

HELLO TOMORROW - DELIVERING NEW BUSINESS VALUE (IN THE SYNTHETIC AGE)

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[HTTP://LABS.SOGETI.COM/RESEARCH](http://labs.sogeti.com/research)

SOFTWARE IS EATING THE WORLD

**WE TEND TO OVERESTIMATE THE EFFECT OF A TECHNOLOGY IN THE SHORT RUN
AND UNDERESTIMATE THE EFFECT IN THE LONG RUN**

**THE LONG NOSE OF INNOVATION: ANY TECHNOLOGY THAT IS GOING TO HAVE SIGNIFICANT IMPACT
OVER THE NEXT 10 YEARS IS ALREADY AT LEAST 10 YEARS OLD**

TECHNOLOGY IS NEITHER GOOD OR BAD; NOR IS IT NEUTRAL

**TECHNOLOGY CAN EITHER BE A PLATFORM FOR OR A REFLECTION OF CHANGE,
BUT IT IS NEVER THE CHANGE ITSELF**

THE TOP 30 TECHNOLOGIES OF THE NEXT DECADE



#1. Artificial Intelligence



#2. Internet Of Things



#3. Mobile & Social Internet



#4. Blockchain



#5. Big Data



#6. Automation



#7. Robots



#8. Immersive Media



#9. Mobile Tech.



#10. Cloud Computing



#11. 3D Printing



#12. CX



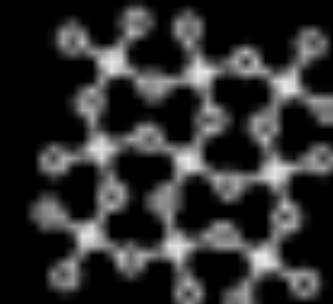
#13. Energy Tech.



#14. Cyber Security



#15. Voice Assistants



#16. Nano Tech.



#17. Collaborative Tech.



#18. Health Tech.



#19. Human Computer Interaction



#20. Geo Spatial Tech.



#21. Advanced Materials



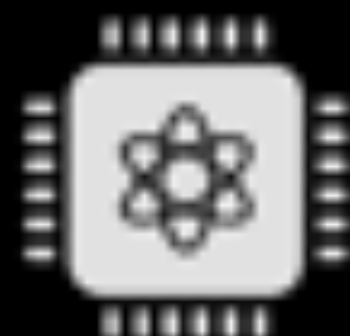
#22. New Touch Interfaces



#23. Wireless Power



#24. Clean Tech.



#25. Quantum Computing



#26. Smart Cities



#27. Edge Computing



#28. Better, Faster Internet

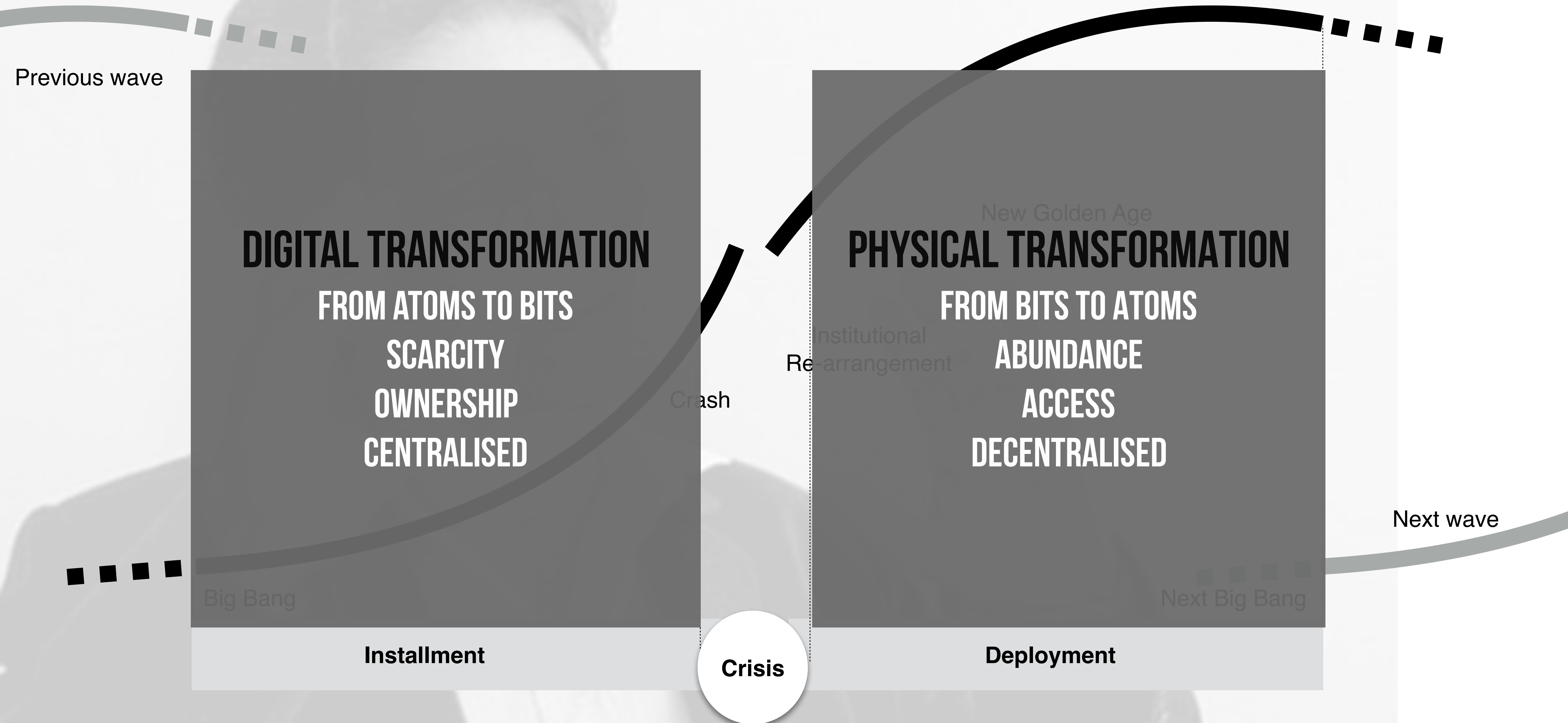


#29. Proximity Tech.



