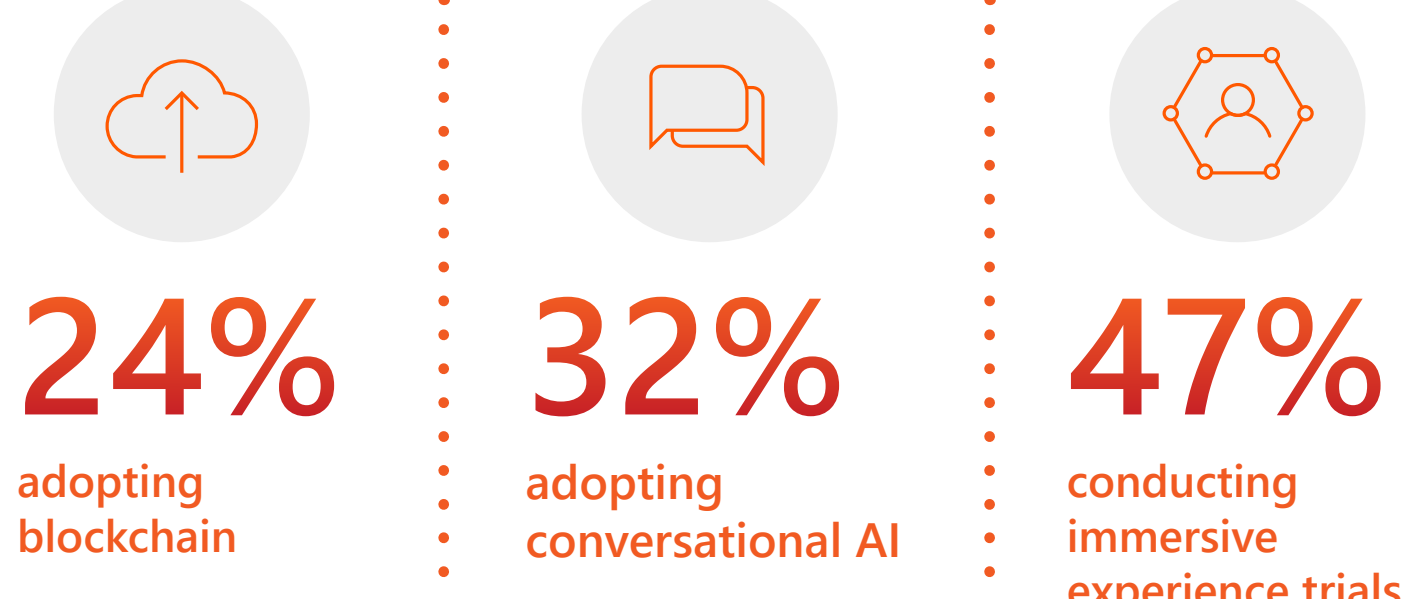


Emerging technologies, growing challenges

While many companies see the potential in new technologies...

