# THE POWER OF INNOVATION AND OPEN SOURCE

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### **TECHNOLOGY VISION** THE EVOLUTION

**2013 >> 2014** 

**2015** 

**Every Business** is a Digital **Business** 

From Digitally Disrupted to **Digital Disrupter** 

**Digital Business Era: Stretch Your Boundaries** 

**2016** >>

**2017** 

People First: Primacy of People in the Digital Age

**Technology for** People: The Era of the **Intelligent Enterprise** 





#### 2017 VISION TRENDS

## **TECNOLOGÍA PARA LAS PERSONAS**

TENDENCIA 1
INTELIGENCIA
ARTIFICIAL, EL
NUEVO
INTERLOCUTOR
Experiencia por
encima de todo

TENDENCIA 2

ECOSISTEMAS
COMO
MACROCOSMOS
Libera el poder
del "nosotros"

TENDENCIA 3

MERCADOS

DE

TALENTO
Inventa tu futuro

TENDENCIA 4

DISEÑO
MÁS
HUMANO
Inspira nuevas
conductas

TENDENCIA 5
LO
INEXPLORADO
Inventa nuevos
sectores, fija
nuevos
estándares

#### **Experience Above All**

Simple and smart interactions, value at each connection made... resulting in Al coming of age to become the new user interface of every digital business brand.

# MACRO COSMS

#### Unleash the Power of Us

Platform companies: completely breaking the rules on how to operate and compete... companies now need more than just a platform strategy, they need a robust ecosystem approach.

## MARKET PLACE

#### **Invent Your Future**

On-demand labor platforms + surging online management solutions = talent marketplaces driving the most profound economic transformation since the Industrial Revolution.

# **DESIGN** HUMANS

#### **Inspire New Behaviors**

Technology design decisions are being made by humans, for humans... technology is adapting to how we behave to learn how to enhance our lives.



#### Invent New Industries. **Set New Standards**

To succeed in today's ecosystem-driven digital economy, businesses must seize opportunities to establish rules and standards for entirely new industries.



of executives agree that Al will revolutionize the way they gain information from and interact with customers.



of executives report they will invest extensively in Al-related technologies over the next three years.



believe Al will completely transform their organizations over the next three years.



of executives surveyed report that digital ecosystems are transforming the way their organizations deliver value.



agree competitive advantage will not be determined by your organization alone, but by the strength of the partners and ecosystems you choose.



agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.



of executives plan to increase their organization's use of independent freelance workers over the next year.





of executives surveyed agree that organizations need to understand not only where people are today.

but also where they want to be.



plan to use human behavior extensively to auide the development of new customer experiences and relationships in the next three years.



of IT and business executives believe that government regulations in their industry have not kept up with the pace of technology advancement.



of executives agree that their organization feels it has a duty to be proactive in writing the rules for emerging industries.



of executives agree that their organization is entering entirely **NEW digital** industries that have vet to be defined.

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# Gracias