



The Post-Digital Era is upon us

# ARE YOU READY FOR WHAT'S NEXT?

TECHNOLOGY VISION 2019

#TechVision2019

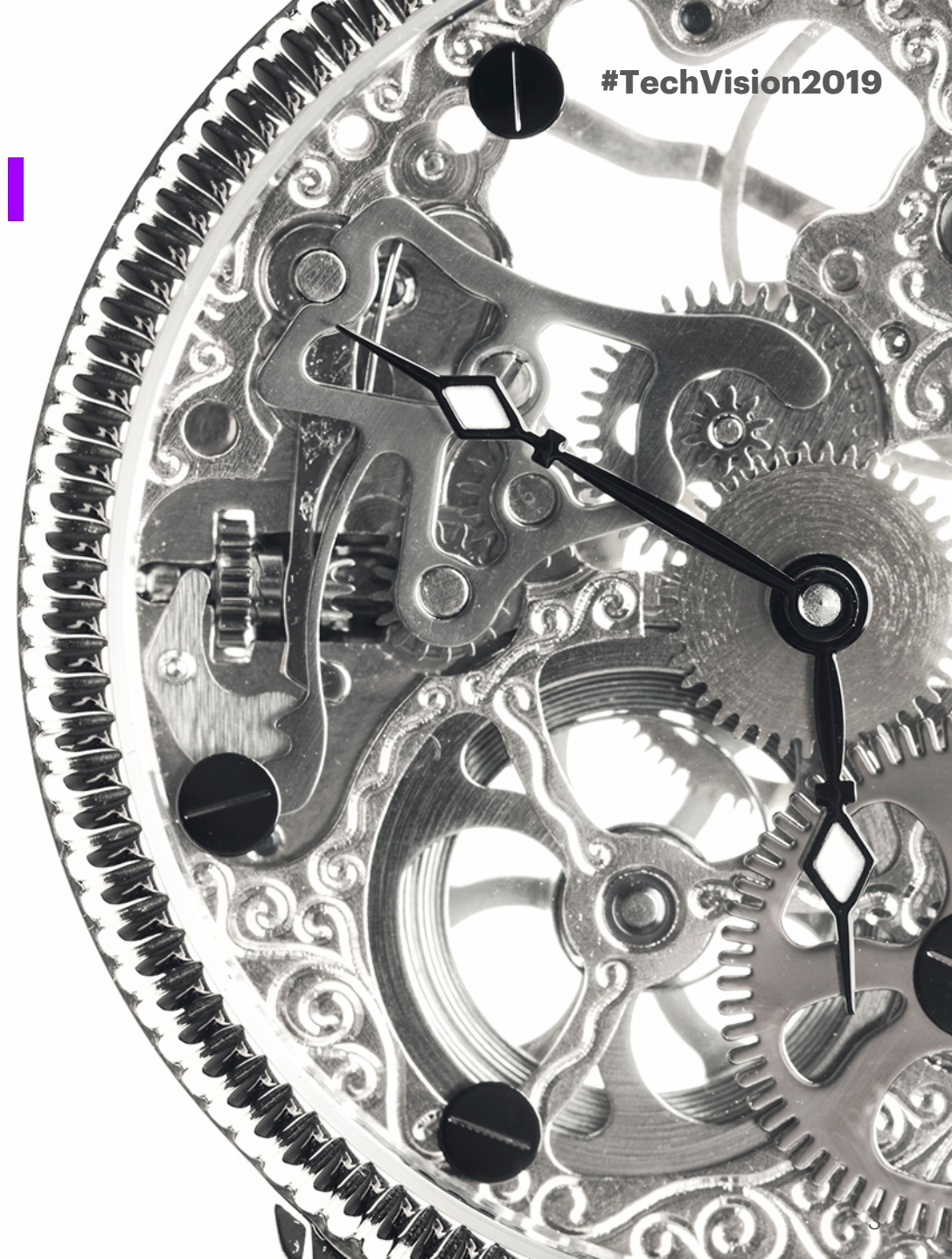


**What happens when most businesses are heavily investing in digital technologies?**

# An emergence of a post-digital world where technology is the fabric of reality.

**Companies are using technology to meet people wherever they are, at any moment in time.**

The digital saturation of reality has granted companies exceptional capabilities. They can understand their customers with a new depth of granularity. They have more channels than ever to reach those consumers. And with many companies already starting down the digital path, there are more digital ecosystems and more potential partners to help companies create holistic experiences.



**Companies are already moving toward this future—one that tailors itself to fit every moment.**

**Zozotown, Japan's biggest e-commerce company, is delivering "custom fast fashion."**

Its skintight spandex Zozosuits pair with the company's app to take customers' exact measurements; custom-tailored pieces then arrive in as few as 10 days.

