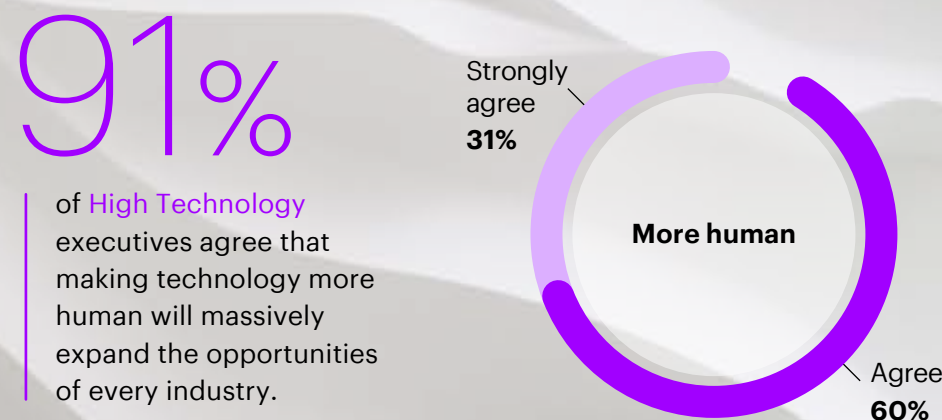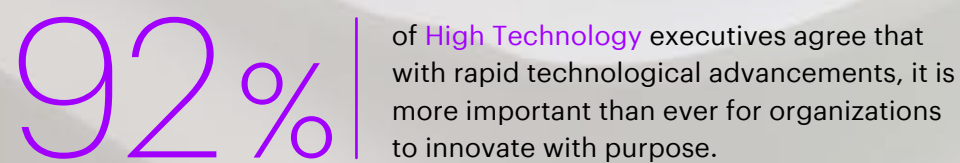# Technology Vision 2024

High tech's *perspective*

Human by Design

The relationship between humans and technology is at an inflection point.
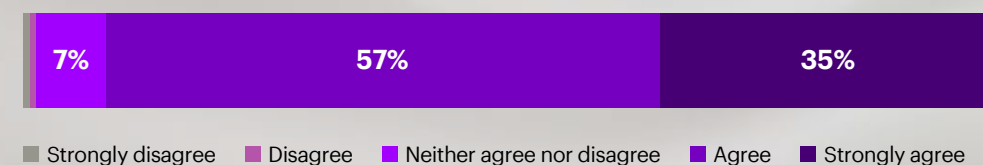
Executives see an opportunity in making technology more human, paving the way for greater human potential.

91%

of **High Technology** executives agree that making technology more human will massively expand the opportunities of every industry.

More human
Strongly agree **31%**
Agree **60%**

Leaders must build and use technology that is human by design and enhances the human potential.

92%

of **High Technology** executives agree that with rapid technological advancements, it is more important than ever for organizations to innovate with purpose.

With rapid technological advancements, it is more important than ever for organizations to innovate with purpose.
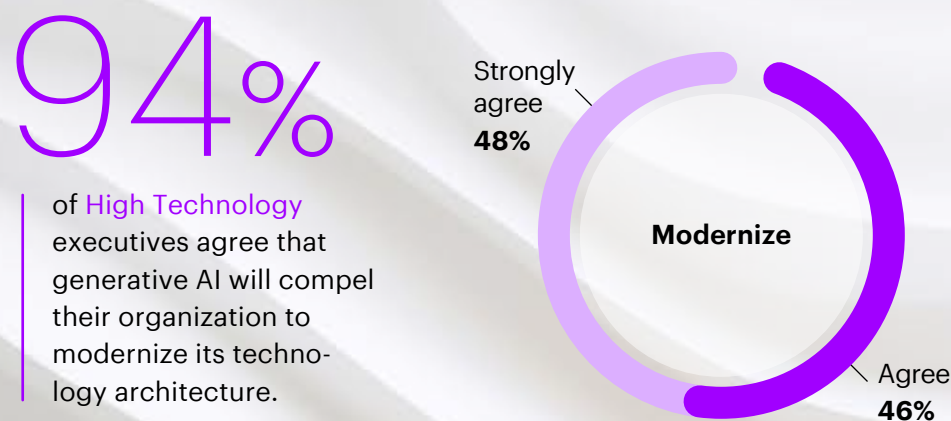
7%	57%	35%

■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree
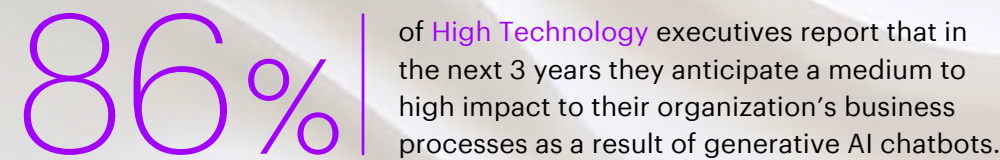

