

Principais Previsões, A Agenda, O Ecossistema e a Área de TI

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"Não são as espécies mais fortes que sobrevivem, nem as mais inteligentes, e sim as mais suscetíveis a mudanças."

—Charles Darwin





A Escala de Disrupção Digital está **Aumentando**





Eles costumavam
“Sair do nada”.



Agora eles cobrem
grandes áreas ao longo do
tempo.



Previsões sobre o **Futuro**
cada vez mais se tornam
previsões sobre o que
perturba
Nossas Vidas



As 10 Principais Previsões para 2018 e Além

Pesquisa	Disrupção	Blockchain	Confiança	IA
30% Pesquisa Visual/Voz vão dirigir a Receita do Comércio	5 of 7 Gigantes Digitais – Auto- DisrupçãoSelf- Disrupt	1 Billion Valor de Criptomoeda Criado em bancos	50% Consumindo Mais Informações Falsas do que as Verdadeiras	Real ou Falso? “Realiade Falsa”
2021	2020	2020	2022	2020
50% Desenvolvimento de bots a mais que o desenvolvimento de app para dispositivos	40% Versatilidade de TI com Funções Centradas em Pessoas	2.3M Rede de Novos Empregos x 1.8M Eliminados	95% Novos Produtos contend IoT	Metade Gastos em Segurança IoT na Remediação
2021	2021	2020	2020	2022
IA	Talento	IA	IoT	Segurança



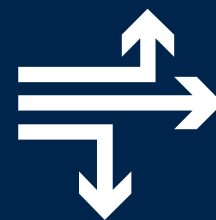
Objetivo



Início



Ouvir



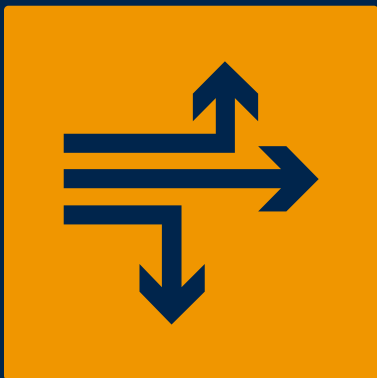
Variar



Gera Receita e Valor

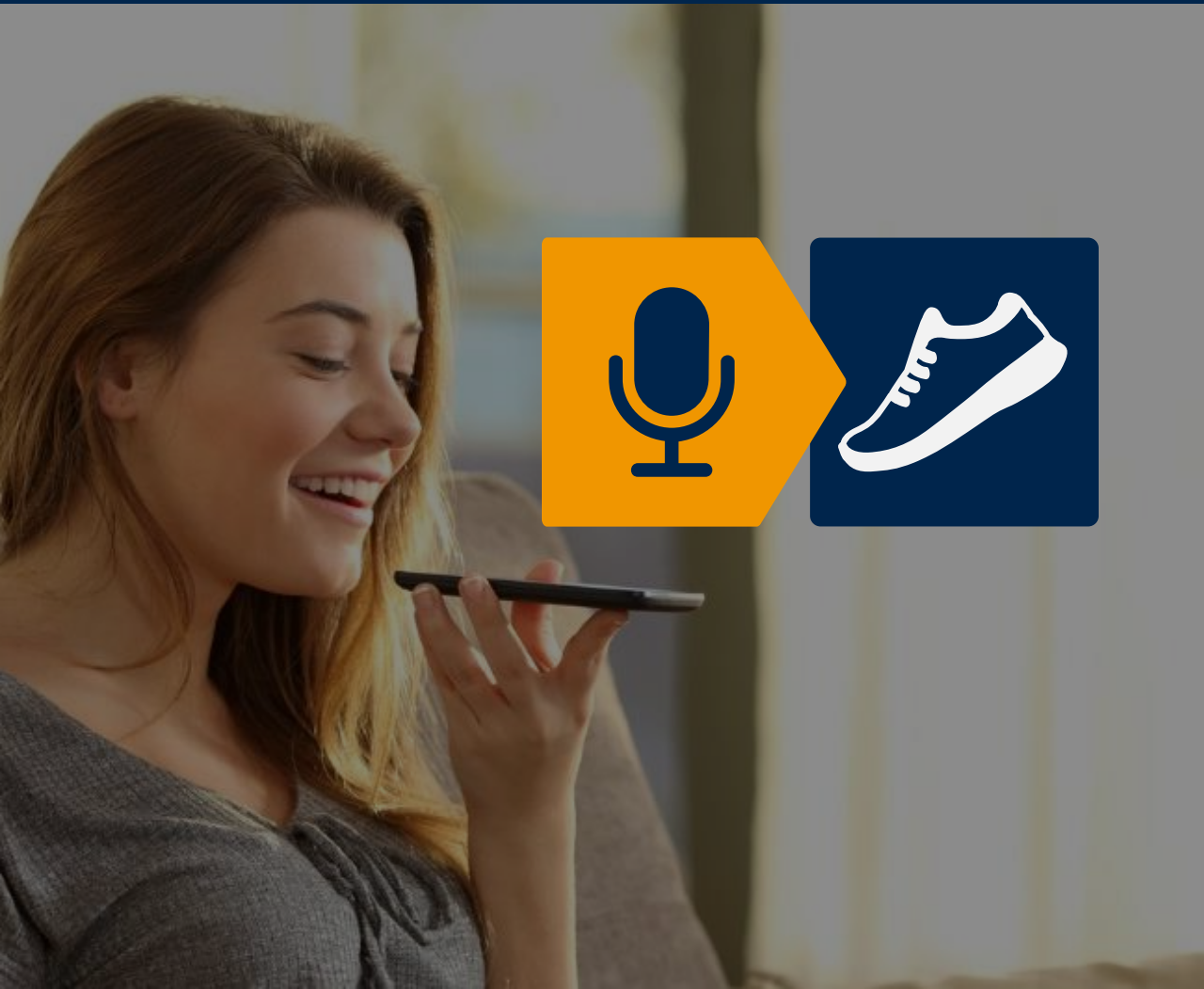


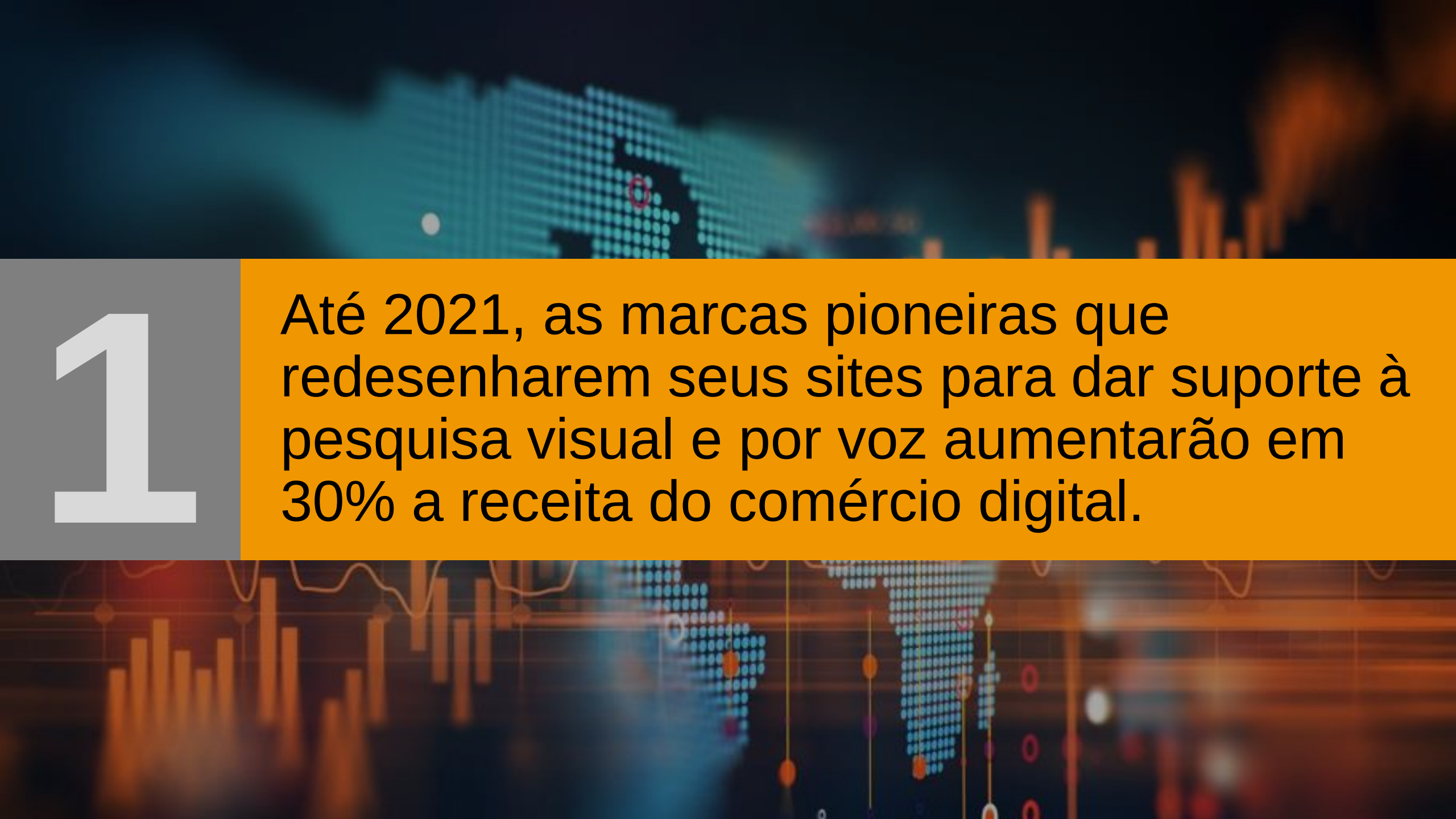
Confiança na Informação



Velocidade de Mudança

Até 2019, mais da metade de todas as pesquisas em dispositivos móveis serão pesquisas de voz ou visuais - pesquisas visuais móveis representam 20%.



The background of the slide features a stylized world map composed of blue dots, overlaid with orange and red financial bar charts and line graphs. A large white number '1' is positioned on the left side of the slide.

1

Até 2021, as marcas pioneiras que redesenharem seus sites para dar suporte à pesquisa visual e por voz aumentarão em 30% a receita do comércio digital.



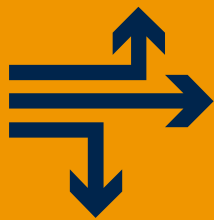
Aumentar o Envolvimento do Cliente



Encontre Pontos Sociais



Marcas de Consumo

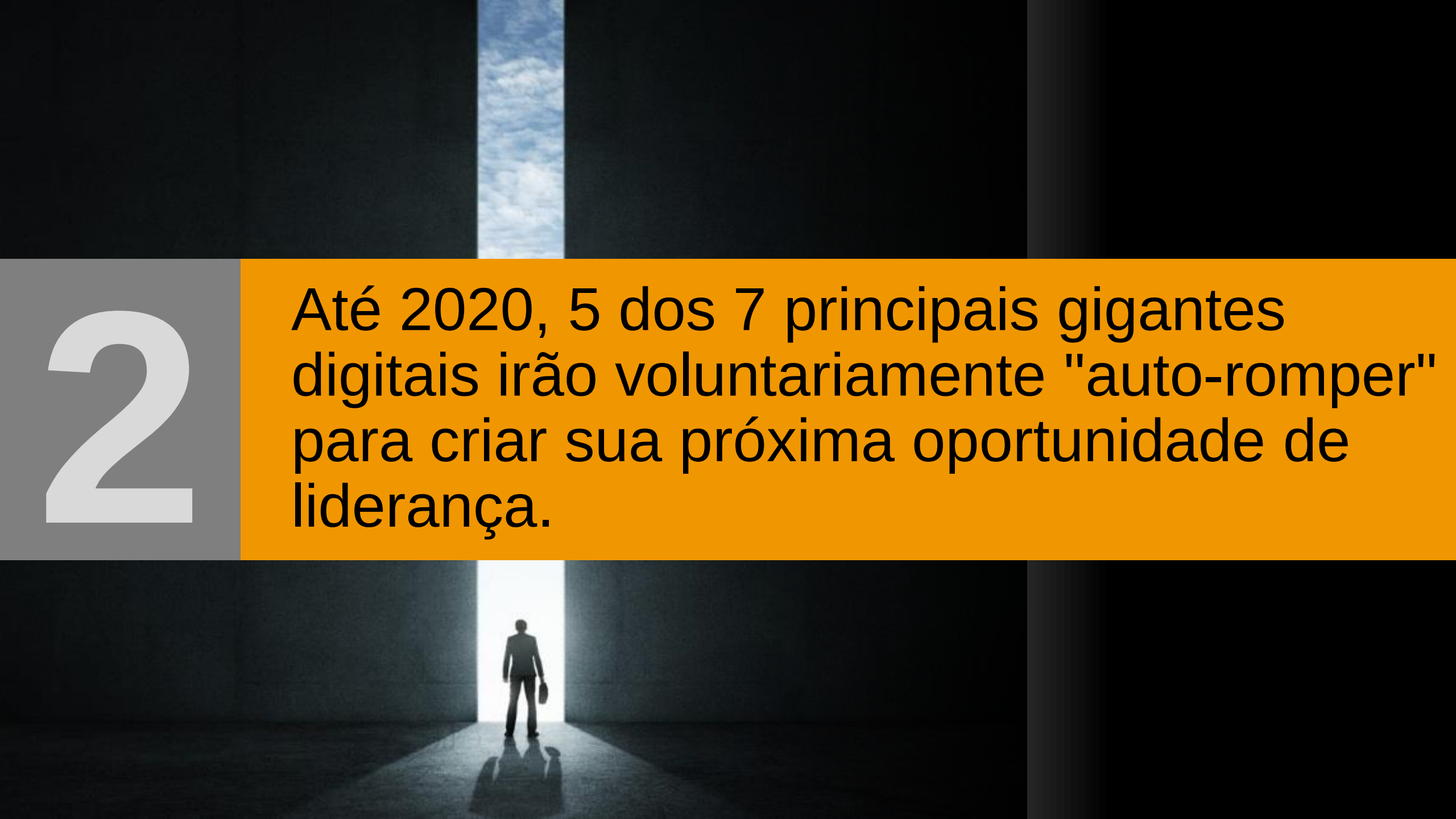


Voz/Visual x Pesquisa de Texto

The background of the slide features a dark blue and orange color scheme. It includes a stylized world map composed of a grid of dots in the upper left, and a financial candlestick chart with a line graph overlay in the lower left. The text is centered in a large orange rectangle.

Sinalizador de Curto Prazo:
Até 2019, os sistemas de
gerenciamento de conteúdo irão expor
as tags e metadados de voz/visual.

Analysis by: Mike McGuire and Charles S. Golvin

A person is standing in the center of a dark, long hallway. At the far end of the hallway, there is a bright, rectangular opening that looks like a doorway or a window. Light is streaming out from this opening, creating a strong silhouette of the person and casting a long, bright path of light on the floor. The walls and ceiling of the hallway are dark, and the floor is also dark, making the light from the opening the primary source of illumination. The overall mood is one of hope, direction, and a journey towards a bright future.

2

Até 2020, 5 dos 7 principais gigantes digitais irão voluntariamente "auto-romper" para criar sua próxima oportunidade de liderança.



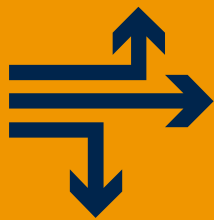
Inovação Contínua



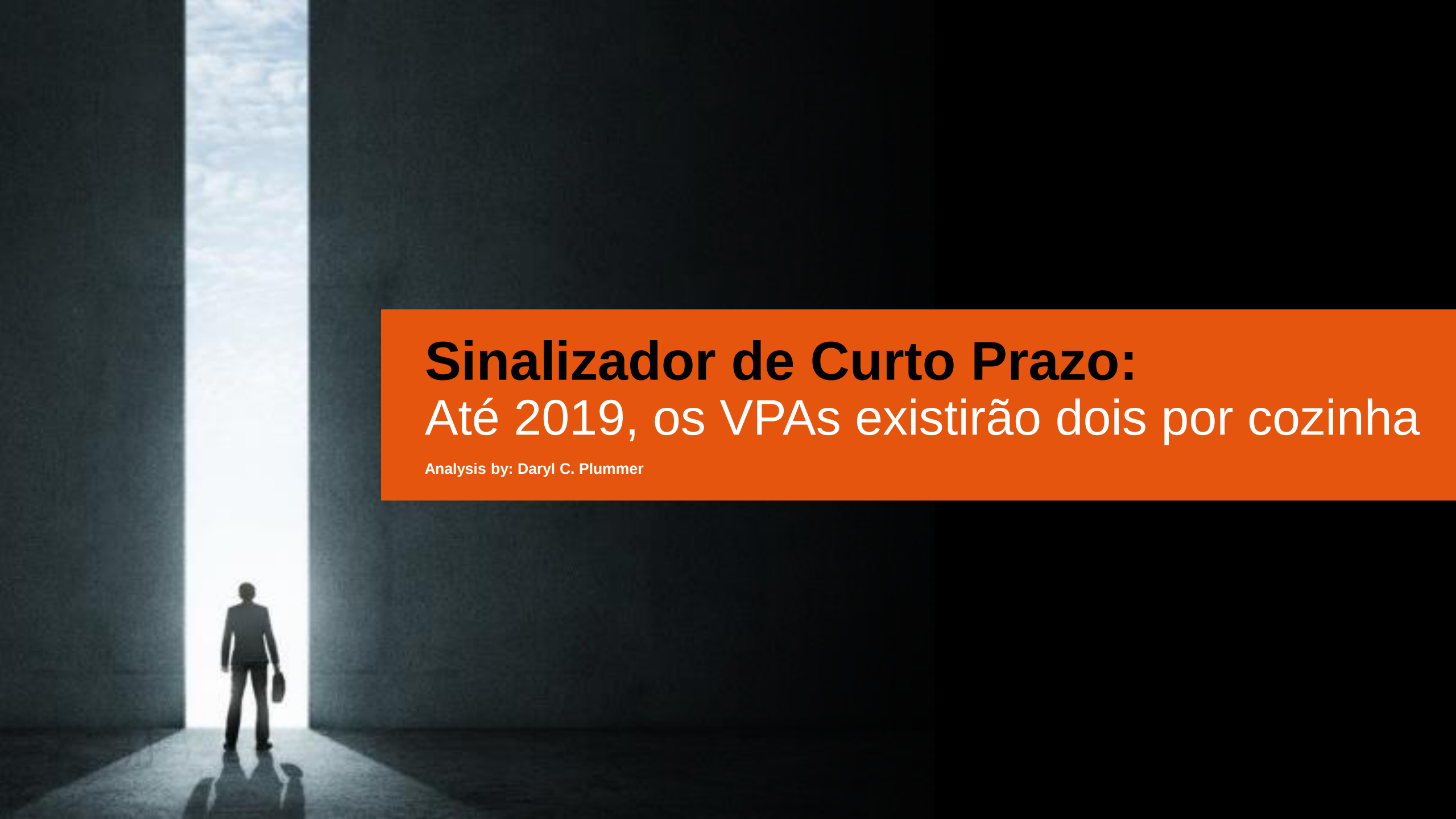
Alterar Mercados Existentes



Aprenda — Não se torne o Gigante



Escala através da Quantidade, Variedade e Inovação



Sinalizador de Curto Prazo: Até 2019, os VPAs existirão dois por cozinha

Analysis by: Daryl C. Plummer



3

Até o fim de 2020, o setor bancário obterá US \$ 1 bilhão em valor de negócios a partir do uso de criptomoedas baseadas em blockchain.



