

Understanding Business Technology and Its Applications

1. Introduction

Technology has become an increasingly indispensable component of modern business operations and strategic planning. Its influence spans across all facets of an organization, from how it interacts with customers to the efficiency of its internal processes. This report aims to provide a comprehensive understanding of Business Technology by defining the concept and illustrating its diverse applications through a wide range of examples. By exploring perspectives from leading research firms, industry publications, and real-world scenarios, this analysis will illuminate the critical role that technology plays in today's business landscape.

2. Defining Business Technology: Diverse Perspectives

To establish a robust understanding of Business Technology, it is essential to consider the viewpoints of prominent research and advisory firms alongside definitions provided by industry publications. These diverse perspectives offer a comprehensive picture of what constitutes Business Technology in the contemporary context.

Gartner's Viewpoint: Gartner, a globally recognized research and advisory firm, offers valuable insights into the realm of Business Technology.¹ Their perspective is significantly shaped by the concept of the "Business Technologist," an employee who operates outside traditional IT departments to create technology or analytics capabilities for internal or external business use.² This definition encompasses individuals whose primary role involves technology work, such as Python developers within marketing teams, data scientists in finance and accounting, or software engineers in research and development.² It also includes "citizen technologists," whose main job is accomplished through the application of technology, exemplified by pricing managers developing algorithms, customer service representatives building chatbots, or medical professionals creating pandemic-related applications.²

Gartner's research indicates that Business Technologists constitute a substantial portion of the workforce, ranging from 28% to 55% depending on the specific industry.³ These individuals are actively involved in a variety of technology-related tasks, including integrating data flows, designing analytical models, creating and training algorithms, and building or customizing user interfaces.³ Their contributions span critical business areas such as analytics, digital commerce platforms, artificial intelligence, and robotic process automation.³ Notably, Gartner has found that a significant majority, four out of five technologists, now work in business areas outside

of traditional IT departments.⁴ This shift highlights a fundamental change in how organizations approach technology, moving towards a more democratized model of digital delivery enabled by the growth of hyperautomation and the accessibility of low-code and no-code development tools.⁴ This evolution signifies that Business Technology is not merely about the technological tools themselves but also about the empowerment of individuals across the organization to leverage these tools for specific business outcomes.

While Gartner also provides definitions for related terms such as Digital Business, which focuses on the convergence of digital and physical worlds⁵, Business Process, defined as an end-to-end processing path triggered by a customer request⁷, and Business Intelligence Services, which pertain to the design, development, and deployment of enterprise processes for data analysis⁹, Business Technology appears to be the overarching concept that enables and supports these more specific areas. The rise of the Business Technologist underscores a move beyond a centralized IT function to a model where technological capabilities are distributed throughout the organization, directly impacting various departments and functions.

Forrester's Perspective: Forrester, another prominent research and advisory firm, offers its own definition of Business Technology (BT), describing it as the technology, systems, and processes employed to win, serve, and retain customers.¹⁰ This definition emphasizes a strong customer-centric approach and the achievement of maximum Return on Investment (ROI) and effectiveness through technology.¹³ Forrester also introduces the concept of "High-Performance IT," which is characterized by the continuous alignment of technology strategy with overarching business goals, the cultivation of trust in the IT organization, and the empowerment of the business to readily adapt to evolving market conditions and customer demands.¹⁴ This perspective highlights the strategic role of technology in achieving core business objectives, particularly those related to customer engagement and revenue generation. Forrester identifies key technology trends that are significantly impacting businesses and provides methodologies like the "Wave" framework for evaluating and comparing various technology solutions.¹⁰ Forrester's viewpoint suggests a direct link between Business Technology and the overall business strategy, with technology acting as a crucial driver of competitive advantage by directly contributing to acquiring, serving, and retaining customers.

Industry Publications and Other Definitions: Beyond the perspectives of major research firms, industry publications offer additional valuable definitions of Business Technology. Sofigate, for instance, views Business Technology as a strategy for integrating the management of Information Technology across the entire enterprise,

with the primary goal of satisfying customer needs and expectations.¹⁶ This perspective emphasizes that Business Technology extends beyond simply supporting the business; it is a fundamental element that propels new business opportunities by leveraging technology to enhance the value delivered to customers. Sofigate highlights a holistic and customer-centric approach, focusing on three core elements: business capabilities and transformation, the digital frontline (encompassing all digital interactions with users), and the technology backbone (the evolving traditional IT function).¹⁶

Similarly, ManageBT.org defines Business Technology as a strategy for organizing and coordinating technology management across the entire enterprise, designed to optimize the use of technology to meet customer needs and expectations.¹⁷ These industry-focused definitions reinforce the idea that Business Technology is a strategic, integrated, and customer-centric approach to leveraging IT across all business areas, extending beyond the confines of a dedicated IT department. This underscores the organizational and managerial aspects of effectively utilizing technology to achieve business goals.

In a more general sense, "Business Essentials" provides a broader definition, referring to Business Technology as the technologies and systems that assist employees in accomplishing their work-related activities.¹⁸ This encompasses the use of computers and peripherals, software and utility programs, and internet systems within the workplace.¹⁸ This perspective highlights the fundamental role of Business Technology in empowering the workforce and enhancing productivity at both individual and team levels.

3. Key Categories of Business Technology

To effectively understand the diverse landscape of Business Technology, it is helpful to categorize the various technologies based on their primary function and type. This structured approach allows for a clearer appreciation of the breadth and depth of technology's role in business.

Functional Categories (Based on Sofigate and ManageBT.org):

- **Customer Interfacing Technology:** This category encompasses technologies specifically focused on digitalizing processes that involve direct interaction with customers, with the primary goal of enhancing the overall customer experience.¹⁷ Examples of such technologies include e-commerce platforms that facilitate online sales and customer engagement²⁰, Customer Relationship Management

(CRM) systems used to manage customer data and interactions across various touchpoints²⁰, mobile applications that provide customers with direct access to a company's products or services²³, chatbots that offer automated customer support and answer frequently asked questions²³, and self-service portals that empower customers to find information and resolve issues independently.²⁴ This category is critical as it directly impacts revenue generation, customer satisfaction, and brand loyalty. The ongoing evolution of customer interfacing technology reflects the ever-changing expectations of customers in the digital age.

