Script for the President & CRO

2023 Tech Predictions for Media Pitching

Objective: Record <30 sec. responses to below questions. Recorded sound bites to be used for pitching media and social media promotion purposes.

Q1: What are the top 2-3 industry trends you see evolving in 2023?

- **Cloud-Native Computing:** "Every company is on a journey to the cloud. Making analytics automation available in the cloud, where big data resides, will proliferate the speed-to-insight and empower organizations to more rapidly scale their analytic maturity. The businesses that put the power of data-driven decision making into the hands of all employees will not only survive but thrive in this macro-economic environment."
    - Forrester's 2022: 65% of business and technology professionals report their organization is adopting cloud-native computing, with an additional 16% planning to adopt it soon.
- **Explainable AI**: "As AI continues to advance and become more prominent in everyday decision-making, businesses will need to be able to explain the why and how behind their most complex AI models. Explainable AI will enable humans to better understand how decisions are made by machines, building trust and confidence in the AI process and helping companies to mitigate potential compliance, legal and security risks."
    - Forrester's 2022**:** 26% of data and analytics technology decision-makers told us they expected their organization to use explainable AI solutions last year. We expect this number to grow in the next five to ten years, as other enterprises catch wind of the benefits these firms are already seeing.
- **Natural Language Tech:** "Natural Language Technology uses AI to empower computers to understand text and spoken words to create more personalized and customer-friendly experiences. This powerful tool will be a game-changer for business leaders looking to unlock valuable insights from customer testimonials, product reviews and raw commentary that is abundant in social media, online news and content channels."
    - Forrester's 2022: 70% of data and analytics decision-makers whose firm is implementing or expanding use of AI expect their firm to use natural language technologies in 2021.

Q2: Will specific industries undergo major changes in 2023? Do you anticipate any industries that have historically been slower to adopt data analytics to begin looking at and using data differently?

- **Intro:** "Businesses in every industry are realizing that data analytics enables them to see around corners, intentionally plan their business and serve their customers better. In 2023, leaders will make it a priority to quickly and responsibly scale their analytic maturity in two critical areas of operations: Sustainability and Supply Chain."
- **Sustainability**: "Environmental, social and governance (ESG) will be at the center of every company's strategy. Analytics will be used to measure the impact the business is having on society and the environment, as well as used to increase transparency, reporting and accountability with customers and shareholders."
- **Supply chain**: "Supply shortages and inflation will continue to plague companies in nearly every industry. Leaders will leverage predictive analytics to reduce exposure to volatile market pricing, circumvent supply chain disruptions, become more self-reliant and, ultimately, future-proof their business."

- o IDC FutureScape: By 2024, inability to perform cross-functional and integrated scenario planning and forecasting aided by machine learning will negatively affect 75% of G2000's ability to react to market volatility.

Other industry options:

- **Customer service: "**Customers will expect retailers to provide an immersive, interactive and personalized experience both online and in the store. Retailers will rely heavily on data analytics to power think recommendation engines to show customers what to buy and provide customers with individualized, real-time service and support 24/7/365."

- **Hiring:** "Hiring managers will continue to feel strong pressure to not only attract, but also retain top talent in 2023. HR leaders will rely on data analytics to improve company culture and compensation. And, business leaders will realize the need to upskill large volumes of employees in data analytics to create an analytics-savvy workforce that is engaged and driving value for the organization."
  - o Gartner: By 2025, organizations that remediate documented gender pay gaps will decrease women's attrition by 30%, reducing pressure on talent shortages.
  - o IDC Futurescape: By 2025, to promote data-informed decision making, 50% of G2000 (from 33% in 2022) will embed analytics in enterprise or productivity apps, boosting demand for data-savvy application developers.

Q3: What's the next step in data evolution?

- "We expect to see companies significantly increase their spend in analytics software in the next 12-18 months as they look to accelerate their cloud and digital transformation journeys. To reap the full benefits of scaling their analytic maturity, businesses will need to invest in analytics with intent to maximize their ROI; and most importantly, they will need to make analytics available to all employees, regardless of job or skill level. Analytics will need to be a team support in order to win in the market in 2023."