#30. New Screens

TECHNOLOGY EVOLVES IN (LONG) WAVES





DIGITOPIA 2035

**IS CONVENIENCE THE RIGHT GOAL
FOR TECHNOLOGY
OR SHOULD WE EXPLORE
OPPORTUNITIES FOR OTHER VALUE?**



FRANK BUYTENDIJK

UNIFIED DIGITAL PLATFORM

MICRO-SERVICE ARCHITECTURE - INTEGRATION STRATEGY - GOVERNANCE CONSTITUTION

HYBRID CLOUD - PERFECT COMPUTING - (CLOUD, SECURITY & QUALITY BY DESIGN)

AGILE SOLUTION DELIVERY

ABILITY TO EXPLORE AND EXPERIMENT FOR APPLIED INNOVATION

ADVANCED ANALYTICS CAPABILITY

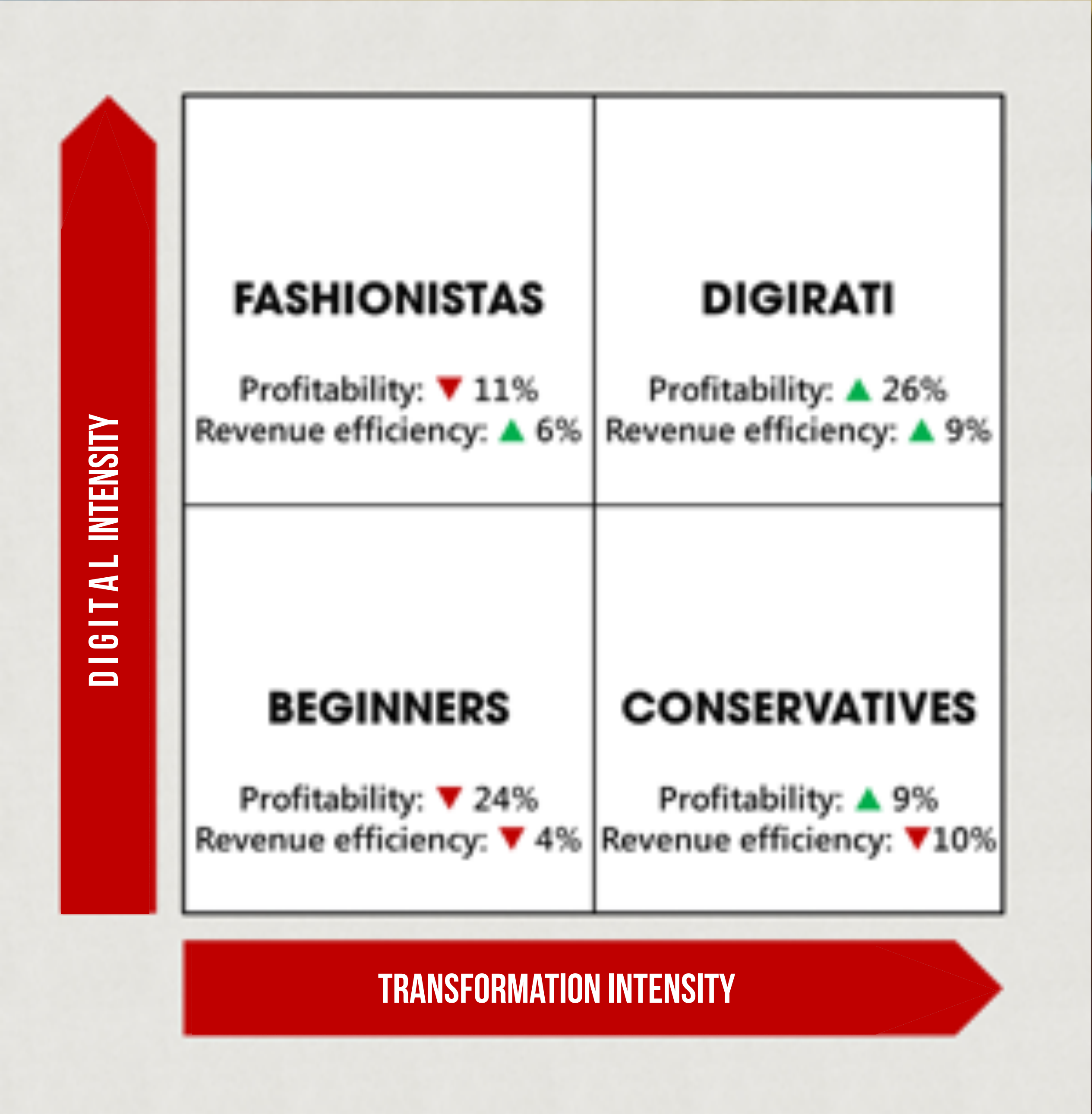
AI & HI TO UNDERSTAND CUSTOMERS NEEDS, PREFERENCES AND BEHAVIOUR

BUSINESS AND IT INTEGRATION

THE INNOVATION READY ENTERPRISE THAT MOVES AT THE RATE OF TECHNOLOGY CHANGE

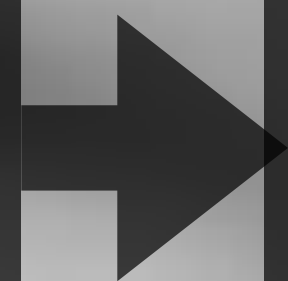


DIDIER BONNET

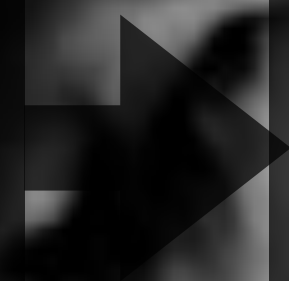




TECHNOLOGY



PEOPLE



COMPANIES

**A REVOLUTION DOES NOT HAPPEN WHEN SOCIETY ADOPTS NEW
TOOLS. IT HAPPENS WHEN SOCIETY ADOPTS NEW BEHAVIOURS**

CLAY SHIRKY

THE SYNTHETIC GENERATION

ONLINE
OFFLINE







#INFLUENCERS



TECHNOLOGY

Posting Instagram Sponsored Content Is the New Summer Job

As long as you're a teen with a following.