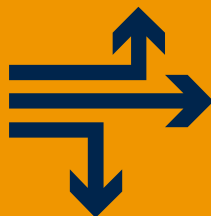
Momento de Criptomoeda.



Vantagem do Primeiro a se Mover.



A indústria Bancária Legitimará a Criptomoeda.



5K Trocas de Criptomoedas e 700 Variações Monetárias Digitais.



Sinalizador de Curto Prazo:

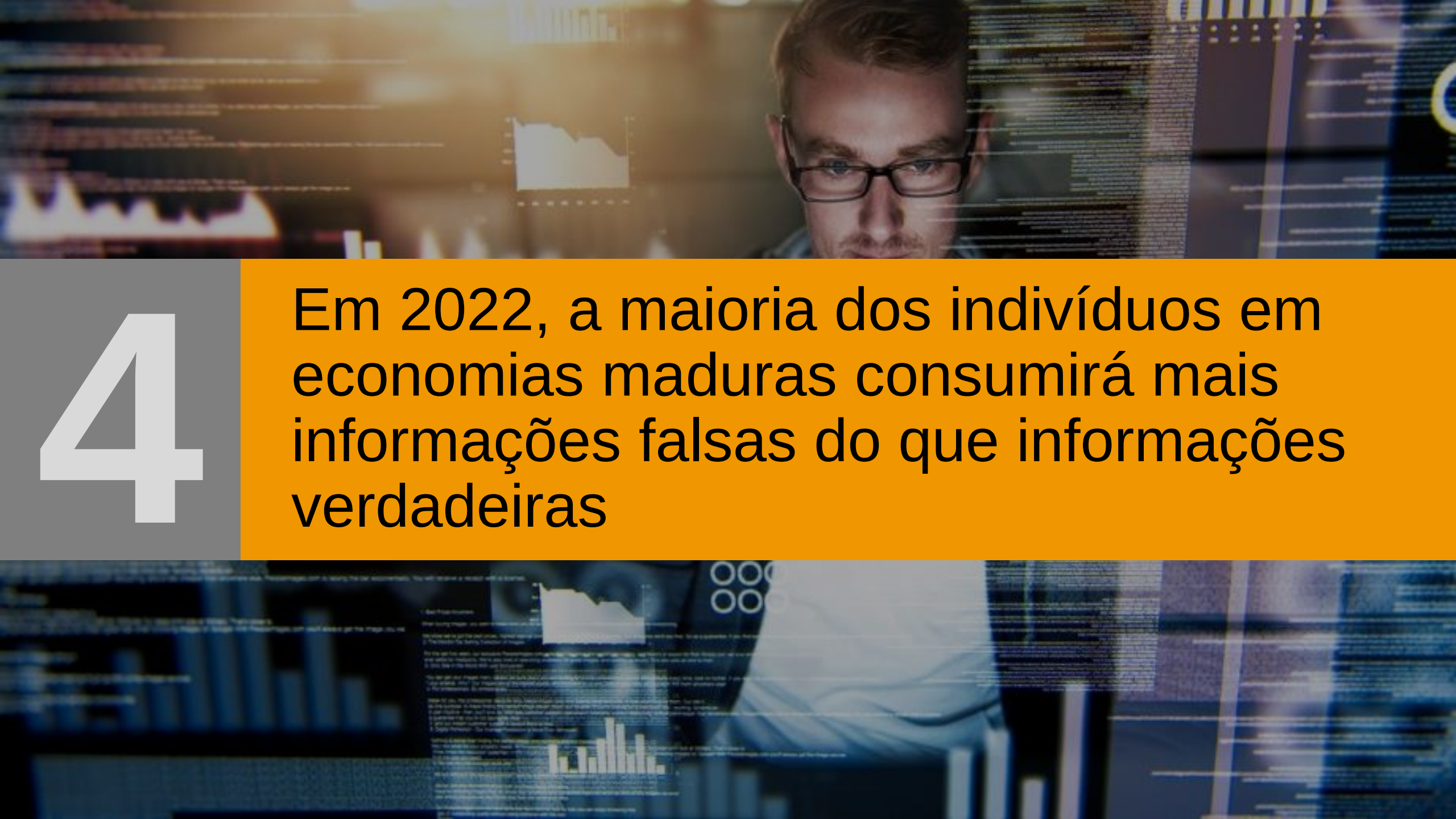
Até o fim de 2018, as regulamentações formais estarão disponíveis para o comércio de Criptomoedas.

Analysis by: Fabio Chesini, John Lovelock, David Furlonger and Dale Kutnick

Verificação da Realidade



Até 2023, apenas 10% das empresas alcançarão uma transformação radical com tecnologias blockchain

A man with glasses is looking at a screen displaying various data visualizations, including bar charts and line graphs. The background is a blurred image of a person working at a computer.

4

Em 2022, a maioria dos indivíduos em economias maduras consumirá mais informações falsas do que informações verdadeiras



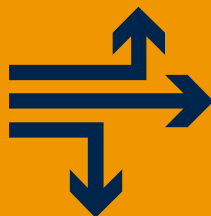
Entenda o Apetite por Informações Falsas



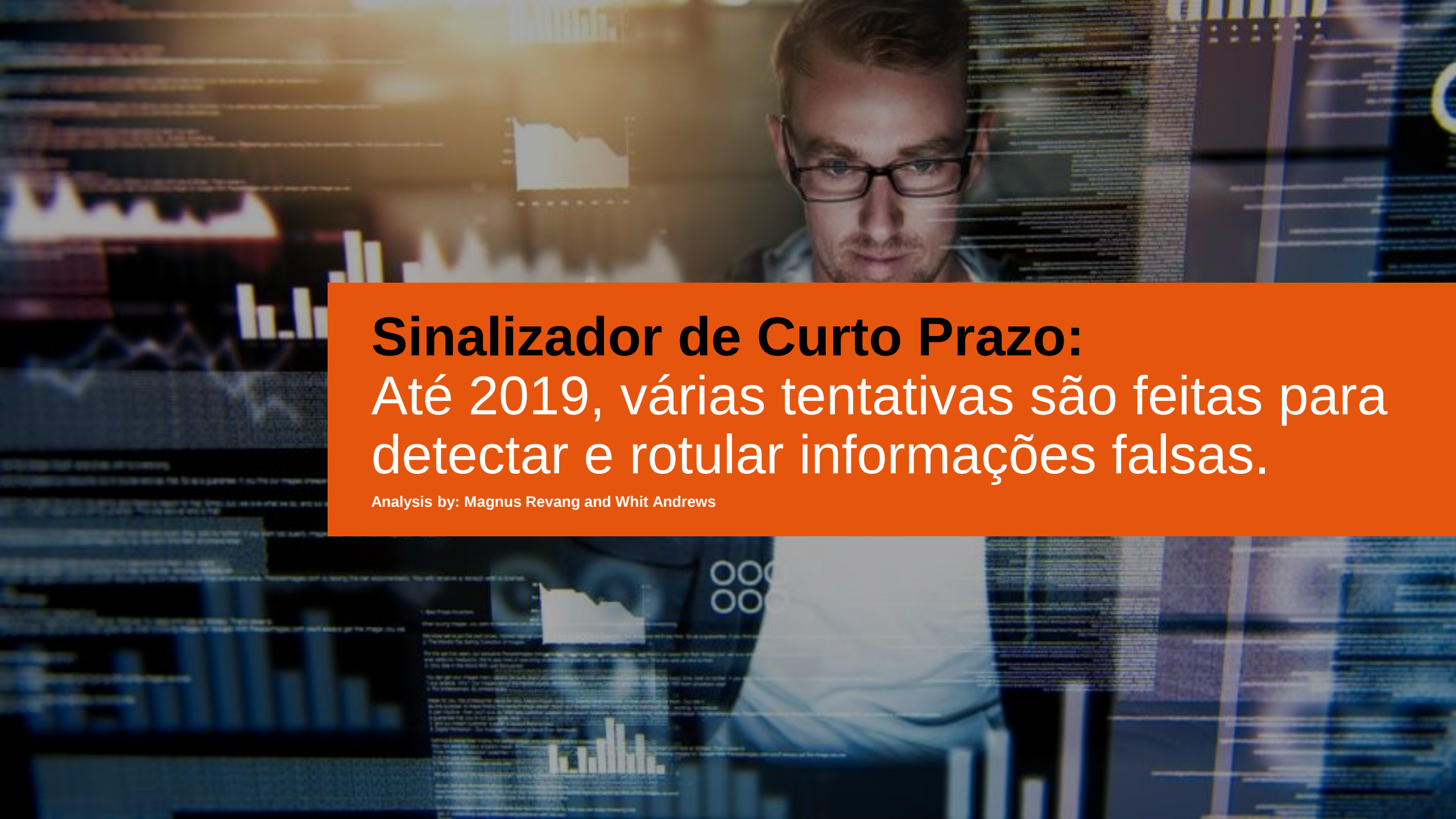
Viés da Confirmação



Fornecedores Neutros Sendo Subvertidos



Confiança até Desconfiança ou Desconfiança até Confiança.

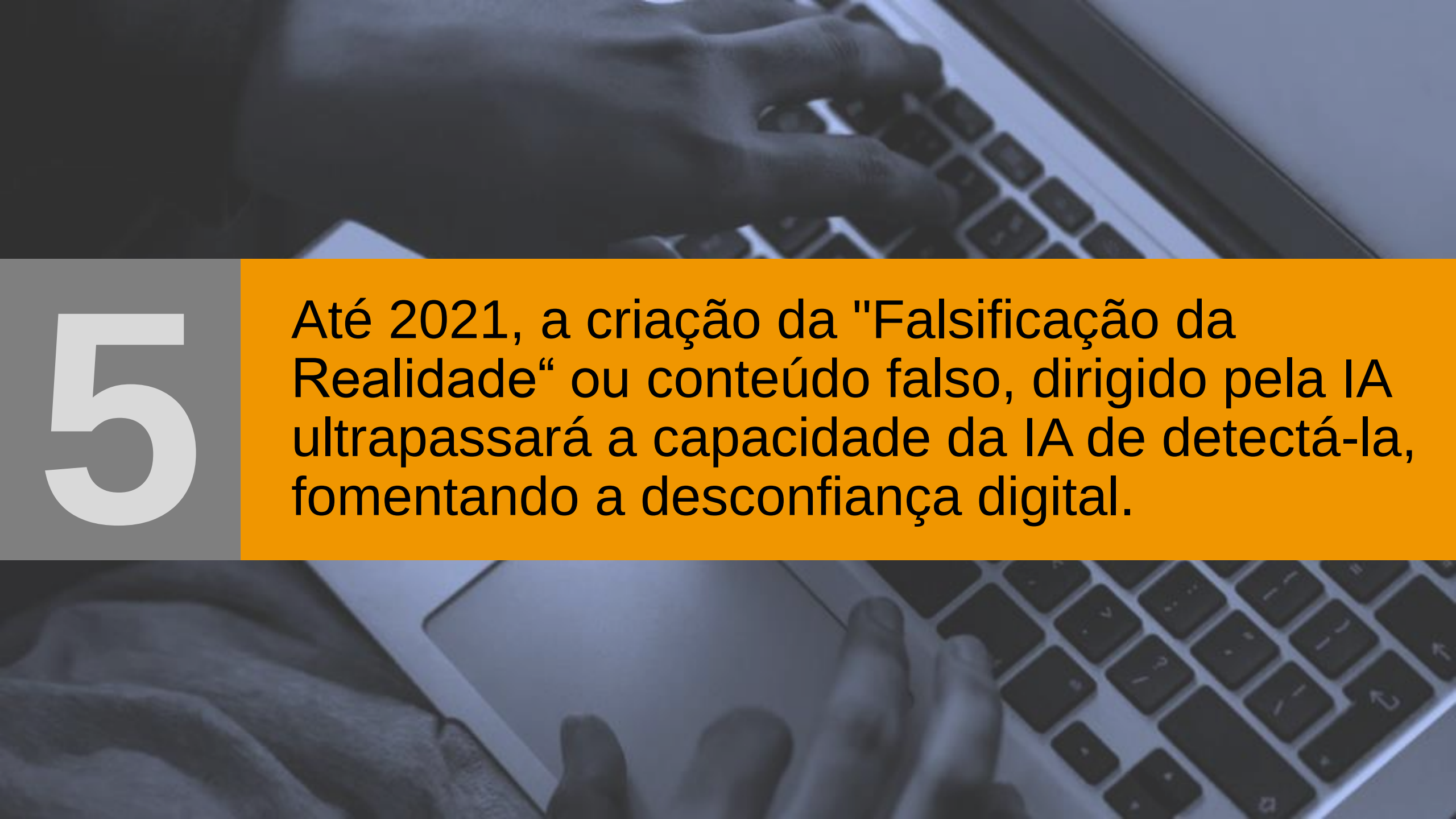
A man with glasses is looking at a screen. The background is a collage of various data visualizations, including bar charts, line graphs, and heatmaps, all in shades of blue and orange. The man is wearing a light blue shirt and has a serious expression.

Sinalizador de Curto Prazo: Até 2019, várias tentativas são feitas para detectar e rotular informações falsas.

Analysis by: Magnus Revang and Whit Andrews

**IA estará no coração
da maioria de nossas
fontes confiáveis da
verdade.**





5

Até 2021, a criação da "Falsificação da Realidade" ou conteúdo falso, dirigido pela IA ultrapassará a capacidade da IA de detectá-la, fomentando a desconfiança digital.



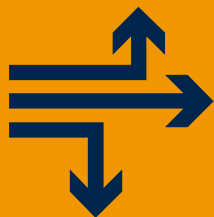
Detectar o Que é Criado.



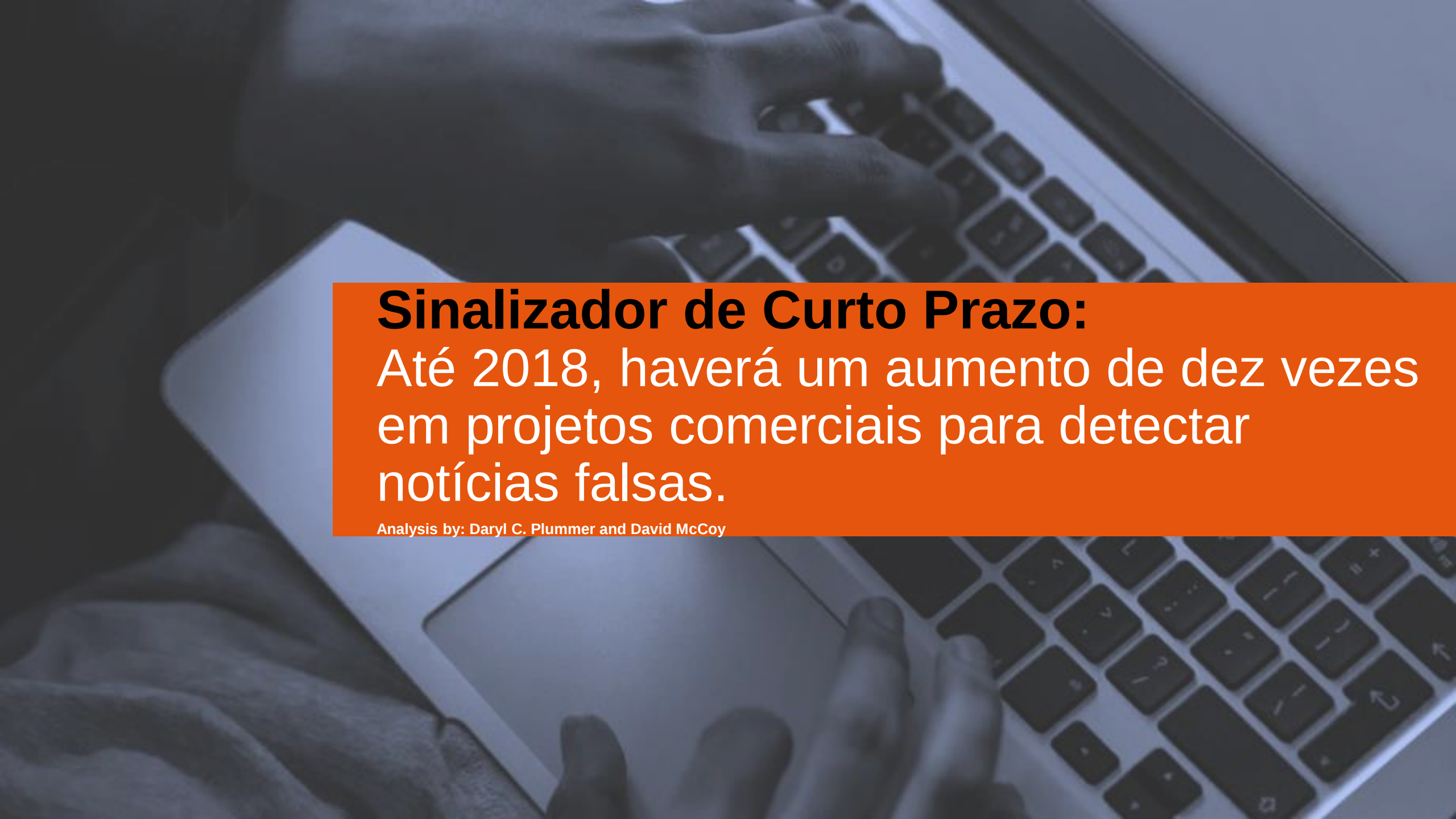
A Detecção é mais Difícil que a Criação.



Mais de 90% dos principais atores dos filmes lançados no cinema.



Acompanhe os Gigantes Sociais e o Progresso Universitário



Sinalizador de Curto Prazo:

Até 2018, haverá um aumento de dez vezes em projetos comerciais para detectar notícias falsas.

Analysis by: Daryl C. Plummer and David McCoy



6

Até 2020, mais de 50% das empresas gastarão mais por ano em bots e criação de chatbot do que o desenvolvimento tradicional de aplicativos móveis.





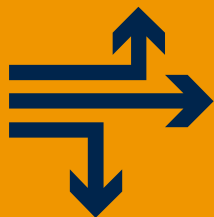
Mova-se Além da Exploração do Chatbot



52% Investigando Chatbots.



