

99 Facts on

The Future of Business in the Digital Economy

#SAPFastFacts

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Compiled by Peter Johnson, Marketing Strategy and Thought Leadership

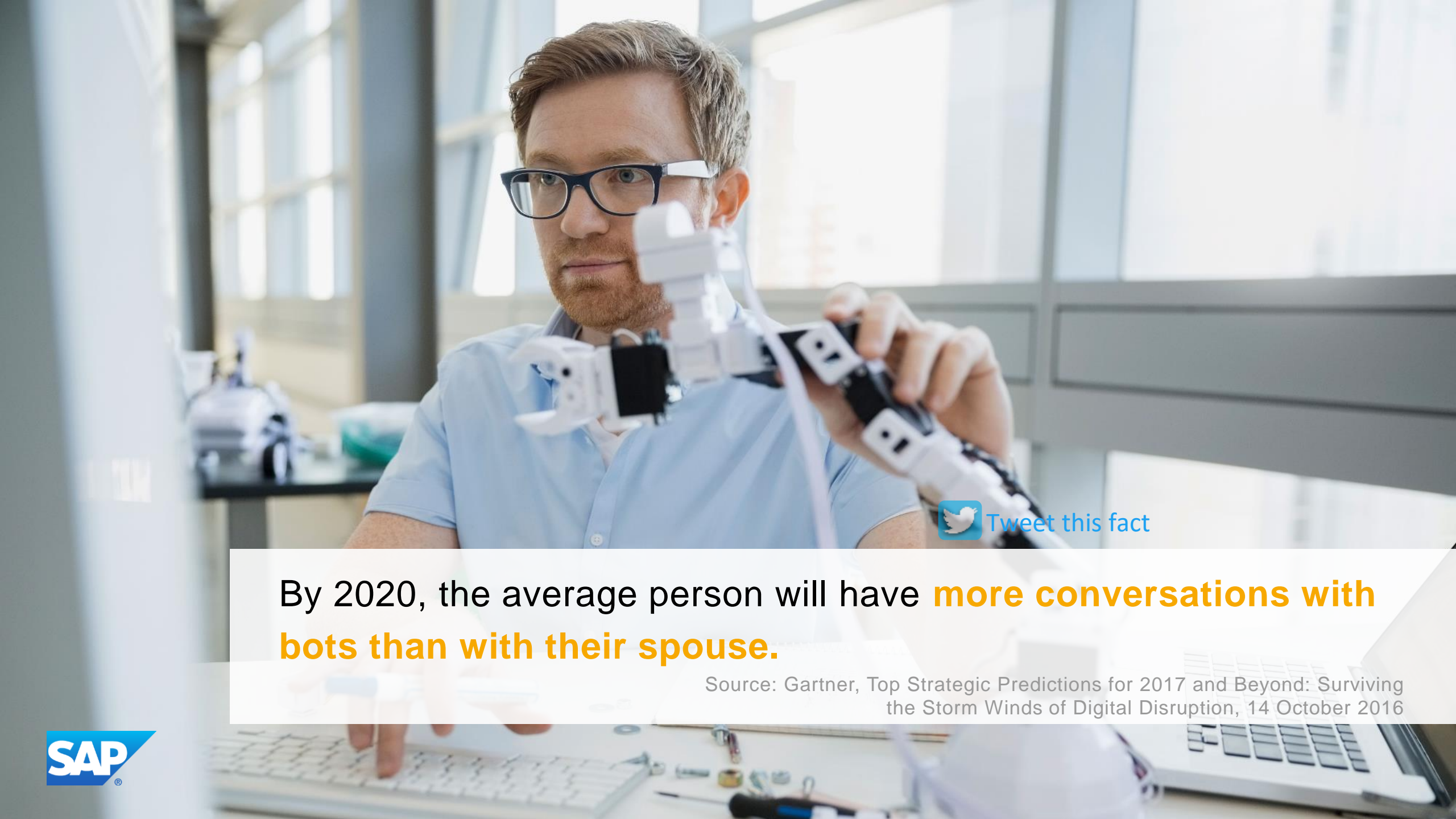


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72% of global CEOs believe **the next 3 years will be more critical for their industry than the last 50 years.**

Source: Forbes Insights, 2016 Global CEO Outlook





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By 2020, the average person will have **more conversations with bots than with their spouse.**

Source: Gartner, Top Strategic Predictions for 2017 and Beyond: Surviving the Storm Winds of Digital Disruption, 14 October 2016



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Innovative brands experience brand value appreciation 9 times more than brands that are perceived to be less innovative.

Source: Kantar Millward Brown, BrandZ™ Top 100 Most Valuable Global Brands



Tweet this fact

Companies today are 460% more likely to fail within five years than they were in earlier decades. Creative destruction is accelerating as companies invest in intangible assets such as databases, proprietary algorithms, and expert workers, instead of physical assets such as factories and inventory.

Source: Tuck School of Business at Dartmouth, Vijay Govindarajan and Anup Srivastava, Strategy When Creative Destruction Accelerates



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CEOs with greater competency to manage complexity achieve 83% higher market cap, 78% greater earnings per share, and 18% more revenue.

Source: Korn Ferry Institute, Predicting CEO performance





 Tweet this fact

Companies with 50% or more of their revenues from digital ecosystems achieve 32% higher revenue growth and 27% higher profit margins.

Source: MIT Sloan Management Review, Thriving in an Increasingly Digital Ecosystem

Only 5% of organizations feel that they have mastered digital to a point of differentiation from their competitors.

Source: Accenture, Digital Transformation in the Age of the Customer



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With the coming and going of ice ages over the last 400,000+ years, CO₂ in the Earth's atmosphere fluctuated between 180ppm and 300ppm. However, **CO₂ levels have skyrocketed and now exceed 400ppm for the first time in recorded history.**

Source: NASA Global Climate Change: Vital Signs of the Planet, The relentless rise of carbon dioxide

New **digital technologies can enable a 20% reduction in global carbon emissions** by 2030. This is equivalent to eliminating 100% of China's CO₂ emissions, plus another 1.5 billion tonnes.

Source: Telstra Corporation, SMARTer2030: Australian Opportunity for ICT Enabled Emission Reductions



In the last two decades, **9.6% of the earth's total wilderness areas have been lost**, an estimated 3.3 million square kilometers.

Source: Current Biology, Catastrophic Declines in Wilderness Areas Undermine Global Environment Targets

Many Latin American **governments are turning to artificial intelligence** to aid in their forest conservation efforts.

Source: Cool Green Science, 10 Innovations That Are Changing Conservation



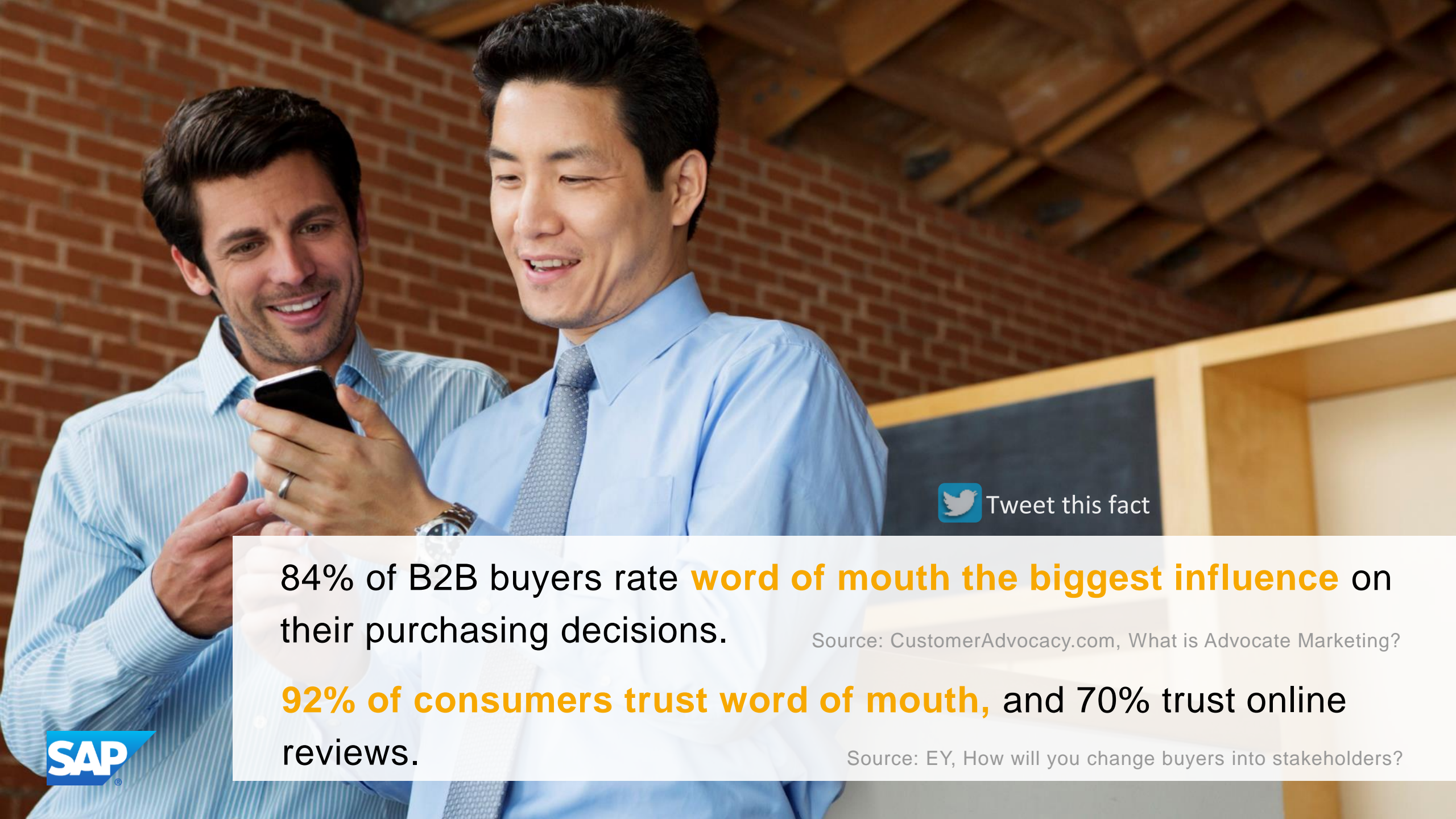
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Tweet this fact

A new McKinsey report finds that although 51% of job activities can be automated, **less than 5% of jobs are entirely replaceable by machines.** Many more occupations will evolve as jobs are partially automated, compared with the number that will disappear.

Source: Yahoo Finance, 51% of all job tasks could be automated by today's technology



 Tweet this fact

84% of B2B buyers rate **word of mouth the biggest influence** on their purchasing decisions.

Source: CustomerAdvocacy.com, What is Advocate Marketing?

92% of consumers trust word of mouth, and 70% trust online reviews.

Source: EY, How will you change buyers into stakeholders?



 Tweet this fact

71% of **B2B customers** are actively disengaged or indifferent.

Source: Gallup, B2B Customers Are Indifferent

But only **1% of B2B marketers** manage after-sales experiences with customer relationship programs.

Source: AdvertisingAge, Forrester B-to-B Marketing Predictions: Customer Focus to Sharpen



IoT car safety technology already reduces crashes significantly, and will save insurance companies \$45 billion over the next five years, in the United States alone.

Source: Business Insider, IoT Insurance: Trends in Home, Life & Auto Insurance Industries

Self-driving vehicles have the potential to save millions of lives, given that 1.25 million people die and 50 million are injured each year in auto accidents, nearly 95% of which are caused by human error.

Source: Together for Safer Roads, Will Self-Driving Vehicles Save Lives?



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Self-driving trucks are hauling iron ore in Australia, convoying across Europe, and appearing on roadways across the globe. And because they offer business savings, **self-driving trucks are expected to be more rapidly adopted than self-driving cars.**

Source: The Guardian, Self-driving trucks: what's the future for America's 3.5 million truckers?



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The 43 public companies in the **DiversityInc Top 50** were **24% more profitable than the S&P 500 average.**

Source: The Balance, Cultural Diversity in the Work Place: How Diversity at Work Makes More Money for You





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By 2020, **100 million consumers will shop in augmented reality.**

Source: Gartner, Top Strategic Predictions for 2017 and Beyond: Surviving the Storm Winds of Digital Disruption, 14 October 2016

And by 2021, **over 1 billion people worldwide will regularly use an AR/VR platform** (augmented reality/virtual reality) to access apps, content, and data.

Source: IDC Research, Inc., IDC FutureScope: Worldwide IT Industry 2017 Predictions

Amazon uses 30,000 Kiva robots in its global warehouses, which reduces operating expenses by approximately 20%. Bringing robots to its distribution centers that have not yet implemented them, would save Amazon a further \$2.5 billion.