TAYLOR LORENZ AUG 22, 2018



A close-up photograph of Kylie Jenner with long, wavy blonde hair. She is looking directly at the camera with a slight smile. She is holding a black-handled makeup brush with a light-colored, fluffy head, which is positioned near her right cheek. She has bright pink eyeshadow on her eyelids and is wearing a light blue or grey top. The background is dark and out of focus, showing some interior decor like a lamp and a plant.

**AT 21, KYLIE JENNER BECOMES THE YOUNGEST SELF-MADE
BILLIONAIRE EVER**



Original



With filter



After surgery

DALÍ LIVES

ART MEETS ARTIFICIAL INTELLIGENCE

Giving AI a Face



Giving AI a Face









HAVING BUSINESS IMPACT BEFORE THEIR CAREER STARTS

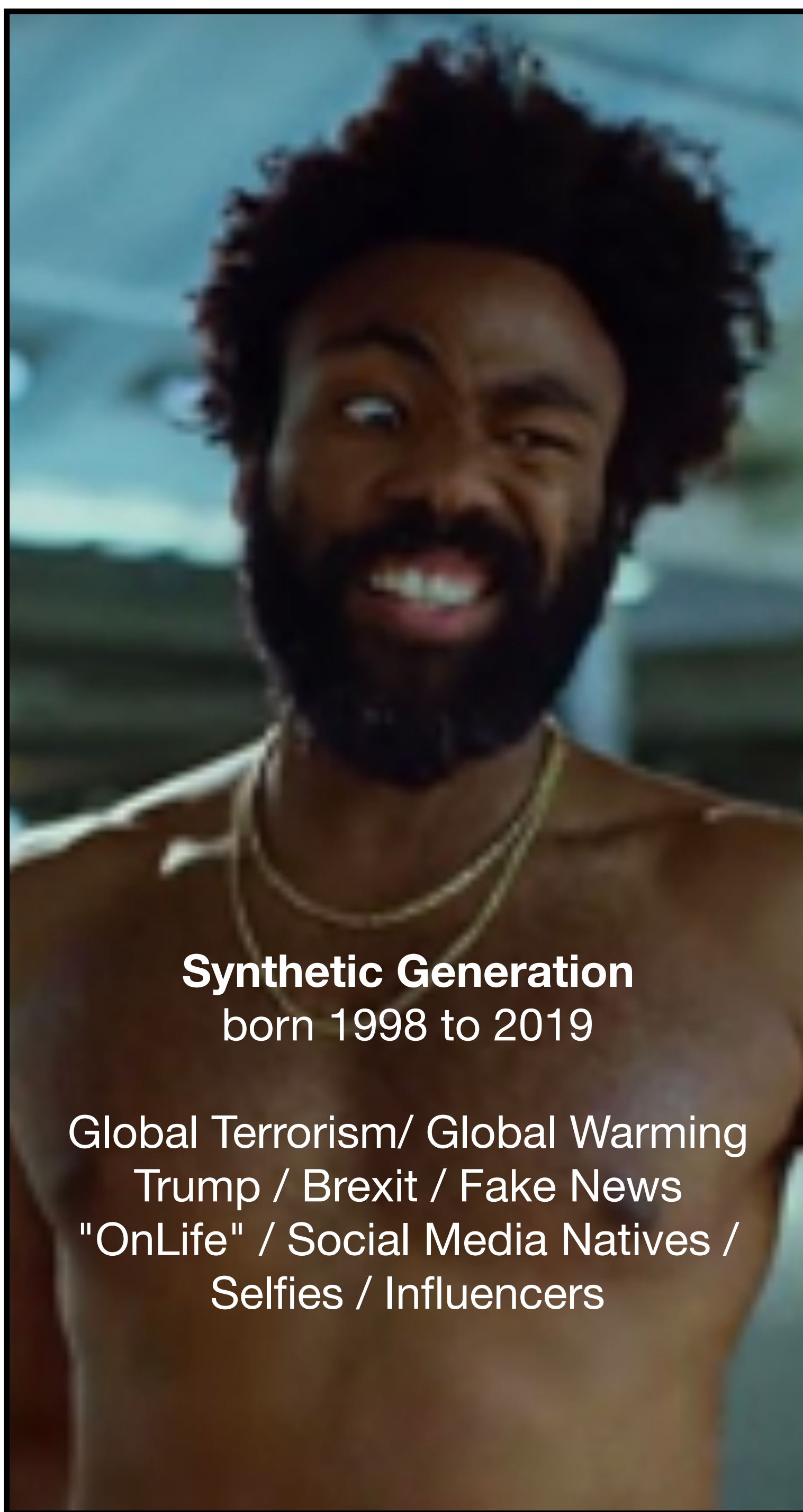
DISTRUST HIERARCHIES, TRUST EACH OTHER

CREATE THEIR OWN REALITIES TO FULFIL THEIR DREAMS

IN SEARCH OF A HIGHER PURPOSE

CRAVING FOR AUTHENTICITY

THEIR ABNORMALITY = THE NEW NORMAL



Synthetic Generation

born 1998 to 2019

Global Terrorism/ Global Warming
Trump / Brexit / Fake News
"OnLife" / Social Media Natives /
Selfies / Influencers

POST-HIERARCHICAL

**"THE NETWORK IS THE
TRUSTED PARTY AND
REPUTATION IS THE NEW
CURRENCY"**

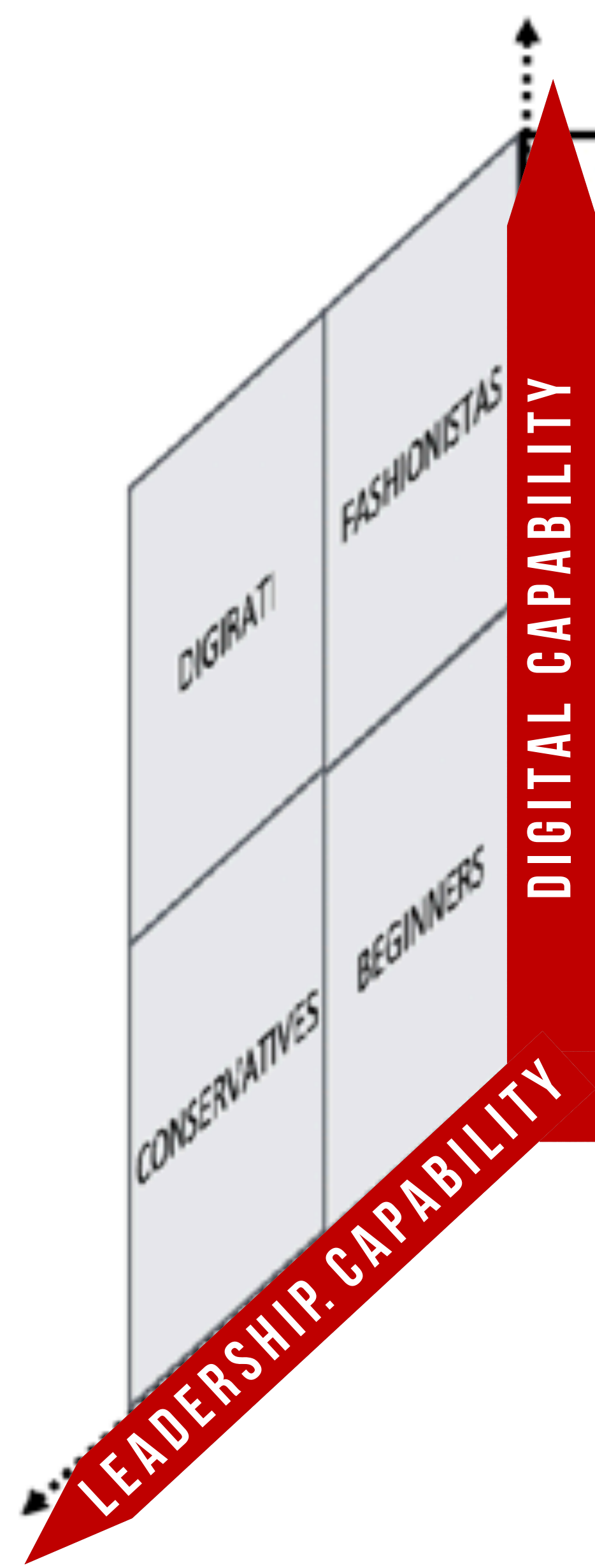
POST-REALISTIC

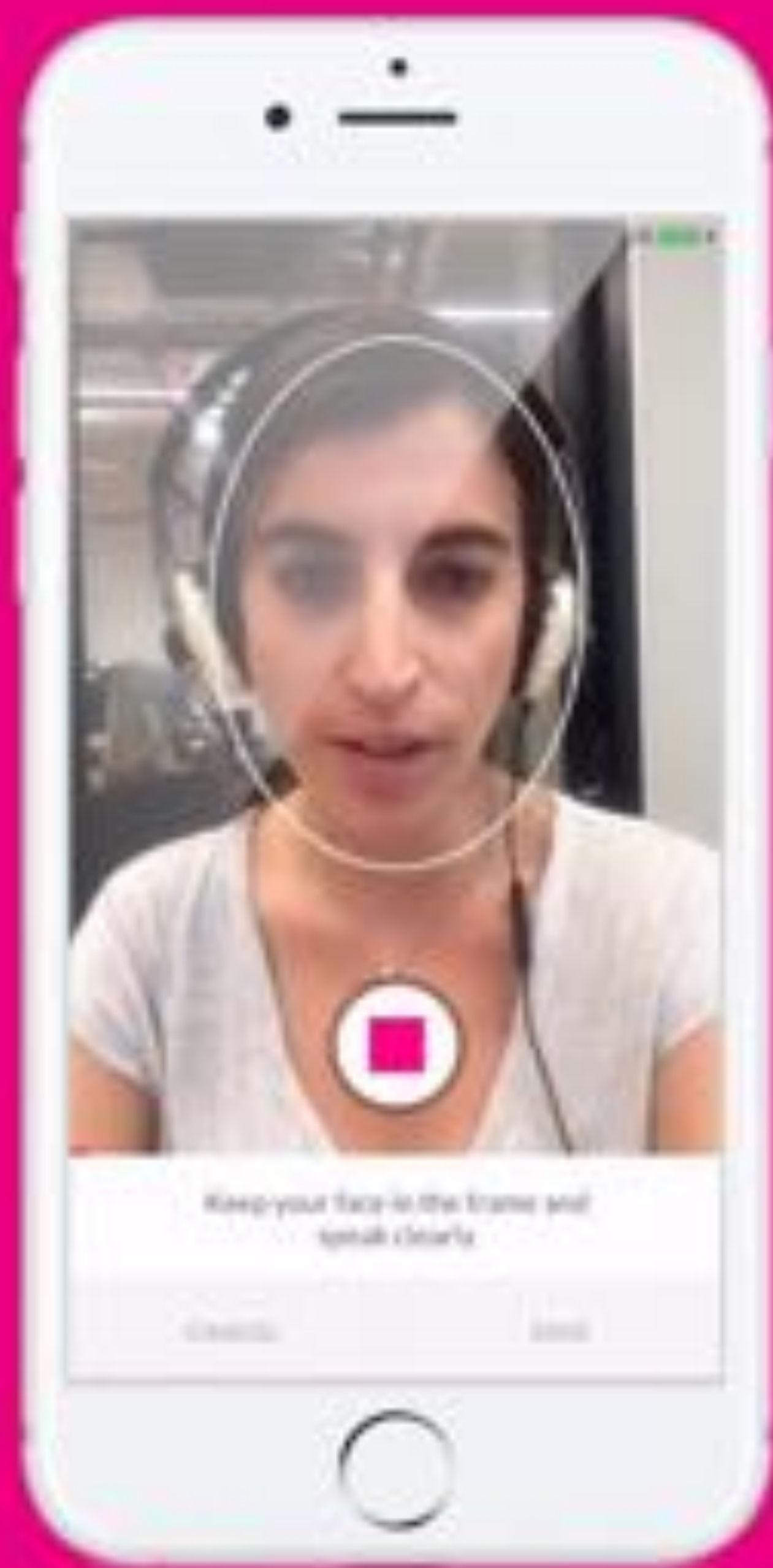
"FAKE IS THE NEW REAL"

