Mobility is radically altering the way in which people interact with each other, bolstered by the addition of new information sources and newly surfacing technology trends.

Numerous factors are contributing to the rapid transformation of the mobility landscape. The proliferation of mobile devices is increasing due to the availability of more affordable and feature-rich hardware form factors; mobile technologies are maturing across various operating systems; and accessibility of information is improving - making it more user friendly to consume information on mobile devices.

As mobile technologies and supporting ecosystems further mature (for example the progression from 3G to 4G LTE and 5G, integration of NFC, interoperability etc.), mobility will become more ubiquitous among enterprise users as well as customers.

How? Enterprise users will be able to leverage mobility to achieve faster decision making, increase efficiency through greater connectivity and exploit increased availability of rich information. Customers will be able to interact with businesses as well as among each other by tapping the power of social.

And businesses will be able to interact with their customers in new innovative ways (e.g. mobile apps collaborated with social).

As cloud computing continues its movement towards mainstream adoption, its acceptance across enterprises is well poised to shoot up. Social, mobile and analytics are further fueling the adoption of cloud. Majority of organizations around the world have already begun to adopt some form of cloud (or As a Service) technology within their enterprise[1].

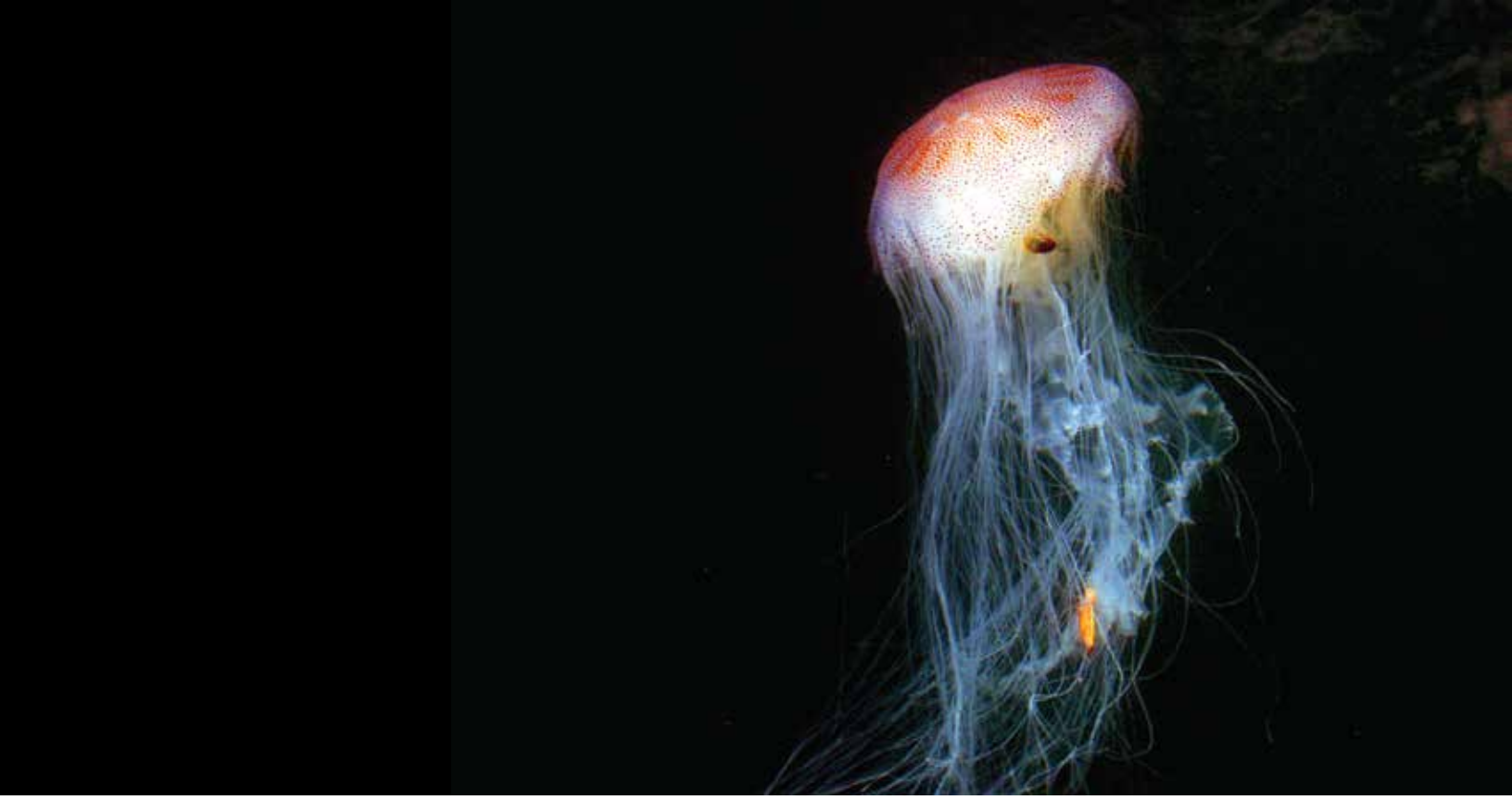
As business benefits of cloud adoption become more apparent, and greater acceptance prevails in acknowledging and, thus, tackling the associated risks of cloud adoption (e.g., security) enterprise leaders are likely to get increasingly comfortable with computing in the cloud.