O gasto com Desenvolvimento Móvel Diminuiu.



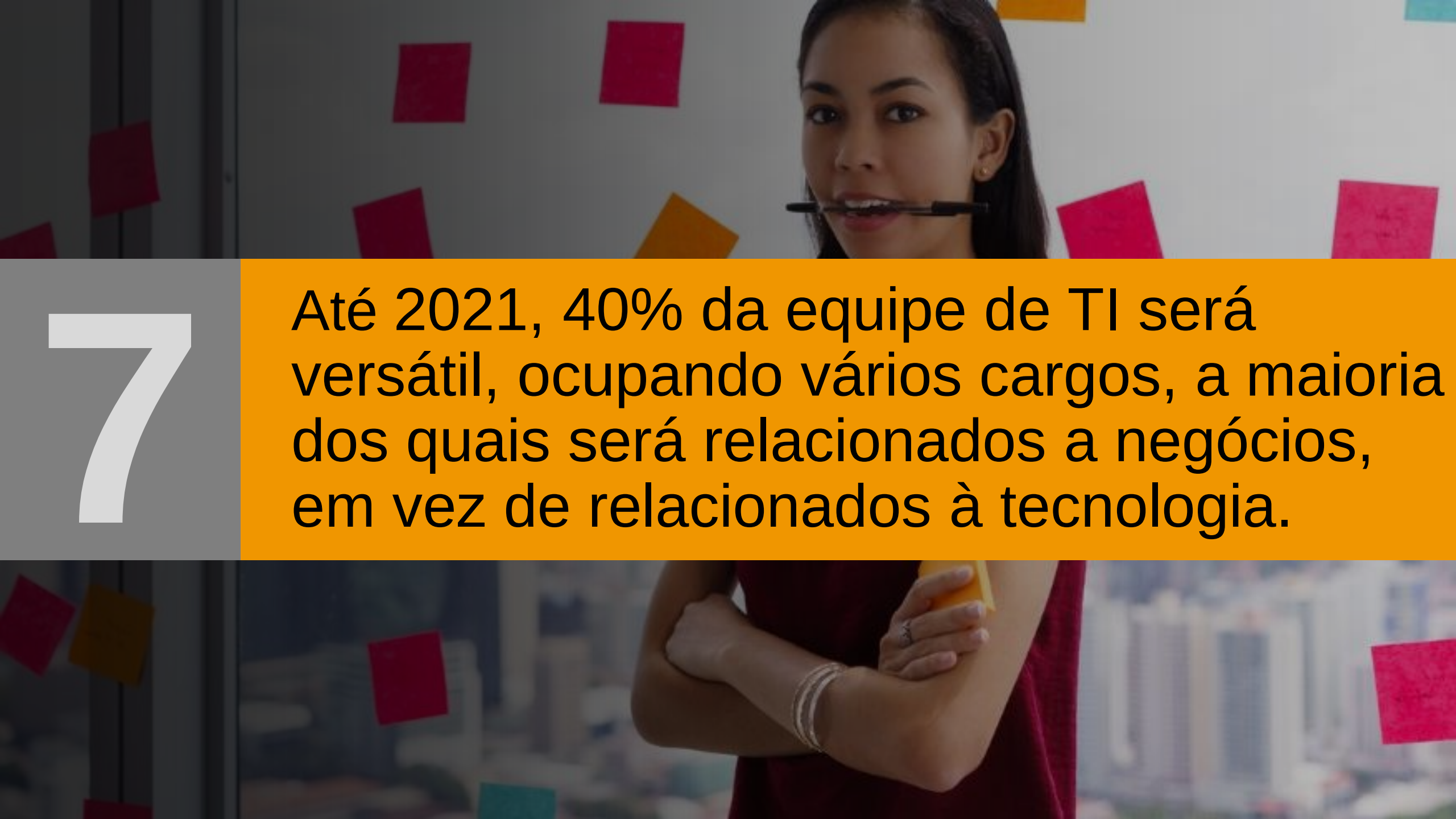
Chatbots são o Rosto da IA.



Sinalizador de Curto Prazo:

Até o fim de 2018, um punhado de bots transformadores irá imergir e destacar seu potencial.

Analysis by: Adrian Leow

A woman with dark hair is looking towards the camera with a pen in her mouth. The background is a wall covered with several colorful sticky notes (pink, orange, and teal).

7

Até 2021, 40% da equipe de TI será versátil, ocupando vários cargos, a maioria dos quais será relacionados a negócios, em vez de relacionados à tecnologia.



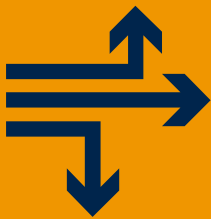
Gestão e Liderança Versátil de TI



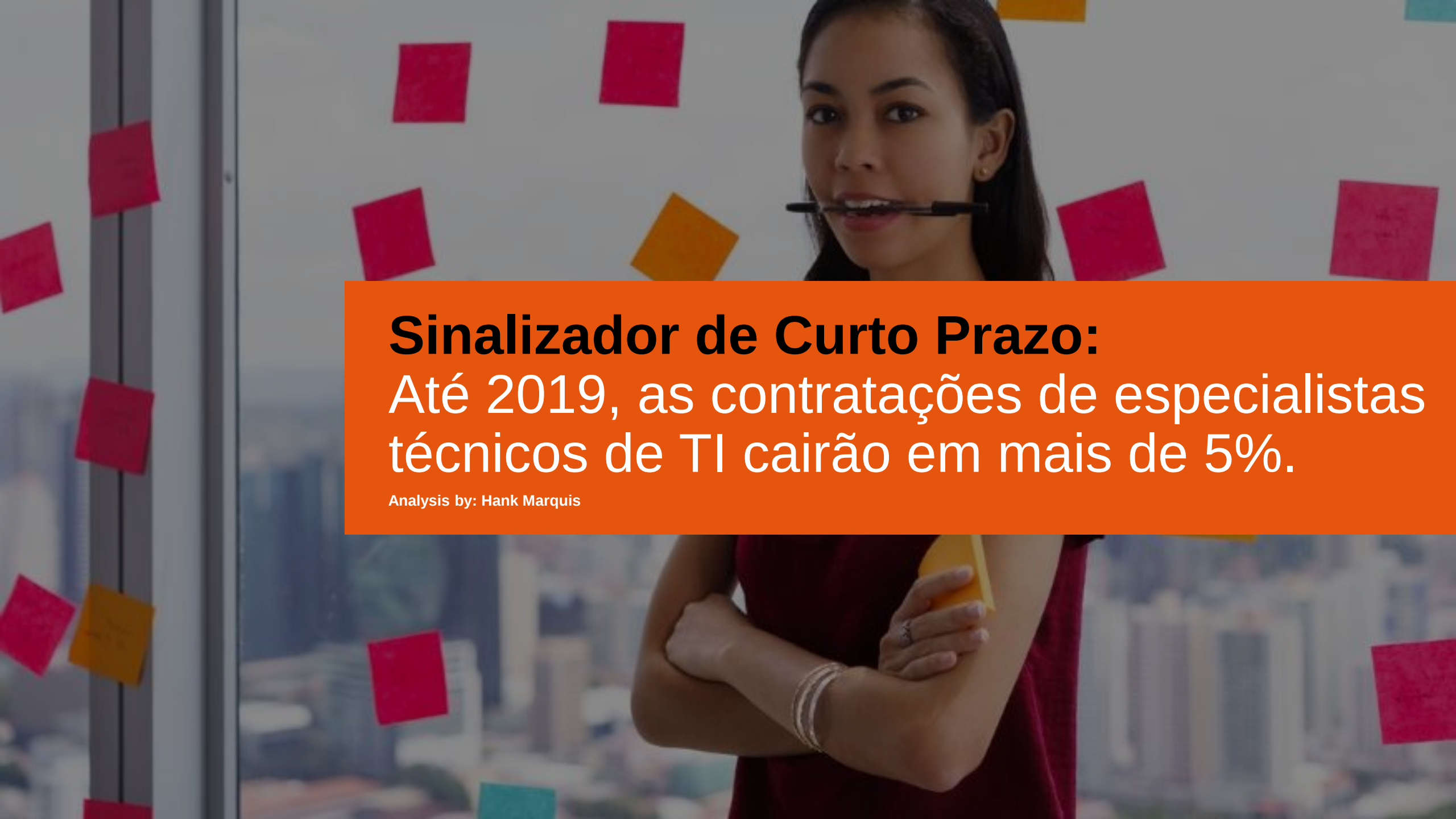
Escala Através da Diversidade.



Falta de Habilidades de TI e Negócio

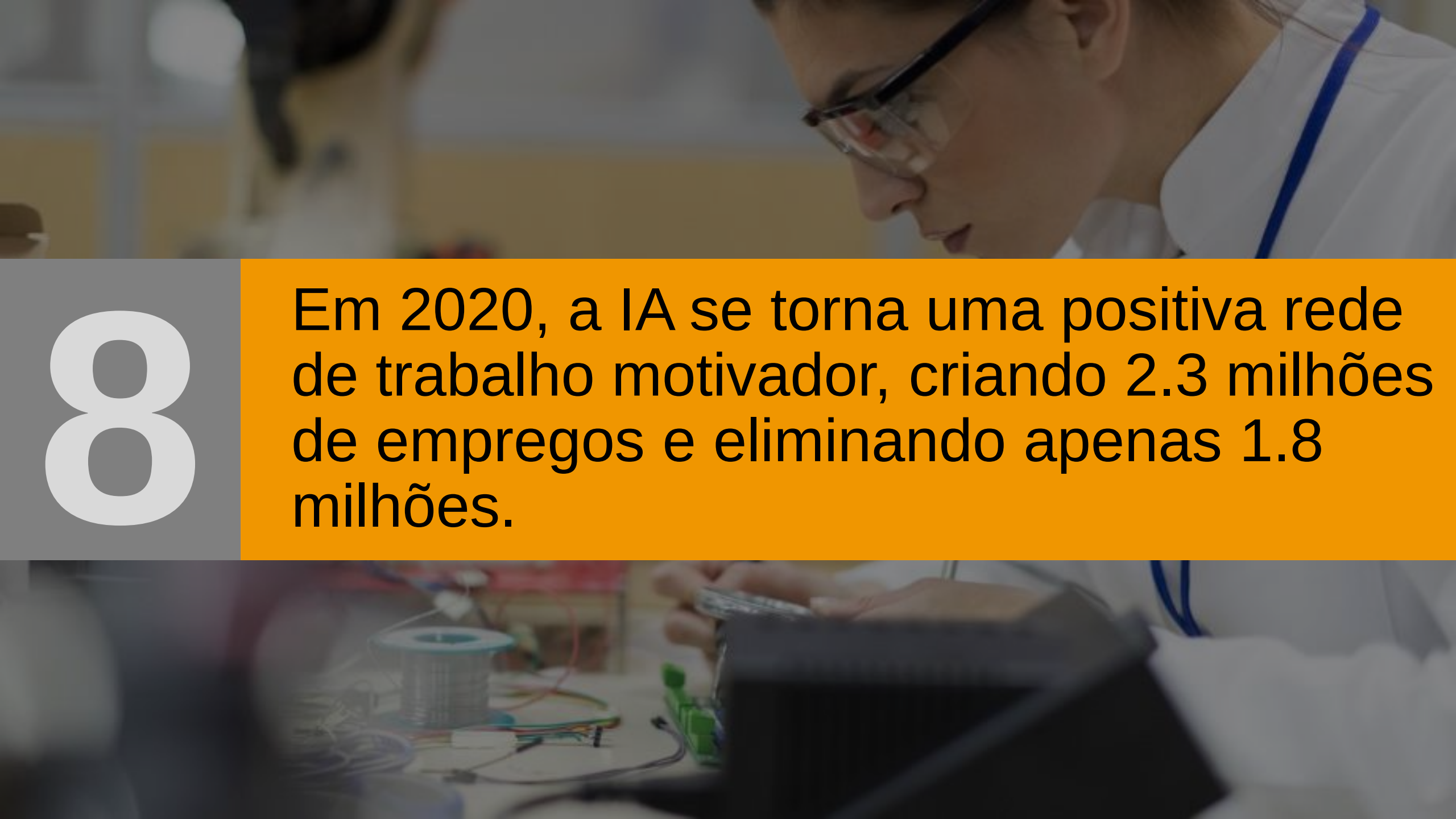


Rotação de Múltiplos Papéis – Determine o Mix (Espec. X Versáteis)

A woman with dark hair, wearing a red dress, stands in front of a glass wall covered with colorful sticky notes (pink, yellow, and teal). She is holding a black pen in her mouth. The background shows a cityscape through the glass.

Sinalizador de Curto Prazo:
Até 2019, as contratações de especialistas
técnicos de TI cairão em mais de 5%.

Analysis by: Hank Marquis



8

Em 2020, a IA se torna uma positiva rede de trabalho motivador, criando 2.3 milhões de empregos e eliminando apenas 1.8 milhões.



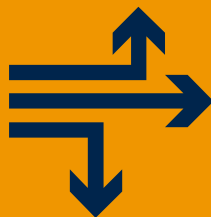
Crescimento de Emprego.



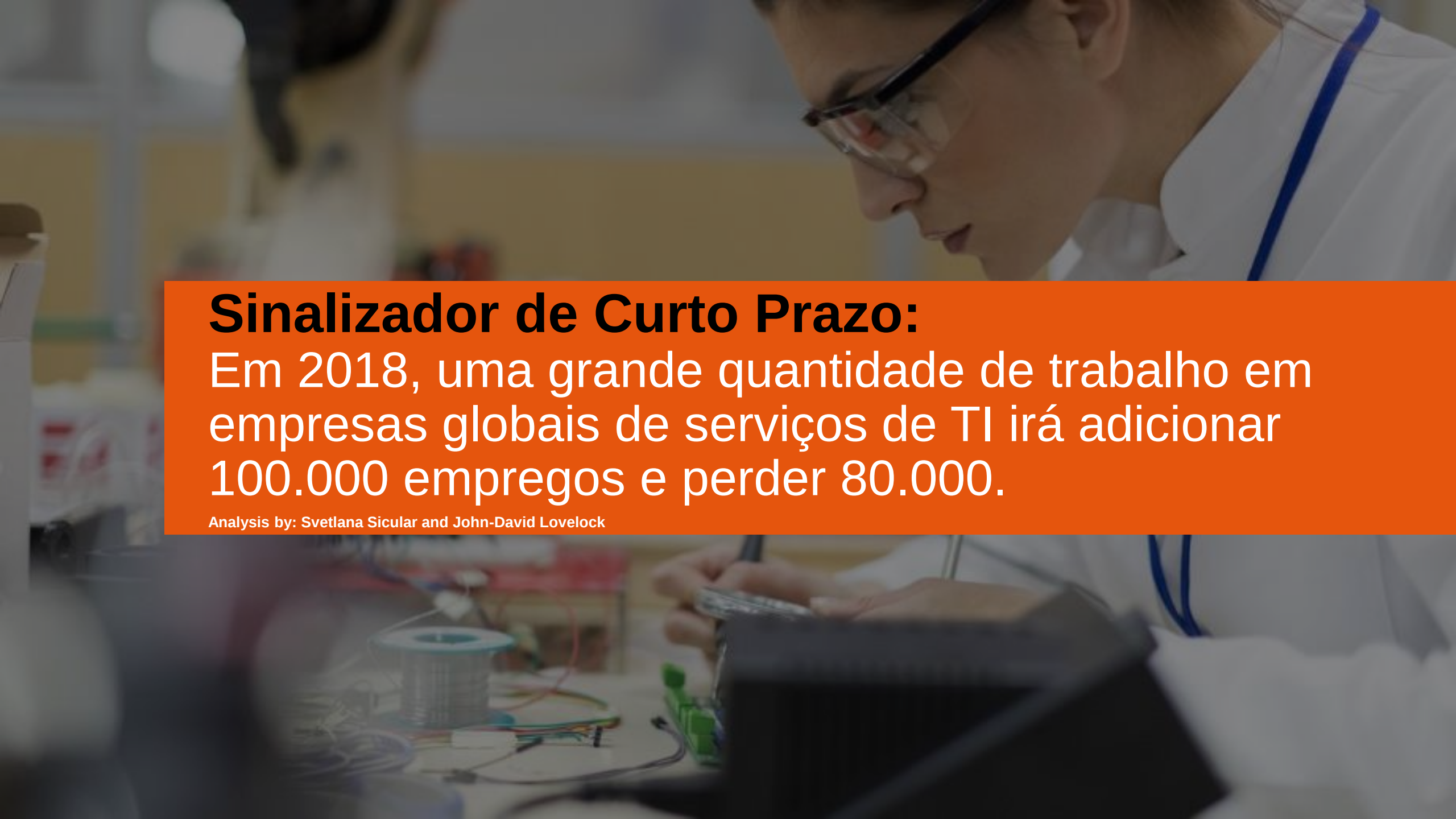
IA – Medos da Eliminação de Empregos.



Mudança na Rede de Trabalho é a Chave.



O Impacto nos Emprego Varia de Acordo com a Indústria.



Sinalizador de Curto Prazo:

Em 2018, uma grande quantidade de trabalho em empresas globais de serviços de TI irá adicionar 100.000 empregos e perder 80.000.

Analysis by: Svetlana Sicular and John-David Lovelock



9

Até 2020, a tecnologia IoT estará em 95% de produtos eletrônicos para novos desenhos de produtos



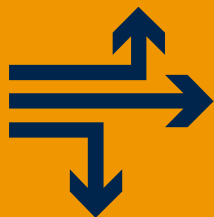
IoT Pervasivo.



Preços Caindo.