Source: Bloomberg Technology, How Amazon Triggered a Robot Arms Race

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Car sharing could reduce the number of cars needed by 90% in 2035, resulting in only 17% as many cars as there are today.

Source: Seeking Alpha, Self-Driving Cars Are A Disaster For The Car Industry, But Great For The Rest Of Us

Millennials are more than twice as willing to car share as Generation X, and five times more likely than baby boomers.

Source: Goldman Sachs, Cars 2025



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92% of companies have experienced **commercial consequences** as a result of a data breach.

Source: Gemalto Breach Level Index, The Reality of Data Breaches in 2016

In 2016, 80% of companies purchased a stand-alone **cyber security insurance** policy, up from 51% in 2015.


Source: RIMS, *the risk management society*, 2016 RIMS Cyber Survey

Air pollution continues to rise at an alarming rate, and now **92% of the world population is exposed to air pollution** above WHO air quality guidelines.

Source: World Health Organization, Ambient air pollution: A global assessment of exposure and burden of disease

Every year, nearly **600,000 children under the age of five die** from diseases caused or exacerbated by the effects of air pollution.

Source: United Nations Children's Fund (UNICEF), Clear the Air for Children

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By 2020, 85% of a customer's **brand experience will occur without any human interaction.**

Source: Centric Digital, How Omni-Channel Customer Experiences Drive Brand Transformation



Tweet this fact

65% of B2B customers say their **B2B experience does not match their consumer experiences** on Amazon.com and similar sites.

Source: EY, How will you change buyers into stakeholders?




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By 2020, **50% of digital transformation initiatives will fail** due to the lack of an end to-end customer experience operating system.

Source: IDC Research, Inc., IDC FutureScape: Worldwide Chief Marketing Officer 2017 Predictions



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The most **innovative employees are 2 times more likely to have the flexibility to choose when and where they work**, and they also have greater access to amenities such as gyms and childcare facilities.

Source: Gensler, The Gensler 2016 Workplace Survey Reveals Workplace Secrets of the Most Creative and Innovative Companies

GDP per capita has increased roughly 1,000% since the 1970s.

Source: The World Bank, GDP per capita

CEO pay has risen 1,000% over the past 40-plus years.

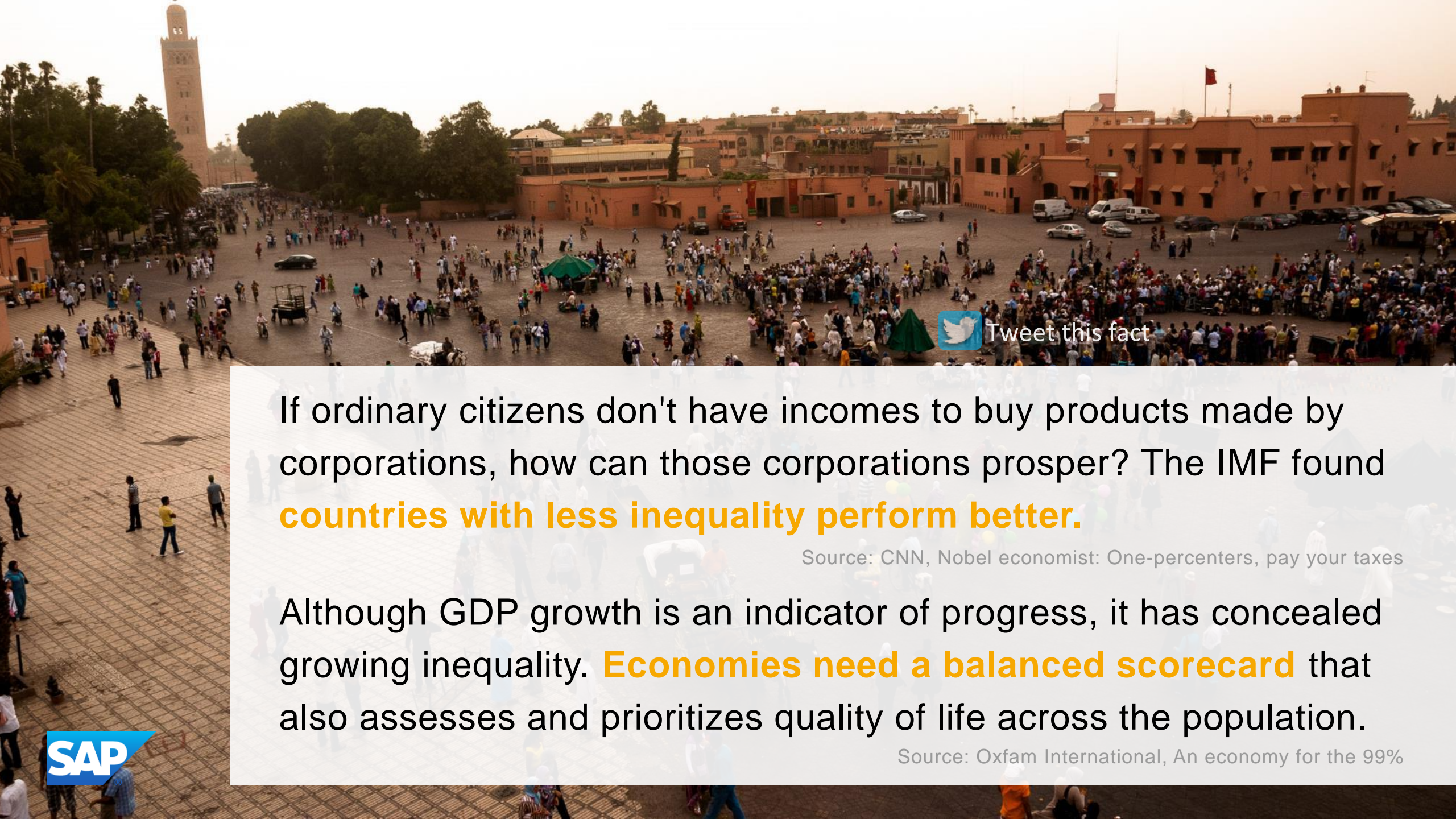
Source: World Economic Forum, World Economic Forum Annual Meeting 2017:
Responsive and Responsible Leadership

But average worker pay has increased just 11% since the 1970s,
essentially stagnating over the past 40-plus years.