POST-MATERIALISTIC

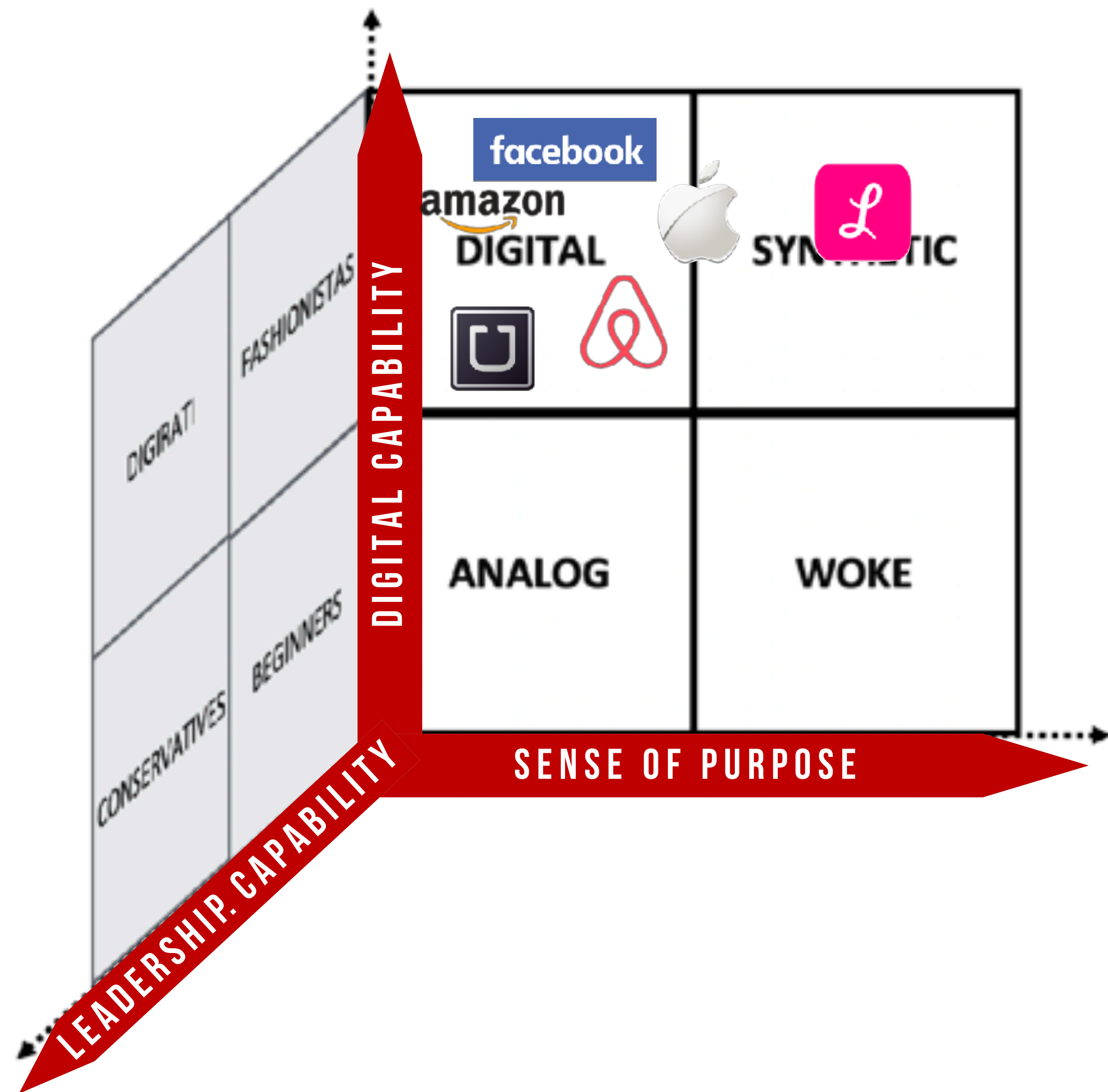
**"IT'S PURPOSE, A HIGHER
GOAL THAT DRIVES THEM"**

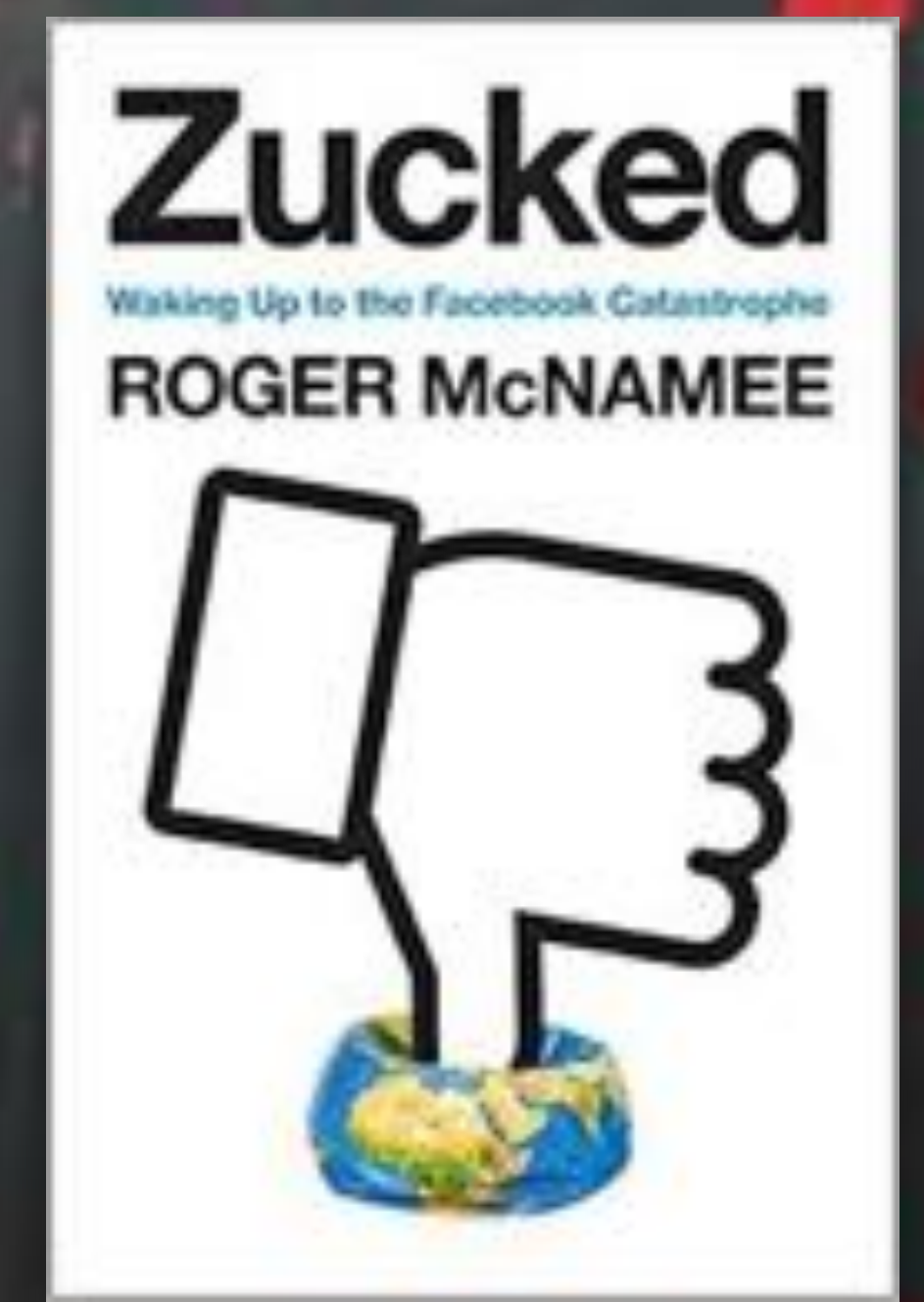
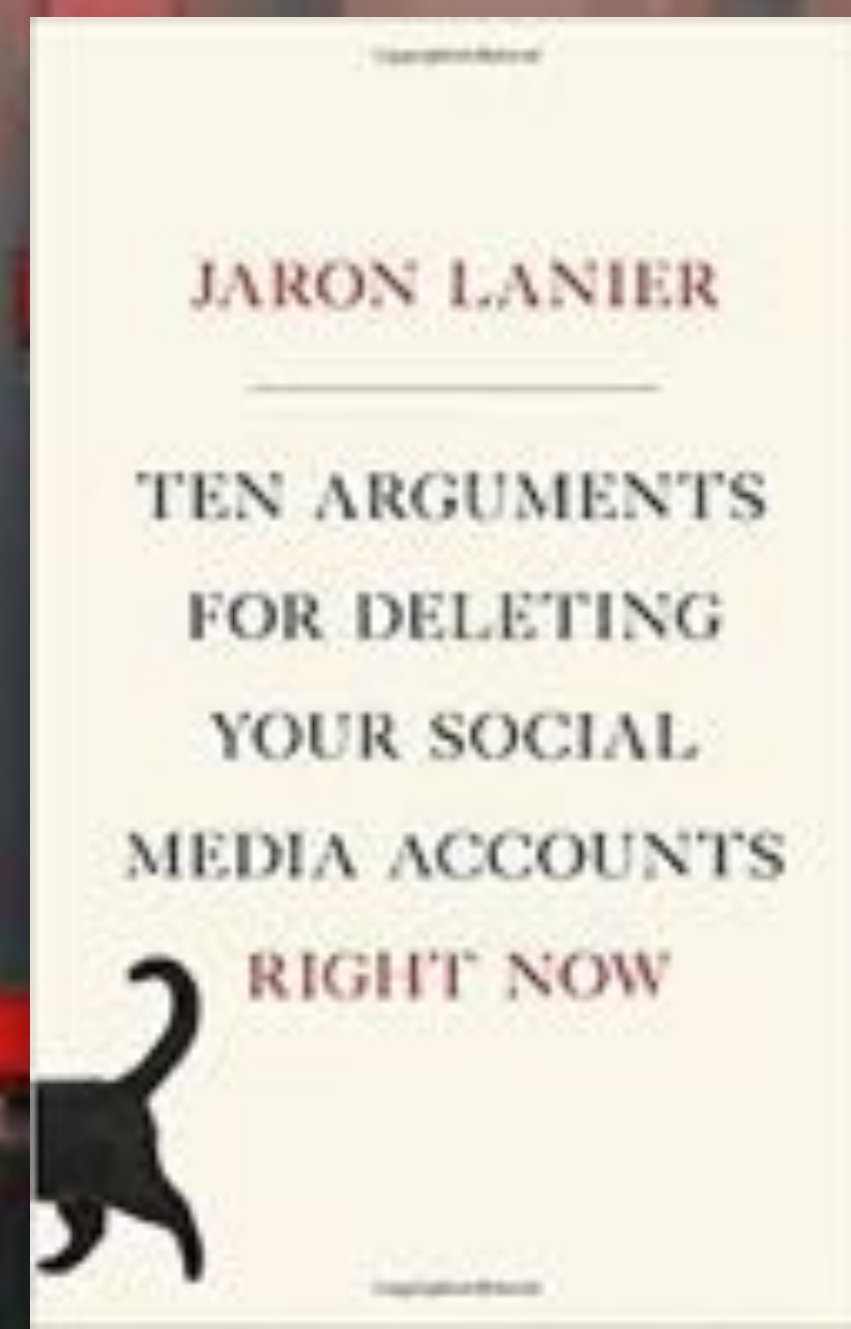
