

Digital Trends



Overview



Digitalisation of Society



Challenges



Digital Living – A Lifestyle Shift



Digital Living – Tomorrows Future Today

Digitalisation of Society

A Digital Society is a blend of the virtual and physical environments.

From **e-commerce** to **e-learning**, we have seen a huge digitalisation of our daily lives. It is now unfathomable to consider a world in which we can't buy, learn or sell without using the internet. This has resulted in not only a far more accessible experience with technology, but also countless opportunities to grow, work and produce.

Shopping



Amazon, Ebay,
Alibaba

Education



Linkedin,
Coursera, Udemey

Finances



Apple Pay,
Crypto, Tokens

Health



Smart Watches,
Tempus, Cera

Security



Personal Data,
Impersonation,
Tracking

...the signs of digitization are everywhere, from smart phones, the mobile internet, ecommerce, to cloud-based services that are used by individuals on the go, at home and at work, on the way to work—and as a way to get to work - McKinsey

Efficiency & Convenience

Digitalization not only streamlines processes, reducing time and effort required, but it also brings unparalleled efficiency and convenience for **organisations and citizens**. Online services empower users to access information, interact seamlessly, and accomplish goals.

Global Connectivity

Digital technologies facilitate instant communication and collaboration on a **global scale**. Social media, messaging apps, and video conferencing break down **geographical barriers**, fostering connections and information exchange worldwide.

Growth & Innovation

Digitalisation stimulates economic growth by fostering innovation and entrepreneurship. Digital platforms create **new business models**, enhance productivity, and provide opportunities for startups and small businesses to thrive in a global marketplace.

Information & Learning

The digital era offers unprecedented access to information and educational resources. **Online courses, e-books, and digital libraries** make learning more accessible, bridging educational gaps and providing continuous learning opportunities.

Environmental Sustainability

Actively develops and uses digital tools to achieve environmental goals. Fosters positive outcomes for both the **environment** and its **inhabitants**, promoting a greener and more sustainable future with smart technologies contributing to **energy efficiency** in smart cities.

Challenges

Digital Inequality

Not everyone has equal access to digital technologies, creating a digital divide between urban and rural areas, developed, and developing countries, and different socio-economic groups.

Displacement & Skills Gaps

The adoption of artificial intelligence, robotics, and automation can lead to job displacement in certain industries, requiring a shift in workforce skills.

Ethical Consideration

The ethical use of technology, including issues related to AI biases, surveillance, misinformation, and the impact on civilians is paramount.

Cybersecurity & Privacy

As more personal and sensitive information is stored digitally, the risk of data breaches and cyberattacks increases. AI, Quantum and Deep Fakes leading to lack of public trust.

Infrastructure & Interoperability

Developing and maintaining the necessary digital infrastructure, including high-speed internet access and reliable networks, is a challenge in many regions.

Digital Living – A Lifestyle Shift

How we...

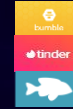
Interact



Communication has evolved from letters & in person conversations to online, forums, & social media



Social Communities have transformed globally promoted by online gaming



Dating methods have been completely rewritten with major online dating platforms



Manual home interactions have been advanced by Smart homes and voice enabled devices

Work



Office culture has shifted from a 9-5 in person, to hybrid and remote working globally



Legacy Compute solutions have evolved into scalable and shareable cloud services



Manual tasks can now be done by technology such as AI and automation



Education with textbooks, classrooms and now e-learning

Consume



Navigation accomplished by maps and word of mouth, transformed by GPS Satellite Navigation



Traditional Media, whether newspapers, CD's or tapes are largely consumed online



Financial Transactions once made via cash or card, can now be made using mobile payments and crypto



Accessing and Managing our health and its associated data is now easier than ever

Digital Living – Tomorrow's Future Today


PROSPERITY



ROBOTICS
& AI



QUANTUM
SUPERIORITY



CASHLESS
SOCIETY


PEOPLE



EXTENDED
REALITY



BIONICS &
CYBERNETICS



HUMAN
LONGEVITY


PLANET



FUTURE
ENERGY



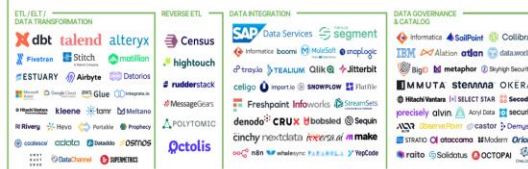
AUTONOMOUS
TRANSPORT



REGENERATIVE
SOCIETY

THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE

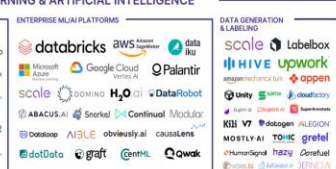
INFRASTRUCTURE



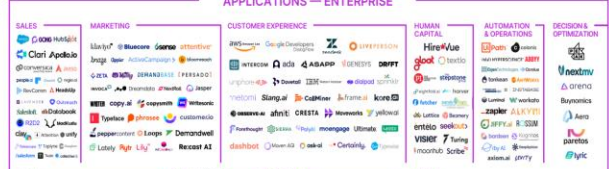
ANALYTICS



MACHINE LEARNING & ARTIFICIAL INTELLIGENCE



APPLICATIONS — ENTERPRISE



APPLICATIONS — HORIZONTAL



APPLICATIONS — INDUSTRY



OPEN SOURCE INFRASTRUCTURE





DATA & AI CONSULTING



The Future of AI

- AI will continue to evolve as a democratized technology, permeating a vast range of industries and social infrastructures.
- The impact of AI has the potential to become the foundation for environmental restoration, improving well-being and enabling sustainable economic growth.
- AI agents will automatically determine and execute actions, agents with the ability to learn from real-world situations will evolve to autonomously judge and take optimal actions.

Human Centric Experience Design (HXD)

HXD is a unique design thinking method, developed in Japan, rolled out worldwide and successfully used in many workshops with many customers.

Enables the following:

- Understand your business challenge within the context of your strategy
- Look at the issues through different lenses, from various personas' perspectives
- Combine business and technology expertise to develop rapid outline concepts
- Develop a joint working plan for immediate experimentation

Our approach:

1. Agree the challenge
2. Understand the problem (from different perspectives)
3. Discuss the context alongside business strategy
4. Build a vision
5. Ideation
6. Share thinking and concept outline
7. Agree a rapid implementation Plan

Critical Ingredients:

People - Combine the right skills and expertise from diverse backgrounds and take human needs and behaviors into account.

Purpose - Formulate a formal, strong purpose that's understood by all and relentlessly pursued. It must be of strategic importance to your business.

Outcome - Define what you want to achieve. It must relate to the needs of your business, employees, customers, and markets and should consider a wider societal context.

Design - Unlock the skills of your people and leverage their creativity in a fun and energizing way, so concepts can be developed and tried out quickly.

Thank You

