



Technology Trends: What's in Store for 2023

The technology trends will address four critical business priorities:

Optimizing resilience, operations, and trust

Scaling vertical solutions, product delivery, and the business as a whole

First-mover advantage relating to customer engagement and accelerated opportunities

Implementing sustainable technologies¹

Seven Technology Trends to Watch Out for

DIGITAL IMMUNE SYSTEM

It combines technology and practices for software design, development, operations, and analytics to navigate through business risks.

By 2025, organizations that invest in building digital immunity will improve customer satisfaction by decreasing downtime by 80%.²



PLATFORM ENGINEERING

It accelerates application delivery and the speed at which the developer generates business value, as well as provides self-service capabilities with automated infrastructure operations to the developer.

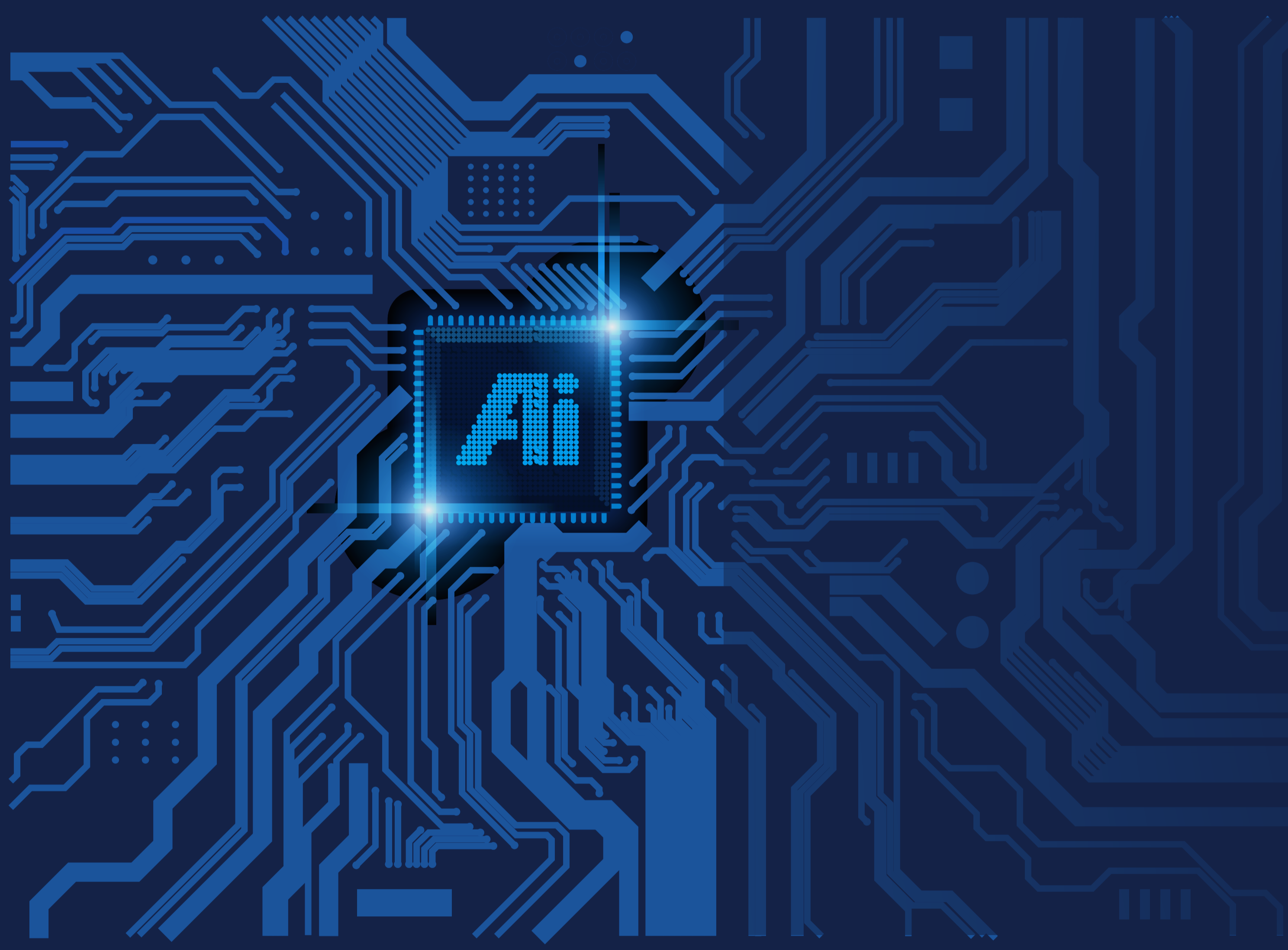
By 2026, 80% of software engineering organizations will establish internal platform teams to provide reusable services, components, and tools for application delivery.³



GENERATIVE AI

It is an AI that creates new content such as text, audio, images, and code from existing content. Significant use cases include creating new algorithms, data augmentation, data synthesis, and text and image generation.