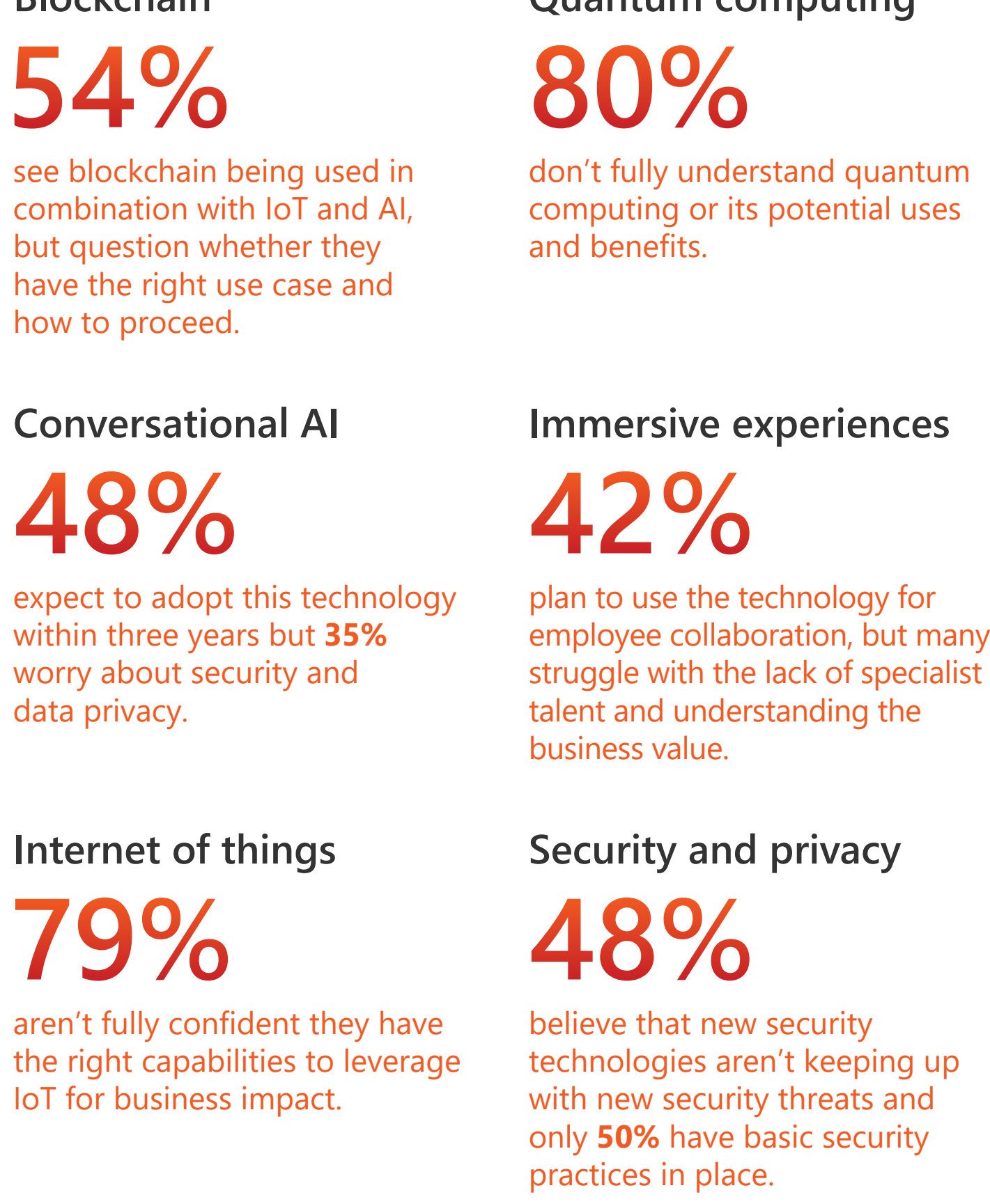


...there's an urgency to adopt that's matched by uncertainty and a lack of talent.

Execs are challenged with...

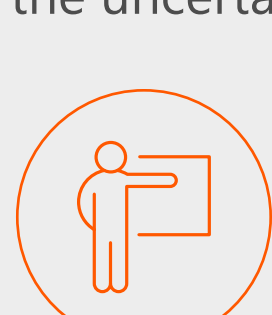



- 
Uncertainty
 Are we sufficiently prepared to move ahead with new tech?
 80% aren't sure they have the capabilities or confidence in their understanding.
- 
Talent
 Do we have the right people to take advantage of these technologies?
 The lack of specialists looms large across all industries.
- 
Implementation
 Do we have the ability to deploy multiple connected projects?
 Many of these technologies must be combined to see the full benefit.

While companies are keen to move ahead at full speed, each technology presents its own challenges:



Embrace emerging technologies with enthusiasm

Our key principles can help you manage high-speed tech changes and gain maximum competitive advantage, without the uncertainty.

- 
Talent
 Don't wait to find the perfect candidate. If you can't hire, develop capabilities in-house. There are great examples of this.
- 
Research
 Ensure that you're constantly scanning and understanding what's coming next. Leverage tools to identify the right use cases.
- 
Experimentation
 Reject expensive, long-term projects in favor of pilots and fast-fail activities. Researchers have found ways to maximize learning.
- 
Strategy
 Develop a holistic strategy that will generate maximum benefit. Trusted partners can help with the best approach for your business.

Get wise

Our full emerging technologies research will help you learn more about how to keep pace: avanade.com/emergingtech



About the research: The emerging technologies survey was conducted for Avanade by Wakefield Research. It included 1,200 C-level and senior business and IT decision-makers in mid-sized and large organizations across a range of industries. Companies and executives were located in Australia, Canada, Denmark, France, Germany, Italy, Japan, The Netherlands, Spain, Sweden, the United Kingdom and the United States.