

# 5 Disruptive Digital Business Trends in 2019

Businesses across the globe are restructuring to brace themselves for the digital transformation wave. Up until now, the core focus for digital transformation endeavors was about adopting new and emerging technologies. However, without organization restructuring, it would be much like beating around the bush.

Digital transformation already has been disrupting several industry verticals right from media to retail and gaming to marketing and travel. Yes, cutting-edge competition is driving businesses to foot in big when it comes to digitization efforts.

## According to IDC and tech analysts,

The worldwide spending on digital transformation efforts including services, software and hardware in 2018 was a whopping **\$1.3 trillion**, which is expected to reach a staggering **\$2.1 trillion** by 2021.



More than **50%** of organizations believe that integrating digital techniques and solutions is the key to digital success in 2019.



Data driven organizations are more likely to enjoy:



New business



Improved customer retention



Improved ROI



Improved customer experience



Improved marketing

Customer experience to become a top-priority aspect by 2020 overtaking product and price as the key differentiator among brands.

IoT will start delivering tangible results **by 2019**

Lufthansa uses IoT for predictive maintenance of its aircrafts

The estimated market size for IoT is expected to reach **\$1.29 trillion** by 2020.

Manufacturing industry is expected to invest **\$438 million** in IoT initiatives by 2021.

More than 50% of businesses will invest for performance

- Ready-to-use digital platforms would witness increase in demand by up to 40%
- More than 50% of companies to invest in AI-powered virtual assistants for customer service

As of now, more than 70% of businesses deem improved customer experience as the biggest benefit of digital transformation. Smart businesses will focus more on what their customers want and would use intelligent data to understand them whilst restructuring key business operations.

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