8.4 Bilhões de Coisas Conectas em Uso Atualmente.

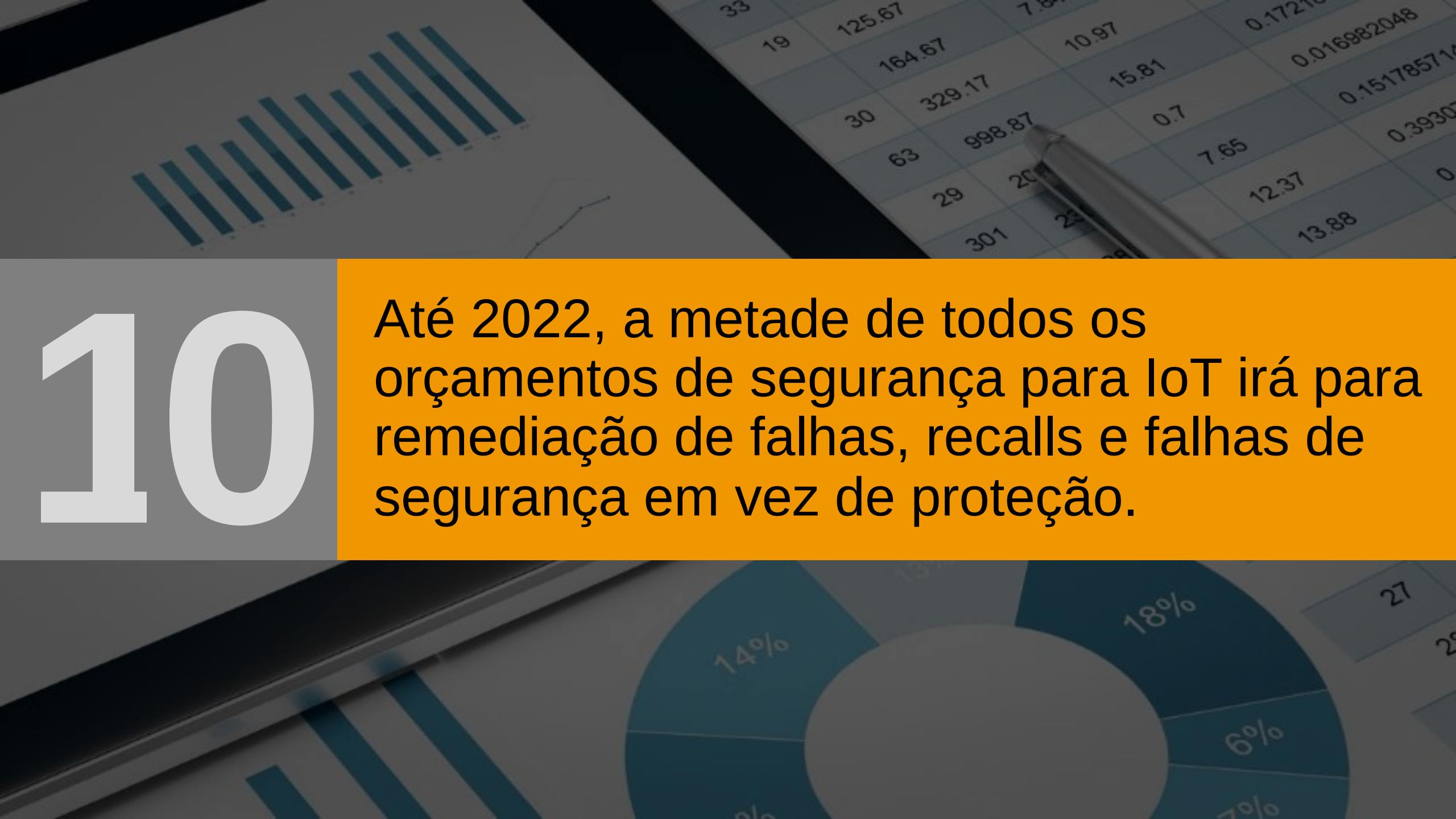


Experimentos Comerciais e Industriais de IoT.



Sinalizador de Curto Prazo: Até 2019, a ativação de IoT do Smartfone irá imergir.

Analysis by: Alfonso Velosa and Martin Reynolds



10

Até 2022, a metade de todos os orçamentos de segurança para IoT irá para remediação de falhas, recalls e falhas de segurança em vez de proteção.



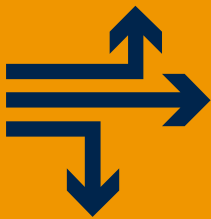
Entenda os Custos da Correção.



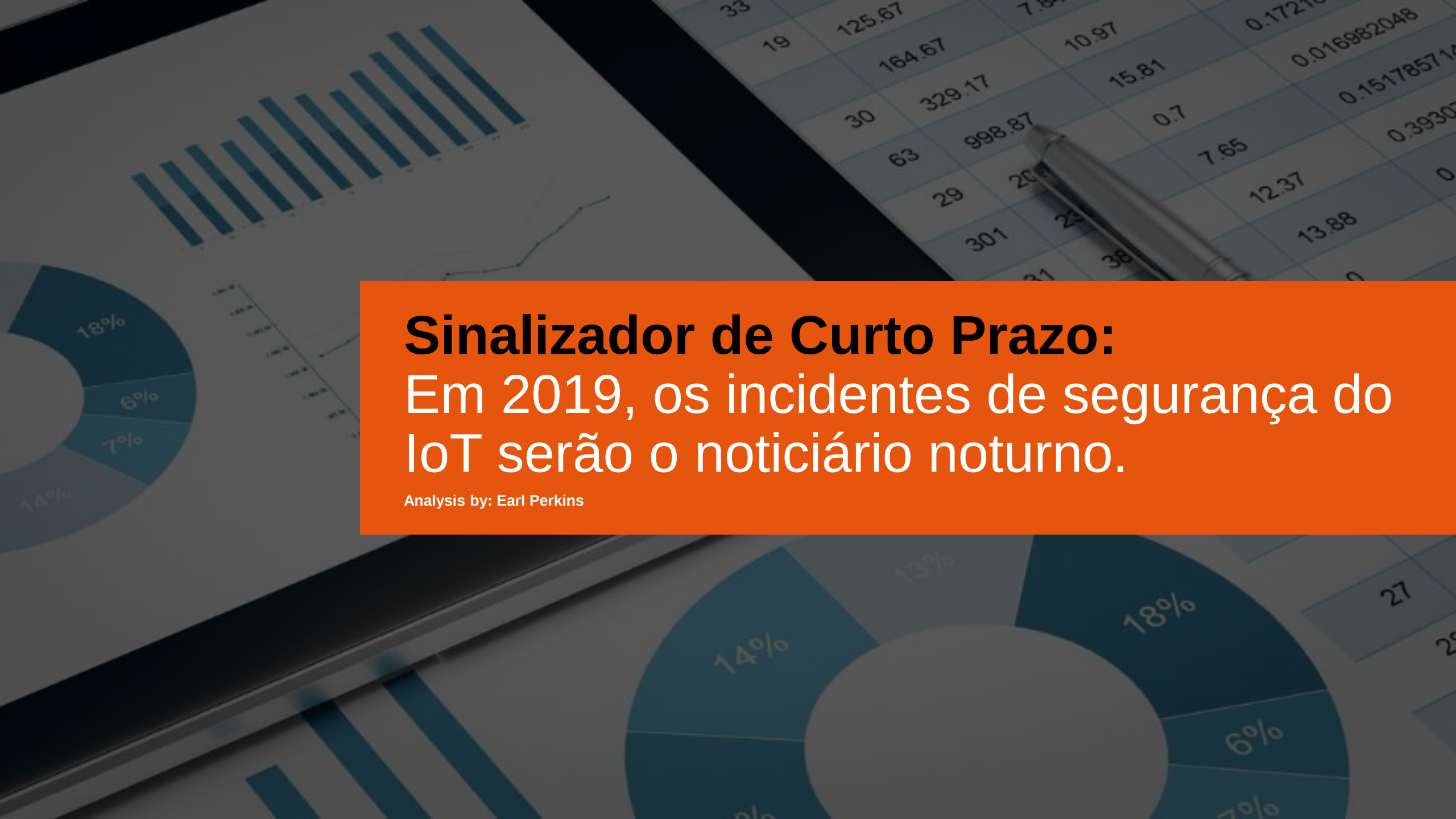
Posturas de Segurança IoT.



Crescimento do IoT Superando Habilidades.



Gastos de Segurança Vs Recalls de Segurança.

The background of the image is a collage of financial and data-related elements. It includes a bar chart with several blue bars of varying heights, a line graph showing an upward trend, a donut chart with segments labeled 18%, 6%, 7%, and 14%, and a calculator with a pen resting on it. The calculator's display shows various numbers like 125.67, 164.67, 329.17, 998.87, 10.97, 15.81, 0.1721, 0.016982048, 0.151785714, 0.39307, 12.37, 13.88, 27, and 25. The text is overlaid on a solid orange rectangular area.

Sinalizador de Curto Prazo: Em 2019, os incidentes de segurança do IoT serão o noticiário noturno.

Analysis by: Earl Perkins

O que está na Agenda....

Aproveite a Oportunidade do Ecossistema Digital

Top Performers Estão Investindo em BI, não em ERP

Q. Please indicate the top three technology areas where your company/business unit/government or public entity will be spending the highest amount of new/discretionary funding in 2016.

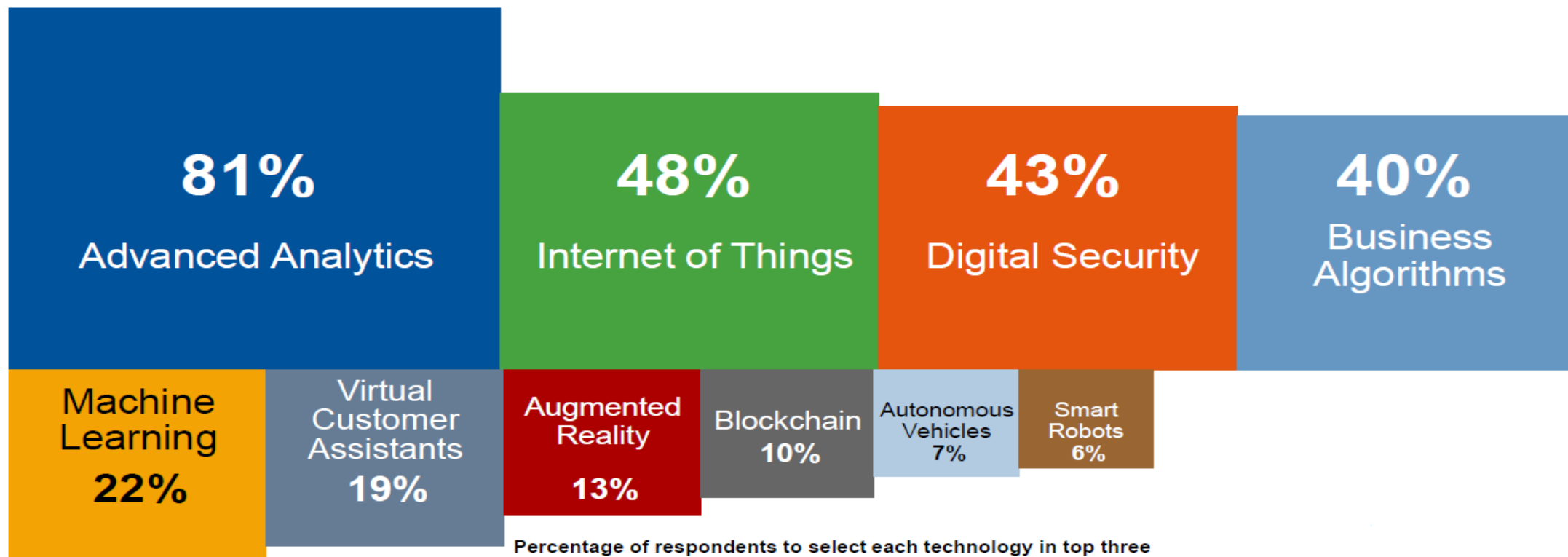
Showing technology areas that were mentioned within top three by more than 10% of overall respondents	Top Performers (n = 178)	Typical Performers (n = 2,165)	Trailing Performers (n = 171)
BI/Analytics	47%	38%	31%
Cloud Services/Solutions	34%	26%	29%
Digitalization/Digital Mktg.	20%	17%	8%
Infrastructure and Data Center	20%	22%	27%
Mobility and Mobile Applications	16%	14%	16%
Cyber/Information Security	13%	16%	20%
Enterprise Resource Planning	8%	22%	30%
Networking, Voice and Data Comms.	8%	12%	13%

Percentage of respondents. Up to three responses allowed. Coded open-text responses.

Aproveite a Oportunidade do Ecossistema Digital

**Tecnologias Chaves irão
Entregar Mudança**

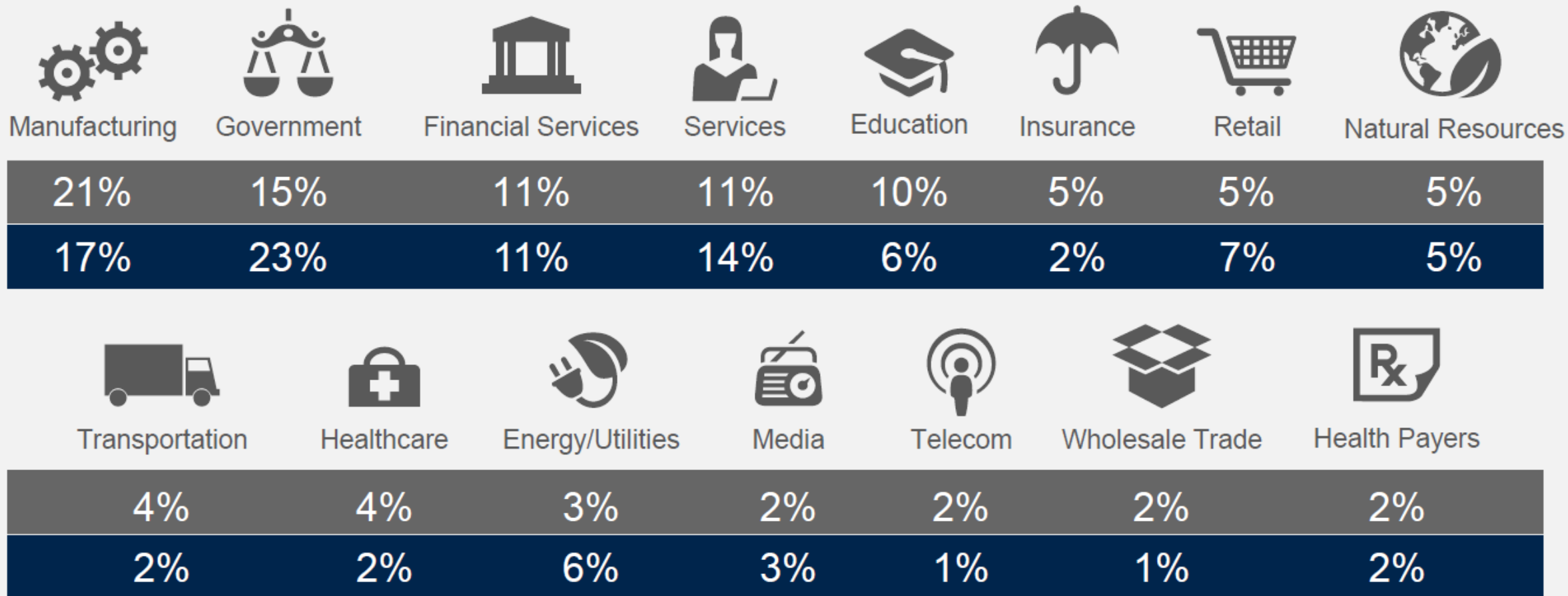
Q. In your opinion, which three of these technologies have the most potential to change your organization over the next five years?



CIO Agenda 2018



Público Participante

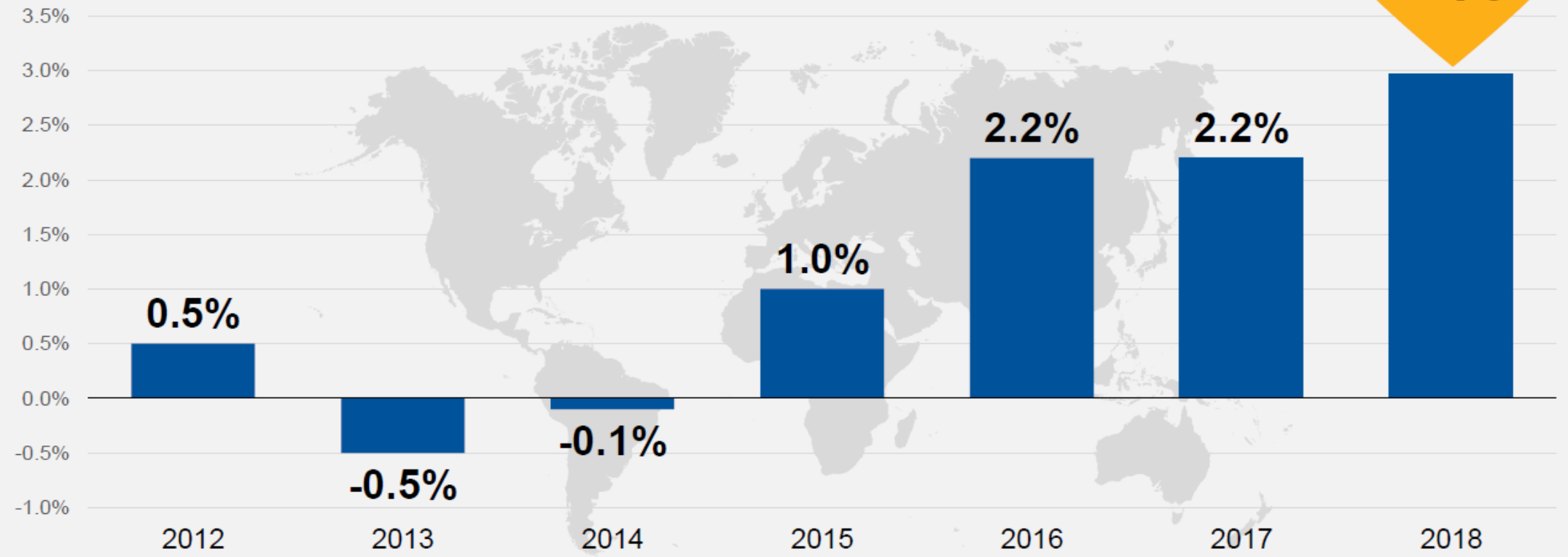


■ Participation by Industry in Brazil

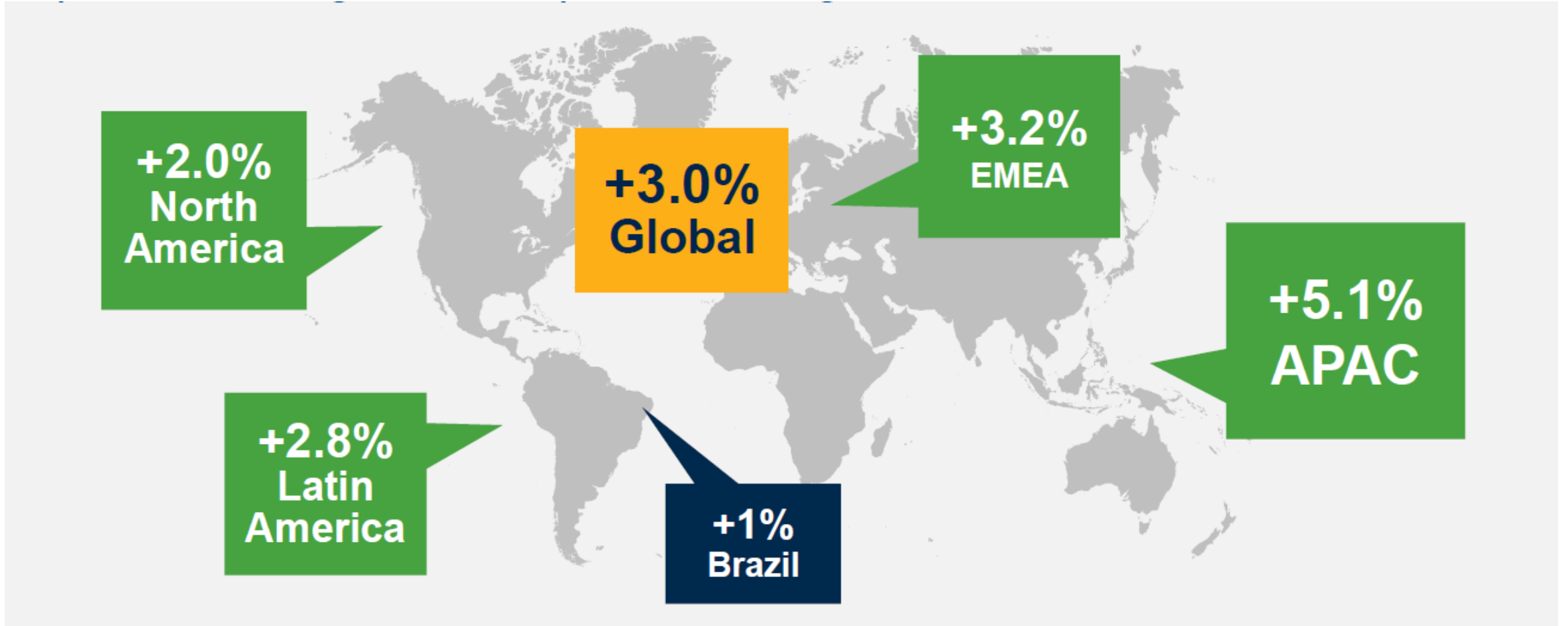
Expectativas de Mudanças no Orçamento de TI