A match made in AI

People are asking generative AI chatbots for information – transforming the business of search today, and the futures of software and data-driven enterprises tomorrow.
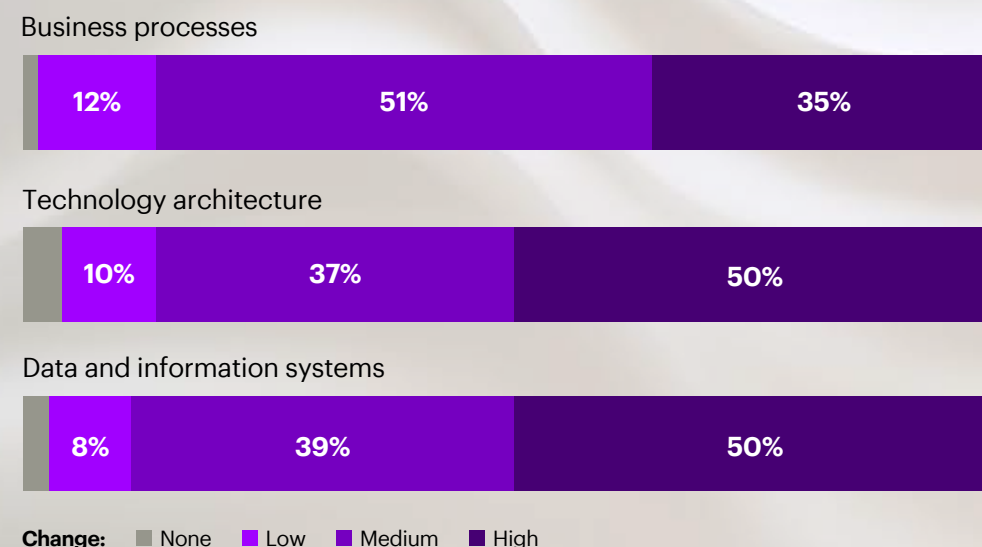
The evolution of our interaction with information is signaling a new digital core and will compel companies to modernize their technology architecture.

94%

of **High Technology** executives agree that generative AI will compel their organization to modernize its technology architecture.

Modernize
Strongly agree **48%**
Agree **46%**

Organizations expect generative AI chatbots to transform enterprise business processes.

86%

of **High Technology** executives report that in the next 3 years they anticipate a medium to high impact to their organization's business processes as a result of generative AI chatbots.

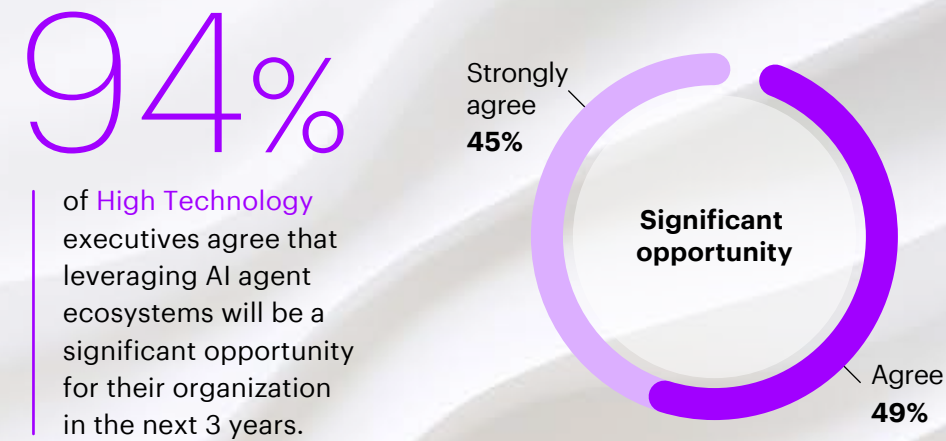**What level of impact do you anticipate generative AI chatbots will have on each of the following aspects of your organization in the next 3 years?**