Source: Economic Policy Institute, The Productivity–Pay Gap



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If ordinary citizens don't have incomes to buy products made by corporations, how can those corporations prosper? The IMF found **countries with less inequality perform better.**

Source: CNN, Nobel economist: One-percenters, pay your taxes

Although GDP growth is an indicator of progress, it has concealed growing inequality. **Economies need a balanced scorecard** that also assesses and prioritizes quality of life across the population.

Source: Oxfam International, An economy for the 99%

In initial tests, a **machine-learning algorithm created at Carnegie Mellon was able to predict heart attacks** four hours in advance, with 80% accuracy.

Source: The Economist, Of prediction and policy

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Artificial intelligence can predict where epidemics will happen.

AIME developed a platform with 87% accuracy in predicting dengue fever outbreaks, three months in advance. Now they hope to similarly target other diseases such as Ebola and Zika.

Source: Deloitte, Artificial Intelligence Innovation Report



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After watching 5,000 hours of TV, **Google's DeepMind AI was able to lip-read 34% more accurately than a professional lip-reader.**

Source: New Scientist, Google's DeepMind AI can lip-read TV shows better than a pro

After watching just 600 hours of TV, **an MIT deep-learning AI algorithm was able to predict future human interactions** after two people met, 60.5% as accurately as human subjects.

Source: MIT News, Teaching machines to predict the future

During their operation, the **NASA space shuttles cost \$60,000 per kilogram** to get their payload into low Earth orbit.

Source: National Space Society, BACK TO THE MOON - Getting There Faster for Less

The **SpaceX Falcon Heavy will cost an estimated \$447 per kilogram** to get its payload into low Earth orbit.

Source: The Space Review, Increasing the profit ratio



Tweet this fact

On the edge of the Sahara, Morocco is building what will be the **world's largest solar power plant, capable of providing energy even after the sun sets.**

Source: NPR, Morocco Unveils A Massive Solar Power Plant In The Sahara

Morocco plans to generate 14% of its energy from solar by 2020, and **hopes to eventually export solar energy to Europe.**

Source: BBC, The colossal African solar farm that could power Europe

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Only 9% of companies have access to real-time data for financial analysis and planning, and only 18% use predictive modeling to analyze Big Data.

Source: Association for Financial Professionals, AFP FP&A Benchmarking Survey





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Globally, 47% of **business application users waste more than 10% of their day waiting on technology** to deliver content, data, or results after they interact with a business application. That adds up to more than 24 working days lost per year.

Source: Oxford Economics, Mind the Gap Infographic



In-memory computing speeds are 1,000 to 1 million times faster than the previous most advanced computing techniques, enabling Big Data analytics processing to be reduced from hours or days, to real time.

Source: Research and Markets, Global In-Memory Computing Market
- Growth, Trends & Forecasts (2016 - 2021)

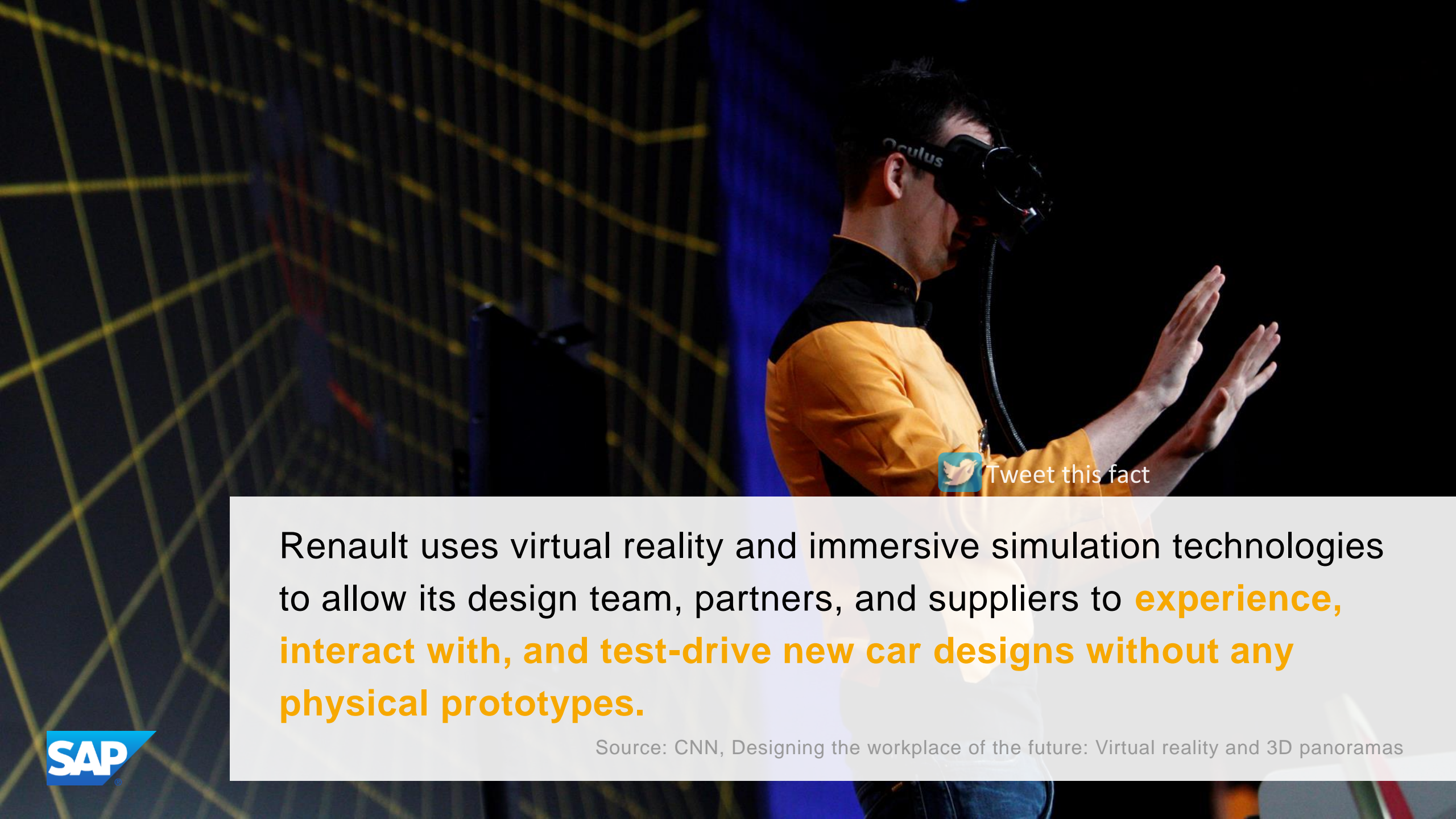


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By 2030, **25% of Dubai's buildings will be 3D printed.**

Source: Emirates24|7, 25% of Dubai's buildings will be 3D printed by 2030: Mohammed

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Renault uses virtual reality and immersive simulation technologies to allow its design team, partners, and suppliers to **experience, interact with, and test-drive new car designs without any physical prototypes.**

Source: CNN, Designing the workplace of the future: Virtual reality and 3D panoramas



Two billion individuals and 200 million small businesses in emerging economies lack access to basic financial services and credit. **Broad adoption of mobile banking in developing nations could create 95 million new jobs** and increase GDP by \$3.7 trillion by 2025.