- **Product Technology:** This category refers to information technology that is directly embedded within the products a company sells. These technologies often enable remote operation, monitoring, and continuous interaction with the product and its environment.¹⁷ Examples include smart devices that offer connectivity and advanced features²⁵, Internet of Things (IoT) devices integrated into products to collect and transmit data¹⁷, software systems within automobiles that control various functions and features²⁸, intelligent home appliances that can be controlled remotely²⁵, and wearable health monitors that track and report physiological data.²⁹ This category underscores the increasing trend of technology becoming an intrinsic part of the product itself, adding significant value and often leading to the development of new business models, such as "as-a-Service" offerings.
- **Operational Technology (OT):** This category includes all information systems used for managing, operating, and monitoring automation systems and other "shop floor" systems, particularly in industrial and manufacturing sectors.¹⁷ Examples of OT systems are industrial control systems (ICS) that manage and control industrial processes³², Supervisory Control and Data Acquisition (SCADA) systems used for large-scale monitoring and control³², and programmable logic controllers (PLCs) that automate specific tasks within industrial equipment.³² OT focuses on the critical intersection of IT and physical processes, with a strong emphasis on ensuring operational efficiency, safety, and reliability. The growing connectivity of OT systems to broader IT networks also brings forth increasing concerns regarding cybersecurity.
- **Business Process Technology:** This category encompasses information technology and solutions that are utilized for managing various business processes and executing business transactions, supporting the day-to-day operations of an organization.¹⁷ Classic examples of business process technology include Enterprise Resource Planning (ERP) systems that integrate core business functions like finance, HR, and supply chain management²⁰, Customer Relationship Management (CRM) systems (which also fall under customer

interfacing but are crucial for managing sales and marketing processes)²⁰, workflow management software designed to automate and streamline specific workflows within an organization³⁹, and business process automation (BPA) tools that leverage technology to automate repetitive and rule-based tasks across different departments.⁴³ The primary goal of this category is to enhance operational efficiency, minimize errors, and automate routine tasks across various business functions, allowing employees to focus on more strategic initiatives.

Technology Type Categories (Overlapping with Functional):

Beyond these functional categories, Business Technology can also be classified by the specific type of technology involved:

- **Communication Tools:** These technologies facilitate interaction and information exchange within and outside the organization. Examples include email systems, instant messaging platforms like Slack and Microsoft Teams²⁰, and video conferencing solutions such as Zoom.²⁰
- **Productivity Software:** This category includes applications designed to help individuals and teams create, manage, and organize their work. Examples are word processors like Microsoft Word, spreadsheet software like Microsoft Excel and Google Sheets²², and presentation tools like Microsoft PowerPoint and Apple Keynote.⁴⁹
- **Data Analytics Platforms:** These technologies enable businesses to collect, analyze, and visualize data to gain insights and support decision-making. Examples include Business Intelligence (BI) tools like Tableau and Power BI²⁰, and data visualization software.
- **Cloud Computing:** This refers to the delivery of computing services—including servers, storage, databases, networking, software, analytics, and intelligence—over the Internet ("the cloud").⁵¹ It encompasses infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS).
- **Artificial Intelligence (AI) and Machine Learning (ML):** These technologies enable machines to perform tasks that typically require human intelligence. Examples include AI-powered chatbots for customer service⁶⁰, predictive analytics tools that forecast future trends⁶⁰, and machine vision systems used in quality control.⁶⁰
- **Mobile Technology:** This includes hardware like smartphones and tablets, as well as software applications designed for these devices.⁷⁰ Mobile technology plays a crucial role in enabling remote work, enhancing customer engagement, and facilitating various business processes.
- **Cybersecurity Technologies:** These are tools and systems designed to protect

an organization's digital assets from threats. Examples include firewalls, intrusion detection systems, encryption software, and anti-malware solutions.⁷⁹

4. Illustrative Examples of Business Technology

To further solidify the understanding of Business Technology, it is beneficial to examine specific examples within each of the previously discussed categories.

Within **customer interfacing**, companies utilize a variety of technologies to manage their interactions with customers. CRM systems such as Salesforce, HubSpot, and Zoho CRM are fundamental tools for organizing customer data, tracking interactions, and nurturing relationships.²⁰ For businesses engaged in online sales, e-commerce platforms like Shopify, Magento, and WooCommerce provide the infrastructure to set up and manage online stores.²⁰ To address customer inquiries and provide support, solutions like Zendesk are widely used.⁹⁰ Mobile banking apps exemplify how financial institutions leverage technology to offer customers convenient access to their services.⁹⁰ In the retail sector, self-service kiosks empower customers to place orders and access information independently²³, while chatbots on websites offer instant responses to common questions.²³ The integration of augmented reality (AR) into customer-facing applications, such as virtual try-on features for clothing or makeup, enhances the shopping experience.²³

Product technology is evident in the proliferation of smart devices that offer advanced functionalities and connectivity.²⁵ The Internet of Things (IoT) enables companies to embed technology within their products, allowing for remote monitoring and data collection.¹⁷ Modern automobiles are increasingly equipped with sophisticated software systems that control various aspects of vehicle operation and infotainment.²⁸ Smart home appliances provide convenience and automation for household tasks.²⁵ Wearable health monitors, such as smartwatches and fitness trackers, allow users to track their health metrics and receive alerts.²⁹

In the realm of **operational technology**, industries rely on specialized systems to manage their physical operations. SCADA systems are crucial for monitoring and controlling industrial processes in sectors like manufacturing and energy.³² Programmable Logic Controllers (PLCs) are integral to automating machinery and equipment in factories.³² Building management systems oversee various aspects of commercial buildings, such as HVAC and lighting.³¹ Transportation systems, including traffic light controls, utilize operational technology to ensure efficient and safe movement.³³ The use of robotic equipment in manufacturing plants further exemplifies

the application of OT to automate complex tasks.³³

Business process technology provides the backbone for managing internal operations and transactions. ERP systems like SAP, Oracle, and Microsoft Dynamics 365 integrate various business functions into a unified platform.²⁰ For managing finances, accounting software such as QuickBooks and Xero is widely adopted.²⁰ Project management tools like Trello, Asana, and Jira help teams organize tasks and track progress.²⁰ Marketing automation platforms such as Mailchimp and Marketo enable businesses to streamline their marketing efforts.²⁰ Workflow automation platforms, including Kissflow and CflowApps, allow organizations to automate and optimize various internal processes.³⁹

5. Business Technology in Action: Industry Applications

The application of Business Technology is evident across a wide spectrum of industries, each leveraging technology in unique ways to achieve its specific goals.

In **retail**, Business Technology is transforming the shopping experience and operational efficiency. Point-of-sale (POS) systems are fundamental for processing transactions and managing sales data.⁹² E-commerce platforms enable retailers to reach customers online.⁹² Inventory management systems, often utilizing IoT and RFID technology, provide real-time tracking of stock levels.⁹³ AI-powered personalization and recommendation engines enhance the customer experience by suggesting relevant products.⁹³ Mobile payment solutions offer convenience and speed at checkout.⁹³ Augmented reality (AR) allows customers to virtually interact with products before purchasing.⁹¹ AI-enabled security cameras and loss prevention systems help protect assets and ensure customer safety.⁹³ Amazon Business serves as a compelling case study, demonstrating how a consumer giant extended its model to the B2B space by focusing on an improved customer experience.⁹⁸ Similarly, Under Armour's integration of physical retail with digital fitness apps illustrates the power of Business Technology in creating immersive customer experiences.⁹⁸ The retail industry's embrace of Business Technology underscores its commitment to creating seamless omnichannel experiences, personalizing customer interactions, optimizing operations, and mitigating risks.