There's More Money Expected Change in Enterprise IT Budgets

Global Average IT Budget Change



Expectativas de Mudanças no Orçamento de TI



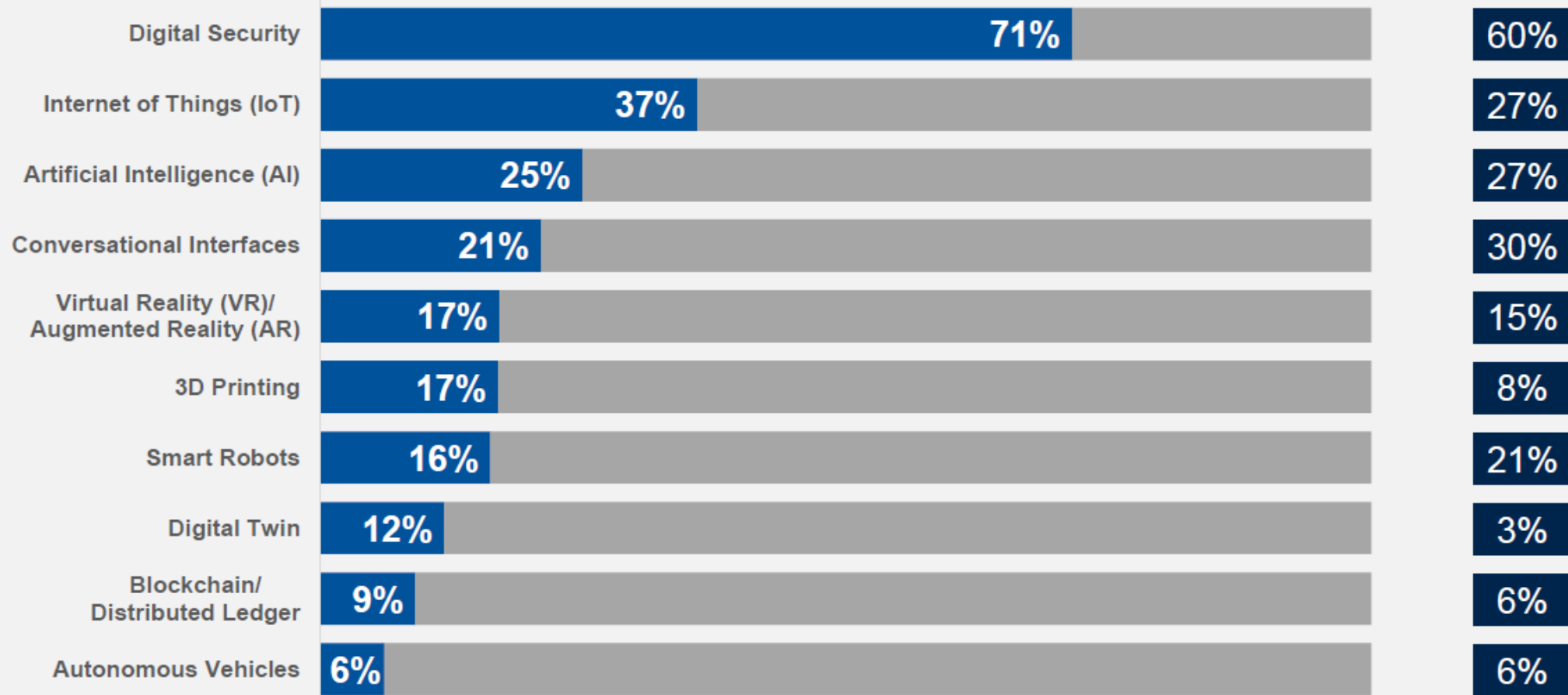
Adoção e Incremento do Uso de Tecnologias Disruptivas

Percentage of respondents that have deployed a technology or are in short-term planning for deployment

■ Have already invested/deployed or in short-term planning/actively experimenting ■ All other responses

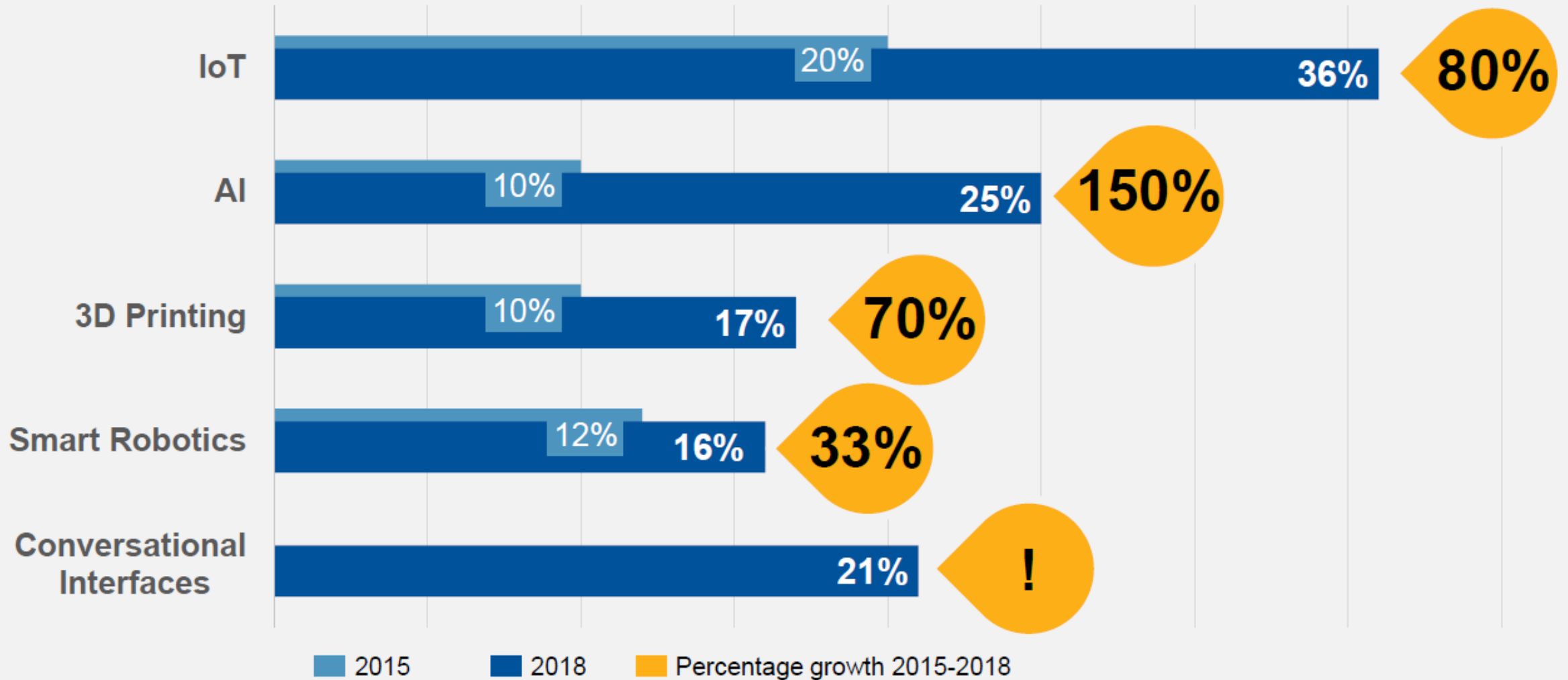
Global

Brazil



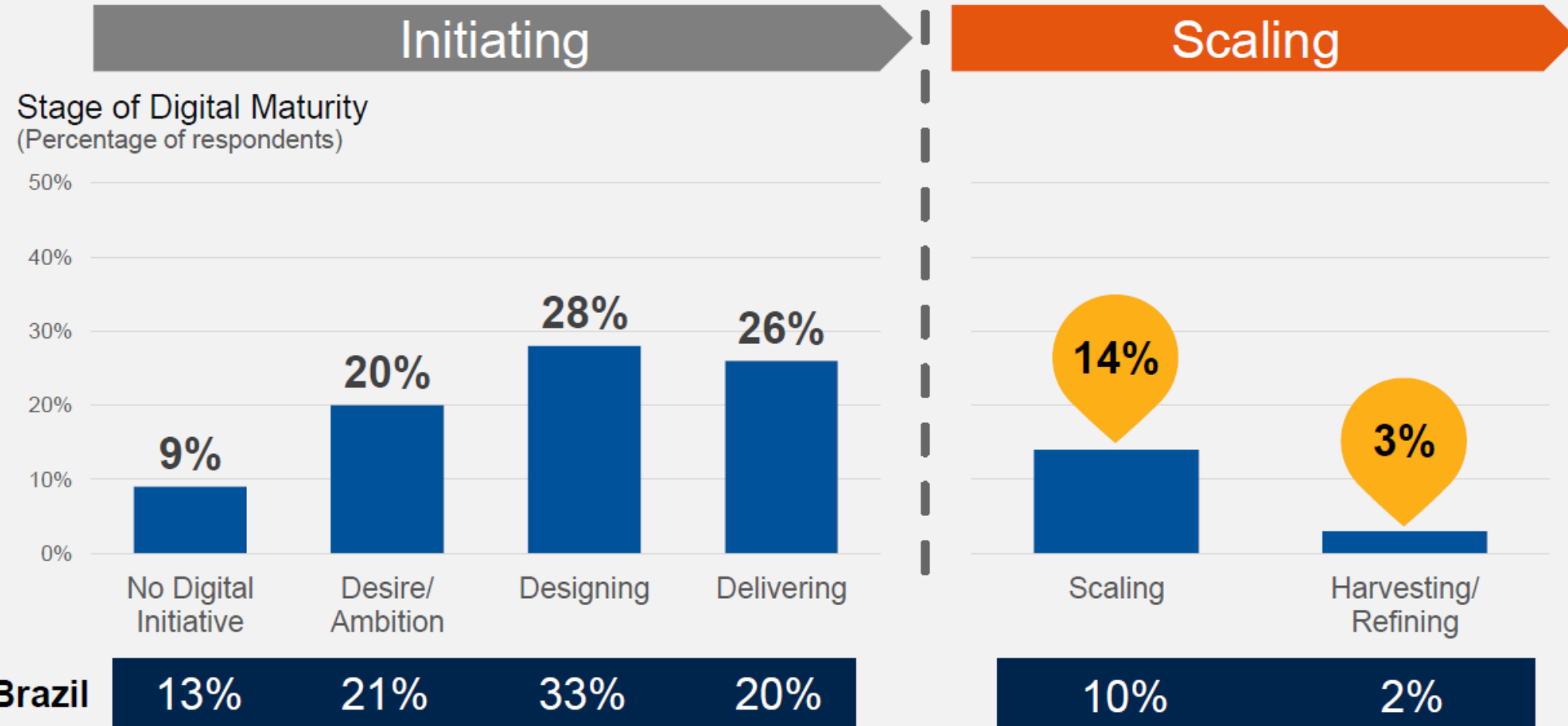
Tecnologias Disruptivas Anvaçam para um Ponto de Inflexão

Percentage of respondents that have deployed a technology or are in short-term planning for deployment



