

When Atoms meet Bits

The foundations of our new reality



97%

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



Digital identity

82%

of UK executives agree ability to verify digital users and assets is no longer a technical issue, but a strategic priority.



Generalising AI

98%

of UK executives say AI is inspiring their long-term strategy.



Your data,
my data, our data

95%

of UK executives believe data transparency is becoming a competitive differentiator across industries.



Our forever
frontier

92%

of UK executives agree science tech is leading to mass-market commercial applications of scientific breakthroughs.