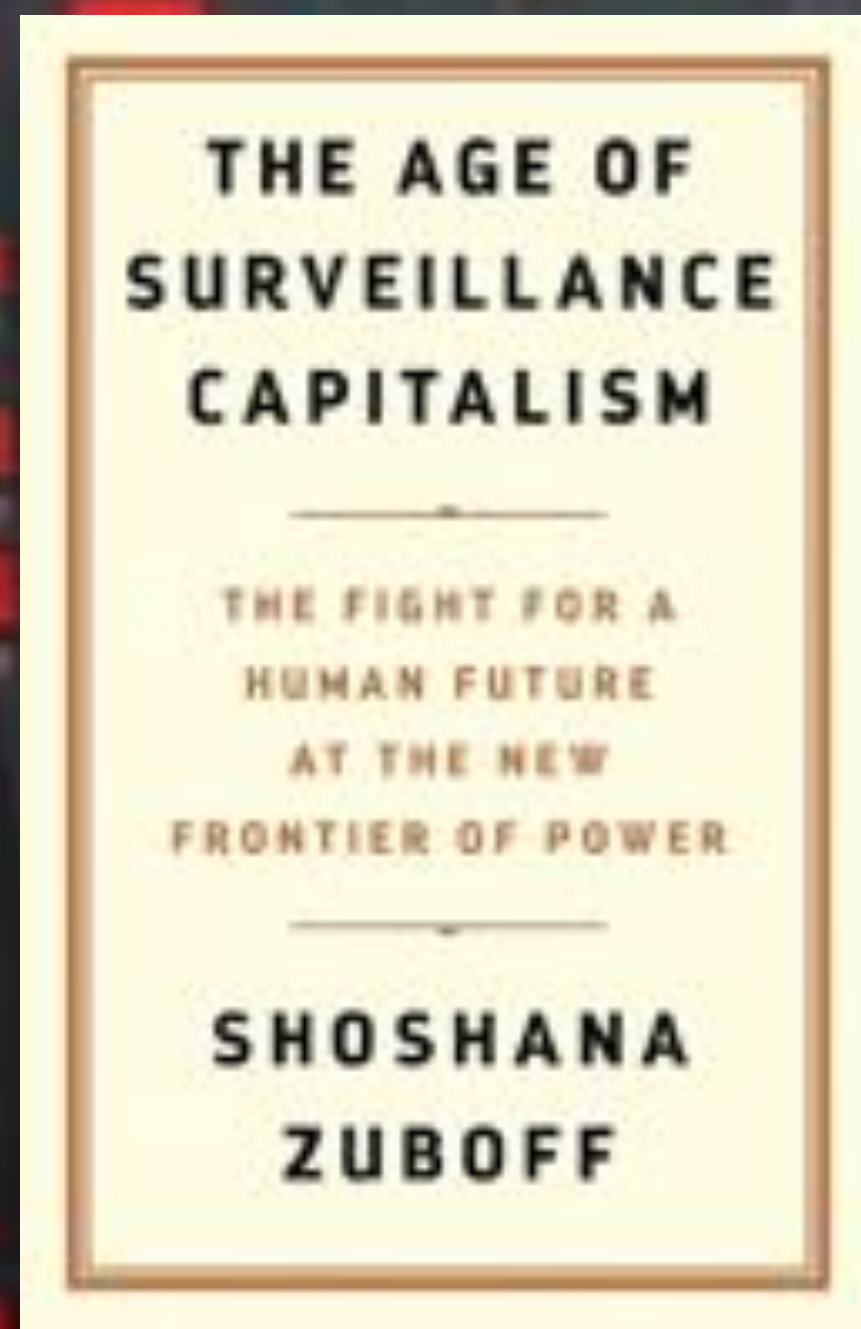
YOU WOKE?