The **healthcare** sector is undergoing a significant transformation through the adoption of Business Technology. Electronic Health Records (EHRs) have become the standard for managing patient information.⁹⁹ Telehealth and remote patient monitoring technologies are expanding access to care and improving patient outcomes.³⁰ AI-driven tools are assisting in diagnostics and providing treatment

recommendations.¹⁰⁰ Wearable devices enable continuous health tracking and provide valuable data to both patients and healthcare providers.³⁰ Connected emergency response solutions are improving the speed and efficiency of critical care.³⁰ AI is also being applied to automate administrative tasks such as billing and scheduling.¹⁰¹ Aviva's use of AI to streamline the insurance claims journey in the healthcare sector provides a real-world example of the impact of Business Technology.¹⁰⁵ The integration of technology in healthcare is driven by the need to enhance patient care, improve efficiency, and personalize treatment approaches.

In **manufacturing**, Business Technology plays a crucial role in optimizing production processes and ensuring quality. The Industrial Internet of Things (IIoT) connects machinery and sensors to provide real-time data on operations.²⁷ Robotics and automation are widely used in assembly lines to increase speed and precision.²⁸ Simulation software allows manufacturers to test and optimize product and process designs virtually.²⁷ Digital twins create virtual replicas of physical assets for monitoring and analysis.²⁸ Predictive maintenance, powered by AI and sensor data, helps prevent equipment failures.²⁷ Manufacturing Execution Systems (MES) help manage and track production processes.²⁷ 3D printing enables rapid prototyping and the creation of custom parts.²⁸ Obeikan's implementation of AI for a 'smart factory' demonstrates the potential of Business Technology to reduce breakdowns and improve efficiency.¹¹³ The manufacturing industry's adoption of these technologies is driven by the need to enhance productivity, improve quality, reduce costs, and optimize supply chain operations.

The **finance** industry has been significantly impacted by Business Technology, leading to new ways of delivering financial services. Online banking and payment systems have become ubiquitous.¹¹⁴ Mobile wallets and banking apps offer customers convenience and accessibility.¹¹⁴ Robo-advisors provide automated investment advice to a wider range of consumers.¹¹⁷ AI is being used extensively for fraud detection and risk management.⁶⁵ Peer-to-peer (P2P) lending platforms connect borrowers and lenders directly.¹¹⁴ Blockchain technology offers a secure and transparent way to record and verify financial transactions.¹¹⁴ Regulatory Technology (RegTech) helps financial institutions comply with complex regulations.¹¹⁹ A case study of a UAE bank transforming its operations with AI and advanced analytics highlights the strategic importance of Business Technology in the financial sector.¹⁰⁵ The finance industry's adoption of these technologies is driven by the need to enhance efficiency, improve security, expand access to financial services, and comply with regulatory requirements.

6. The Benefits and Impact of Business Technology

The integration of Business Technology offers numerous benefits and has a profound impact on various aspects of business performance.

One of the most significant advantages is **improved efficiency and productivity**. By automating repetitive and mundane tasks, technology allows employees to focus on more strategic and creative work.¹²² Streamlined workflows and faster processing of information contribute to increased output and reduced time to market.

Business Technology also leads to **cost reduction** in several ways. Automation can significantly reduce labor costs by minimizing the need for manual intervention.¹²³ Optimized resource allocation, driven by data analytics, ensures that resources are used effectively, minimizing waste and unnecessary expenses. Cloud computing, for example, can reduce the need for expensive on-premises infrastructure.¹²³

Enhanced communication and collaboration are facilitated by a wide range of Business Technology tools. Platforms for real-time communication, such as instant messaging and video conferencing, enable seamless interaction among team members regardless of their location.¹²³ File-sharing and project management tools further improve teamwork and coordination.

The ability to effectively manage and analyze data is another key benefit. Business Technology provides tools for improved **data management and decision-making**. Sophisticated data collection, storage, and analysis capabilities allow organizations to gain valuable insights into their operations, customer behavior, and market trends, leading to more informed and strategic business decisions.¹²⁵

Business Technology fosters **increased business agility and innovation**. The ability to quickly adapt to changing market conditions, launch new products and services faster, and develop innovative business models is crucial for staying competitive.⁴⁸ Cloud computing, for instance, provides the scalability and flexibility needed for rapid innovation.

Enhanced customer experience is a significant outcome of leveraging Business Technology. Personalized interactions, faster service response times, and improved customer support contribute to higher customer satisfaction and loyalty.¹²³ AI-powered chatbots and personalized recommendation systems are examples of technologies that enhance customer engagement.

Adopting Business Technology provides organizations with a significant **competitive**

advantage. By leveraging new technologies and continuously improving their processes and offerings, businesses can outperform their competitors and capture greater market share.¹²⁵

Finally, Business Technology plays a critical role in **improved security**. Advanced security measures, such as encryption, firewalls, and intrusion detection systems, help protect sensitive data and critical business systems from cyber threats.¹²⁴

Benefit	Description	Examples
Improved Efficiency and Productivity	Automation of tasks, streamlined workflows, faster processing of information.	Workflow automation software, project management tools, cloud-based collaboration platforms.
Cost Reduction	Automation reducing labor costs, optimized resource allocation, reduced operational expenses.	Cloud computing services, robotic process automation, energy management systems.
Enhanced Communication and Collaboration	Tools for real-time communication, file sharing, and project management.	Instant messaging platforms, video conferencing, shared online workspaces.
Better Data Management and Decision-Making	Improved data collection, storage, analysis, and insights for strategic decisions.	Business intelligence tools, data analytics platforms, CRM systems with reporting features.
Increased Business Agility and Innovation	Ability to adapt to market changes, faster product launches, new business models.	Cloud-based development platforms, rapid prototyping technologies, agile project management methodologies.
Enhanced Customer Experience	Personalized interactions, faster service, improved support.	AI-powered chatbots, personalized recommendation engines, CRM systems with customer service modules.
Competitive Advantage	Staying ahead of competitors by leveraging new technologies and improving	Adoption of emerging technologies like AI and IoT, efficient supply chain

	overall performance.	management systems, superior customer service technologies.
Improved Security	Advanced security measures to protect data and systems.	Firewalls, intrusion detection systems, encryption software, multi-factor authentication.

7. Emerging Trends Shaping Business Technology

The landscape of Business Technology is constantly evolving, with several emerging trends poised to significantly shape its future direction.

Artificial Intelligence (AI) and Machine Learning (ML) are expected to see continued exponential growth in their applications across various business functions.⁶⁰ Agentic AI, capable of autonomous decision-making and proactive customer engagement, is anticipated to become more prevalent.¹⁴¹ Generative AI, with its ability to create content and analyze data, is also expected to see widespread adoption.¹³⁶

Automation will continue to be a major trend, with the expansion of robotic process automation (RPA) and intelligent automation (IA) across industries.¹⁴⁴ Hyperautomation, focused on optimizing end-to-end processes, will gain traction.¹⁵⁰ Low-code and no-code platforms will empower more individuals outside of IT to build and deploy their own automation solutions.¹⁵⁰

Cloud Computing will continue its expansion, with increasing adoption of hybrid and multi-cloud environments to enhance flexibility and avoid vendor lock-in.⁵¹ Edge computing, which processes data closer to its source, and serverless architectures, which abstract away the underlying infrastructure, will also become more prominent.

