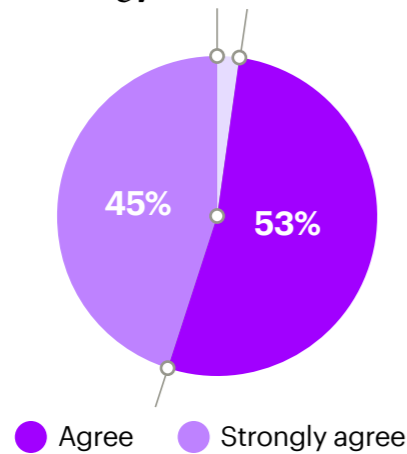Technology Vision 2022

Meet Me in the Metaverse

The continuum of technology and experience reshaping business

Technology advances are becoming more reliable than other factors in informing long-term strategy.
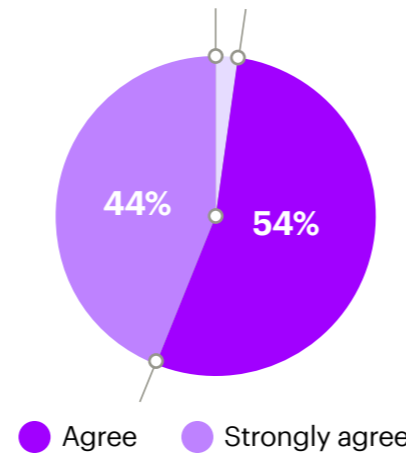
98%

of global executives believe continuous advances in technology are becoming more reliable than economic, political, or social trends in informing their organization's long-term strategy.

- 45% / 53%
- ● Agree ● Strongly agree

Emerging technologies are powering broader and more ambitious organizational visions.

98%

of global executives agree that emerging technologies are enabling their organization to have a broader and more ambitious vision.
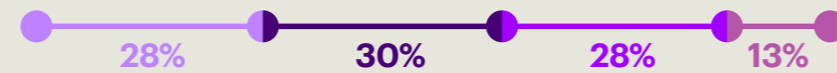
- 44% / 54%
- ● Agree ● Strongly agree

Trend 01

WebMe

The internet is being reimagined, and enterprises need to be ready for what comes next.

71%

of global executives state that the **metaverse will have a positive impact on their organizations,** with 42% believing it will be breakthrough or transformational.

- 28% — 30% — 28% — 13%
- ● No or minimal impact
- ● Incremental impact (optimize processes)
- ● Breakthrough impact (enable new business processes, reach new customers)
- ● Transformational impact (redefine your industry)

Technology Vision 2022 Global Business and IT Executive Survey. N=4,650.
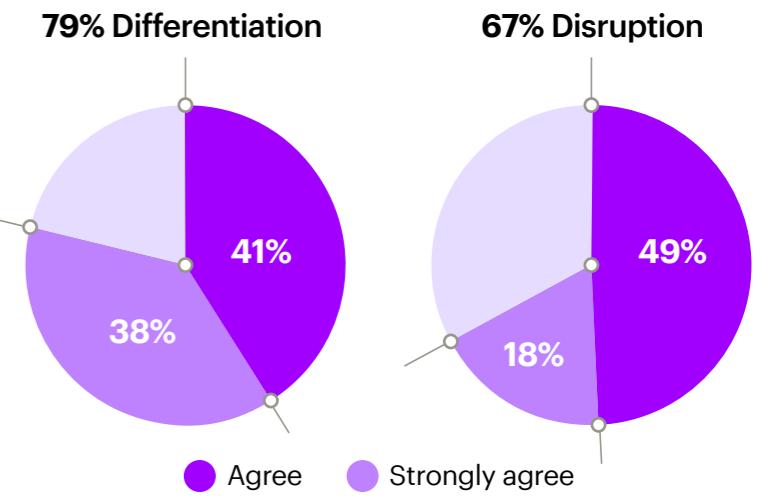

Trend 02

Programmable World

Programming the physical world will be a competitive differentiator and Augmented Reality (AR) an industry disruptor.