By 2025, data produced by generative AI will account for 10% of all data created.⁴



WEB3

It refers to technologies built on blockchain protocols, NFTs, and cryptocurrencies that support the development of decentralized web applications and enable users to control their identity.⁵

Web3 will be used extensively to create decentralized virtual environments within the Metaverse.



INDUSTRY CLOUD PLATFORMS

These will enable a shift from generic solutions to industry-specific customized platforms.

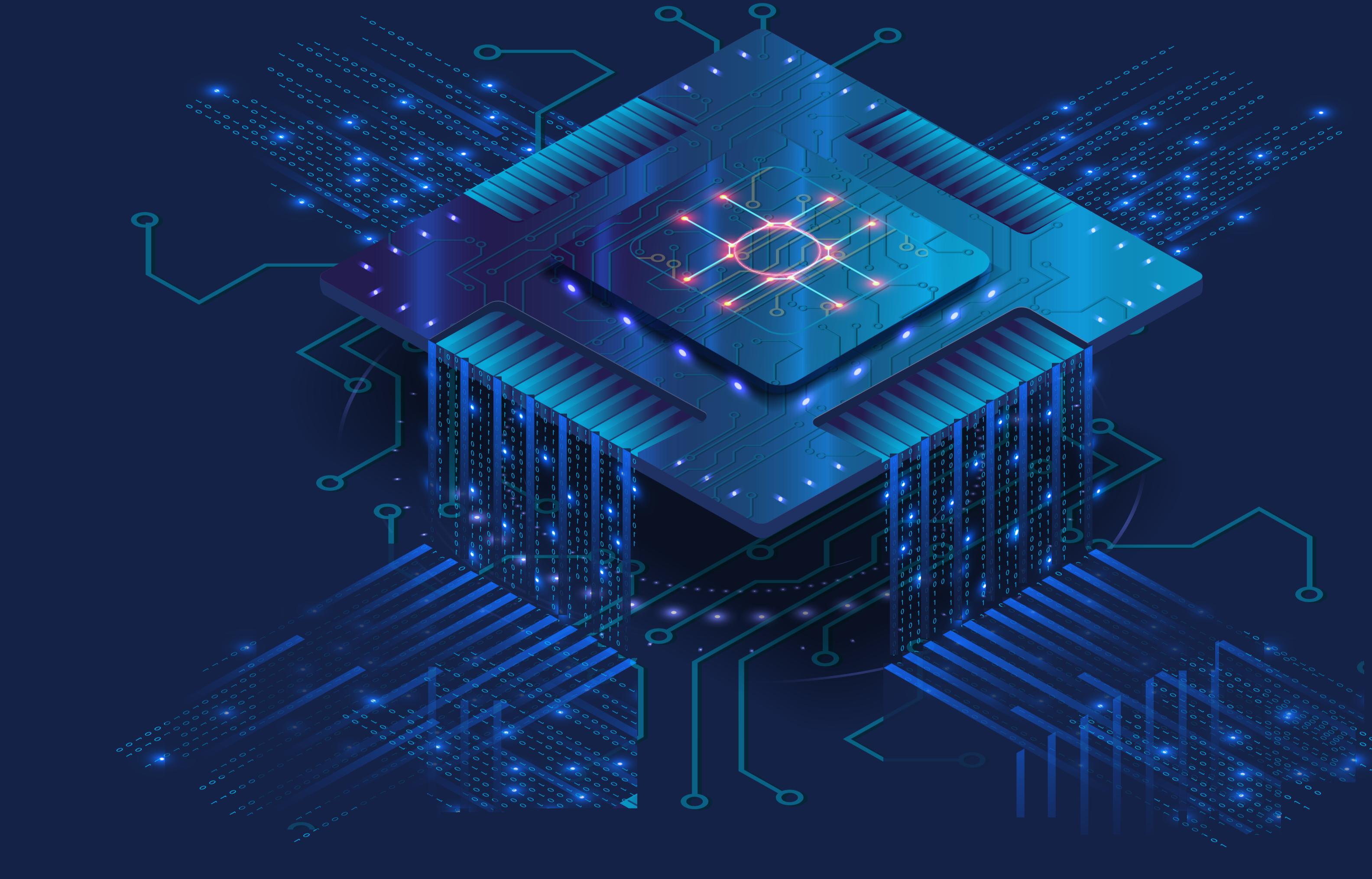
By 2027, more than 50% of enterprises will use industry cloud platforms to accelerate their business initiatives.⁶



QUANTUM COMPUTING

It harnesses the laws of quantum mechanics to solve problems that are too complex for classic computers and is expected to create computers that are a trillion times faster than the current processors.

By 2023, 95% of organizations seeking quantum computing strategies will deploy QCaaS (Quantum Computing as a Service), which will help reduce risks and keep costs under control.⁷



SUPERAPPS

These are applications that provide a set of core features to the end users and access to independently created customized mini apps for users.

By 2027, more than 50% of people worldwide will be daily active users of multiple superapps.⁸



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