

RIDE INTO
THE NEW AGE
ON THESE

6

DIGITAL CURRENTS

'Speed' continues to be the defining keyword for 2019, as we expect zero slowdown in the transformation of all enterprises – independent of industry, value proposition and customer set – into software-driven entities. From back-end processes to front-end experiences, here are the six digital trends that should serve as a compass for your every business decision.



PERSISTENT

DATA AND ANALYTICS

'Data' is old, 'value governance' is gold

Decision-making processes based on just data lakes don't hold water anymore. Analytics will now have to deliver demonstrable, measurable business value with new data-governance tools, bolstered by ML and NLP.

To succeed:

- Embrace data value governance that covers the entire analytics value chain, from data and insights, to people and processes.
- Ensure data governance processes allow data to be trusted for analysis.
- Align data with business strategy.
- Expand the reach and relevance of analysis by using technology to access insights easily.

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

From novelty to prime-time reality

Machine Learning is now pervasive. AI democratization is on the horizon, and a common ML solutions marketplace is in the making. In 2019, the spotlight will be on NLP, text analytics and deep learning.

To succeed:

- Adopt ML-as-a-Service platforms and ML marketplace models before building and training models from scratch.
- Look beyond chatbots; incorporate NLP in every aspect of customer experience.
- Evaluate explainable aspects of algorithms for better adoption of black box models.
- Keep an eye on regulatory frameworks concerning ML and responsible AI.

HUMAN-MACHINE INTERACTION

Next-stage experiences

It's game-on for HMI technologies such as AR, VR and chatbots which are steadily gaining traction in enterprises. Expect further growth with advancements in software engines, AR/VR devices and democratization of content creation.

To succeed:

- Create an AR customer outreach strategy with smartphone as a conduit.
- Digitally transform your assembly line and ramp up productivity with AR/VR applications for human assistance.
- Build rich, immersive training programs by simulating costly, complex or dangerous-in-physical-world scenarios through AR/VR apps.

INTERNET OF THINGS

More security now expected

Security continues to be the dominant success factor in IoT deployments. Edge computing is the new center of focus and compliance with GDPR will soon become non-negotiable.

To succeed:

- Keep IoT security front and center while designing and deploying every IoT solution.
- Adopt an edge-first approach to enhance performance, reduce costs and provide better security compliance.
- Ensure clarity of expected business outcomes and technology roadmaps before embarking upon IoT projects.

IDENTITY, ACCESS AND SECURITY

Trust nothing, verify everything

'Never trust, always verify' is the new mantra for today's enterprises where omni-channel security is the single way forward. Automation and managed security services will gain popularity, while self-sovereign decentralized identities will set the stage for a collaborative ecosystem.

To succeed:

- Move toward a zero-trust enterprise - designate critical data, build virtual perimeters inside the network, adopt dynamic, risk-based access control.
- Establish an omni-channel security posture. Leverage machine-intelligence-driven security monitoring tools and an automated framework.
- Create a cohesive data security and privacy plan to comply with global data privacy regulations.

BLOCKCHAIN

Hype gives way to hope

The bubble has burst, but the real value of blockchain is now emerging, with multiple enterprise blockchain pilots going into production. 2019 will see blockchain maturing into a viable self-sovereign identity solution, while public blockchains like Bitcoin and Ethereum will rise stronger from the ashes.

To succeed:

- Hold a boardroom conversation about blockchain before having a technology conversation – to first explore business strategy shift and alliance formation.
- Chart out key stakeholders participating in your business blockchain network – the value proposition and incentives for each will be different.
- Rethink your business model if it's open to disruption by a decentralized peer-to-peer workflow without a trusted third party.