When Atoms meet Bits
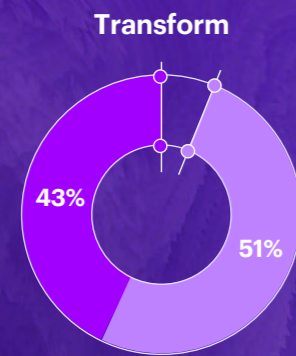
The Foundations of our New Reality

Executives recognize the importance of managing the use of emerging technologies responsibly and ethically.

94%
% of High Tech executives agree the convergence of digital and physical worlds over the next decade will transform their industry.
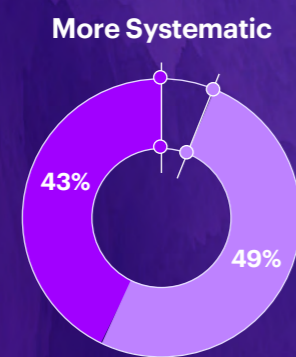
■ Agree ■ Strongly agree

Transform
43% / 51%

93%
of High Tech executives agree their organizations need to have a more systematic way of managing the use of emerging technologies in a responsible and ethical manner.

■ Agree ■ Strongly agree

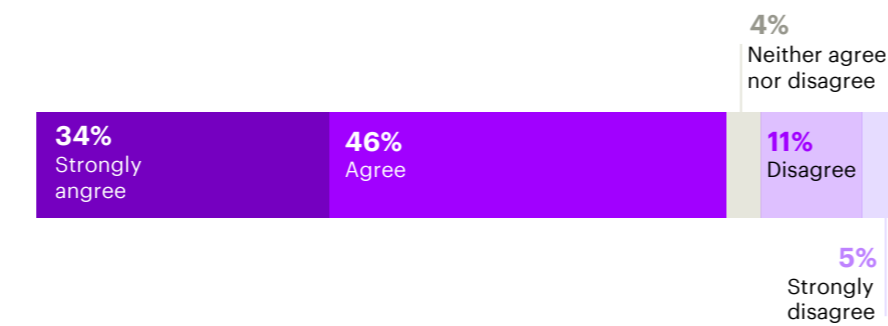**More Systematic**
43% / 49%

Digital Identity

ID for everyone and everything

91%
of High Tech executives agree that digital identity is no longer just a "technical issue"; it's becoming a strategic business imperative for their organizations.
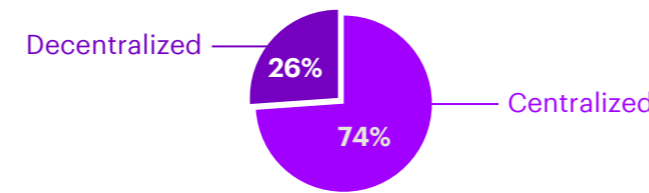
79%
of High Tech executives agree issues with authenticating customers' identity are negatively impacting their bottom line (e.g., abandoned transactions, customer frustration, fraud).
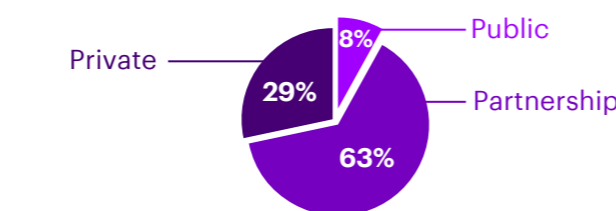
| 34% Strongly agree | 46% Agree | 11% Disagree |

4% Neither agree nor disagree
5% Strongly disagree

74%
of executives report their organizations preferred strategy leans toward centralized solutions, and 63% as partnership-led solutions, to address challenges faced by the lack of standardized digital identity.

Centralized vs. Decentralized solutions
Decentralized 26%
Centralized 74%

Public vs. Private sector-led Solutions
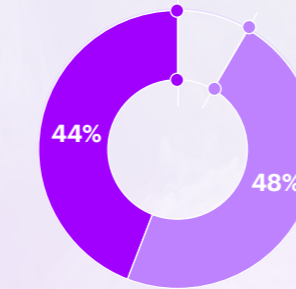Public 8%
Private 29%
Partnership 63%