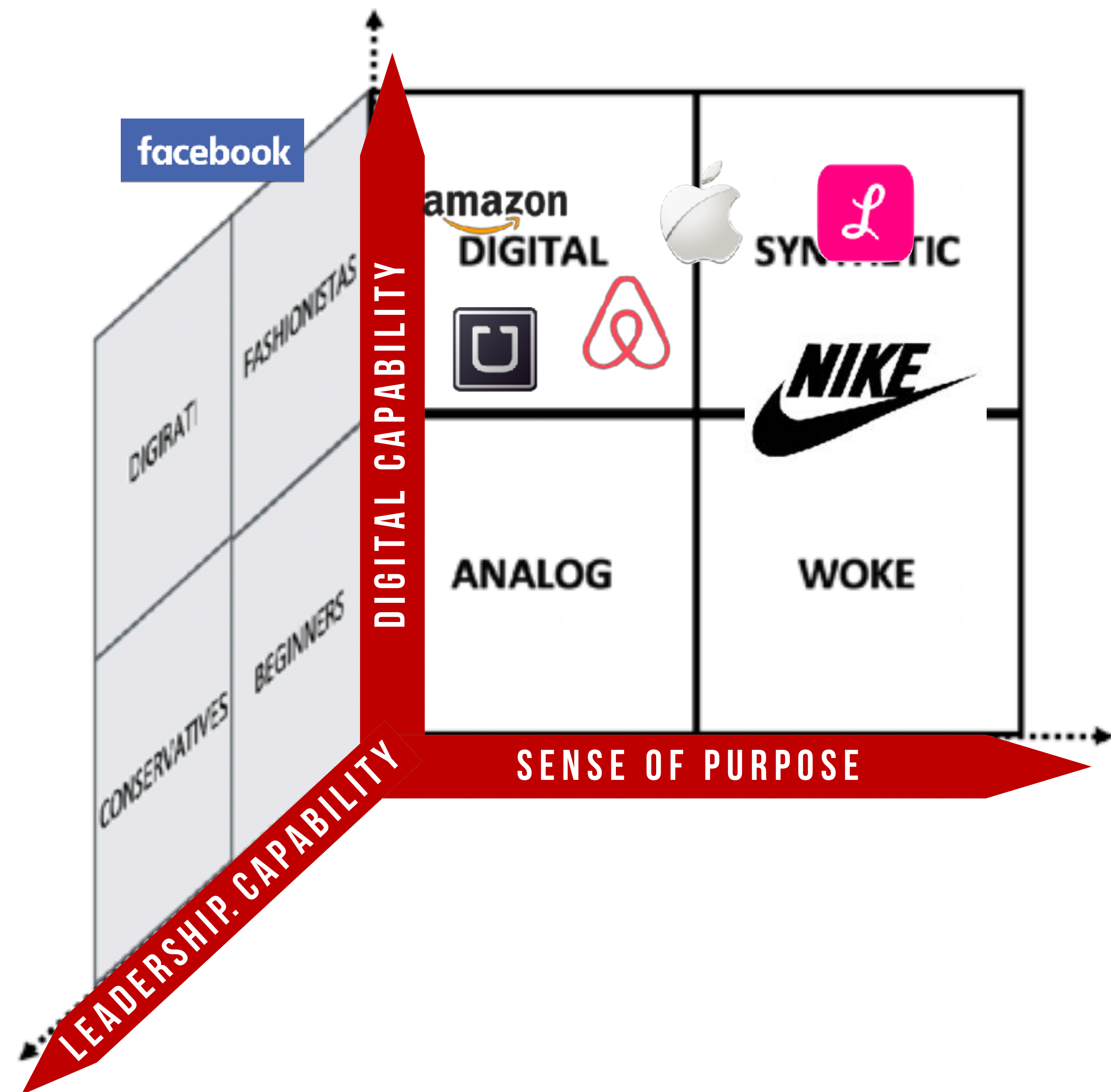


No forms to fill out,
just speak to the camera





SURVEILLANCE CAPITALISM



A person with dark, curly hair is seen from behind, looking out over a city at night. The city lights are blurred in the background, creating a bokeh effect. The person is wearing a light-colored jacket.

Believe in something.
Even if it means sacrificing everything
Colin Kaepernick

 Just do it.

A glowing orange fist, surrounded by sparks and embers, set against a dark background.

STAY WAKE



UNDER ARMOUR



ELECTRONIC ARTS™



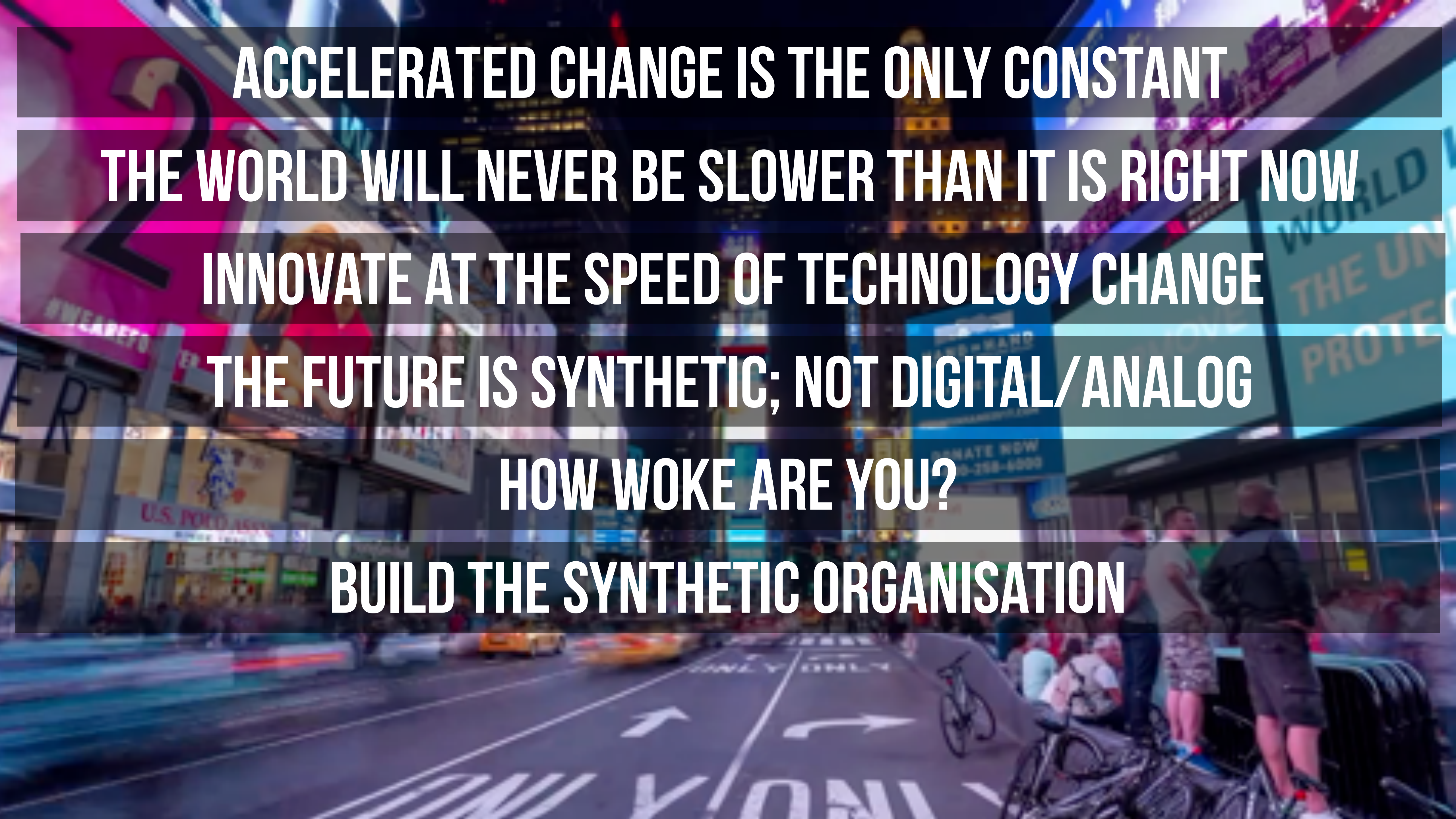
Zippity Zs

Index tracking Generation Z stocks beats the broader market

Normalized As Of 01/01/2018 ■ .GENZ Index - Last Price ■ SPX Index - Last Price



Source: Bloomberg



ACCELERATED CHANGE IS THE ONLY CONSTANT
THE WORLD WILL NEVER BE SLOWER THAN IT IS RIGHT NOW
INNOVATE AT THE SPEED OF TECHNOLOGY CHANGE
THE FUTURE IS SYNTHETIC; NOT DIGITAL/ANALOG
HOW WOKE ARE YOU?
BUILD THE SYNTHETIC ORGANISATION

DOES YOUR ORGANISATION POSITIVELY IMPACT SOCIETY?

WHAT IS YOUR MORAL COMPASS RULING YOUR TECHNOLOGY CHOICES?

DO YOU HAVE MY HAPPINESS AT THE CORE OF YOUR DIGITAL STRATEGY?

**ORGANISATIONS NEED A NEW STORY
CLEARLY ARTICULATING THEIR
VALUABLE ROLE IN DIGITAL SOCIETY**