Cybersecurity will remain a critical focus, with the growing sophistication of cyber threats and the rise of AI-driven attacks.⁷⁹ Zero-trust architectures, which assume no user or device is inherently trustworthy, will become increasingly important. The potential impact of quantum computing on current encryption methods is also driving research into quantum-resistant cryptography.⁷⁹

Mobile Technology will continue to advance, with the ongoing rollout of 5G networks and the development of beyond-5G technologies.⁷⁰ Mobile commerce (m-commerce) will continue its rapid growth. The integration of AI and AR into mobile applications will

create more immersive and personalized experiences. Mobile security will remain a paramount concern.

Finally, **Data Analytics** will continue to evolve towards real-time processing, allowing businesses to make immediate decisions based on live data.¹⁴³ Augmented analytics, which uses AI and ML to automate data analysis and make insights more accessible to non-technical users, will become more widespread. AI-powered insights will further enhance the ability of businesses to understand and leverage their data.

8. Conclusion

Business Technology is a multifaceted and dynamic field that encompasses a wide array of tools, systems, and strategies aimed at enhancing business operations, driving innovation, and achieving strategic objectives. As demonstrated by the diverse perspectives from leading research firms and industry publications, Business Technology is not confined to the IT department but rather permeates all aspects of an organization, empowering employees and transforming processes. The numerous examples provided across customer interfacing, product development, operations, and business process management, as well as its application in industries like retail, healthcare, manufacturing, and finance, underscore its pervasive and transformative nature. The benefits of adopting Business Technology are substantial, leading to improved efficiency, reduced costs, enhanced collaboration, better decision-making, increased agility, superior customer experiences, and a stronger competitive edge. Looking ahead, emerging trends such as artificial intelligence, automation, cloud computing, cybersecurity, mobile technology, and data analytics will continue to shape the future of Business Technology, offering unprecedented opportunities for businesses to innovate and thrive in the digital age. For any organization aspiring to success in this rapidly evolving landscape, a strategic and comprehensive approach to Business Technology is not just advantageous—it is essential.

Works cited

1. Gartner - Wikipedia, accessed April 14, 2025, <https://en.wikipedia.org/wiki/Gartner>
2. Definition of Business Technologist - Gartner Information ..., accessed April 14, 2025, <https://www.gartner.com/en/information-technology/glossary/business-technologist>
3. Business Technologist 101: Everything you want to know - Quixy, accessed April 14, 2025, <https://quixy.com/blog/101-guide-on-business-technologists/>
4. Why Do Business Technologists Matter? - Gartner, accessed April 14, 2025, <https://www.gartner.com/en/articles/the-rise-of-business-technologists>
5. Definition of Digital Business - IT Glossary - Gartner, accessed April 14, 2025,

- <https://www.gartner.com/en/information-technology/glossary/digital-business>
6. Definition of Platform (Digital Business) - IT Glossary - Gartner, accessed April 14, 2025,
<https://www.gartner.com/en/information-technology/glossary/platform-digital-business>
 7. Definition of Business Process - Gartner Information Technology Glossary, accessed April 14, 2025,
<https://www.gartner.com/en/information-technology/glossary/business-process>
 8. Definition of Business Process As A Service (BPaaS) - IT Glossary | Gartner, accessed April 14, 2025,
<https://www.gartner.com/en/information-technology/glossary/business-process-as-a-service-bpaas>
 9. Definition of Business Intelligence (BI) Services - Gartner Information Technology Glossary, accessed April 14, 2025,
<https://www.gartner.com/en/information-technology/glossary/business-intelligence-bi-services>
 10. What is Forrester Wave? - DealHub, accessed April 14, 2025,
<https://dealhub.io/glossary/forrester-wave/>
 11. Forrester - The Wealth Mosaic, accessed April 14, 2025,
<https://www.thewealthmosaic.com/vendors/forrester/>
 12. Global Tech Market Looking Better For 2015, At Least In The US - Forrester, accessed April 14, 2025,
https://www.forrester.com/blogs/15-01-07-global_tech_market_looking_better_for_2015_at_least_in_the_us/
 13. Business Technology (BT) - Forrester, accessed April 14, 2025,
<https://www.forrester.com/blogs/category/business-technology-bt/>
 14. How To Develop A Winning Technology Strategy For Your Organization - Forrester, accessed April 14, 2025,
<https://www.forrester.com/technology/technology-strategy/>
 15. Forrester Research Top Technology Trends – What do they mean for your business?, accessed April 14, 2025,
<https://awecomm.com/Blog/forrester-research-top-technology-trends-what-do-they-mean-for-your-business/>
 16. www.sofigate.com, accessed April 14, 2025,
https://www.sofigate.com/wp-content/uploads/2019/01/sofigate_bt_whitebook_print.pdf
 17. Introduction to Business Technology • BT Standard, accessed April 14, 2025,
<https://www.managebt.org/book/introduction/introduction-to-business-technology/>
 18. Chapter 1: Overview of Business Technology - Open Washington Pressbooks, accessed April 14, 2025,
<https://openwa.pressbooks.pub/bustechessentials/chapter/chapter-1-overview-of-business-technology/>
 19. Chapter 15: Business Technology Advancements - Open Washington Pressbooks, accessed April 14, 2025,

- <https://openwa.pressbooks.pub/bustechessentials/chapter/chapter-15-business-technology-advancements/>
20. What Is Business Technology? (Definition and Types) - Venturiz, accessed April 14, 2025, <https://venturiz.co/academy/business-technology>
 21. 5 Common Types of Business Technology, accessed April 14, 2025, <https://www.jlcs.com.sg/Promotions/5%20Common%20Types%20of%20Business%20Technology.pdf>
 22. 5 Types of Business Technology Every Entrepreneur Should be Using, accessed April 14, 2025, <https://www.smartdatacollective.com/5-types-of-business-technology-every-entrepreneur-should-be-using/>
 23. 6 Types of Customer-Facing Technology You May Want to Look Into This Year, accessed April 14, 2025, <https://copperbandtech.com/6-types-of-customer-facing-technology-you-may-want-to-look-into-this-year/>
 24. Customer-Facing Apps: Examples, Benefits, and Challenges | Mendix, accessed April 14, 2025, <https://www.mendix.com/blog/customer-facing-applications/>
 25. www.simplilearn.com, accessed April 14, 2025, <https://www.simplilearn.com/products-of-technology-article#:~:text=Some%20popular%20technology%20products%20include,do%20more%20in%20less%20time>
 26. What Are the Top Products of Technology? - Simplilearn.com, accessed April 14, 2025, <https://www.simplilearn.com/products-of-technology-article>
 27. 11 Examples of Manufacturing Technologies - ABI Research, accessed April 14, 2025, <https://www.abiresearch.com/blog/manufacturing-technologies-that-are-being-heavily-invested-in-3-examples>
 28. Manufacturing technology: Definition and 8 examples - Fishbowl Inventory, accessed April 14, 2025, <https://www.fishbowlinventory.com/blog/manufacturing-technology-in-action-8-real-world-examples>
 29. 34 Examples of Innovative Products, Sorted By Industry (2024) - Shopify, accessed April 14, 2025, <https://www.shopify.com/blog/innovative-products>
 30. 5 Examples of Smart Technology in Healthcare - Impact Networking, accessed April 14, 2025, <https://www.impactmybiz.com/blog/smart-technology-in-healthcare/>
 31. operational technology - Glossary | CSRC, accessed April 14, 2025, https://csrc.nist.gov/glossary/term/operational_technology
 32. What is Operational Technology (OT)? - Rapid7, accessed April 14, 2025, <https://www.rapid7.com/fundamentals/what-is-operational-technology-ot/>
 33. Operational Technology – everything you need to know - Cowbell Cyber, accessed April 14, 2025, <https://cowbell.insure/blog/operational-technology-everything-you-need-to-know/>
 34. Operational technology (OT) - definitions and differences with IT - i-SCOOP,

