### Realizing 2030: A Divided Vision of the Future

Global business leaders forecast the next era of humanmachine partnerships and how they intend to prepare Vanson Bourne Research Findings & Methodology

### Research **METHODOLOGY**

Quantitative research conducted by Vanson Bourne in June, July and August 2017

# QUANTITATIVE **3,800**

Director, c-suite from mid-size to enterprises w/key functions

- Finance
- Sales
- IT/Tech
- Customer Services
- Production & Manf.
- HR
- Marketing

- Owner/ Executive
- R & D
- Digital
- Customer
  - Experience
- Logistics and Supply Chain

#### INDUSTRIES

Automotive Financial Services Public Healthcare Private Healthcare Life Sciences Technology & Telecoms Insurance Manufacturing Media & Entertainment Oil & Gas Retail & Consumer Products GLOBAL REACH 17 COUNTRIES

> AMERICAS USA, Brazil, Mexico

APJ Australia, China, India, Japan, NZ, Singapore

#### EMEA

France, Germany, Italy, Netherlands, UAE/ Saudi Arabia, United Kingdom, South Africa

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# Section 1

Future trends – business leaders' forecast for the future

#### **Technology changing our lives in 2030**

Smart machines will work as admins in our lives - connecting our needs to 43% 57% highly personalized goods and services People will regularly step into immersive virtual realities 42% People will take care of themselves better with healthcare data sharing and 46% tracking devices Automated systems will free-up our time 50% Security and privacy will be a daily concern 44% It will be harder to disconnect from technology 42% We'll share more and waste less 36% Affordable home robots will take care of us 35% People will value their virtual identity more than their physical identity 21% 0% 20% 40% 60%

Agree Disagree

"How do you envision technology impacting the way we live in 2030?" Base: 3800

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100%

80%

#### **Technology changing our work in 2030**



**"How do you envision technology impacting the way we work in 2030?"** Base: 3800. Not showing answer options "there will be no change" and "don't know"

#### Technology changing the way we learn in 2030



"How do you envision technology impacting the way we learn in 2030?" Base: 3800. Not showing answer options "there will be no change" and "don't know"

#### Implications of human-machine partnerships over the next 10 years

Greater data capture could infringe upon the public's right to privacy

The more we depend upon technology, the more we have to lose in the event of a cyber attack

Clear lines of responsibility and protocols will need to be established if autonomous machines fail

Computers will need to decipher between good and bad commands

Too few people will know how to manage and troubleshoot pioneering systems

We'll rely on technology rather than seeking to learn for ourselves

Data-poor communities could be shut-out or under-served in a data-driven world



Agree Disagree

"What are the wider potential implications and risks of human-machine partnerships over the next ten years?" Base: 3800. Not showing answer options "there will be no change" and "don't know"

#### Top tasks likely outsourced to machines



Almost all (96%) respondents think that organizations will outsource tasks to machines/automate by 2030

42%

On average, respondents identified 5 processes ripe for automation within their organization

**DCL**Technologies

"Which tasks do you anticipate organizations will outsource to machines/automate by 2030?" Base: 3800

#### Most likely industries to be disrupted by 2030



"In your opinion, which three verticals are likely to experience the most disruption by **2030?**" Base: 3800



## **Section 2**

Status of transformation and preparedness today

### **Organizations' digital transformation approach**



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"How would you categorize your organization's approach to digital transformation today?" Base: 3800

#### Likely achievements within five years

R&D will drive the organization forward

Humans and machines will work together, as an integrated team

Our workforce will be more cybersecurity savvy

We'll have effective cybersecurity defenses in places (i.e. the best encryption, firewalls etc.)

All employees will be 'digital' experts (comfortable working with and training on new digital technologies)

We'll pioneer the next generation internet (merging reality with VR) to deliver engaging, hyper-connected customer experiences

Our product offerings will be delivered as a service

We would have completed the transition to a software-defined business

Artificial Intelligence (AI) will pre-empt customer demands - to deliver our products and services before the point of need

We have already achieved this

Likely to achieve this within 2 years

26% 39% 38% 16% 2% 47% 30% 17% 2% 35% 24% 4% 21% 33% 25% 6% 29% 17% 4% 4% 33% 20% 32% 22% 27% 5%

31%

30%

■ Likely to achieve this within 2 – 5 years

36%

Don't know Unlikely to achieve this

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19%

7%

6%

"Is your organization likely to achieve the following over the next five years?" Base: 3800