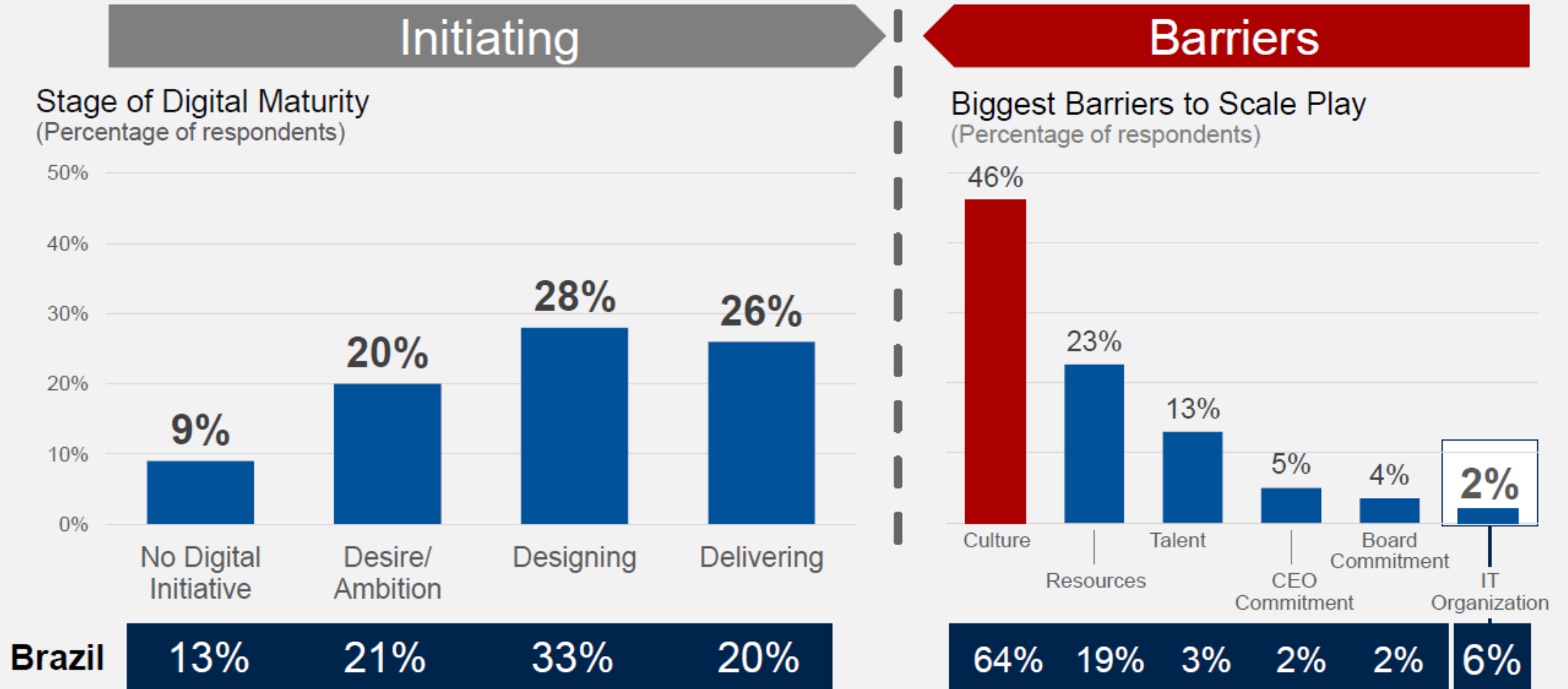
A Principal Mudança

There's a Wall Between Initiating and Scaling Digital Business



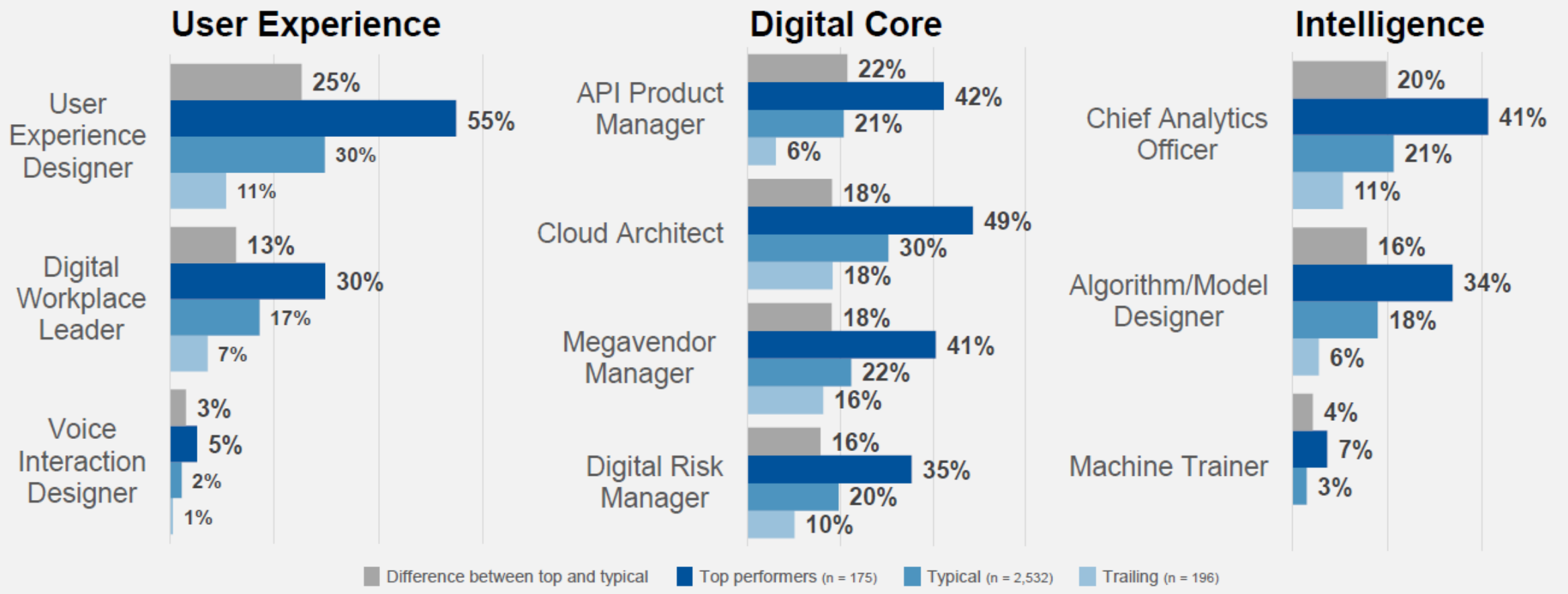
A Principal Mudança

Culture Is the Biggest Brick in the Digital Wall

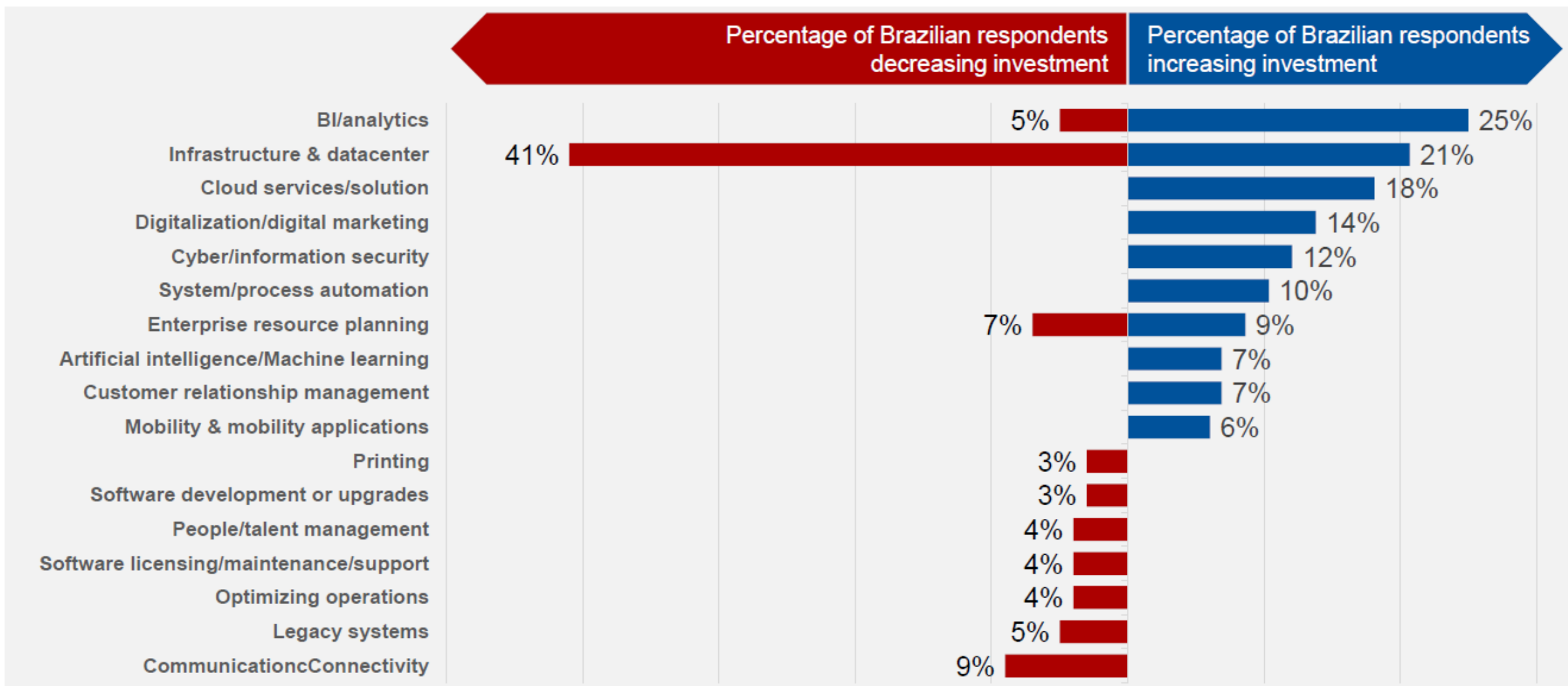


Escalada Digital Cria Novos Papéis

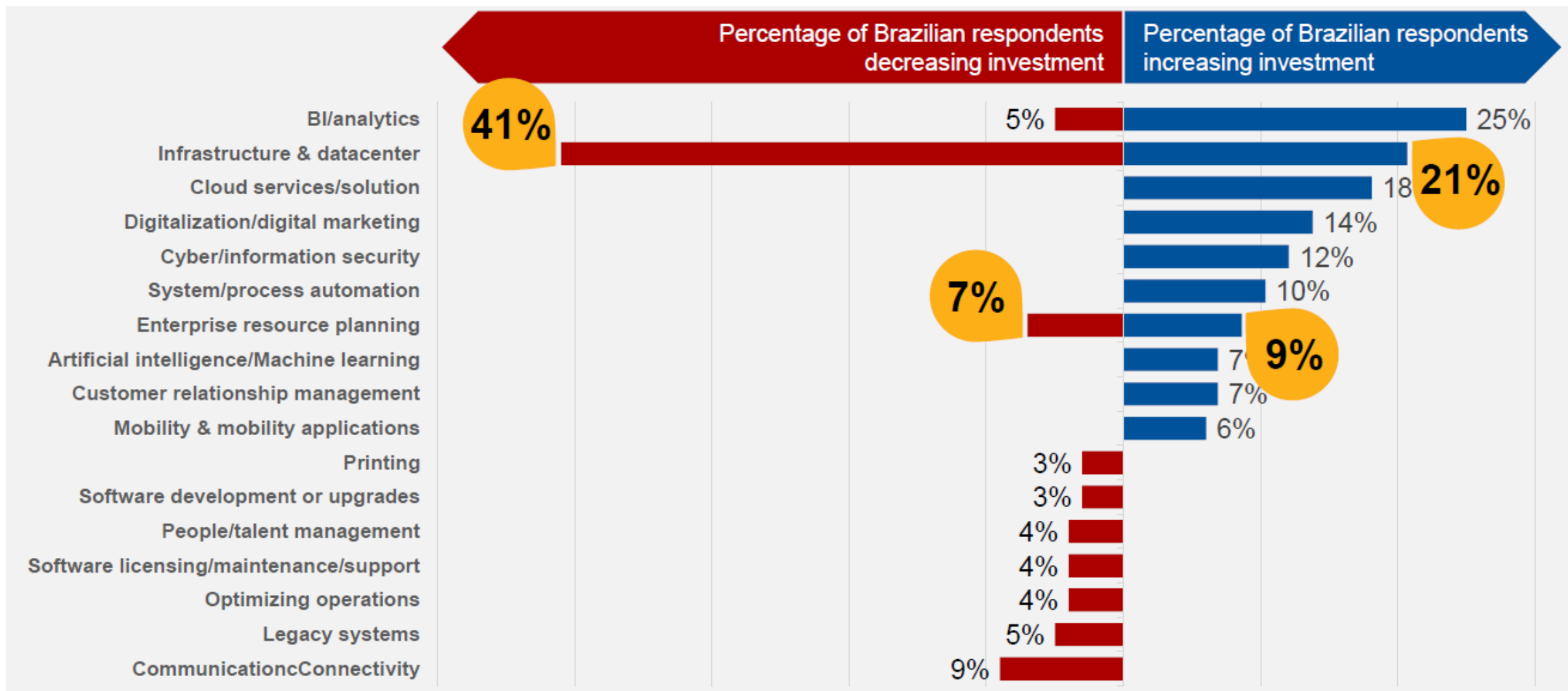
New Roles in IT:



Reequilíbrio do Portfólio Tecnológico



Reequilíbrio do Portfólio Tecnológico



O Ecosystema

O que são os Negócios Digitais?

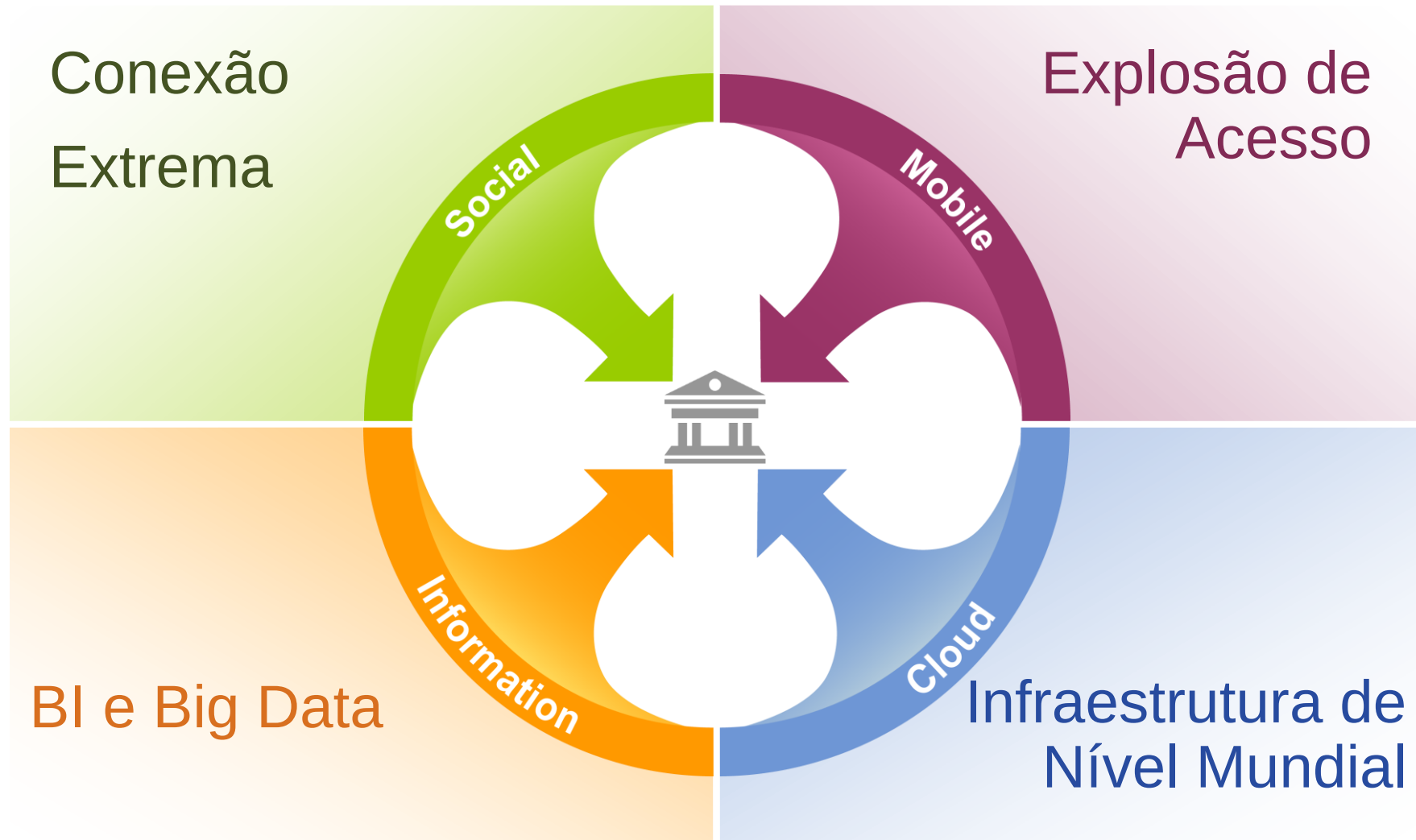


Novos **modelos de negócios** decorrentes da fusão do mundo físico e do mundo digital **(átomos e bits)**... via a convergência de **pessoas, negócios e coisas.**

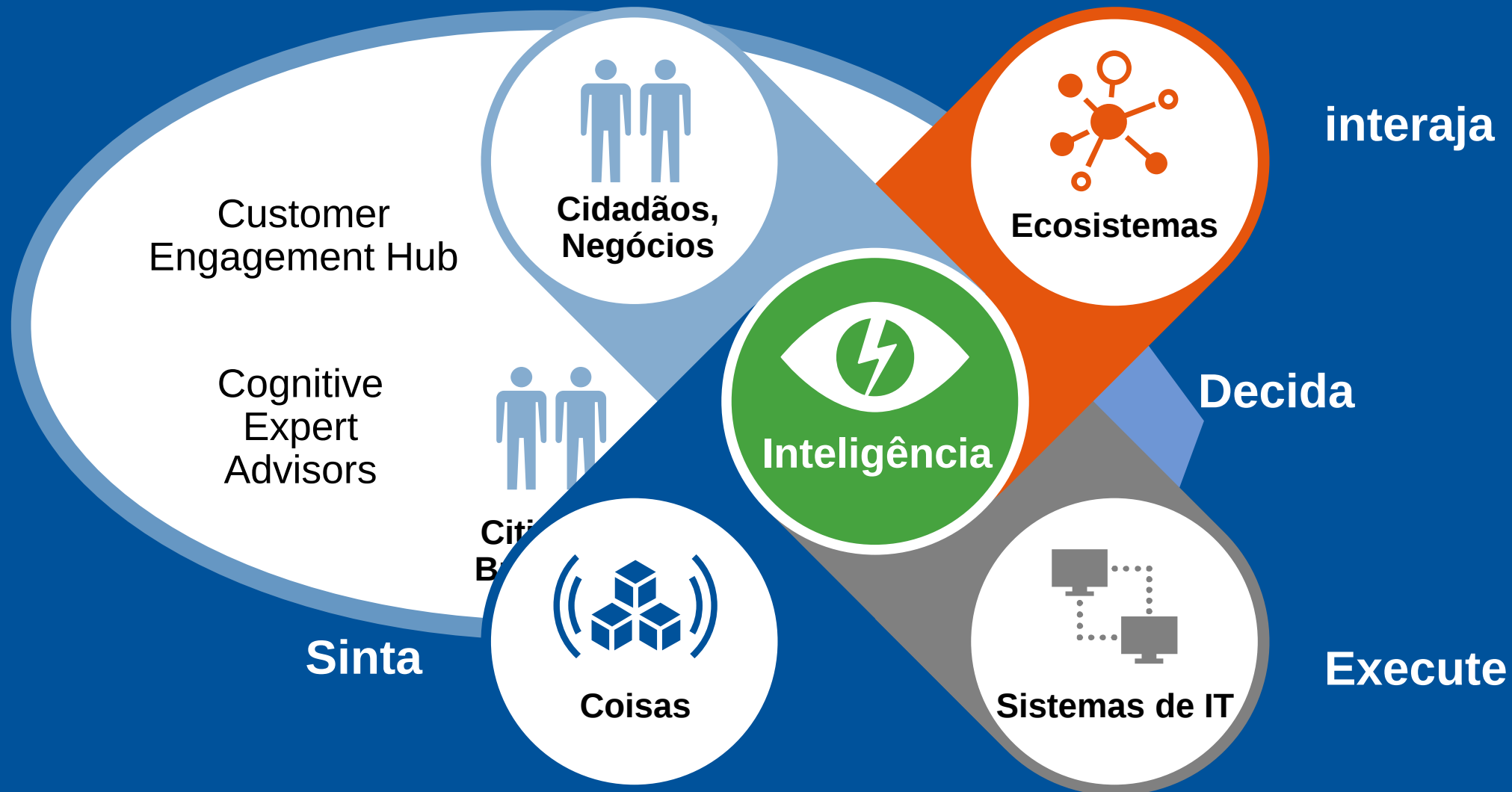
Negócios Digitais são uma maneira nova de criar valor para o negócio:

- As alternativas são **ilimitadas**
- As barreiras de entradas **são pequenas**

O Nexo das Forças é o que move a transformação digital



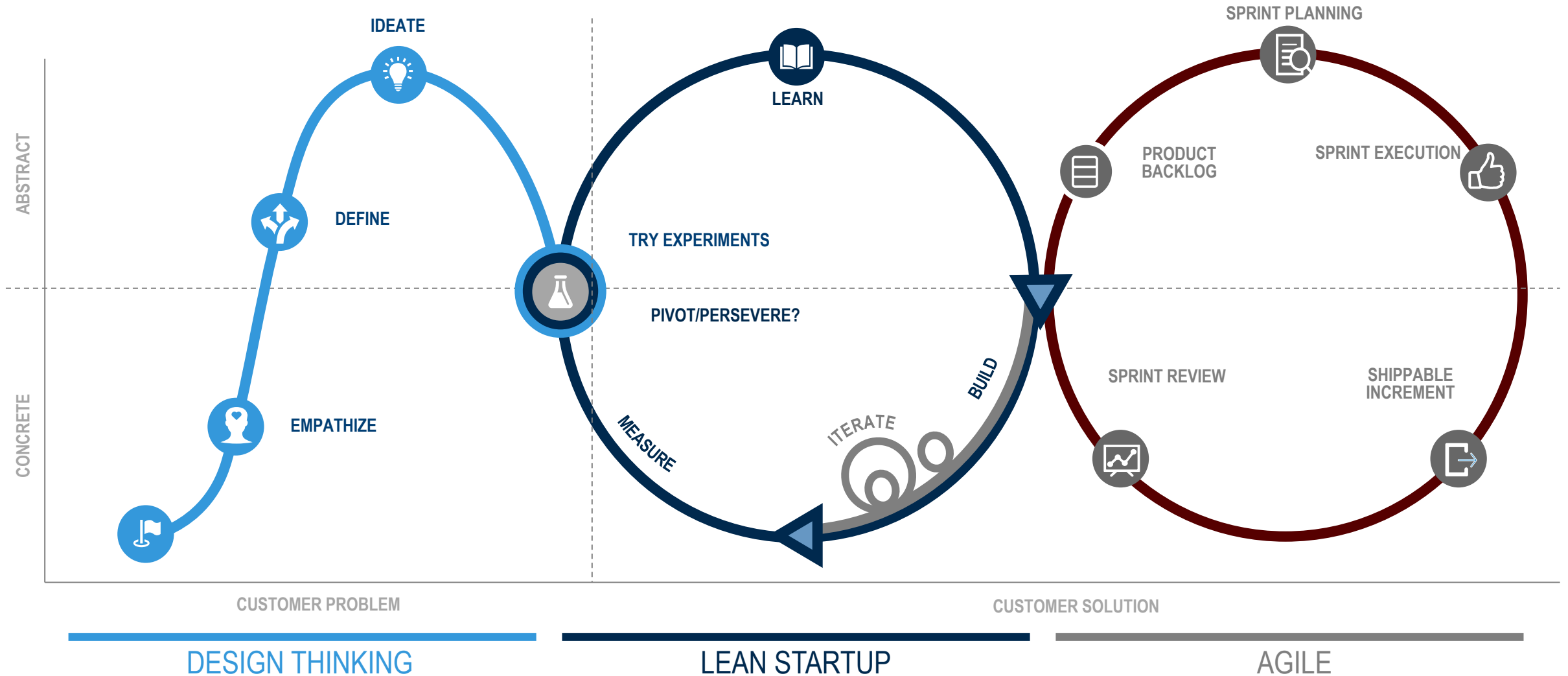
Pense como Plataforma



Pense como Plataforma

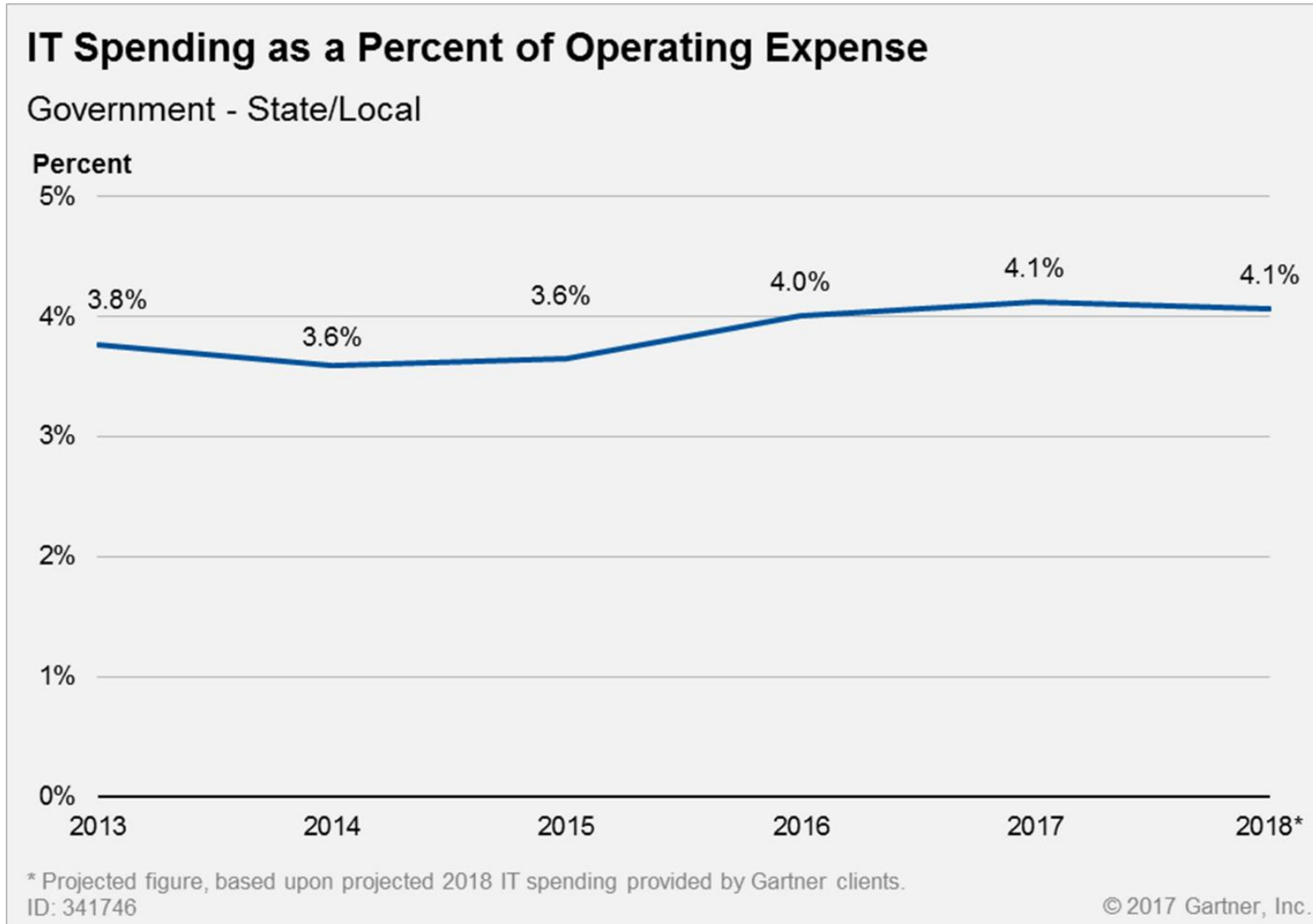


Inovar, Experimentar e Iterar

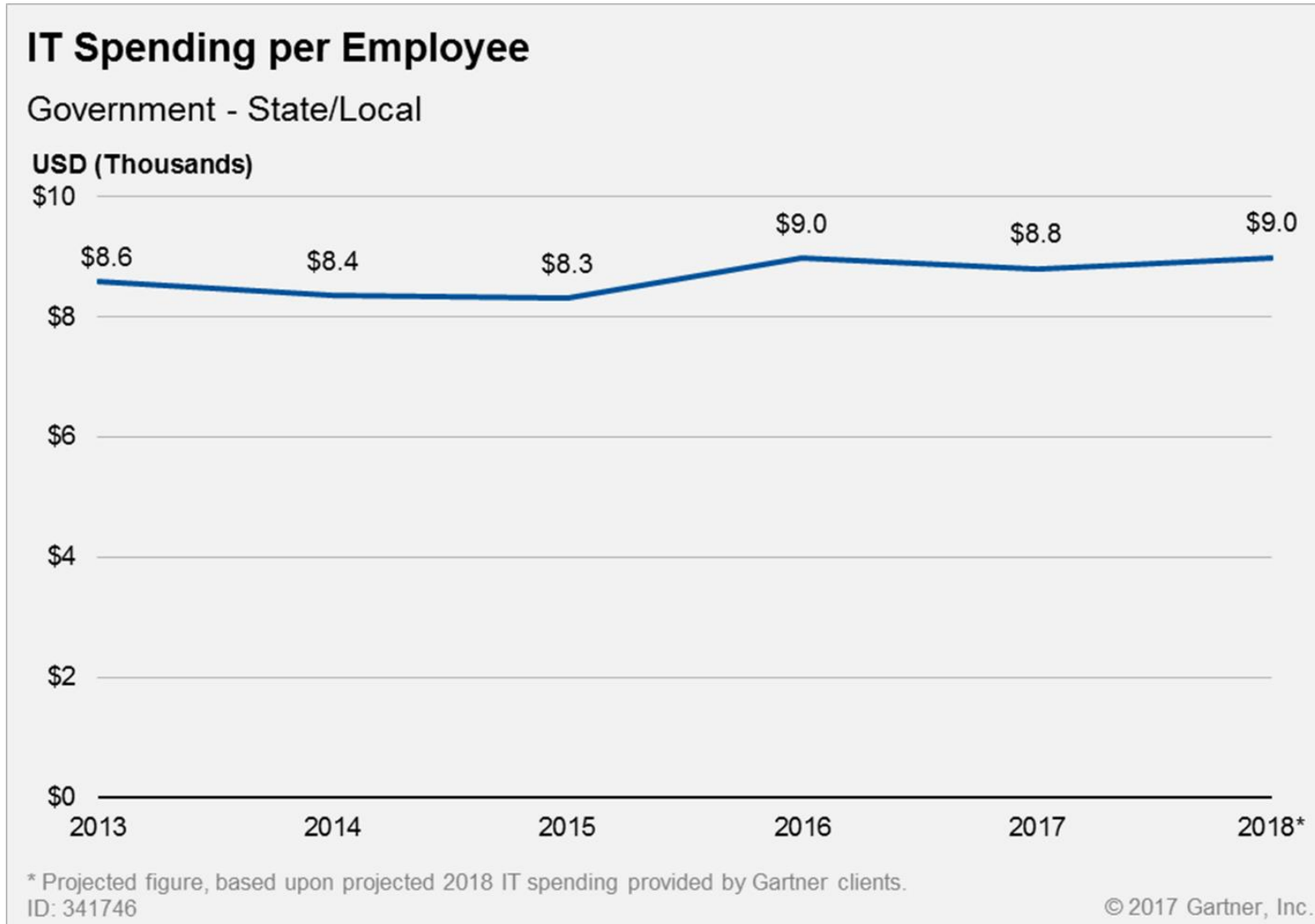


Orçamento de TI

Gasto de TI como Porcentagem da Despesa Operacional

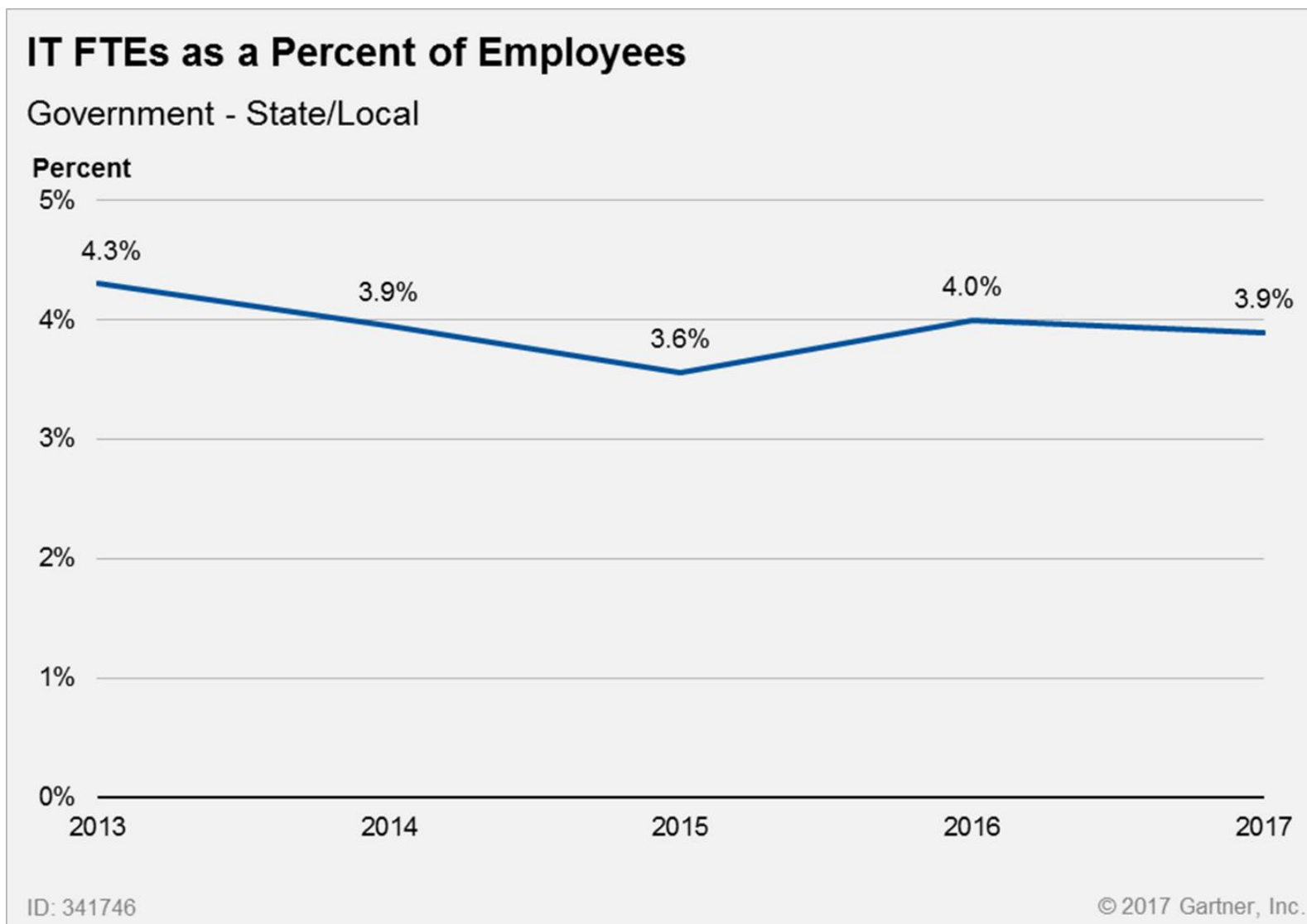


Gasto de TI por Empleado

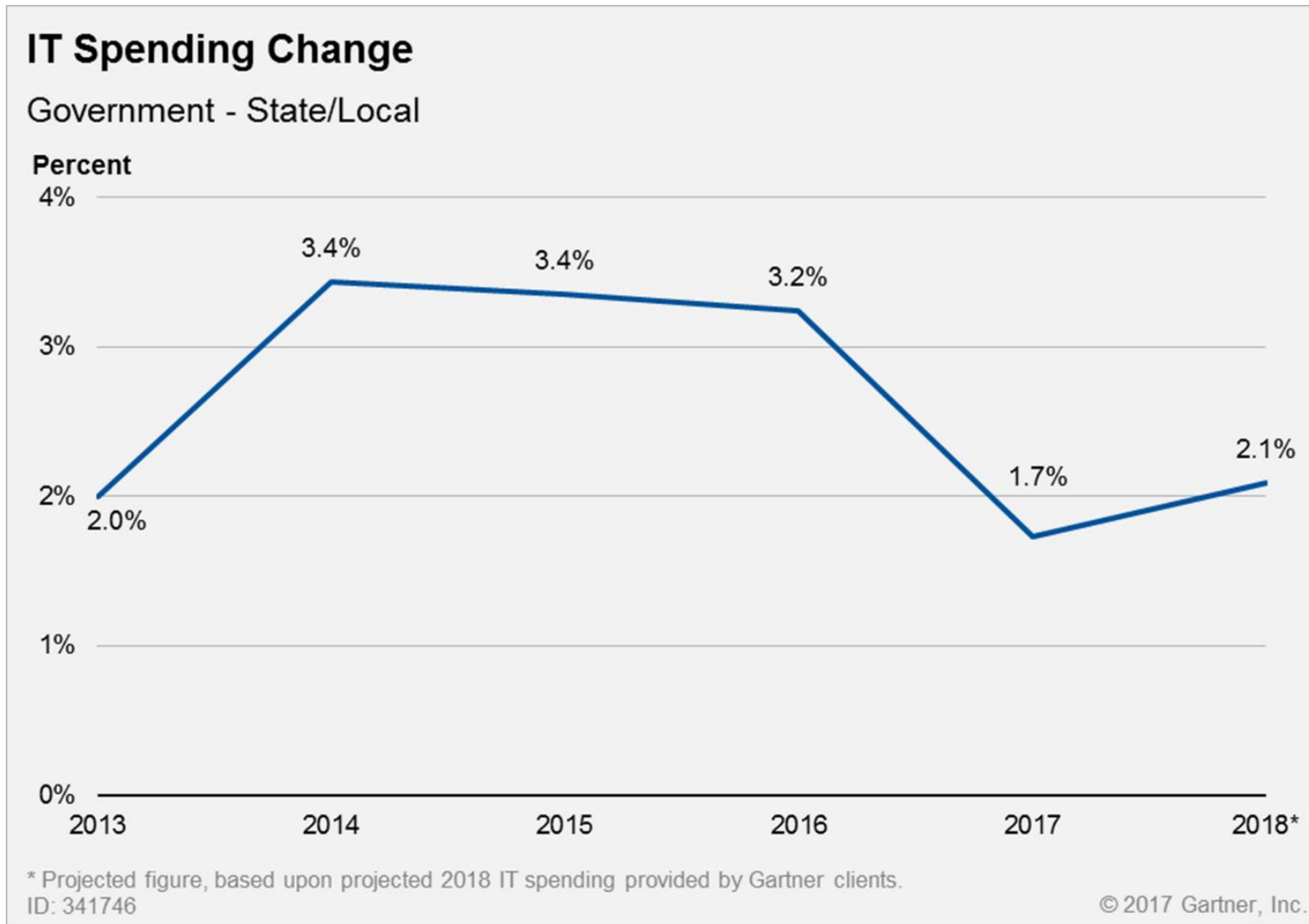


#GartnerSYM

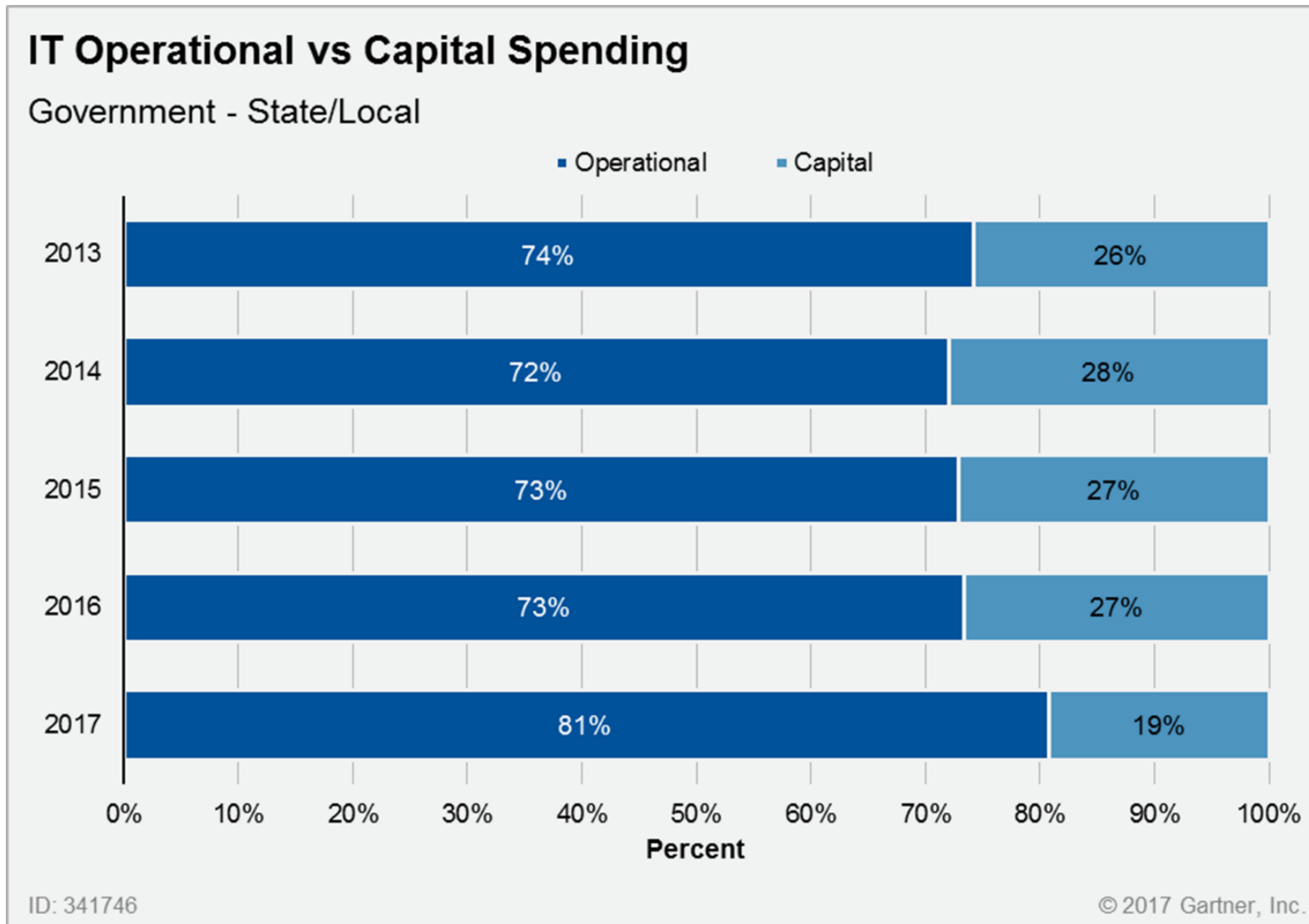
Colaboradores de TI como Percentual de Empregados