- accessed April 14, 2025,
<https://www.i-scoop.eu/industry-4-0/operational-technology-ot/>
35. Operational technology - Wikipedia, accessed April 14, 2025,
https://en.wikipedia.org/wiki/Operational_technology
 36. What is operational technology (OT)? | Tenable®, accessed April 14, 2025,
<https://www.tenable.com/principles/operational-technology-principles>
 37. What is Operational Technology (OT)? Challenges & Best Practices - SentinelOne, accessed April 14, 2025,
<https://www.sentinelone.com/cybersecurity-101/cybersecurity/operational-technology/>
 38. Operational Technology Cybersecurity for Energy Systems, accessed April 14, 2025,
<https://www.energy.gov/femp/operational-technology-cybersecurity-energy-systems>
 39. kissflow.com, accessed April 14, 2025,
<https://kissflow.com/workflow/bpm/business-process/#:~:text=Workflow%20management%20software%2C%20Customer%20Relationship,examples%20of%20business%20process%20technology.>
 40. Business Process 101 : Definition, Steps and Example [Guide for 2025] - Kissflow, accessed April 14, 2025, <https://kissflow.com/workflow/bpm/business-process/>
 41. 6 Main Types of Information Systems Used in Businesses - Kyocera Document Solutions, accessed April 14, 2025,
<https://www.kyoceradocumentsolutions.com/asia/en/about-us/blog/6-common-types-of-information-systems-for-business.html>
 42. What Are the Types of Business Technology?, accessed April 14, 2025,
<https://smallbusiness.chron.com/types-business-technology-167.html>
 43. 8 Magical Business Process Automation Examples | SS&C Blue Prism, accessed April 14, 2025,
<https://www.blueprism.com/resources/blog/business-process-automation-examples/>
 44. 10 Effective Business Process Automation Examples and Templates - Motion, accessed April 14, 2025,
<https://www.usemotion.com/blog/business-process-automation-examples>
 45. Business Process Automation: Meaning, Examples & Top Processes - Tipalti, accessed April 14, 2025, <https://tipalti.com/blog/business-process-automation/>
 46. Top 20 Business Process Automation Tools in 2025 - Cflow, accessed April 14, 2025, <https://www.cflowapps.com/business-process-automation-tools/>
 47. Business Process Management (BPM) Examples - IBM, accessed April 14, 2025,
<https://www.ibm.com/think/topics/business-process-management-examples>
 48. Business technology: What it is & why we need it | Zoho Workplace, accessed April 14, 2025,
<https://www.zoho.com/workplace/articles/business-technology.html>
 49. The Different Types of Business Technology | David Marshlack, accessed April 14, 2025, <https://davidmarshlack.org/the-different-types-of-business-technology/>
 50. 5 Types of Business Technology All Businesses Should Invest In - ITDigest,

accessed April 14, 2025,

<https://itdigest.com/business-technology/5-types-of-business-technology-all-businesses-should-invest-in/>

51. Cloud Computing: The Future of Business Operations - ROK Financial, accessed April 14, 2025,
<https://www.rok.biz/blog/cloud-computing-the-future-of-business-operations/>
52. The Future of Cloud Computing in Business Operations - Data Science Central, accessed April 14, 2025,
<https://www.datasciencecentral.com/the-future-of-cloud-computing-in-business-operations/>
53. The Future of Cloud Computing 2025-2030: Trends and Predictions | CloudDefense.AI, accessed April 14, 2025,
<https://www.clouddefense.ai/future-of-cloud-computing/>
54. What is the Future of Cloud Computing in 2024 and Beyond | Jessup University, accessed April 14, 2025,
<https://jessup.edu/blog/engineering-technology/what-is-the-future-of-cloud-computing/>
55. Impacts of Cloud Computing on Business Development - Adivi 2025, accessed April 14, 2025, <https://adivi.com/blog/cloud-computing-on-business/>
56. The Importance of Cloud Computing: Why it Matters for Businesses in 2024 | Hivenet, accessed April 14, 2025,
<https://www.hivenet.com/post/importance-of-cloud-computing-why-it-matters>
57. What is cloud computing: Its uses and benefits | McKinsey, accessed April 14, 2025,
<https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-cloud-computing>
58. The Future of Technology: Cloud Computing in Today's World | University of Fairfax, accessed April 14, 2025,
<https://ufairfax.edu/the-future-of-technology-cloud-computing-in-todays-world/>
59. The business impact of cloud computing: Exploring the role of the Cloud in the future of IT - OnX, accessed April 14, 2025,
<https://www.onx.com/blog/the-business-impact-of-cloud-computing-exploring-the-role-of-the-cloud-in-the-future-of-it>
60. How AI's impact on value creation, jobs and productivity is coming into focus, accessed April 14, 2025,
<https://www.weforum.org/stories/2025/01/how-ai-impacts-value-creation-jobs-and-productivity-is-coming-into-focus/>
61. AI for Business: What Is AI and How Will It Impact Work?, accessed April 14, 2025,
<https://online.mason.wm.edu/blog/ai-for-business-what-is-ai-and-how-will-it-impact-work>
62. The Impact of Artificial Intelligence on Business - Snowflake, accessed April 14, 2025,
<https://www.snowflake.com/trending/impact-artificial-intelligence-business/>
63. The Competitive Advantage of Using AI in Business, accessed April 14, 2025,
<https://business.fiu.edu/academics/graduate/insights/posts/competitive-advantage>

[e-of-using-ai-in-business.html](#)

