

TECHNOLOGY FORECAST

While no one can be certain of what the future holds, it is clear to see that technology will continue to advance. We consistently require increased efficiency, whether this be for learning, connecting or even completing simple tasks. Technology will see growth based on this idea.

IMMERSIVE

Businesses will offer an immersive experience for the 'try before you buy' aspect of sales. Creating a space where you truly believe you are using a product or service, likely using elevated VR.

MEANINGFUL MARKETING

Businesses will have more in depth knowledge of people and where their products or services fit into a person's life. This will allow the company to know when they can capture their target audiences attention effectively. There are already very consistent marketing procedures that align so efficiently with human behaviour. Imagine further use of data to increase targeting.

BLOCKCHAIN

At the moment many people associate blockchain with cryptocurrency. However, some large businesses have now adopted this to ensure transactions are secure, accounted for, and unalterable.

HYPER AUTOMATION

Many processes within a business still create a level of inconsistency. Automation rules out room for error. Most mundane tasks in businesses are covered by automation already. However, it is likely that larger more complex tasks will continue in a similar direction. We have created more content on automation and this is located on our IT Information Blog Page.