Source: McKinsey Global Institute, How digital finance could boost growth in emerging economies

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90% of companies that helped employees identify and develop their natural strengths achieved 10% to 19% increased sales; 14% to 29% increased profit; 9% to 15% increase in employee engagement; and 22% to 59% fewer safety incidents.


Source: Gallup, Global Study: ROI for Strengths-Based Development




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Technological advancement is outpacing security. If our digital economy is to thrive, **our commitment to cybersecurity must match our commitment to innovation.**

Source: Commission on Enhancing National Cybersecurity, Report on Securing and Growing the Digital Economy

A bearded man with a white t-shirt and dark overalls is sitting in a workshop, looking intently at a tablet computer. The workshop is filled with various items, including a hat on a shelf and a map on the wall. The lighting is warm and focused on the man.

 Tweet this fact

60% of small businesses will close within six months of a cyberattack.

Source: StaySafeOnline.org, Small Business Online Security Infographic

By 2019, 75% of **workers who use enterprise applications will have access to intelligent personal assistants** to augment their skills and expertise.

Source: IDC Research, Inc., IDC FutureScape: Worldwide Big Data, Business Analytics, and Cognitive Software 2017 Predictions

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An estimated **45.8 million people** are trapped in some form of **slavery** in 167 countries. Source: Walk Free Foundation: The Global Slavery Index, Global Findings

Advanced analytics and Big Data are enabling coordinated efforts to combat human trafficking networks and rapid responses when victims are located.

Source: HBS Digital Initiative, Tracing a web of destruction: Can big data fight human trafficking?

Global urban populations will add 2.5 billion people by 2050. This massive urban expansion will require as much as \$70 trillion in infrastructure spending.

Source: EY, In a fast-changing world, can cities be built with long-term perspective?

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Of the children entering primary school today, **65% will end up working in completely new job types that do not yet exist.**

Source: World Economic Forum, The Future of Jobs



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Chinese consumers took nearly 3 billion trips and **spent over \$110 billion during the Chinese New Year celebration.**

Source: Juwai.com, 3 reasons why Chinese New Year is a global phenomenon to heed

Over the next 15 years, **consumer spending in China will grow by more than the total EU consumer spending today.**

Source: The Economist Intelligence Unit, The Chinese consumer in 2030



An extremely large **city can lose as much as 500 billion liters of drinking water** each year through leakage.

Source: United Nations, Water and Cities - Facts and Figures

More than 300,000 billion liters of water could be saved globally by using new information and communications technologies to increase resource management efficiencies.

Source: Global e-Sustainability Initiative (GeSI), Quantifying the opportunity

Barcelona uses the IoT to optimize urban systems and enhance citizen services. To date, it has saved \$95 million annually from reduced water and electricity consumption, increased parking revenues by \$50 million a year, and generated 47,000 new jobs.

Source: Data-Smart City Solutions, Ash Center for Democratic Governance and Innovation at Harvard Kennedy School, How Smart City Barcelona Brought the Internet of Things to Life

By 2019, **40% of local and regional governments will use the IoT** to turn infrastructure such as roads, street lights, and traffic signals into assets instead of liabilities.

Source: IDC Research, Inc., IDC FutureScape: Worldwide Internet of Things (IoT) 2017 Predictions



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In a study of 100 variables, **seeing purpose and value in work was the single most important factor that motivated employees.**

Yes, more than compensation.

Source: LinkedIn, Purpose Trumps Cash + Other New Research Findings

75% of Millennials would take a pay cut to work for a socially and environmentally responsible company.

Source: Cone Communications, 2016 Cone Communications Millennial Employee Engagement Study





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93% of CEOs believe it's important to engender trust that their company “will do the right thing.”

Source: PwC, Connecting the dots: how purpose can join up your business

72% of people feel that **companies have become more dishonest.**

Source: EY Beacon Institute, The state of the debate on purpose in business



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87% of Millennials say that they **base their purchasing decisions on whether or not a company makes positive social efforts.**

Source: D!gitalist Magazine, Why Millennials Care About Purpose-Driven Business



Tweet this fact

82% of executives believe **platforms will be the glue that brings organizations together in the digital economy.** The top 15 public platforms already have a market capitalization of \$2.6 trillion.

Source: Accenture, Accenture Technology Vision 2016

By 2020, **over 80% of the G500 will be digital services suppliers** through Industry Collaborative Cloud (ICC) platforms.

Source: IDC Research, Inc., IDC FutureScope: Worldwide IT Industry 2017 Predictions



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40% of **CEOs fail within their first 18 months.**

Source: Korn Ferry Institute, Predicting CEO performance



 Tweet this fact

Only 13% of U.S. and Canadian manufacturing jobs recently lost, were due to international trade. **85% of the job losses stemmed from productivity growth** — another way of saying machines replaced human workers.

Source: TechCrunch, Industrial robots will replace manufacturing jobs — and that's a good thing





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There is a growing level of distrust: **only 15% of people believe that society's institutional pillars** (government, businesses, media) are working for the common person.

Source: Edelman, 2017 Edelman Trust Barometer

Leading up to the U.S. election, the top **fake news stories on Facebook generated 20% more engagement than factual stories.**

Source: BuzzFeed News, This Analysis Shows How Fake Election News Stories Outperformed Real News On Facebook



 Tweet this fact

Only 13% of employees worldwide are engaged, meaning that the other 87% are *not* involved in, enthusiastic about, and committed to their work and company.

Source: Gallup, The Worldwide Employee Engagement Crisis

Companies with **engaged employees outperform their peers by up to 202%**.

Source: Dale Carnegie Training, The Importance of Employee Engagement





The world's biggest banks have taken the first steps to moving onto blockchains, the technology introduced to the world by the virtual currency bitcoin.

