



*High performance. Delivered.*

# In The New World, Everything's Elastic

Businesses expand and contract capabilities in response to change.

High Performance Businesses are elastic in their behavior:

- Alert to trends
- Anticipating change
- Ready to seize opportunity

New technology enables elasticity.

Bringing the power to:

- Provide insight
- Differentiate
- Transform businesses

Our scientists and thinkers have identified seven technology trends that help define how this world is now developing.

1. Into the Clouds
2. A New Web
3. Devices as Doorways
4. Fluid Collaboration
5. The Conversation Economy
6. Data + Decisions = Differentiation
7. 4th Generation Systems Development

How elastic is your business?

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