### Ability to succeed in the digital era

| The majority of leadership roles will be filled by digital natives (grown-up with emerging digital tech) | <mark>5%</mark> 16% | 42      | 2%           | 33       | % 4%                | 57%<br>are struggling to k<br>up with the relentl<br>pace of industr<br>disruption. 439 |
|--|---------------------|---------|--------------|----------|---------------------|---|
| We have a digital strategy and roadmap for 2030  | <mark>6%</mark> 14% | 35%     |              | 41%      | <mark>4</mark> %    | are not.  |
| We're struggling to keep up with the relentless pace of industry disruption                              | 18%                 | 24%     | 29%          |          | 28% <mark>2%</mark> | 50%   |
| We don't know whether we'll be able to compete over the next decade                                      | 25%                 | 32      | 2%           | 27%      | 149 <mark>1%</mark> | don't know what<br>next 10-15 yea<br>will look like f<br>their industry,                |
| We don't know what the next 10-15 years will look like for our industry, let alone our employees         | 19%                 | 30%     |              | 31%      | 20% <mark>1%</mark> | alone their<br>employees.<br>50% are  |
| Strongly disagree Somewhat disagree  | Somewhat agr        | ree ∎St | rongly agree | ■I don't | know                | not.  |

"To what extent do you agree with the following statements about your organization and its ability to succeed in the digital era?" Base: 3800

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### **Section 3**

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Barriers to success



#### **Reasons companies are struggling to compete**



"Why are you unsure your organization will be able to compete over the next decade? (related to slide 14) Base: 1578



#### Top barriers to becoming a successful digital business in 2030



93%

say that there are barriers to their organization becoming a successful digital business in 2030 and beyond

"What will be your organization's biggest barriers to becoming a successful digital business in 2030 and beyond?" Base: 3800



### Section 4

The ideal digital organization & how leaders intend to prepare

#### Advice to accelerate digital transformation

Appoint a Chief AI Officer to oversee human-machine partnerships

Put policies and tech in place now to support a fully remote, flexible workforce

Automate everything and empower customers to self-serve

Empower lines of business to pursue their own digital strategy (distributed IT)

Align compensation, training and KPIs to a company's digital goals and strategy

Task senior leaders with spearheading digital change

Make the customer experience/customer journey a boardroom concern

Gain employee buy-in on the company's digital transformation vision and values

Teach all employees how to code/understand software development



We'd advise this because it works for us

We'd advise this but we're not doing it ourselves

Wouldn't advise this

Don't know

"What advice would you give to others to accelerate digital transformation in their organization?" Base: 3800

#### Technology investments to become a digital business by 2030



Capabilities for application acceleration (database, VDI, etc.)

Ultra high-performance compute technologies for rapid data processing e.g. flash

Next generation mobile applications

Analytics/big data and data processing

A converged infrastructure (simplifies data management and allows information to flow quickly across platforms)

Advanced AI – self-learning/mimics human intelligence

Virtual Reality (headset and environments) and Augmented Reality

Internet of Things solutions

Technology to bring apps into the cloud for public or private access e.g. hybrid cloud

Already investing in

Investing in over the next 2 years

Investing in over the next 3-5 years

■ No plans to invest in

Don't know

"What new innovations or solutions is your organization investing in to become a successful digital business by 2030?" Base: 3800

# Top technology investments to become a digital business by 2030

| Technology investments                                   | Percentage who will<br>be investing over the<br>next 5 years |
|--|--|
| 1. Advanced AI – self-learning/mimics human intelligence | 55%  |
| 2. Converged infrastructure                              | 51%  |
| 3. VR / AR   | 51%  |
| 4. Ultra high-performance compute technologies           | 50%  |
| 5. Next-gen apps   | 50%  |
| 6. Capabilities for application acceleration             | 48%  |

"What new innovations or solutions is your organization investing in to become a successful digital business by 2030?" (top highlights of slide 22) Base: 3800



#### Most valued employee skills



37%

36%

"Thinking about today, which employee skills/competencies does your organization value the most? Combination of responses ranked first, second and third" Base: 3800

Thinking about 2030 and the era of human-machine partnerships, which employee skills/competencies do you expect your organization will value the most? Combination of responses ranked first, second and third" Base: 3800

#### **Personal preparation for the future**



"What are you personally doing to prepare for you and your organization's digital future?" Base: 3800

### **Providing equal opportunities**



"Over the next decade, do you think your organization will struggle to offer equal opportunities across your different generations of workers due to varied digital skill-sets and mindsets?" Base: 3800



#### **Perceived generational differences**



"Which of the above generations are most likely to do the following?" Not showing those who selected 'Don't know'. Base: 3800

### Mitigating generational differences in the workplace



"What is your company doing to mitigate top generational differences sited, across your workforce?" Base: 3295

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## To learn more, visit <u>DellTechnologies.com/</u> <u>Realizing2030</u>

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#### **About Dell Technologies**

Dell Technologies is a unique family of businesses that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information. The company services customers of all sizes across 180 countries – ranging from 98% of the Fortune 500 to individual consumers – with the industry's most comprehensive and innovative portfolio from the edge to the core to the cloud. <u>www.delltechnologies.com</u>

#### **About Vanson Bourne:**

Vanson Bourne is an independent specialist in market research for the technology sector. Its reputation for robust and credible research-based analysis is founded upon rigorous research principles and an ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit <u>www.vansonbourne.com</u>.

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