Source: The New York Times, Wall Street Clearinghouse to Adopt Bitcoin Technology

By 2027, **blockchains could store as much as 10% of global GDP.**

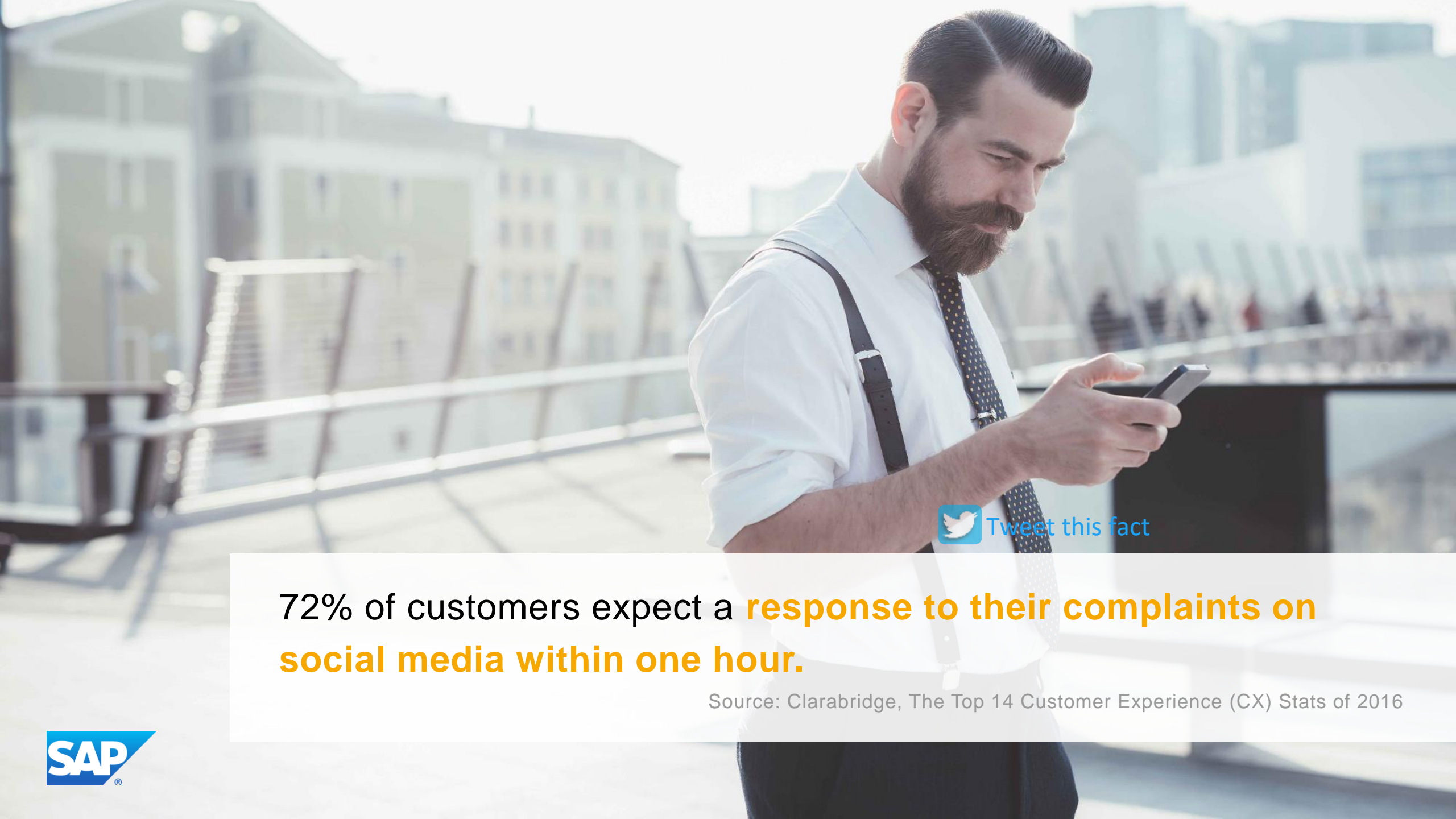
Source: Digitalist Magazine, Making The Next Moves With Blockchain



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Only 16% of finance executives from midsize companies
believe their company is truly successful at driving innovation.

Source: Cherry Bekaert, Survey Results: The Finance Function – Driving Successful Innovation



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72% of customers expect a **response to their complaints on social media within one hour.**

Source: Clarabridge, The Top 14 Customer Experience (CX) Stats of 2016



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75% of Millennials want to **work from home or from another location where they feel more productive.**

Source: Deloitte, The 2016 Deloitte Millennial Survey - Winning over the next generation of leaders



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91% of engineering firms agree that, to improve the supply of engineers and technicians, more **employers need to provide work experience for students in the education system.**

