Your single source on the trends that everyone is talking about

Every year, corporate strategists spend one-quarter of their team’s time and one-quarter of a million dollars on trend sensing.

Gartner has taken this work off your plate.
It is the corporate strategist’s job to keep the organization ahead of emerging trends.

Most of the time when a company loses value it’s because of external market disruption — or rather, a lack of awareness and the absence of a mitigation strategy on the part of the corporate strategist.

As a result, the average corporate strategist spends 26% of their team’s time and $220,000 of the annual budget on investigating emerging trends.

But no amount of time or money spent will ever be enough: No corporate strategist can read everything, and what’s more, the volume of information available creates a confusing environment with potential misinformation.

Gartner can help you reduce the time spent scanning sources to identify trends generating the most buzz. Our artificial intelligence (AI) capabilities enable us to quickly scan more than 100 publications respected by strategy leaders to identify the most frequently mentioned emerging trends.

Gartner’s approach yields a precise, quantified view of the top trends.
Most Hyped Technology Trends 2019
Artificial intelligence, blockchain and intelligent things
Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks.

Blockchain is a distributed ledger technology that facilitates the process of recording transactions and tracking assets in a business network without centralized control. An asset can be tangible or intangible, and virtually anything of value can be tracked and traded on a blockchain network.

Intelligent things are physical devices enhanced with AI that can operate intelligently and autonomously without supervision for a defined period to complete a task. They fit loosely into four categories: Autonomous vehicles, drones, robotics and AI-driven Internet of Things (IoT).
Artificial intelligence

There is significant hype, but AI indeed has massive transformative potential — if you know where to focus
Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks.

**AI has the potential to:**

- Cut labor costs
- Generate insights
- Create predictive models
- Improve customer experiences

So it's little wonder that 4 of 5 companies are actively pursuing investments in AI, with 41% having already deployed the technology.

Yet at the same time, many are deeply uncertain how to launch AI because of speculative business use cases, related skill shortages and the belief that AI requires massive investments of time and money.

**Start by narrowly focusing AI to solve well-bounded problems.**

- Improve performance and optimize processes
- Automate interactions with stakeholders
- Assist and augment the human workforce
- Conserve resources while delivering more value
Blockchain

More than a financial services solution, blockchain represents an evolution (though not a revolution) in data security and transparency.
Blockchain is a distributed ledger technology that facilitates the process of recording transactions and tracking assets in a business network without centralized control. An asset can be tangible or intangible, and virtually anything of value can be tracked and traded on a blockchain network.

By 2025, the business value added by blockchain will grow to slightly over $176 billion, then surge to more than $3.1 trillion by 2030.

**Specific benefits of blockchain include:**

- Greater security and assurance, thanks to a decentralized structure
- Greater transparency, given that all network participants can access transaction history
- Greater trust, as it enables consensus decision making

Blockchain benefits aren't limited to financial services. Many potential uses exist in data management, supply chain and identity verification as well.

It should be noted that **blockchain systems do not make the data in them accurate or the people entering the data trustworthy**; they merely enable firms to audit whether their systems have experienced tampering.

Furthermore, **blockchain may not always be the most efficient approach to data storage** due to the increasing size and duplication of data across nodes.
Intelligent things

Excitement over intelligent things is palpable, but it's important to modulate expectations to allow for technology development
Intelligent things are physical devices enhanced with AI that can operate intelligently and autonomously without supervision for a defined period to complete a task. They fit loosely into four categories: Autonomous vehicles, drones, robotics and AI-driven Internet of Things (IoT).

Through 2020, the 60% of organizations that support intelligent things will do so with a specific focus on augmenting routine human work, e.g., autonomous security robots, robot-assisted surgery, drone deliveries or autonomous transportation systems.

**The reception for intelligent things is enthusiastic, but intelligent things technology and its enablers remain largely under development.** For example:

- AI hasn't advanced to a level where it can operate without human intervention.
- Current cellular standards don't have the bandwidth to support the digital mesh.
- No common standards of communication exist between intelligent things.
- In the regulatory landscape, concerns about data security, privacy and ownership are continually mounting.