Business processes

12%	51%	35%

Technology architecture

10%	37%	50%

Data and information systems

8%	39%	50%

Change: ■ None ■ Low ■ Medium ■ High

Meet my Agent

AI is taking action, and soon whole eco-systems of AI agents could command major aspects of business. Appropriate human guidance and oversight is critical.
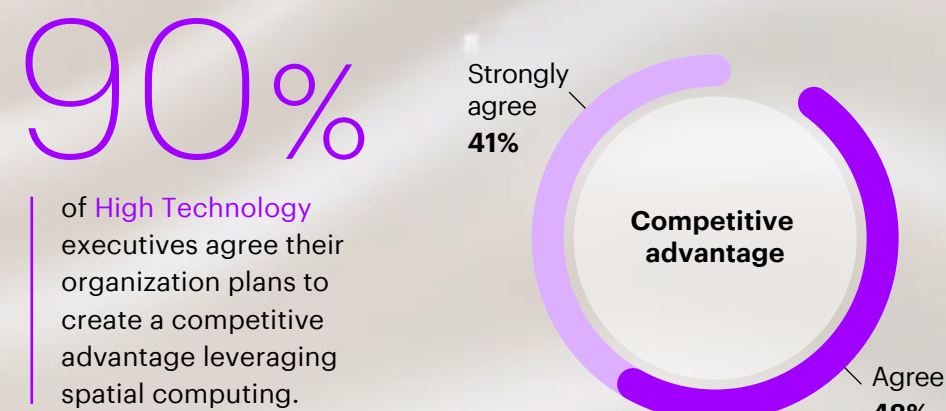
Organizations recognize an opportunity to leverage AI agent ecosystems.

94%

of **High Technology** executives agree that leveraging AI agent ecosystems will be a significant opportunity for their organization in the next 3 years.

Significant opportunity
Strongly agree **45%**
Agree **49%**

The Space we need

The spatial computing technology landscape is rapidly growing, but to successfully capitalize on this new medium, enterprises will need to find its killer apps.
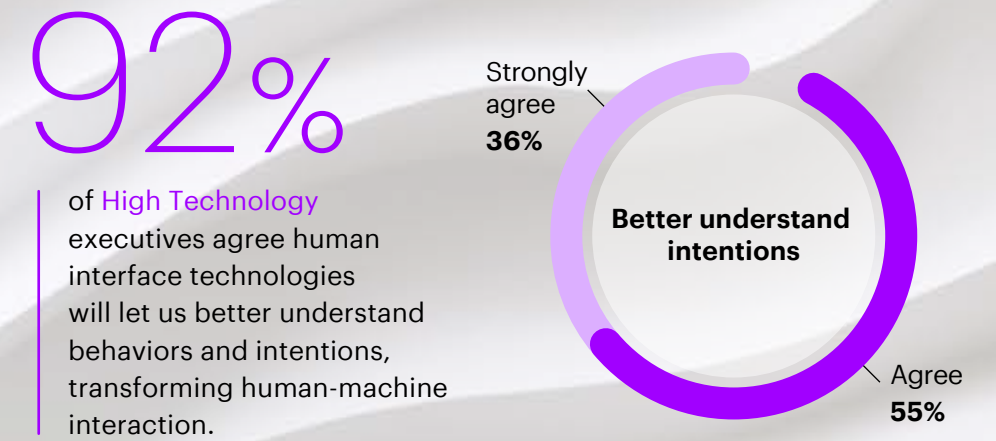
Companies that think of ways to make digital interactions 3D and create user-directed experience can create spatial advantage.
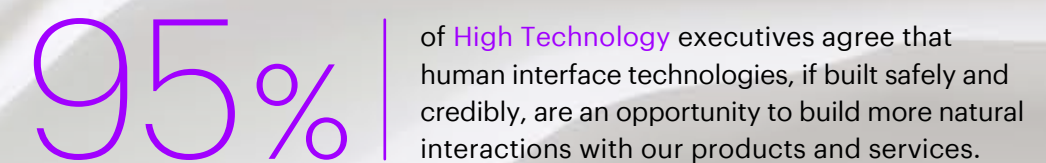
90%

of **High Technology** executives agree their organization plans to create a competitive advantage leveraging spatial computing.

Competitive advantage
Strongly agree **41%**
Agree **48%**

Our bodies electronic

A suite of technologies – from eye-tracking to machine learning to BCI – are starting to under-stand people more deeply, and in more hu-man-centric ways.
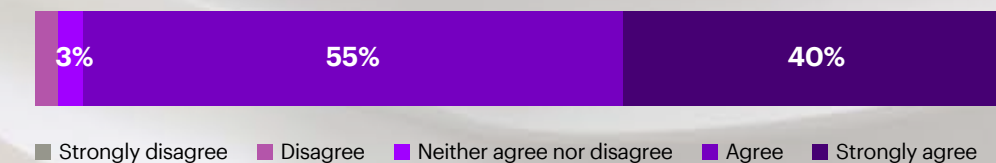
Emerging technologies can read, understand, and adapt to humans instead of humans adapting to technology.

92%

of **High Technology** executives agree human interface technologies will let us better understand behaviors and intentions, transforming human-machine interaction.

Better understand intentions
Strongly agree **36%**
Agree **55%**

Businesses can create more natural interactions with human interface technologies if they are built safely and credibly to facilitate adoption.

95%

of **High Technology** executives agree that human interface technologies, if built safely and credibly, are an opportunity to build more natural interactions with our products and services.

Human interface technologies, if built safely and credibly, are an opportunity to build more natural interactions with our products and services.

3%	55%	40%

■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree