



U L W E M B U

Business Services

## Ulwembu explores future trends shaping business over 2018 and beyond

**Technology** is set to be embedded in everything, and the building of a strong foundation for the next generation of digital business models and ecosystems will continue to be an overriding theme for this year.

“Gartner refers specifically to the 'intelligent digital mesh', describing the intertwining of people, devices, content and services in its report on the Top Ten Technology Trends for 2018,” explains Ulwembu Business Services' Managing Director, Sibusiso Kunene.

Sibusiso, who attended the Gartner Symposium/ITxpo held in Cape Town, states that Gartner has spoken in great detail on the subject of Artificial Intelligence (AI), which was a strong theme in last year's event, addressing machine learning and how it will affect human lives, as well as AI's role in analysing data.

“More specifically, Gartner is advising that AI will play a critical role in improved decision making, reinvigorated business models, and the reinvention of the all-important customer experience (CX), right the way through to 2025. This is backed by a recent survey by the organisation, which showed that almost 60 percent of companies are in the process of building AI strategies, while the other 40 percent have made progress in either adopting or piloting AI.”

In addition, intelligent apps and intelligent 'things' have been identified by Gartner to be key trends for 2018, he continues. “It's said that every app and service will incorporate AI at some level moving forward. Not only this, but AI and machine learning will also impact the more intelligent interaction of things like appliances and vehicles for instance, reaching the point where intelligent devices will work with one another in a collaborative manner.”



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And according to Sibusiso, it's not just CX driving the digital movement. “Businesses the world over are gearing up for the concept of 'digital dexterity', having to cater for the greater engagement of staff members that are working with numerous devices – both at a personal level and within the business environment – using many apps and Web services.

“Most employees are 'digital' today, and companies must address the need for a combination of technology, diversity, and the workforce, including the up-and-coming millennial generation.”

“What do all of these themes and discussion points mean for Ulwembu Business Services and its clients?” he asks. “As an ICT company that is driving customer value, understanding these up-and-coming technology trends ensures that we are able to maintain an open conversation with our clients while better understanding the changing business environment and their changing needs.

“This approach allows us to see how customers' challenges can be addressed with these innovative solutions moving forward, thereby living our value of innovation.”