a pool, combining and recombining them into particular arrangements to suit the owner's needs.

REAL WORLD WEB

The term "real world Web" is informal, referring to places where information from the Web is

applied to the particular location, activity or context in the real world.

SOCIAL SOFTWARE

Many enterprises will adopt social networking to augment traditional collaboration. The Web 2.0 market will see continued product innovation, new entrants, and vendor consolidation.

4 – TEN TECH TRENDS THAT WILL SHAPE 2008

At web site www.rediff.com, Leslie D'Monte writes about 10 tech trends that are shaping business in India, but which also apply to the US and global markets generally:

1. Grid computing

More businesses are applying the resources of many computers in a network to a single problem at the same time.

2. Photovoltaics

The global photovoltaic market is expected to grow over six times to \$40 billion by 2010.

3. Software on demand

Software-as-a-service is a software application delivery model, wherein the user pays according to the usage rather than for owning the software (license fee).

4. Enterprise mobility

By 2009 there will be around 880 million mobile workers worldwide, demonstrating that mobility is going mainstream.

5. Mobile entertainment devices

Entertainment devices will be with you on the move (your laptops, PDAs and cell phones), at airports, at your workplace, in your home, and more importantly, in your pockets. Such devices will become increasingly interactive.

6. Cybercrime

Cybercrime is estimated to be a \$105 billion market

and looks set to grow this year. Phishing and theft of intellectual property are major concerns.

7. 'Open source' makes inroads

Linux – the free operating system – continues to make inroads against proprietary systems such as Microsoft Windows and Vista. Linux has gained the support of corporations such as IBM, Sun Microsystems, Dell, Hewlett-Packard and Novell, and is used as an operating system for a wide variety of computer hardware.

8. Biometrics

Biometric solutions like fingerprint readers are now common on consumer devices like mobiles and laptops, and industrial applications are surging. Also gaining traction are biometric segments like iris scan, middleware, multi-modality, voice recognition and signature verification.

9. Malware

Mutations of e-worms like Trojan horses, spyware, rootkits, dishonest adware, and other malicious software have crowded the cyber world. Analysts also warn that instant messaging (IM) features like file transfer and webcam support make it prone to the virus attacks.

10. Flash memory

Major technology companies are introducing computers without disk drives, with flash being considerably faster and more durable. With 64GB in flash memory now available and affordable, smaller solid-state disks will be hitting the mainstream in a big way.