When Atoms meet Bits

The foundations of our new reality

97%
of Irish executives agree the convergence of digital and physical worlds will transform all aspects of business over the next decade.

Digital identity
73%
of Irish executives agree ability to verify digital users and assets is no longer a technical issue, but a strategic priority.

Generalising AI
86%
of Irish executives say AI is inspiring their long-term strategy.

Your data, my data, our data
86%
of Irish executives believe data transparency is becoming a competitive differentiator across industries.

Our forever frontier
69%
of Irish executives agree emerging capabilities could help to solve big societal challenges, such as poverty and inequality.