

Embracing a Future of Boundless Opportunities



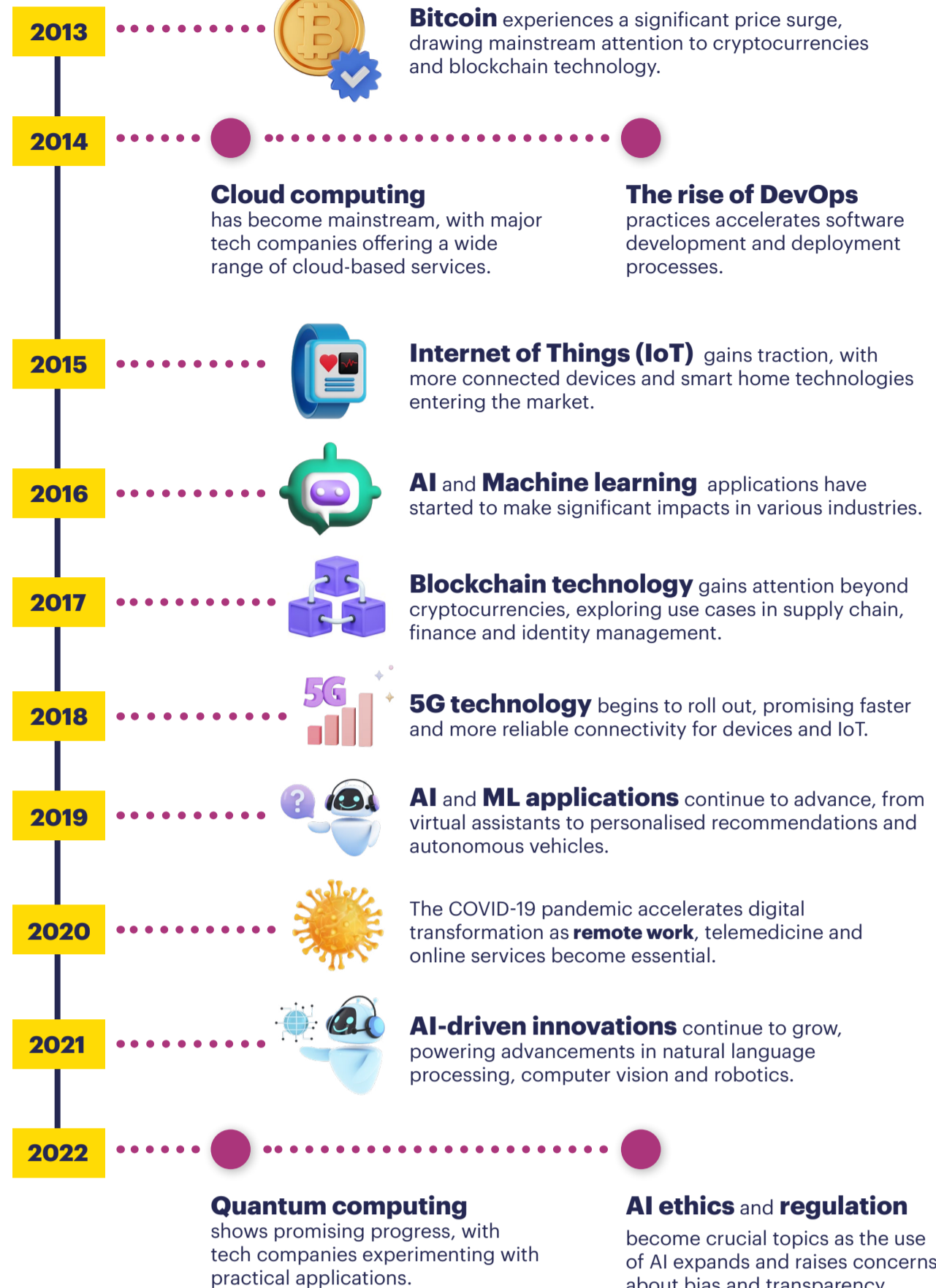
Over the last decade, there has been a whirlwind of innovation and transformation. From Artificial Intelligence (AI) breakthroughs to cloud computing revolutions, the landscape has evolved at a breathtaking pace.

And now we're inspired by the possibilities that lie ahead. After all, we are on the verge of **another tech revolution (known as 4IR or Industry 4.0 to some)**.

Let's take a quick look at the tech milestones of the last decade.

Knowing what we know now, could we have capitalised on the opportunities differently?

A tech timeline



A snapshot of the BIG winners



NETFLIX

The revolutionary shift to streaming in the 2010s saw the platform build **209 million paid subscribers** by 2020.