64. The Impact of AI on Business Operations: Efficiency and Continuous Innovation - Avvale, accessed April 14, 2025, <https://www.avvale.com/newsroom/the-impact-of-ai-on-business-operations>
65. The impact of AI on business | MicroSourcing, accessed April 14, 2025, <https://www.microsourcing.com/learn/blog/the-impact-of-ai-on-business/>
66. Impact of Artificial Intelligence on Businesses in California - Los Gatan, accessed April 14, 2025, <https://losgatan.com/artificial-intelligence-business-impact/>
67. Empowering Small Businesses: The Impact of AI on Leveling the Playing Field, accessed April 14, 2025, <https://orionpolicy.org/empowering-small-businesses-the-impact-of-ai-on-leveling-the-playing-field/>
68. How AI Can Impact Companies - Forbes, accessed April 14, 2025, <https://www.forbes.com/councils/forbesbusinesscouncil/2023/10/23/how-ai-can-impact-companies/>
69. How Artificial Intelligence Will Transform Businesses - BusinessNewsDaily.com, accessed April 14, 2025, <https://www.businessnewsdaily.com/9402-artificial-intelligence-business-trends.html>
70. Mobile technology in 2025 – Emerging trends and examples - Touchlane, accessed April 14, 2025, <https://touchlane.com/mobile-technology-trends-2025/>
71. The Rise of M-Commerce: Why Mobile is the Future of Online Business - Makeway, accessed April 14, 2025, <https://makeway.is/the-rise-of-m-commerce-why-mobile-is-the-future-of-online-business/>
72. The Future of Mobile Connectivity: Predictions and Emerging Technologies - CEO Today, accessed April 14, 2025, <https://www.ceotodaymagazine.com/2024/11/the-future-of-mobile-connectivity-predictions-and-emerging-technologies/>
73. 23 Mobile Technology Waves for 2025 - Buildfire, accessed April 14, 2025, <https://buildfire.com/mobile-technology-waves/>
74. Future of Mobile Technology: Trends and Innovations Ahead - EitBiz, accessed April 14, 2025, <https://www.eitbiz.com/blog/top-trends-shaping-the-future-of-mobile-technology-tomorrow-beyond/>
75. The future of mobile application - UAB Business Degrees Online - University of Alabama at Birmingham, accessed April 14, 2025, <https://businessdegrees.uab.edu/blog/the-future-of-mobile-application/>
76. Why Smartphone Apps are the Future for Business - ESD Inc., accessed April 14, 2025, <https://esdcard.com/why-smartphone-apps-are-the-future-for-business/>
77. How businesses use mobile technology to scale - Fishbowl Inventory, accessed April 14, 2025, <https://www.fishbowlinventory.com/blog/how-businesses-can-use-mobile-technology-to-their-benefit>
78. Unlock Productivity Beyond Boundaries: How Mobile Technology is Shaping the

- Future of Knowledge Workers | Samsung Philippines for Business, accessed April 14, 2025,
<https://www.samsung.com/ph/business/insights/unlock-productivity-beyond-boundaries-how-mobile-technology-is-shaping-the-future-of-knowledge-workers/>
79. Cybersecurity Trends Business Owners Need to Know in 2025, accessed April 14, 2025,
<https://www.cm-alliance.com/cybersecurity-blog/cybersecurity-trends-business-owners-need-to-know-in-2025>
80. 10 Cyber Security Trends For 2025 - SentinelOne, accessed April 14, 2025,
<https://www.sentinelone.com/cybersecurity-101/cybersecurity/cyber-security-trends/>
81. Explore the emerging Cybersecurity Technologies and Trends - EC-Council University, accessed April 14, 2025,
<https://www.eccu.edu/blog/the-latest-cybersecurity-technologies-and-trends/>
82. Top Cybersecurity Trends and Strategies for Securing the Future | Gartner, accessed April 14, 2025,
<https://www.gartner.com/en/cybersecurity/topics/cybersecurity-trends>
83. Cybersecurity Trends: Protecting Business Information in 2025 | Park University, accessed April 14, 2025,
<https://www.park.edu/blog/cybersecurity-trends-protecting-business-information-in-2025/>
84. 2025 Cybersecurity Trends: 7 Trends to Watch | Splunk, accessed April 14, 2025,
https://www.splunk.com/en_us/blog/learn/cybersecurity-trends.html
85. Cybersecurity Industry Trends - Reddit, accessed April 14, 2025,
https://www.reddit.com/r/cybersecurity/comments/1e8ebrk/cybersecurity_industry_trends/
86. Cybersecurity Trends and Impacts on Small and Medium-Sized Businesses (SMBs): A Decade-by-Decade Analysis - TechGuard Security, accessed April 14, 2025,
<https://www.techguard.com/news/cybersecurity-trends-and-impacts-on-small-and-medium-sized-businesses-smbs-a-decade-by-decade-analysis>
87. Cybersecurity Trends for 2025 and Beyond - YouTube, accessed April 14, 2025,
<https://www.youtube.com/watch?v=kqaMIFeZ15s>
88. State of Cybersecurity 2025 - CompTIA, accessed April 14, 2025,
<https://www.comptia.org/content/research/cybersecurity-trends-research>
89. 7 Types of Business Productivity Tools and Technology - Accion Opportunity Fund, accessed April 14, 2025,
<https://aofund.org/resource/7-types-business-technology-tools-save-time/>
90. Power Of Customer Interfacing For Optimizing Business Growth In 2024 - SaasAspire, accessed April 14, 2025,
<https://www.saasaspire.com/blog/customer-interfacing/>
91. Retail Industry Trends and Technology to Look Out For - Amex, accessed April 14, 2025,
<https://www.americanexpress.com/en-us/business/trends-and-insights/articles/retail-industry-trends-and-technology-to-look-out-for/>

92. [www.shopify.com](https://www.shopify.com/retail/smart-retail-technology-solutions#:~:text=Digital%20retail%20solutions%20are%20technologies,tools%2C%20and%20customer%20relationship%20software.), accessed April 14, 2025,
<https://www.shopify.com/retail/smart-retail-technology-solutions#:~:text=Digital%20retail%20solutions%20are%20technologies,tools%2C%20and%20customer%20relationship%20software.>
93. 9 Smart Retail Technology Solutions for Growing Retailers (2025) - Shopify, accessed April 14, 2025,
<https://www.shopify.com/retail/smart-retail-technology-solutions>
94. 13 Uses of Technology in Retail | Alice POS, accessed April 14, 2025,
<https://alicepos.com/uses-of-technology-in-retail/>
95. Retail Technology & Innovation Trends 2025: What's New? - MobiDev, accessed April 14, 2025,
<https://mobidev.biz/blog/7-technology-trends-to-change-retail-industry>
96. 6 Ways Retailers Are Using Technology to Improve Their Businesses - ApparelMagic, accessed April 14, 2025,
<https://apparelmagic.com/6-ways-retailers-are-using-technology-to-improve-their-businesses/>
97. 10 Ways Technology Improves Your Retail Business | RetailNext, accessed April 14, 2025,
<https://retailnext.net/blog/10-ways-technology-improves-your-retail-business>
98. 8 Examples of Digital Transformation Case Studies (2025) - Whatfix, accessed April 14, 2025, <https://whatfix.com/blog/digital-transformation-examples/>
99. Business Healthcare Technology Degree (BHT3) - West Georgia Technical College, accessed April 14, 2025,
<https://westgatech.smartcatalogiq.com/en/2022-2023/student-catalog/academic-programs/school-of-business-and-public-services/business-technology/business-healthcare-technology-degree-bht3/>
100. 10 Technologies That Are Changing Health Care - University of San Diego Online Degrees, accessed April 14, 2025,
<https://onlinedegrees.sandiego.edu/8-technologies-changing-healthcare/>
101. How technology and innovation impact the business of healthcare - Carenet Health, accessed April 14, 2025,
<https://carenethealthcare.com/how-technology-and-innovation-impact-the-business-of-healthcare/>
102. 5 Ways Technology Can Make Healthcare More Affordable - Northeastern University, accessed April 14, 2025,
<https://online.northeastern.edu/resources/how-to-make-healthcare-more-affordable/>
103. www.impactmybiz.com, accessed April 14, 2025,
<https://www.impactmybiz.com/blog/smart-technology-in-healthcare/#:~:text=On%20the%20patient%2Dexperience%20side.and%20data%20entry%2C%20streamlining%20operations.>
104. 5 Technology Trends Impacting Healthcare - Comcast Business, accessed April 14, 2025,
<https://business.comcast.com/community/browse-all/details/5-technology-trends-impacting-health-care>

