

Daniel Burrus' Top Sixteen Technology-Driven Trends for 2011



- 1) **Smart Phones Become Our Primary Personal Computer.** The Mobile Web becomes a must-have capability. The vast majority of mobile phones sold globally in 2011 will have a browser, making the mobile phone our primary computer that is with us 24/7 and signaling a profound shift in global computing. Changing is no longer a profitable option, as rapid growth will come from using this shift to transform how you market, sell, communicate, collaborate, educate, train, and innovate.
- 2) **Tablet Computers** take off in 2011 as businesses discover the unique advantages tablets bring to sales and service employees by providing custom apps on a computer that's small, but with a large enough screen to carry and view anywhere and while standing or sitting.
- 3) **Enterprise Level Apps** will drive rapid corporate growth in both smart phones and tablets, and will be used at first for sales and service support and then move to purchasing, logistics, just-in-time training, and much more.
- 4) **Enhanced Location Awareness** will accelerate the number of business-to-consumer apps for smart phones and tablets that will take geo-social marketing and sales to a new level and rapidly grow in 2011 and beyond.
- 5) **Web TV Using Apps** will get a major boost in the marketplace in 2011, starting a major shift in home viewing. Ever wonder how you could have over 500 cable or satellite channels and nothing to watch? You didn't have apps on your TV allowing you to personalize the experience. This is the beginning of a major shift that will take place in living rooms globally.
- 6) **Many App Stores** for all smart phone, tablet, and television operating systems (Android, Blackberry, Windows, and others) will take off in 2011, creating an abundant distribution and sales ecosystem for all. This will cement the revolution versus evolution that apps software represents.
- 7) **Mobile Widgets Will Become the Apps for Our Laptops** when stores like the new Apple Store spawn another trend in 2011. Widgets can also be placed on sites such as Facebook and other social networking sites, and are used for virtual marketing.
- 8) **3D Displays for Smart Phones and Tablets** will be the breakthrough that will drive wide-scale consumer acceptance of 3D computing. 3D Computing for the enterprise will grow rapidly for military, medicine, fashion, architecture, and entertainment applications.
- 9) **Visual Communications** takes video conferencing to a new level in 2011 with programs like SKYPE and others giving us video communication on phones, tablets, and our home television. Visual Communications will become a main relationship-building tool for businesses of all sizes.
- 10) **eBooks, eNewspapers, and eMagazines Reach the Tipping Point** in 2011 due to the abundance of smartphones with readable displays, tablets that provide a full color experience, and publishers providing apps that give a better than paper experience by including cut, copy, paste, print, and multimedia capabilities. In addition, eBook readers will have high quality with a low enough price to bring in the masses.
- 11) **Cloud Computing** will be embraced by business in 2011 and represents a major shift in how companies obtain and maintain software and computing capacity. The public has been using public clouds for some time now—think about when you use Google or Apple's Mobile Me. Now we will see more private clouds with customers like Flextronics, Siemens, Accenture, and many others using the cloud to cut costs in human resources and sales management functions.
- 12) **Software as a Service (SaaS)** grows rapidly for small as well as large companies in 2011 with many new players in many new business process categories helping companies cut costs as they provide access to powerful software programs and the latest technology without having the expense of a large IT staff and time-consuming expensive upgrades.
- 13) **Cloud Computing as a Service** will increasingly be offered to companies needing their own private clouds but who do not want to build the infrastructure.
- 14) **Virtualization of Storage, Desktops, Applications, and Networking** will see continued acceptance and growth by both large and small businesses as virtualization security improves. We will begin to see the virtualization of processing power, allowing mobile devices to have supercomputer capabilities.
- 15) **Social Software for Business** takes off with applications to enhance relationships, collaboration, networking, social validation, and more.
- 16) **Wireless Machine-to-Machine** applications such as two-way meter reading, surveillance, vending machine, and point-of-sale solutions take off thanks to faster wireless data networks.

Think about the future not the past

Baby Boomer's will get conservative on spending.