Still, intelligent things promise increased operational efficiency, opportunities for product improvement and enhanced risk management capabilities. These critical benefits stem directly from AI's ability to gather and analyze data and respond to events in real time.
Digitalization is boundless

A dozen other emerging technology trends are destined to improve trend sensing over the next 5 years
**Glossary of Emerging Technology Trends**

**4D printing (4DP)**, dynamic, self-assembling materials, will continue to disrupt product design and delivery in the automotive, defense, medical and other sectors.

**5G** is more enterprise-business-focused than earlier generations of cellular standards, and will enable enhanced mobile broadband and massive machine-type communications.

**Autonomous vehicles** today are mostly designated "Level 2" – fully autonomous. "Level 5" technology will take at least a decade to mature. Autonomous vehicles spell big changes for how people move around and what activities they can engage in while in the vehicle.

"**Cloud to the edge**" refers to a computing approach that blends cloud computing and edge computing to simplify the delivery, coordination, and operation of data and services.

**Continuous adaptive risk and trust (CARTA)** is a strategic approach to ensure digitalization is assessed continuously and in real time.

**Conversational platforms** (e.g., chatbots) will advance to include context, maintain a dialogue and handle more complex interactions.

By 2022, 75% of enterprise-generated data will be created and processed outside the traditional cloud

Between 2017 and 2021, customer service interactions handled by AI will increase 400%

"**Come 2040, almost half of vehicles on the road will be autonomous**"  
KPMG

"**If left untamed, dark data can cost companies up to $3.3 billion by 2020**"  
Veritas Technologies

"**Dark data** is information assets that organizations collect, process and store as part of doing business but which don’t create any value. They desperately need structure and analysis, if only to justify the time, energy and money spent to store them securely."

"**Autonomous vehicles spell big changes for how people move around and what activities they can engage in while in the vehicle.**"

"**Continuous adaptive risk and trust (CARTA)** is a strategic approach to ensure digitalization is assessed continuously and in real time."

"**Conversational platforms** (e.g., chatbots) will advance to include context, maintain a dialogue and handle more complex interactions."

"**Come 2040, almost half of vehicles on the road will be autonomous**"  
KPMG
**Digital twins** are dynamic software models of real-world entities or systems used to optimize process efficiency, effectiveness and customer outcomes.

**Event-driven architecture** drives real-time situational awareness and efficient management of business decisions. In an event-driven architecture, the enterprise is continuously sensing, always learning and ready to respond automatically to events.

**Immersive technologies** create 3D sensory virtual environments in which users can more intimately experience and experiment with products and marketing.

**Quantum computing** is expected to develop significantly within 5-10 years, and will likely be dedicated to solving problems such as developing new drugs and treatments, developing new materials and manufacturing processes, financial modeling, machine learning and AI, and logistics.

By 2021, one-quarter of large businesses in mature markets will pilot and deploy mixed-reality solutions, up from 1% in 2017.

**Unmanned aerial vehicles (UAVs)** are being produced and used in various sectors (e.g., agriculture, construction, real estate, oil and gas, security, delivery) at a breakneck pace. Businesses must prepare for the regulatory issues and compliance requirements affecting commercial applications of UAVs.

"By 2024, the global market size for commercial drones will exceed $17 billion"

Global Market Insights
Our priority? Helping you to achieve yours

Gartner Strategy Leadership Council is the definitive research and advisory resource for strategists.
Eighty percent of strategy leaders expect significant business model change. But they realize you can’t transform the organization by playing it safe with incremental investments: You need to be bold and test entirely new business models, while also finding ways to reduce the risk that comes with that.

Strategists are under constant pressure to position their organizations to achieve long-term revenue growth. Shortsightedness among business leaders, shrinking strategy budgets and massive macroeconomic shifts make the strategist’s job all the more difficult.

Gartner Strategy Leadership Council supports strategists against key processes including strategic planning, mergers & acquisitions, portfolio management and competitive intelligence.

Our support — which stems from proven approaches used by the world’s leading companies — helps you save time and make better decisions within the strategy function.

"You provide research insights in a synthesized manner that enables us to think, 'What does that mean to our company? How can we take action?' Your research continues to be relevant as our business evolves, and your strategic planning resources have been integral."

Dick Aubrecht, Vice President of Strategy and Technology, Moog Inc.
Learn more. Dig deep. Stay ahead.
Contact us at

gartnerbusinessleaders@gartner.com
1 866 913 8102
gartner.com/go/strategy