105. Digital Case Studies | Digital | McKinsey & Company, accessed April 14, 2025, <https://www.mckinsey.com/capabilities/mckinsey-digital/case-studies>
106. www.abiresearch.com, accessed April 14, 2025, [https://www.abiresearch.com/blog/manufacturing-technologies-that-are-being-heavily-invested-in-3-examples#:~:text=Industrial%20IoT%20\(IIoT\)%20connectio ns%20include,analysis%2C%20product%20location%2C%20etc.](https://www.abiresearch.com/blog/manufacturing-technologies-that-are-being-heavily-invested-in-3-examples#:~:text=Industrial%20IoT%20(IIoT)%20connectio ns%20include,analysis%2C%20product%20location%2C%20etc.)
107. Manufacturing Insights: How SMBs Are Using Technology - Impact Networking, accessed April 14, 2025, <https://www.impactmybiz.com/blog/manufacturing-technology-insights-smbs/>
108. 15 Examples of Manufacturing Technology To Embrace in 2025 - ScaleupAlly, accessed April 14, 2025, <https://scaleupally.io/blog/manufacturing-technology-examples/>
109. The Importance of Technology Manufacturing Production | ATS, accessed April 14, 2025, <https://www.advancedtech.com/blog/the-increasing-use-of-technology-in-the-manufacturing-industry/>
110. 13 Exciting New And Emerging Consumer-Facing Tech Products And Applications - Forbes, accessed April 14, 2025, <https://www.forbes.com/councils/forbestechcouncil/2022/10/19/13-exciting-new-and-emerging-consumer-facing-tech-products-and-applications/>
111. Five Technological Applications Impacting Manufacturing Innovation | NIST, accessed April 14, 2025, <https://www.nist.gov/blogs/manufacturing-innovation-blog/five-technological-applications-impacting-manufacturing>
112. The Power of Digital Transformation in Manufacturing | TierPoint, accessed April 14, 2025, <https://www.tierpoint.com/blog/digital-transformation-in-manufacturing/>
113. Case studies | Technology Record, accessed April 14, 2025, <https://www.technologyrecord.com/case-studies>
114. The role of technology in the finance industry | OneAdvanced, accessed April 14, 2025, <https://www.oneadvanced.com/news-and-opinion/the-role-of-technology-in-the-finance-industry/>
115. 5 Technologies Shaping The Financial Services - Beyond Encryption, accessed April 14, 2025, <https://www.beyondencryption.com/blog/tech-shaping-financial-services>
116. Emerging Financial Technologies, FinTech Innovations, Artificial Intelligence, Blockchain - MUFG Americas, accessed April 14, 2025, <https://www.mufgamericas.com/insights-and-experience/insights/emerging-financial-technologies-five-you-can-expect-impact-your>
117. FinTech in Finance and Analytics: Advancements and Applications - Santa Clara University, accessed April 14, 2025, <https://onlinedegrees.scu.edu/media/blog/applications-of-financial-technology-in-finance-and-analytics>
118. www.investopedia.com, accessed April 14, 2025,

<https://www.investopedia.com/terms/f/fintech.asp#:~:text=Examples%20of%20fintech%20applications%20include,and%20crypto%20apps%2C%20among%20others.>

119. Financial Technology (Fintech): Its Uses and Impact on Our Lives - Investopedia, accessed April 14, 2025, <https://www.investopedia.com/terms/f/fintech.asp>
120. 5 Tech Essentials to Boost Efficiency in Financial Services | BizTech Magazine, accessed April 14, 2025, <https://biztechmagazine.com/article/2024/11/5-tech-essentials-boost-efficiency-financial-services>
121. Technology in Financial Services (Fintech): 10 Key Emerging Tools | Rippling, accessed April 14, 2025, <https://www.rippling.com/blog/technology-in-financial-services>
122. www.buchanan.com, accessed April 14, 2025, <https://www.buchanan.com/benefits-technology-workplace/#:~:text=Processes%20that%20were%20once%20manual,and%20drive%20the%20company%20forward.>
123. 8 Key Benefits of Using Technology in The Workplace - ETech 7 Blog, accessed April 14, 2025, <https://blog.etech7.com/benefits-technology-workplace/>
124. Technology in the workplace: its advantages, importance, and influence - WeWork, accessed April 14, 2025, <https://www.wework.com/ideas/professional-development/business-solutions/technology-in-the-workplace-its-advantages-importance-and-influence>
125. Business Technology Impact: Innovate for Success, accessed April 14, 2025, <https://tsttechnology.io/blog/business-technology-impact>
126. The Importance and Benefits of Technology in the Workplace, accessed April 14, 2025, <https://www.buchanan.com/benefits-technology-workplace/>
127. 10 Ways Technology can Benefit your Growing Business - Clickworker, accessed April 14, 2025, <https://www.clickworker.com/customer-blog/ways-technology-can-benefit-your-growing-business/>
128. 8 Benefits of Technology Solutions for Business - The AME Group, accessed April 14, 2025, <https://www.theamegroup.com/headlines/8-benefits-of-technology-solutions-for-business/>
129. The Advantages of New Technology for Businesses, accessed April 14, 2025, <https://www.oksbdc.org/the-advantages-of-new-technology-for-businesses/>
130. The Top Six Information Technology Benefits | Integrus, accessed April 14, 2025, <https://integrusit.com/the-top-six-information-technology-benefits/>
131. 5 advantages of technology in your business strategy | Slack, accessed April 14, 2025, <https://slack.com/blog/collaboration/5-advantages-of-technology-business-strategy>
132. 4 Benefits of Technology Your Business Could Use Right Now - LUCA, accessed April 14, 2025,