By doing so, they will be able to exploit the business benefits of cost optimization, sustainability, scalability, speed to market and innovation.

Moreover, as technologies mature and cloud adoption becomes mainstream, enterprise leaders will begin to shift focus from their inhibitions around security, availability and performance to driving real business benefits from their cloud strategies.

With growing maturity and technological advancement, different cloud-based services such as Software as a Service (SaaS), Platform as a Service (PaaS), Business Process as a Service (BPaaS) and Private Infrastructure as a Service (IaaS) will rapidly gain greater enterprise acceptance based on the enterprise specific needs.

1. KPMG, The cloud takes shape, *Global cloud survey: the implementation challenge*



Information is becoming one of the most critical tools for competitive differentiation for CIOs, strategists and enterprise decision makers. Data is ever increasing, and further propelled with the addition of data from social networks. This provides a plethora of information for strategists to play with. However, the magnitude of the available data poses critical processing challenges.

Analytics provide innovative solutions to this problem. Complex information processing capabilities through the use of advanced analytics allow information leaders to dig deeper into data and derive valuable actionable insights previously undiscovered.

As technologies in processing complex data scenarios mature further, use of diverse data types - powered by new analytic processes and enabled by new combinations of data – will potentially add tremendous value to enterprises across a multitude of industries. As the competitive landscape continues to become tougher, business demand for information will consequentially continue to increase.

New and additional data sources will continue to surface. Analytics will enable strategists to overcome this challenge. Business enterprises that are able to effectively exploit information of diverse types to draw business insights will gain significant competitive advantage.

The impact of Social is only growing with growing business expectations and increasingly democratized IT. Business leaders managing key areas of Marketing and IT e.g., CIOs, CMOs (and increasingly, Mobility leaders) must keep abreast of this evolving area in order to optimally leverage opportunities arising from social capabilities. For doing so, they must also understand the implications that developments in social collaboration have for related technologies.

Information managers, as such, will look to tap technologies that enable and support social communications, conversations and collaborations.

With the great advantages this phenomenon presents, it also presents critical challenges. Especially when dealing with large numbers of unrestrictedly connected individuals interacting within organizations, or (and as well as with) external parties through the social Web.

The challenge is to analyze such large, loosely floating heaps of data and enabling discovery of actionable insights.

As analytic capabilities better enable processing of data to determine valuable outcomes, the power of Social will bring distinct competitive advantage in numerous ways.

For instance, Social can help businesses in terms of customer retention, new customer acquisition and innovation. Similarly, Social can enhance enterprise performance by channelizing social networking within organizations.

Crowdsourcing is reinventing collaborative innovation – as idea sourcing and contributions expand outside organizational boundaries to include non-employees.