**Virgin Hotels** greets its guests with a cocktail of their choice and a minibar stocked with their favorites, thanks to a digital platform the company uses in place of a rewards program.

**Soon, each individual will have their own reality, and every moment will represent an opportunity for companies to play a role in shaping it.**

**For individual companies, this means addressing new complexities. Among them: distinguishing times when people want more or less technology in their lives.**



# Digital-era technology is now expected from every business.

**Companies that weave a technology strategy to meet and even exceed these growing expectations will find themselves far ahead of the competition—and ready for a post-digital future.**

**94%**

**of the 6,672 IT and business executives we surveyed report that the pace of innovation in their organizations has accelerated over the past three years.**

# In the post-digital world, every moment will represent a potential new market of one.

**It's where demand is communicated instantly  
and gratification is expected immediately.  
What's more, both are constantly changing,  
creating an infinite and never-ending  
stream of opportunities to be met.**



**In the post-digital era, leaders will look to bypass the competition by serving many custom markets—on-demand, in the moment.**

**JD.com, an e-retail platform in China, is helping third parties set up customized stores for unique e-commerce experiences.**

Not only do these third parties benefit from the e-retail personalization, they also have access to JD's supply chain and drone delivery services that can help them reach rural markets. By offering unprecedented customization and speed, JD is enabling other companies to capture moments, and in doing so creating a new market for itself.

**By positioning themselves as the curators of reality, companies already have a new level of obligation to society.**

**How do you avoid crossing ethical boundaries?**

**And how does a company responsibly pick the opportunities to target in the first place?**

**With limitless opportunities, how do you measure the potential impact of products and services on society?**

# The Post-Digital Era is upon us.

Are you ready for what's next?

TREND

# 1

## DARQ POWER

Understanding  
the DNA of  
DARQ

TREND

# 2

## GET TO KNOW ME

Unlock unique  
consumers  
and unique  
opportunities

TREND

# 3

## HUMAN+ WORKER

Change the  
workplace  
or hinder the  
workforce

TREND

# 4

## SECURE US TO SECURE ME

Enterprises  
are not victims,  
they're vectors

TREND

# 5

## MYMARKETS

Meet consumers'  
needs at the  
speed of now

TREND 1  
**DARQ  
POWER**

**Understanding  
the DNA of DARQ**

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New technologies are catalysts for change, offering extraordinary new business capabilities. Distributed ledger technology, artificial intelligence (AI), extended reality (XR), and quantum computing will be the next set of new technologies to spark a step change, letting businesses reimagine entire industries.

**Individually, these four technologies represent opportunities for businesses to differentiate their products and services.**



**DISTRIBUTED  
LEDGER TECHNOLOGY**

Distributed ledgers will expand networks by eliminating the need for trusted third parties.



**ARTIFICIAL  
INTELLIGENCE (AI)**

AI already plays a role in optimizing processes and influencing strategic decision-making.



**EXTENDED  
REALITY (XR)**

Extended reality, an immersive technology, creates entirely new ways for people to experience and engage with the world around them.



**QUANTUM  
COMPUTING**

Quantum technology will usher in novel ways to approach and solve the hardest computational problems.

**Collectively, they will open new pathways into the future.**

TREND 2  
**GET TO  
KNOW ME**

**Unlock unique consumers  
and unique opportunities**

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Technology-driven interactions are creating an expanding technology identity for every consumer. This living foundation of knowledge will be key to not only understanding the next generation of consumers, but also to delivering rich, individualized, experience-based relationships in the post-digital age.

TREND 3  
**HUMAN+  
WORKER**

**Change the workplace  
or hinder the workforce**

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Workforces are becoming human+: each individual worker is empowered by their skillsets and knowledge plus a new, constantly growing set of capabilities made possible through technology. Now, companies must adapt the technology strategies that successfully created this next-generation workforce to support a new way of working in the post-digital age.

TREND 4  
**SECURE  
US TO  
SECURE ME**

**Enterprises are not victims,  
they're vectors**

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While ecosystem-driven business depends on interconnectedness, those connections increase companies' exposure to risks. Leading businesses are recognizing that just as they already collaborate with entire ecosystems to deliver best-in-class products, services, and experiences, it's time security joins that effort as well.



TREND 5  
**MYMARKETS**

**Meet consumers' needs  
at the speed of now**

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Technology is creating a world of intensely customized and on-demand experiences, and companies must reinvent their organizations to find and capture those opportunities as they come. That means viewing each opportunity as if it's an individual market—a momentary market.



# THANK YOU

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