79%

of global executives believe programming the physical environment will emerge as a competitive differentiation in their industry and **67%** agree that Augmented Reality will disrupt their industry in the next three years.

79% Differentiation
- 41% / 38%

67% Disruption
- 49% / 18%
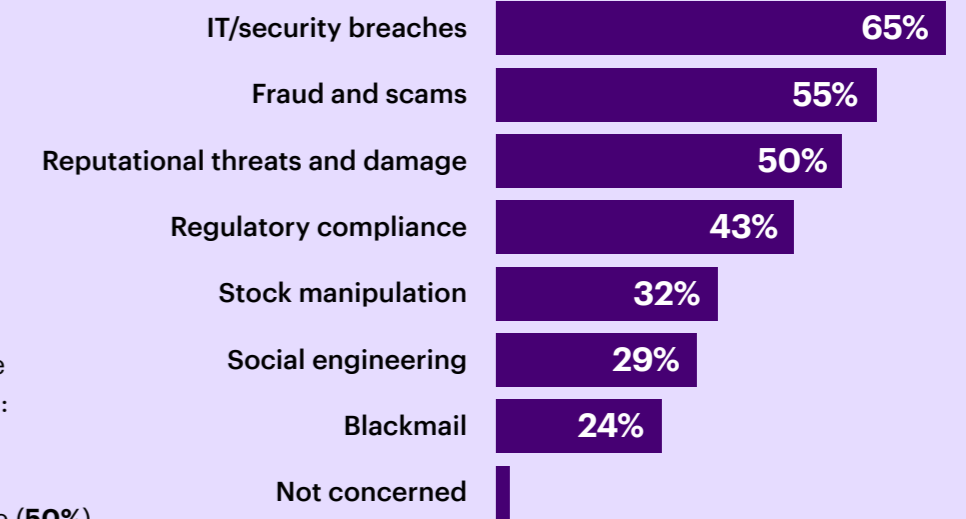
● Agree ● Strongly agree

Trend 03

The Unreal

The risk of malicious AI raises security concerns amongst organizations.

99%

of global executives report concern over deepfakes and/or disinformation attacks, among the top three areas of concerns being:
- IT/security breaches (**65%**)
- Fraud and scams (**55%**)
- Reputational threats and damage (**50%**)

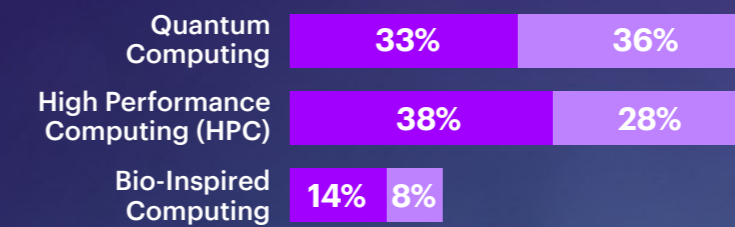| Concern	%
IT/security breaches	65%
Fraud and scams	55%
Reputational threats and damage	50%
Regulatory compliance	43%
Stock manipulation	32%
Social engineering	29%
Blackmail	24%
Not concerned	

Trend 04

Computing the Impossible

Executives believe that next generation computing will have a breakthrough or transformational impact on their organization.

69%

of global executives say quantum computing will have a breakthrough or transformational positive impact on their organizations in the future, while 66% say the same for high performance computing (HPC) and 21% for bio-inspired computing.

	Breakthrough	Transformational
Quantum Computing	33%	36%
High Performance Computing (HPC)	38%	28%
Bio-Inspired Computing	14%	8%

- ● Breakthrough impact (enable new business processes, reach new customers)
- ● Transformational impact (redefine your industry)

Next generation computing has a major role to play in reaching organizational sustainability goals.

93%

of global executives agree that next generation computing will become essential to their organization's ability to reach its sustainability goals.