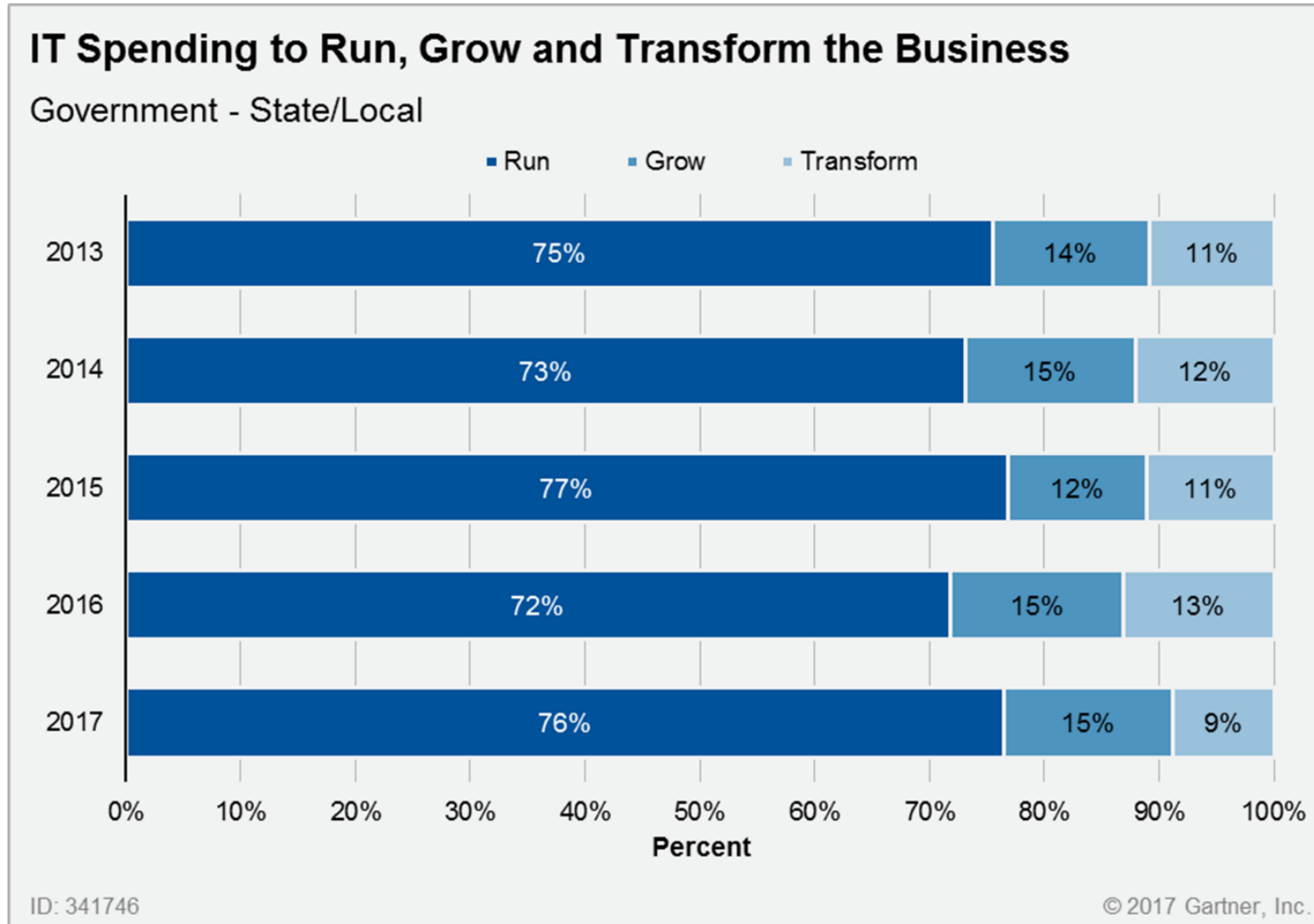
Mudanças nos Gastos da TI



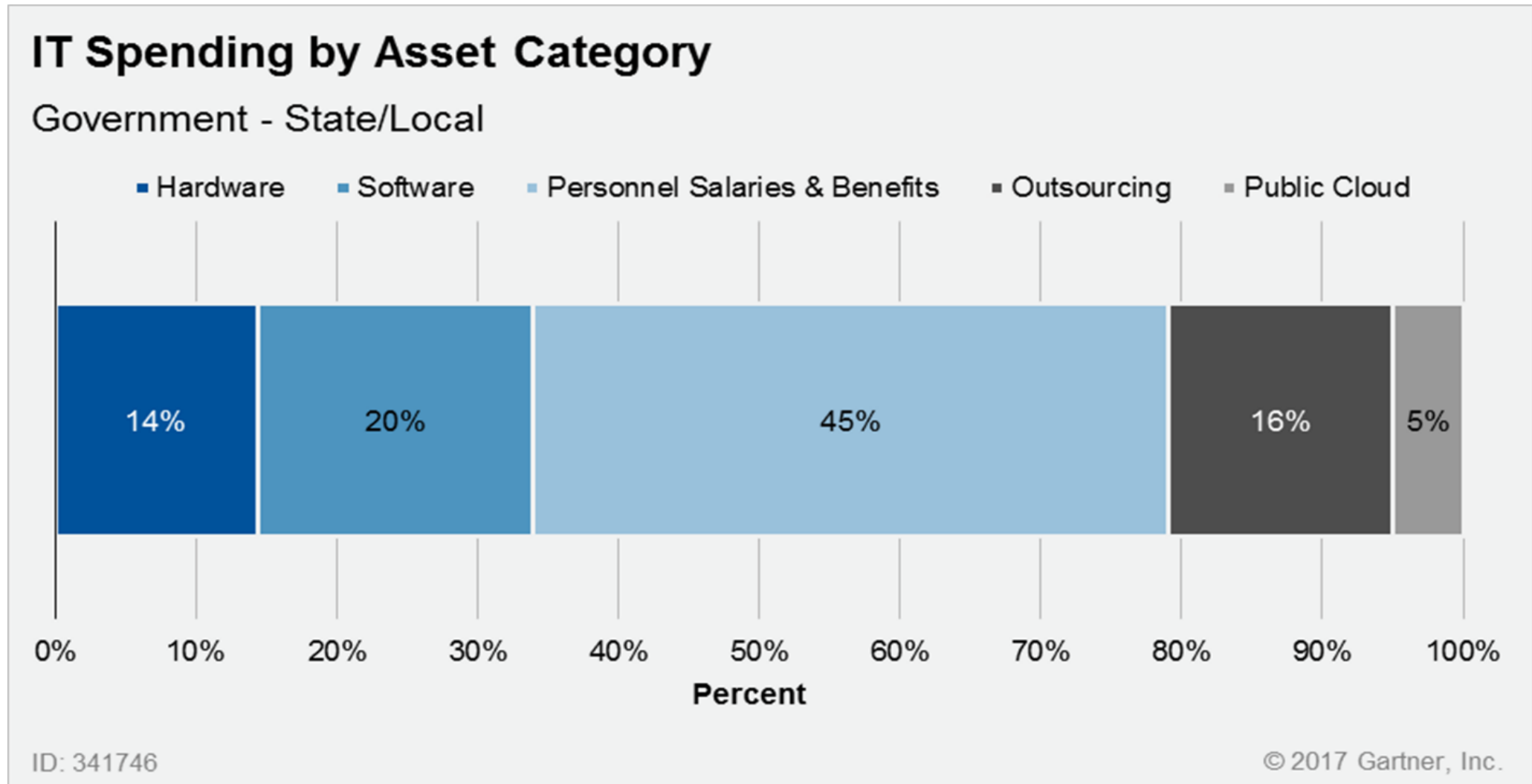
Gasto Operacional x Capital



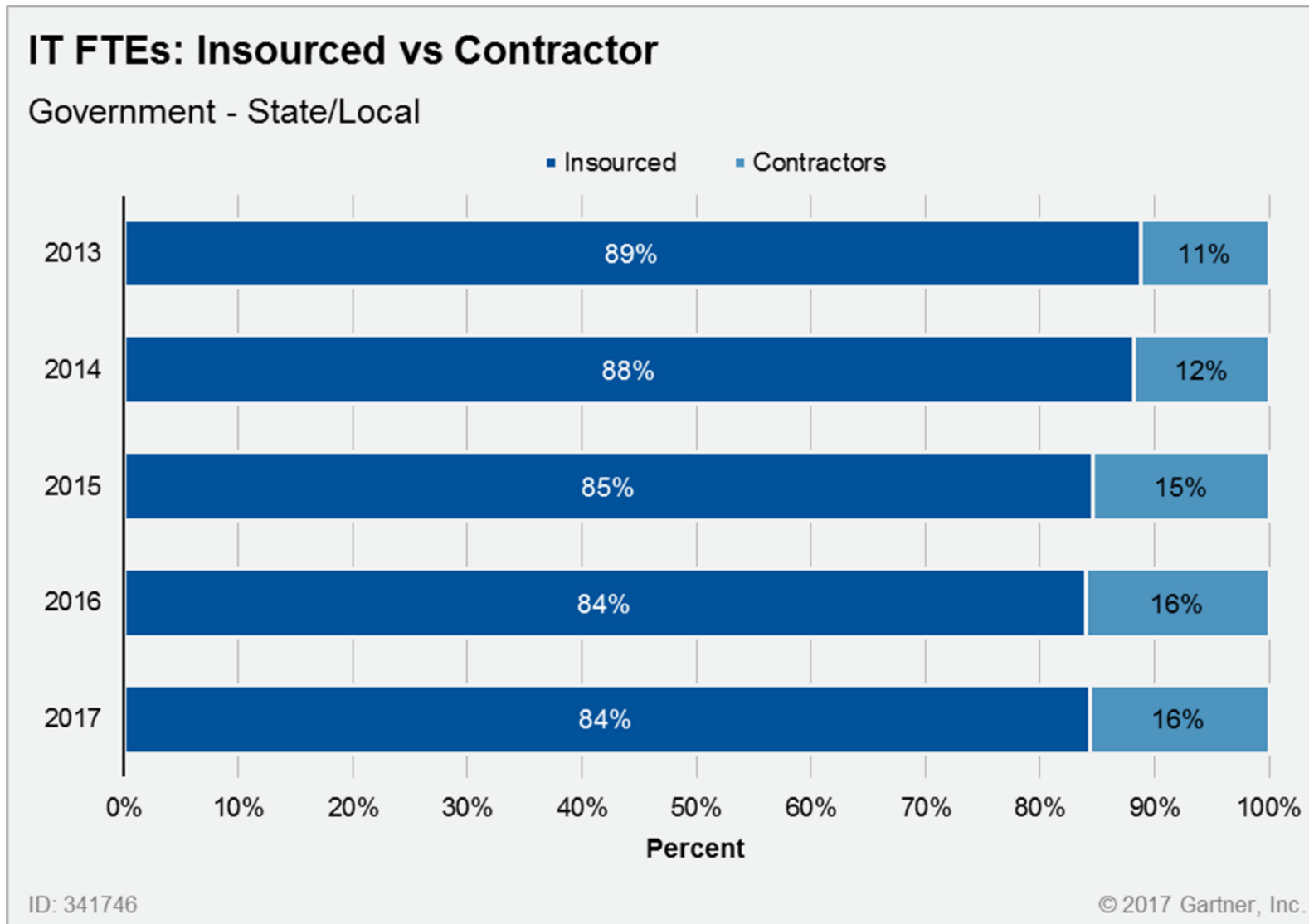
Investimentos: Manter, Crescer ou Transformar



Gastos por Categorías



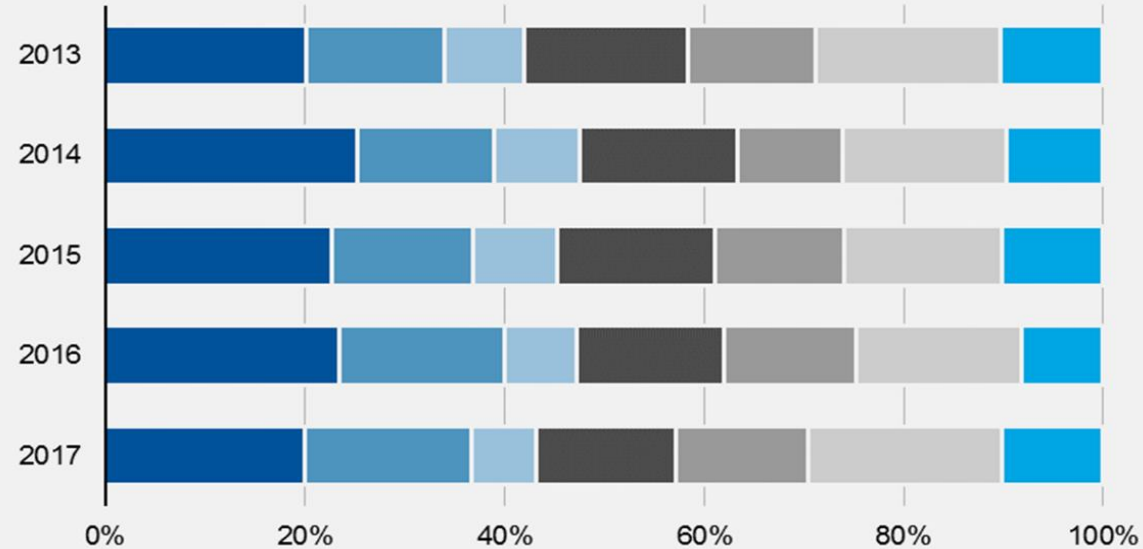
Gastos: Insource x Outsource



Gastos por Área Funcional

IT Spending by IT Functional Area

Government - State/Local



	2017	2016	2015	2014	2013
■ Data Center	20%	23%	23%	25%	20%
■ End-User Computing	17%	17%	14%	14%	14%
■ IT Service Desk	6%	7%	8%	9%	8%
■ Voice & Data Network	14%	15%	16%	16%	17%
■ Application Development	13%	13%	13%	10%	13%
■ Application Support	20%	17%	16%	16%	19%
■ IT Management, Finance & Administration	10%	8%	10%	10%	10%

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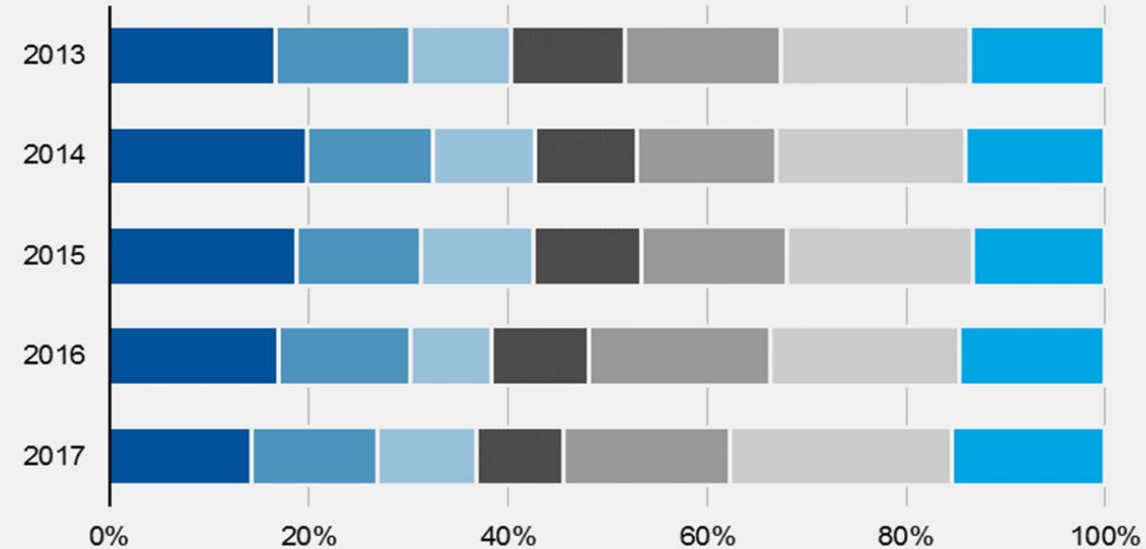
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Distribuição do Pessoal por Área Funcional

IT Staffing by IT Functional Area

Government - State/Local



	2017	2016	2015	2014	2013
■ Data Center	14%	17%	19%	20%	17%
■ End-User Computing	13%	13%	12%	13%	14%
■ IT Service Desk	10%	8%	11%	10%	10%
■ Voice & Data Network	9%	10%	11%	10%	11%
■ Application Development	17%	18%	15%	14%	16%
■ Application Support	22%	19%	19%	19%	19%
■ IT Management, Finance & Administration	15%	15%	13%	14%	14%

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The Gartner Business Value Model

Business Aspect	Aggregates	Primes			
Demand Management	Market Responsiveness	Target Market Index	Market Coverage Index	Market Share Index	Opportunity/Threat Index
		Product Portfolio Index	Channel Profitability Index	Configurability Index	
	Sales Effectiveness	Sales Opportunity Index	Sales Cycle Index	Sales Close Index	Sales Price Index
		Cost-of-Sales Index	Forecast Accuracy	Customer Retention Index	
	Product Development Effectiveness	New Product Index	Feature Function Index	Time-to-Market Index	R&D Success Index
Supply Management	Customer Responsiveness	On-Time Delivery	Order Fill Rate	Material Quality	Service Accuracy
		Service Performance	Customer Care Performance	Agreement Effectiveness	Transformation Ratio
	Supplier Effectiveness	Supplier On-Time Delivery	Supplier Order Fill Rate	Supplier Material Quality	Supplier Service Accuracy
		Supplier Service Performance	Supplier Care Performance	Supplier Agreement Effectiveness	Supplier Transformation Ratio
	Operational Efficiency	Cash-to-Cash Cycle Time	Conversion Cost	Asset Utilization	Sigma Value
Support Services	Human Resources Responsiveness	Recruitment Effectiveness Index	Benefits Administration Index	Skill Inventory Index	Employee Training Index
		HR Advisory Index	HR Total Cost Index		
	Information Technology Responsiveness	System Performance	IT Support Performance	Partnership Ratio	Service-Level Effectiveness
		New Project Index	Cost Index		
	Finance and Regulatory Responsiveness	Compliance Index	Accuracy Index	Advisory Index	Cost-of-Service Index

The background is a deep blue, featuring a complex, three-dimensional grid of squares that recede into the distance, creating a strong sense of perspective and depth, much like a tunnel or a vast digital space. The squares are arranged in a way that they appear to be floating or stacked, with some catching the light and others falling into shadow, enhancing the 3D effect.

O Futuro é Nosso

Escolha bem



Perguntas

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