Difference between CHANGE + TRANSFORMATION You Get What You Measure



Handout from Daniel Burrus

For more information, visit our website at www.Burrus.com

The Burrus Taxonomy of Technology

(First established in 1983)

- 1) Digital Electronics
- 2) Distributed Computing (including the Internet)
- 3) Optical Data Storage (Including holographic storage)
- 4) Fiber Optic Networking
- 5) Microwaves and Wireless Networking
- 6) Advanced Communication Satellites
- 7) Parallel Processing Computers
- 8) Artificial Intelligence (including Neural Networks)
- 9) Flat-Panel and Advanced Video Displays
- 10) Micromechanics MEMS and Nanotechnology
- 11) Lasers
- 12) Photovoltaic Cells
- 13) Genetic Engineering
- 14) Advanced Biochemistry
- 15) Molecular Designing
- 16) Advanced Polymers
- 17) High-Tech Ceramics
- 18) Fiber-Reinforced Composites
- 19) Thin-Film Deposition
- 20) Superconductors
- 21) Mobile Computing (Smart Phones & Tablets)
- 22) Mobile Applications (Apps for Mobile Devices)
- 23) Multisensory Robotics
- 24) Quantum Computing
- 25) Cloud Computing
- 26) Social Computing

Communication Age Strategies

- 1) Identify Hard and Soft Trends
- 2) Use Technology To Change The Rules Of Your Industry
- 3) Solve Tomorrow's Predictable Problems Today
- 4) Improve Customer Experience
- 5) Creatively Apply Technology
- 6) Make Offers Smarter and More Targeted With Each Contact
- 7) Develop Guidelines To Maximize The Use Of New Tools
- 8) Reposition Your Cash Cow & Create New Ones
- 9) Learn To Fail Fast & Don't Fail To Learn
- 10) Reward Customer Innovation
- 11) Change The Way People Think
- 12) Create Strategic Alliances
- 13) Identify Your Customers' Future Needs
- 14) Combine High Tech With High Touch
- 15) Develop Low Touch, Low Cost Options
- 16) Implement Customer Self-Customization
- 17) Implement Customer Self-Service
- 18) Give People The Ability To Do What They Can't Do But Would Have Wanted To Do, If They Had Only Known They Could Do It
- 19) Add Consultative Value To Every Transaction
- 20) Leverage Time With Technology
- 21) Enter The Communication Age
- 22) Build Collaborative Relationships
- 23) Upgrade Technology And Upgrade People
- 24) Outsource Non-Core Business Processes
- 25) Rebecome An Expert
- 26) Build Change Into The Plan Or Product
- 27) Add Intelligence To Your Products
- 28) Differentiate Your Products and Services
- 29) Reduce Inefficiencies Between Trading Partners
- 30) Think Ten Years Out And Plan Back To The Present

Communication Age Tools

- 1) Voice Portals
- 2) Internet Telephone (VoIP) & Television (IPTV)
- 3) Hi Def Streaming Media
- 4) Multimedia Intelligent Search
- 5) 2nd Gen Peer-To-Peer Computing (P2P)
- 6) Virtualization
- 7) 2nd Gen Groupware (Teamware)
- 8) 2nd Gen e-Learning
- 9) Just-In-Time Training
- 10) Desktop Videoconferencing
- 11) Ultra-Intelligent Electronic Agents
- 12) Data Warehouse Using Data Mining & Modeling Software
- 13) Software as a Service (SaaS)
- 14) Advanced Smart Phones & Tablets
- 15) Network Computing Devices (Thin Client)
- 16) Advanced Expert Systems
- 17) Neural Networks
- 18) Advanced Digital Imaging
- 19) Virtual Reality
- 20) Advanced Simulations
- 21) Customer Relationship Management (CRM)
- 22) Customer Experience Management (CEM)
- 23) 3D Web
- 24) Geographic Information Systems (GIS)
- 25) Internet Recording Devices
- 26) Voice Recognition & Synthesis
- 27) Advanced Handwriting Recognition
- 28) Noise Cancellation Systems
- 29) 2nd Gen Biometric Identification Systems
- 30) Processor Sharing (Using Distributed Computing)
- 31) Mobile Enterprise Information Portals (EIP)
- 32) Knowledge Sharing e-Communities of Interest
- 33) Knowledge Sharing e-Communities of Practice
- 34) 2nd Gen Private Exchanges
- 35) Rapid Prototyping (3D Printing)
- 36) 2nd Gen RFID Tracking Chips
- 37) 2nd Gen Smart Cards
- 38) Social Networking (Facebook)
- 39) Professional Networking (LinkedIn)
- 40) Blogging (Wordpress)
- 41) MicroBlogging (Twitter)
- 42) Video Sharing (YouTube)
- 43) Photo Sharing (Flicker)
- 44) GeoSocial networking (FourSquare)
- 45) Crowd Sourced Content (Reddit)
- 46) 3D Flat Panel Displays