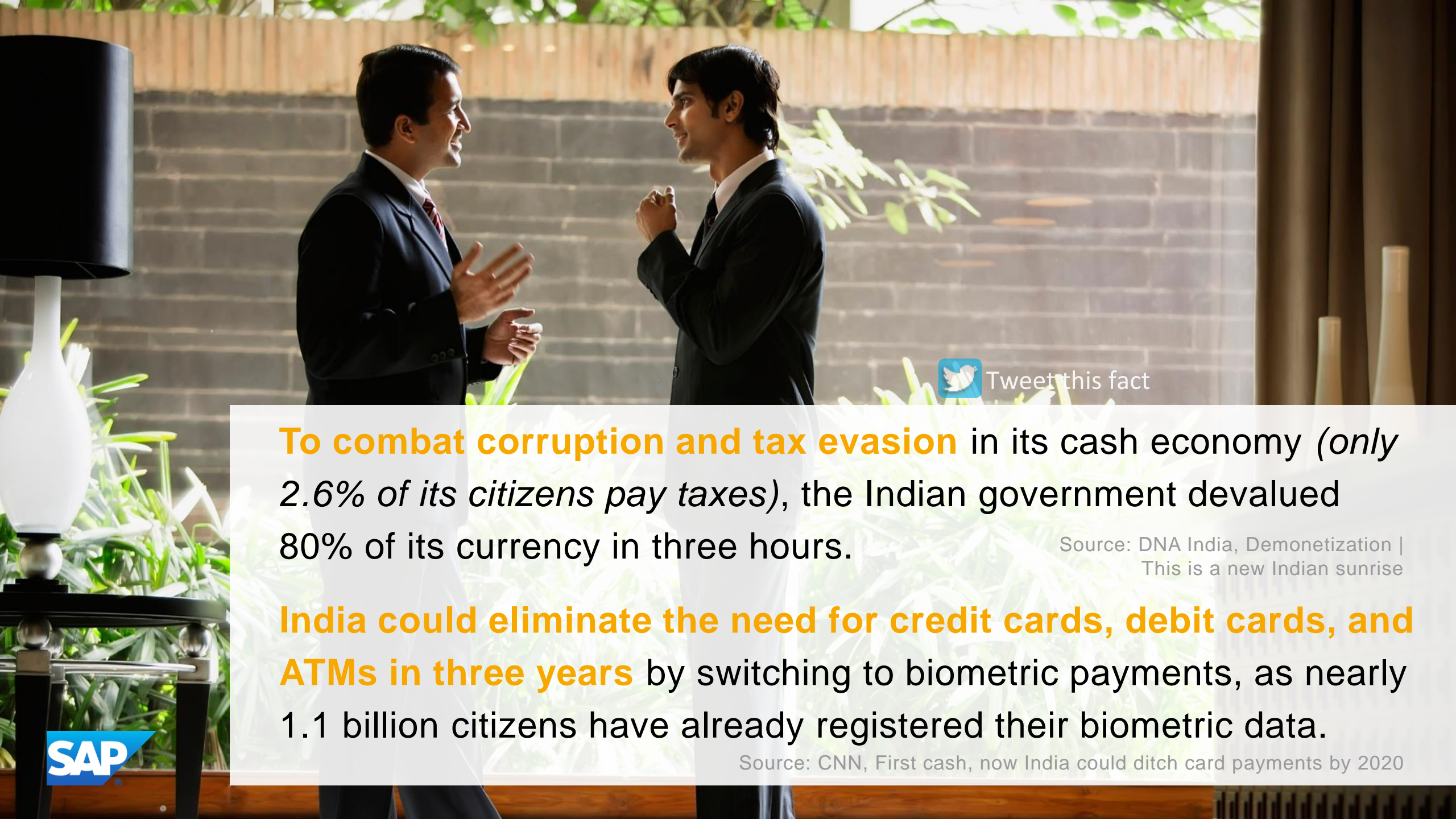
Source: The Institution of Engineering and Technology, 2016 IET skills survey



 Tweet this fact

Bribery reduces global GDP by \$1.5 to \$2 trillion each year, as it drives suboptimal business decision making, corrupting economic performance.

Source: International Monetary Fund, Corruption: Costs and Mitigating Strategies



Tweet this fact

To combat corruption and tax evasion in its cash economy (*only 2.6% of its citizens pay taxes*), the Indian government devalued 80% of its currency in three hours.

Source: DNA India, Demonetization |
This is a new Indian sunrise

India could eliminate the need for credit cards, debit cards, and ATMs in three years by switching to biometric payments, as nearly 1.1 billion citizens have already registered their biometric data.

Source: CNN, First cash, now India could ditch card payments by 2020



 Tweet this fact

Africa is leapfrogging the developed world's traditional banking systems through fast adoption of mobile and Internet-based technology, and is poised to take advantage of the disruptive opportunity that blockchains offer.

Source: BitHub.Africa, The Blockchain Opportunity, How Crypto-currencies and Tokens could scale disruptive solutions across Africa



 Tweet this fact

Within just two months, **the augmented reality video game Pokémon Go was downloaded 500 million times globally**, and after 90 days, the app had generated \$600 million in revenue.

Source: DMR, 75 Incredible Pokemon Go Statistics




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86% of consumers are willing to pay more for an upgraded experience, and 55% are willing to pay for a guaranteed good experience.

Source: The Huffington Post, 50 Important Customer Experience Stats for Business Leaders



 Tweet this fact

Industrial companies are planning to **invest 5% of their revenues annually to digitally transform their enterprise**, with 55% of their investments expecting a payback in two years or less.

Source: PwC, Industry 4.0: Building the digital enterprise



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Migrants make up just 3.4% of the world's population, but they contribute nearly 10% of global GDP. Today immigrants earn 20% to 30% less than native workers, but if countries narrow this wage gap by just 5% to 10%, they could generate an additional \$1 trillion in global economic output.

Source: McKinsey Global Institute, Global migration's impact and opportunity




By 2019, more than 50% of all industries will price and package their **offerings as services with flexible subscription or consumption-based pricing models.**

Source: IDC Research, Inc., IDC FutureScope: Worldwide Software Business Models and Monetization 2017 Predictions

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Usage-based auto insurance enabled by the Internet of Things will grow nearly 1,200% by 2023. This insurance uses real-time information about a driver's actual driving to assess actuarial risk.

Source: IHS Markit, Usage-Based insurance Expected to Grow to 142 Million Subscribers Globally by 2023, IHS Says



 Tweet this fact

The spending power of baby boomers is predicted to be \$15 trillion worldwide by the end of 2019.

Source: The Huffington Post, 5 Key Customer Experience Trends for 2017

The European Union is proposing new **laws that require robots to be equipped with emergency “kill switches”** and to be programmed in accordance to Isaac Asimov’s “laws of robotics,” stipulating that robots must never harm a human.

Source: CNN, Europe calls for mandatory 'kill switches' on robots

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Only 37% of consumers say their *favorite* retailer understands them.

Source: FitforCommerce, Omnichannel: 5 Roadblocks to Avoid on the Journey to Omnichannel Retail Success

Businesses that adopt omnichannel strategies achieve 91% greater year-over-year customer retention rates.

Source: DataMentors, 25 Amazing Omnichannel Statistics Every Marketer Should Know



 Tweet this fact

Companies with best-in-class customer experience management achieve year-over-year customer profit margin improvement 527% higher than their peers, and 359% greater company revenue growth.

Source: SAP Center for Business Insight 2017 calculation based on Aberdeen Group, CEM Executive's Agenda 2016: Aligning the Business Around the Customer



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A McKinsey & Company study found **companies in the top quartile for racial and ethnic diversity** were 35% more likely to have financial returns above national industry medians.

Source: Korn Ferry Institute, The inclusive leader



Companies where women make up at least 15% of senior managers had more than 50% higher profitability than those where female representation was less than 10%.

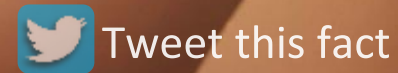
Source: Credit Suisse Research Institute, The CS Gender 3000: The Reward for Change



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By broadly addressing **gender equity at work and in society**, the world could add **\$12 trillion** to annual gross domestic product in 2025.

