



DRIVEN-4

December 2024 Newsletter

Technology Trends to watch for in 2025

Maybe it's just me, but I can't believe how quickly 2024 has come and is very close to being a memory! This year has been one of taming inflation, interest rates coming back down, and the coming of age of artificial intelligence adoption. When you step back and think about technology trends to embrace in 2025, you realize that businesses are transforming, be it at different speeds, into technology data driven organizations. Of course, you can't lose sight of the importance of the company's people and processes, as they are the mechanism for embedding this transformation into the organization. With this being the focus for businesses, a few technology trends to consider going into 2025 are:

- ◆ Artificial intelligence—The step from pilot to an enterprise game changer
- ◆ Cybersecurity
- ◆ Quantum Computing
- ◆ Voice-Activated Technology

Artificial intelligence—The step from pilot to an enterprise game changer

Generative AI and its ability to be a game changer in everything from problem-solving, to manufacturing through customer engagement is set to transform companies. The work that is needed to ensure success with this great technology is the much needed data governance and cleansing to ensure that the AI engine is set to ingest the correct data based on the context it is asked to answer. Another significant aspect is the need to re-evaluate and potentially redesign enterprise processes to enhance the business value that generative AI technology can bring to the organization.

Cybersecurity

With the increase in sophisticated AI-enabled cyber attacks and the use of large language models (LLMs) trained on malware to target their attacks more effectively, the need to defend your company from these attacks becomes even more challenging. The need to enhance your defense by automating complex detection and response processes is key to being able to detect and respond at the speed needed for security. This will provide the needed capabilities to analyze vast amounts of data for abnormal patterns, to predict potential threats, and implement real-time response is critical going forward.

Quantum Computing

Quantum computing comes from the learnings gained from quantum mechanics. The ability to process information exponentially faster than current computer technology creates a great opportunity. This technology is at the beginning of its acceptance but its potential use in a variety of domains, such as cyber, automated problem solving, financial modeling, etc. to name a few is a technology that will continue to enhance business execution.

Voice-Activated Technology

The ability to bridge the language barrier is a very large business need. With global workplaces, multi-lingual employees, the ability to translate into multiple languages is currently very demanding and costly. With the enhancements in voice-activated technologies, the ability to recognize multiple languages with increased accuracy and speed will enable effective input into process execution. This is an extension from the current hands-free technology used in phones, cars, etc.

Most of these technologies are not new in terms of just being introduced into the marketplace. These technologies have advanced in both capabilities and use case integration which enhances their business value. As 2025 approaches, we believe that these technologies will be incorporated into more businesses and will encompass a more broad based implementation strategy. Keep in mind, each industry and individual company will have varied maturity, however the cost of these technologies and the effort/time needed to deploy them has made them much more accessible for all companies. The key to success in 2025 is being able to deploy these technologies in mainstream use cases and processes that will enhance business value and efficiency. In order to successfully deploy these technologies, companies need to develop a deployable roadmap so that value is realized with each deployment as your company matures. This will make it simple to rationalize investment to business value. This ensures that the funding model is synchronized with the business value achieved.

Give us a call if you'd like to discuss any of these technologies and implementation strategies!

Next Month: The need to Be Digital First

www.driven-4.com info@driven-4.com (269) 281-7567

© 2024 DRIVEN-4 ALL RIGHTS RESERVED