- <https://www.lucahq.com/blog-posts/benefits-of-technology>
133. The Benefits of Digital Transformation for Businesses | Box, Inc., accessed April 14, 2025,
<https://blog.box.com/the-benefits-of-digital-transformation-for-business>
134. The Impact of Technology on Modern Business Management and Entrepreneurship - London College of Contemporary Arts, accessed April 14, 2025,
<https://www.lcca.org.uk/blog/business/the-impact-of-technology-on-modern-business-management-and-entrepreneurship/>
135. Emerging technologies and their impact on business - KU's online MBA program, accessed April 14, 2025,
<https://onlinemba.ku.edu/experience-ku/mba-blog/emerging-technologies-and-their-impact-on-business>
136. 9 must-know small business tech trends for 2025 | Zoom, accessed April 14, 2025, <https://www.zoom.com/en/blog/small-business-tech-trends/>
137. The new Essential Eight technology trends: PwC, accessed April 14, 2025,
<https://www.pwc.com/us/en/tech-effect/emerging-tech/essential-eight-technologies.html>
138. McKinsey technology trends outlook 2024, accessed April 14, 2025,
<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-top-trends-in-tech>
139. What's an emerging business trend or technology that entrepreneurs should jump on in 2025? - Reddit, accessed April 14, 2025,
https://www.reddit.com/r/Entrepreneur/comments/1hlf57i/whats_an_emerging_business_trend_or_technology/
140. Tech Trends 2025 | Deloitte Insights, accessed April 14, 2025,
<https://www2.deloitte.com/us/en/insights/focus/tech-trends.html>
141. www.forbes.com, accessed April 14, 2025,
<https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/01/03/7-predictions-for-how-technology-will-reshape-businesses-in-2025/#:~:text=In%202025%2C%20businesses%20will%20face,how%20we%20meet%20customer%20needs.>
142. 7 Predictions For How Technology Will Reshape Businesses In 2025 - Forbes, accessed April 14, 2025,
<https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/01/03/7-predictions-for-how-technology-will-reshape-businesses-in-2025/>
143. 6 Biggest Tech Trends Businesses Should Be Ready for in 2025 - ValueCoders, accessed April 14, 2025,
<https://www.valuecoders.com/blog/technologies/tech-trends-for-your-business/>
144. What is the Future of Automation? 2025 Trends & Predictions | SS&C Blue Prism, accessed April 14, 2025,
<https://www.blueprism.com/resources/blog/future-automation-trends-predictions/>
145. Top 15 Business Technology Trends for 2025 | Insights & Innovations, accessed April 14, 2025,

- <https://www.cbsedge.com/top-15-business-technology-trends-2025>
146. The Future of Business Process Automation – Trends 2025 | SS&C Blue Prism, accessed April 14, 2025, <https://www.blueprism.com/resources/blog/the-future-of-business-process-automation-trends/>
 147. Next Generation Business Automation Platforms - IDC, accessed April 14, 2025, <https://www.idc.com/getdoc.jsp?containerId=US50251823>
 148. Next Generation Technology | IoT, ML, RPA | NextGen - Speridian, accessed April 14, 2025, <https://www.speridian.com/next-generation-technology/>
 149. 70 Business Automation Statistics Driving Growth in 2025 - Vena Solutions, accessed April 14, 2025, <https://www.venasolutions.com/blog/automation-statistics>
 150. 2025 Automation Trends: How It Will Impact Business & Growth - BairesDev, accessed April 14, 2025, <https://www.bairesdev.com/blog/automation-trends/>
 151. Revolutionizing Business With AI And Automation: Key To Future Success - Forbes, accessed April 14, 2025, <https://www.forbes.com/councils/forbesfinancecouncil/2025/01/28/revolutionizing-business-with-ai-and-automation-key-to-future-success/>
 152. The Future of Sales: How AI and Automation Are Transforming Go-to-Market Strategies, accessed April 14, 2025, <https://business.columbia.edu/insights/ai-automation-transforming-go-to-market-strategies>
 153. 2025 Business Automation: Invest for Future Success - Ntiva, accessed April 14, 2025, <https://www.ntiva.com/blog/business-automation>
 154. Top 9 Business Process Automation Trends in 2025 - FlowForma, accessed April 14, 2025, <https://www.flowforma.com/blog/business-process-automation-trends>
 155. AI, automation, and the future of work: Ten things to solve for - McKinsey, accessed April 14, 2025, <https://www.mckinsey.com/featured-insights/future-of-work/ai-automation-and-the-future-of-work-ten-things-to-solve-for>
 156. The Future Of Business: 3 Steps To Embrace Leadership Automation - Forbes, accessed April 14, 2025, <https://www.forbes.com/councils/forbeshumanresourcescouncil/2024/03/04/the-future-of-business-3-steps-to-embrace-leadership-automation/>
 157. 20 Emerging Tech Tools And Trends Everyone Should Know About - Forbes, accessed April 14, 2025, <https://www.forbes.com/councils/forbestechcouncil/2024/11/15/20-emerging-tech-tools-and-trends-everyone-should-know-about/>
 158. How Next-Generation Technologies Are Powering Digital Transformation - Lumen, accessed April 14, 2025, <https://assets.lumen.com/is/content/Lumen/Lumen-Tech-Trends-Report>
 159. How Will New Technology Change Business in the Future? - Speakers Corner, accessed April 14, 2025, <https://www.speakerscorner.co.uk/blog/how-will-new-technology-change-busin>

[ess-in-the-future](#)

160. quantic.edu, accessed April 14, 2025,
<https://quantic.edu/blog/2025/02/10/5-business-analytic-trends-to-watch-for-in-2025-and-beyond/#:~:text=The%20future%20of%20business%20analytics%20lies%20in%20blending%20advanced%20technologies.frameworks%20align%20with%20business%20goals.>
161. 5 Business Analytics Trends to Watch for in 2025 and Beyond - The Quantic Blog, accessed April 14, 2025,
<https://quantic.edu/blog/2025/02/10/5-business-analytic-trends-to-watch-for-in-2025-and-beyond/>
162. Future Trends in Data Analytics: What to Expect in the Next 5 Years - Ira Skills, accessed April 14, 2025, <https://iraskills.ai/data-analytics-trends-next-5-years/>
163. Looking Ahead to the Future of Analytics - Database Trends and Applications, accessed April 14, 2025,
<https://www.dbta.com/BigDataQuarterly/Articles/Looking-Ahead-to-the-Future-of-Analytics-167539.aspx>
164. Future of Data Analytics: AI, Real-time Intelligence, and Advanced Insights - Acceldata, accessed April 14, 2025,
<https://www.acceldata.io/blog/future-of-data-analytics-ai-real-time-intelligence-and-advanced-insights>
165. What is the future of analytics and business intelligence? | Domo, accessed April 14, 2025,
<https://www.domo.com/learn/article/what-is-the-future-of-analytics-and-business-intelligence>
166. The Future Of Big Data Analytics & Data Science: 6 Trends Of Tomorrow - Monte Carlo Data, accessed April 14, 2025,
<https://www.montecarlodata.com/blog-the-future-of-big-data-analytics-and-data-science/>
167. The Future of Data Analytics – Data Analytic Trends - 3Pillar Global, accessed April 14, 2025,
<https://www.3pillarglobal.com/insights/blog/the-future-of-data-analytics-data-analytic-trends/>
168. The Future and Current Trends in Data Analytics Across Industries - Coherent Solutions, accessed April 14, 2025,
<https://www.coherentsolutions.com/insights/the-future-and-current-trends-in-data-analytics-across-industries>
169. What is Data Analytics and How Will it be Used in the Future? - CodeOp, accessed April 14, 2025,
<https://codeop.tech/what-is-data-analytics-and-how-will-it-be-used-in-the-future/>
170. The Future of Business Data Analytics and Accounting Automation - The CPA Journal, accessed April 14, 2025,
<https://www.cpajournal.com/2024/01/31/the-future-of-business-data-analytics-and-accounting-automation/>