Uber

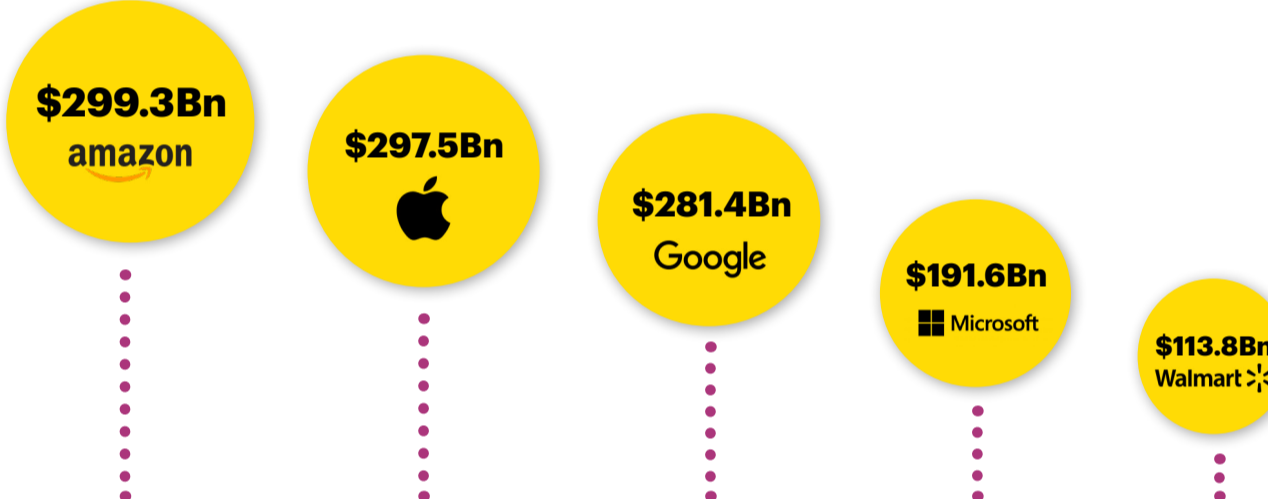
A disruptive technology-based ride-hailing service resulted in **\$11.1 billion in revenue** within ten years.



Peer-to-peer online marketplace for travel experiences has built a network of **over four million hosts**.

Unsurprisingly, technology organisations have dominated the list of the **world's 100 most valuable organisations**. In fact, almost half of them are in the tech sector.

Here are the current top five:



The cloud is growing too! In fact, Microsoft Azure revenue growth was a whopping **27% in the third quarter of FY 2023**.

The future of tech

It has certainly been an eventful ten years and it is safe to say that there has never been a better time to be in the IT industry – it is **booming**, and some exciting predictions are being made for the future.

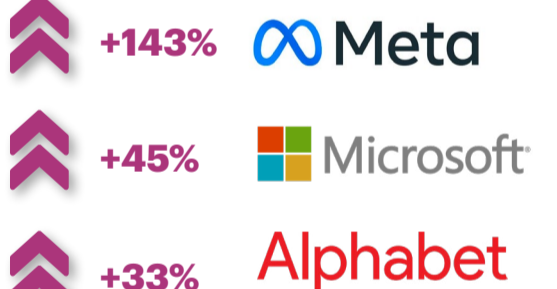


IT spending has reached new heights and is expected to surpass **\$4 trillion in 2023**.



The global IT industry is projected to grow at a CAGR of **7.9% by 2027**.

The impact is already being felt and since the turn of the year stocks have been on the rise:



Let's look at some specific areas of the industry.

The continued rise of cloud computing

Worldwide end-user spending on public cloud services is forecast to grow by **20.7% to \$591.8 billion in 2023**.

AWS dominates with **32% market share**, followed by Azure at 20% and Google Cloud at 9%.

Security a top priority

Cybersecurity market value estimated at **\$256.50 billion** by 2028, with a CAGR of **9.63%** during 2023-2028.

An unstoppable data-driven revolution

The global big data market is projected to reach **\$103 billion** by 2027, more than double its expected market size in 2018.

And of course...

The relentless AI revolution

AI is taking the media by storm with **Chat GPT, Copilot** and **Bing Chat**.

Market size to reach **\$1345.2 billion** by 2030, an increase of **150.2 billion** in 2023.

AI is here, and it is here to stay. Don't be left behind. Beware of the past, where many faltered during monumental tech revolutions.



Let us learn from those lessons and seize the initiative with unwavering determination. The time for proactive action is now.

Get ready for...



Quantum computing advancements hold potential for breakthroughs in various industries, from finance to drug discovery.



5G technology revolutionises connectivity and enables a wide range of IoT applications.



Continued growth of AI and automation opens up new possibilities for efficiency and innovation.

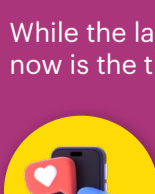
The sheer scope of the AI opportunity is as mind-blowing as the algorithms and big data sources that drive it, with almost infinite use cases and applications for every industry.

As a result, we're doubling down on our approach to AI while increasing our skills and knowledge to ensure we provide our customers with the best chance to capitalise on this world-changing technology.

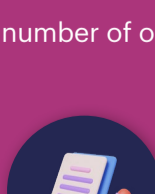


It is crucial to forge alliances with industry-leading vendors, as collaboration will be the key to thriving.

While the last six to twelve months have seen a number of organisations shed their marketing resources, now is the time to act.



Do you have the **content** to support these upcoming trends? Content that really showcases your **value**?



Does your **value proposition** reflect this shift?



Do you have a **strategic plan** to compete?

Contact us today and discover how our expertise and unwavering dedication can propel you towards success, not only for the present but also for the promising times that lie ahead.

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Sources:

1. Statista 2. Gartner 3. The Business Research Company 4. Gartner 5. The Business Research Company 6. Statista 7. Fortune Business Insights 8. MarketsandMarkets

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