Web-based and social collaboration mechanics bring the potential of tapping previously uncharted avenues of sourcing ideas, solving critical problems and engaging dispersed sets of contributors to rganizations. Crowdsourcing bridges the gap between organizations and voluntary participants willing to contribute to new solutions and innovations.

Crowdsourcing has been used for years e.g. wikipedia is a common venue for information sharing; open source development model offers a universal platform for development, distribution and enhancements of new innovations through publically sourced ideas. However, crowdsourcing is now stimulating larger patterns of mass collaboration.

Organizations are successfully using more focused and concentrated methods for large-scale ideation and generation of solutions.

As contributions stream in from outside the peripheries of organization walls, ordinary engagement and traditional contractual models rapidly evolve. Through more focused and specific sourcing, organizations are able to replace internal cost through externally generated ideas and solutions, create more effective campaigns through tailored solutions originating from actual end-user contributions and so on.

Gamification explores the probability of bringing the fundamentals of gaming techniques and practices to real world scenarios of everyday functions within and outside of organizational constituencies.

Gamification brings the potential of creating greater excitement, motivation, rewards, challenges, thrills and engagement among people in performing tasks[2].

This can lead to greater collaboration and innovation by transforming perspectives, perceptions and the way people approach their work.

It is natural human behavior to find excitement in tasks that bring rewards, thrills, challenges and entertain the mind – in turn bringing an instinctive tendency to feel more engaged in performing tasks. Gamification tries to exploit this behavioral idiosyncrasy of the human psyche to bring elation into everyday work.

The concept of gamification is not entirely new (marketers have effectively used game mechanics in their campaigns e.g. reward-points and royalty programs). However, the application of gaming fundamentals is now getting redefined.

Organizations are looking at possibilities of embedding the gamification culture though their structural layers. By bringing gamification into work, organizations will be able to potentially tap significant opportunities for enhancing productivity, bringing greater engagement into their work culture and breeding innovation.

2. Gartner, *Innovation Insight: Gamification Adds Fun and Innovation to Inspire Engagement*

The internet of things brings the potential of creating a network of mobile and inert consumer devices, places and people using these connected devices – brought together in an interconnected world. This creates the possibility of connecting billions of devices to each other, to people and people amongst each other – promising to in turn create a hyperconnected world where everything is connected via the internet –the internet of everything[3].

Such an interconnected world of devices, people and physical & virtual objects will potentially lead to transformational shifts in the way enterprises, governments and people in social capacity interact with and among one another.

Security, privacy and bandwidth availability are some of the prime concerns associated with such an overwhelming rise in connected objects, data, devices and systems.

As one of the consequences, IoT will fuel the transition from IPv4 to IPv6 (IPng). Also, as multitudinous connected devices and networks interact, intrusion to privacy and security will become primal concerns. As such, business enterprises will need to realign their technologies and processes and establish more sophisticated privacy and security programs.

Trends such as M2M sensors and devices, RFID and NFC tags, wearable tech etc. are already making steady inroads into early mainstream. As computing devices become increasingly mobile and networks grow to encompass people and inanimate objects, IoT will impact industries in entirely new ways.

3. Gartner, *Innovation Insight: The 'Internet of Everything' Innovation Will Transform Business*

As the information infrastructure expands, threats – internal as well as external – from ungoverned data and hardware devices are also growing. As information flows in large quantities, in diverse types, and from diverse sources, managing critical information and protecting it is becoming a prime CIO concern.

Bringing robust information security practices in place is rapidly moving to the top of the list of priorities for business enterprise leaders.

Information security addresses this critical challenge. By implementing robust enterprise information security frameworks, enterprises will be able to protect their business operations, infrastructure, applications and data by minimizing vulnerabilities and protecting against external and internal causes of damage.

As the enterprise world continues to move towards a world of hybrid IT and mobile and cloud penetration progressively rises, more and more enterprises will invest in bringing solid security frameworks in place to safeguard their critical business functions.

About TekMindz

TekMindz is an IT consulting & technology services company with headquarters in India, serving clients across Asia/Pacific, North America and Africa. Bringing together technology, people and processes across diverse sectors for organizations around the world, TekMindz enables business enterprises and governments to most effectively serve their customers and citizens.