

KEY DIGITAL TRENDS 2018

-THE YEAR OF SMARTOMATIONS -

2018 will see huge focus on businesses to become much more smarter in connecting, engaging and retaining customers. The year will see all possible automations and service models over them by leveraging the power of data and connecting the various workflows together in a seamless fashion

AI/COGNITIVE BECOME HOLISTIC DIGITAL ENABLERS

AI/Cognitive services will provide Systems of Intelligence capability to Digital which span across the CX, Platforms, Core Systems of Records.

This enables natural ways of interactions, predictive workflows and future friendly digital data models

PREDICTION MODELS FOR BUSINESSES ARE DISCOVERED

Predicting the need for the digital user roles becomes a key focus for B2C, B2E, B2B transformation. Core businesses will invest in discovering these models and leverage AI/Cognitive & BigData Analytics to fuel the implementation of these models.

CX EMBRACES NEW CHALLENGES

Digital interactions continue to be more conversational, virtual agent based, self service rich, micro experiences based, alerts rich. New devices invade workflows. CX will play a bigger role in contextually integrating all these systems of interactions together and with digital platforms.

ENGAGEMENT PLATFORMS FOCUS MORE ON PREDICT & PERSONALIZE RECIPES

Digital experience platforms - CRM sales and service, B2C/B Commerce, Content management, Marketing, Smart processes etc center their strategies around learning, knowing, predicting and recommending models. The solutions will focus on the whole journey of user roles.

DIGITAL INFRA ENABLERS TAKE OPTIMIZATION AS A THEME

Digital Infrastructure building blocks focus more on rapid replicas and rollouts, optimizations, hyper secured zones, migration friendly approaches, KPI based governance to make it increasingly businesses friendly.

DIGITAL ADDS UP ITS VALUE BY INTEGRATING MULTIPLE INNOVATIONS

Digital embraces multiple value added innovations in the industry. Eg: Experiences can get enriched by AR in special scenarios, distributed data models can get centralized with block chaining, IOT ecosystems can supply larger sets of raw data to learn & analyze and many more...

SUCCESS IS IN THE CRAFT & THE PEOPLE - DIGITAL FACTORIES

Industrialization and Agility realized by a highly collaborative and cohesive environment enables rapid delivery models. Focus on enterprises will be more on Digital Factory models enabling skilled people, scaled agile devops automation delivery models, hyper collaborative interaction environment based on strong domain & technology talent pool