Your data, my data, our data

Why transparency will become your most precious resource

92%
of High Tech executives agree the convergence of digital and physical worlds over the next decade will transform their industry.
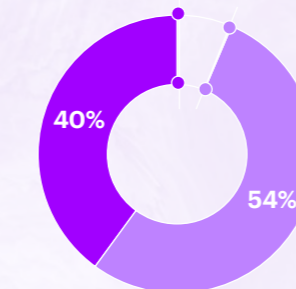
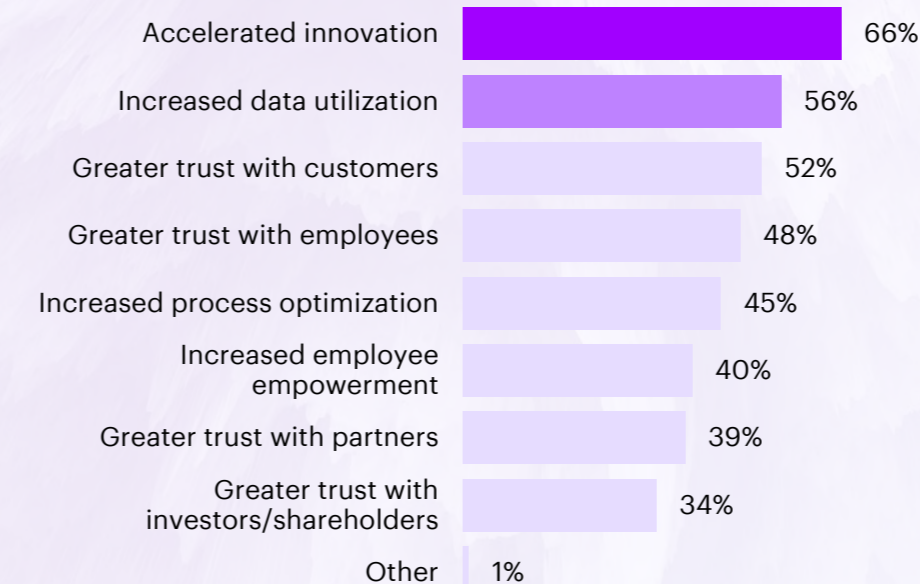■ Agree ■ Strongly agree
44% / 48%

94%
of High Tech executives agree new data architectures and strategies are required to manage the dramatic changes to their organizations' data landscapes.
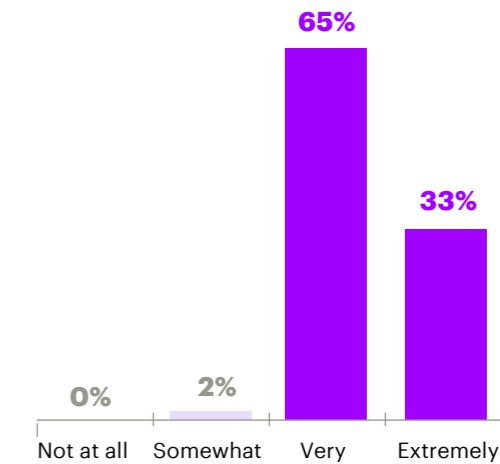
■ Agree ■ Strongly agree
40% / 54%

66%
of High Tech executives report Accelerated innovation and 56% report Increased data utilization as the leading benefits of increased transparency for their organizations.

Accelerated innovation	66%
Increased data utilization	56%
Greater trust with customers	52%
Greater trust with employees	48%
Increased process optimization	45%
Increased employee empowerment	40%
Greater trust with partners	39%
Greater trust with investors/shareholders	34%
Other	1%

Generalizing AI

The radical edges – and possibilities – of intelligence resource

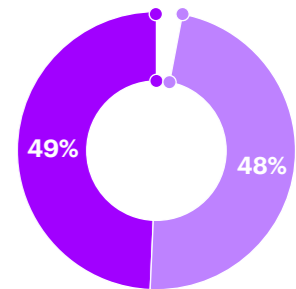| Not at all	Somewhat	Very	Extremely
0%	2%	65%	33%

96%
of High Tech executives are either very or extremely inspired by the new capabilities offered by AI foundation models.

97%
of High Tech executives agree AI foundation models will play an important role in their organizations' strategies in the next 3 to 5 years.

■ Agree ■ Strongly agree
49% / 48%

Our Forever Frontier

The big bang of computing and science

.

93%
of High Tech executives agree the combinatorial effect of science and technology driving each other is leading to compressed innovation in science tech.

■ Agree ■ Strongly agree
43% / 51%