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Digital and Beyond – The Next Trends

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ABSTRACT: In recent years, academic consideration is on a consistent ascent prompting a critical increase in the number of research papers tending towards various digital transformations. In this paper, we have tried collaborating existing findings that originate from the data available on various resources analyzing both macro and microenvironments and based on these findings we have tried to jot down the challenges that instigated digital transformation, its future scope, and its impact on an individual. The paper efficiently surveys opinions of industry experts who witnessed the digital transformation somewhere between the years 2001 and 2021. Rising up out of our survey, we foster inductive topical guides which distinguish innovation and entertainer as the two total components of computerized change. For each aspect, we infer further units of investigation (nine center topics altogether) which help to unravel the particularities of advanced change processes and subsequently underscore the most compelling and interesting forerunners and outcomes. In a subsequent advance, to help with separating disciplinary storehouses and reinforce the administration point of view, we supplement the subsequent best in a class of computerized change by coordinating cross-disciplinary commitments from surveying 28 papers on mechanical disturbance and 32 papers on corporate business. The audit uncovers that specific angles, like the speed of change, the way of life and workplace, or the center administration viewpoint are altogether immature.

I. INTRODUCTION

Digital transformation is linked with the changes in the digital technologies made by companies to streamline their products, services, business processes, or organizational structures. All the MNC's have in common the power of digitization which enables them to serve their customers in a smarter and much more effective way. The potential of digitization of a firm depends on both people and technology, i.e, a firm with greater IT capabilities and skilled employees will have a faster pace of digitization.

A lot has already been written about digital transformation in the past few years, but looking into the importance of digital transformation, we would like to map IT and digital transformation together. Digital transformation has led its footprints in the early 1990s and by the mid-2000's it was conceptualized within organizations for different activities. In this modern era, companies are trying to connect all the processes, devices, and people on networks. Companies are trying to leverage the use of the latest technologies and transformations in data collection, creating agility and meeting customer needs.

Looking at the future potential of IT and digital transformations, the total expenses in this sector are going to be around $4 trillion globally. 25% of the total spending will be on newer avenues like robotics, big data, block chain, AR/VR, and artificial intelligence.

II. LITERATURE REVIEW

Digital transformation is vital for all organizations in all industries and is similarly linked with digital strategy, supply chain management, leadership, value creation, or entrepreneurship. We have tried to study the IT trends of 2020 referring to Deloitte's 11th annual examination of the emerging technology trends that will affect the organization over the next 18 to 24 months' tech report which provides great insights on the digital journey till now and its future scope.

In 2020, the next step of digital's evolution helps us now witness the emotionally intelligent interfaces and hyper intuitive cognitive technologies that will transform business in erratic ways.Coming up with disruptive changes is the need of the hour but it's also important to remember about yesteryear's leading-edge innovations: 1980s

mainframe systems that continue to run and generate business value even today. They're definitely outmoded by modern benchmarks, but not always such technologies are innovated that run for decades. Architecting for durability and versatility requires a profound comprehension of both the present reality and future possibility.

This report begins with an update on the nine macro technology forces - digital experience, analytics, cloud, core modernization, risk, the business of technology, digital reality, cognitive, and block chain—forms the foundation upon which organizations will enhance the future technological capability. This year's update takes a fresh look at enterprise adoption of these macro forces and how they are reshaping the trends which will be disruptive to the businesses over the next 18 to 24 months.

Three technologies that are likely to become macro forces are: ambient experience, exponential intelligence, and quantum. In subsequent chapters, we discuss trends that, though grounded in today's realities, will inform the way we work tomorrow.

Our chapter on ethical technology and trust takes an in-depth look at how every aspect of an organization that is disrupted by technology becomes an opportunity to lose—or earn—the trust of customers, employees, and stakeholders. We follow with a discussion of human experience platforms that will enable tomorrow's systems to understand context and sense human emotion to respond appropriately. Pioneering organizations are already exploring ways in which these platforms can meet the very human need for connection

Trends evolve in unexpected ways. And often, the most interesting opportunities happen at the places where they intersect. Several of this year's trends represent fascinating combinations of macro forces and other technology advances. For instance, digital twins represent the culmination of modernized cores, advanced cognitive models, embedded sensors, and more—a recipe that is in itself a trend, even as it builds on evolving individual technologies.

We hope Tech Trends 2020 offers the insights and inspiration you will need for the digital journey ahead.

The road from today's realities to tomorrow's possibilities will be long and full of surprises, so dream big and architect accordingly.

III. RESEARCH METHODOLOGY

Mostly exploratory research has been done for which a systematic literature review followed by an explicit algorithm and a multi-stage review theory was carried out in order to collect and critically support the research study. This has helped in structuring our findings and supporting them on the basis of extensive and heterogeneous literature sources available on digital transformation.

The objective of this paper is both scoping and descriptive in nature, as we aim to provide the information from the available literature and also to summarize the findings in a collective way and map them with the help of transformational research. In order to develop opportunities for future research scope, our review will act as a point of reference and advancement in the field of IT and beyond digital.

For the purpose of data collection, we have limited our focus only to the secondary research and peered reviewed journals available in this field. Thus, primary research, surveys, and work in progress articles were not considered at this point in time.

To obtain the results we have reviewed the aggregate dimensions of journal articles, collected, analyzing and summarized the data collected through secondary resources, and, finally mapped the critical findings into the structure.

IV. RESEARCH OUTCOMES

This year's update takes a fresh look at enterprise adoption of these macro forces and how they're shaping the trends that we predict will disrupt businesses over the next 18 to 24 months.

V. CONCLUSION

Digital transformation is at its peak and IT infrastructure has become the new pillar of advancements, innovations, and sustainability. It has been observed that firms with better IT infrastructure and higher capabilities of digital transformation are the market leaders and growing at a much faster pace.

The use of AR/VR, Artificial intelligence and Machine learning, robotics, and big data in day-to-day activities are need of the hour to remain ahead of the competition. Ambient experience, exponential intelligence, and quantum are going to be the next trends in this field.

Continuous and uninterrupted advancement of technology is making digital transformation omnipresent and both bigger and smaller firms are leveraging it to transform their operations, supply chain, customer success, financial stability, and many other avenues.

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