Source: McKinsey Global Institute, Realizing gender equality's \$12 trillion economic opportunity



How Millennials want to work and live is a problem leaders need to take seriously. **Just 40% of Millennials feel strongly connected** to their company's mission.

Source: Gallup, Millennials Not Connecting With Their Company's Mission

During the next year, **one in four Millennials plans to leave his or her current employer**, and by 2020, two in three Millennials expect to have found a new employer.

Source: Deloitte, The 2016 Deloitte Millennial Survey - Winning over the next generation of leaders



Once fully available, **5G data speeds will be 1,000-times faster than today.** This revolutionary leap will enable ubiquitous connections across the Internet of Things, engagement across virtual environments with only millisecond latency, and whole new Big Data applications and services.

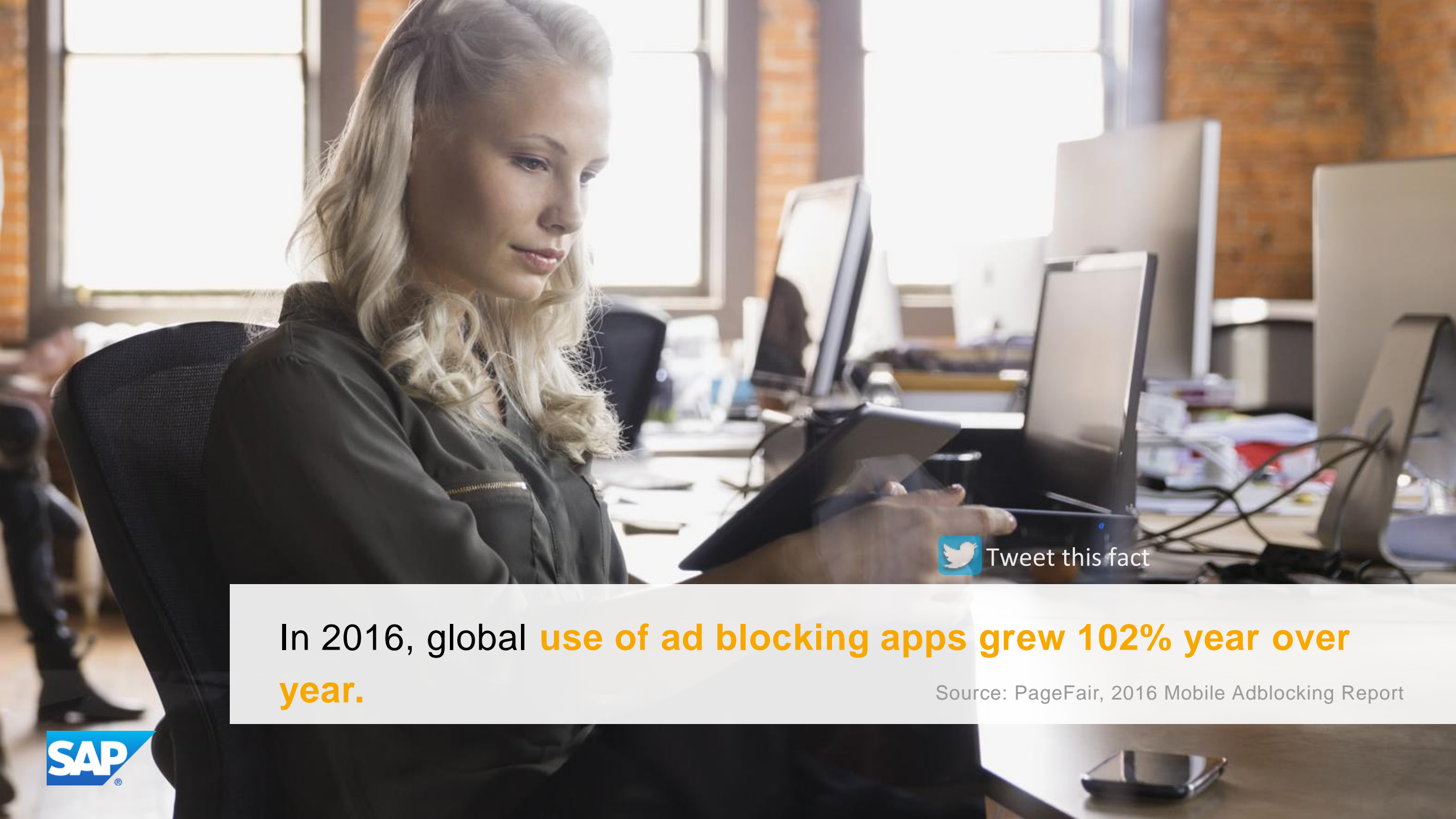
Source: Canadian Wireless Trade Show, 2017 Predictions: Behind the scenes with 5G
– 2017 lays groundwork for telecom revolution




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Global debt has more than doubled since the turn of the century to \$152 trillion, and now represents a record high 225% of global GDP. This creates a vicious feedback loop in which the debt overhang exacerbates the economic slowdown and lower economic growth hampers deleveraging.

Source: Bloomberg, The IMF Is Worried About the World's \$152 Trillion Debt Pile




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In 2016, global **use of ad blocking apps grew 102% year over year.**

Source: PageFair, 2016 Mobile Adblocking Report



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User-generated videos about a brand get 10x more views on YouTube than content created by the brand, and user-generated content-based ads get 4x higher click-through rates.

Source: TINT, 38 Mind-Blowing Stats About User Generated Content



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Every day, Facebook videos are viewed 8 billion times; a dramatic increase from the 1 billion daily views average a year ago.

Source: Doubleshot, Top 10: Video Marketing Trends 2016/2017

Each month, as many as **93% of all Internet-connected Millennials visit YouTube.**

Source: GlobalWebIndex, 93% of Millennials Visiting YouTube



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By 2020, approximately **70% of online purchases in China will be made via a mobile phone**. This is significantly higher adoption than estimates for other countries: U.S. 46%, UK 40%, Japan 40%, and India 30%.

Source: Euromonitor International, The New Connected Consumer Code: Unlocking Digital Commerce Opportunities



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Digital supply chains can reduce supply chain process costs by 50%, reduce procurement costs by 20%, and increase revenue by 10%.

Source: The Center for Global Enterprise, Digital Supply Chains: A Frontside Flip



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80.7% of executives characterize their Big Data investments as successful, while only 1.6% deemed them failures. In spite of the successes, executives see lingering cultural barriers hindering full adoption and value realization.

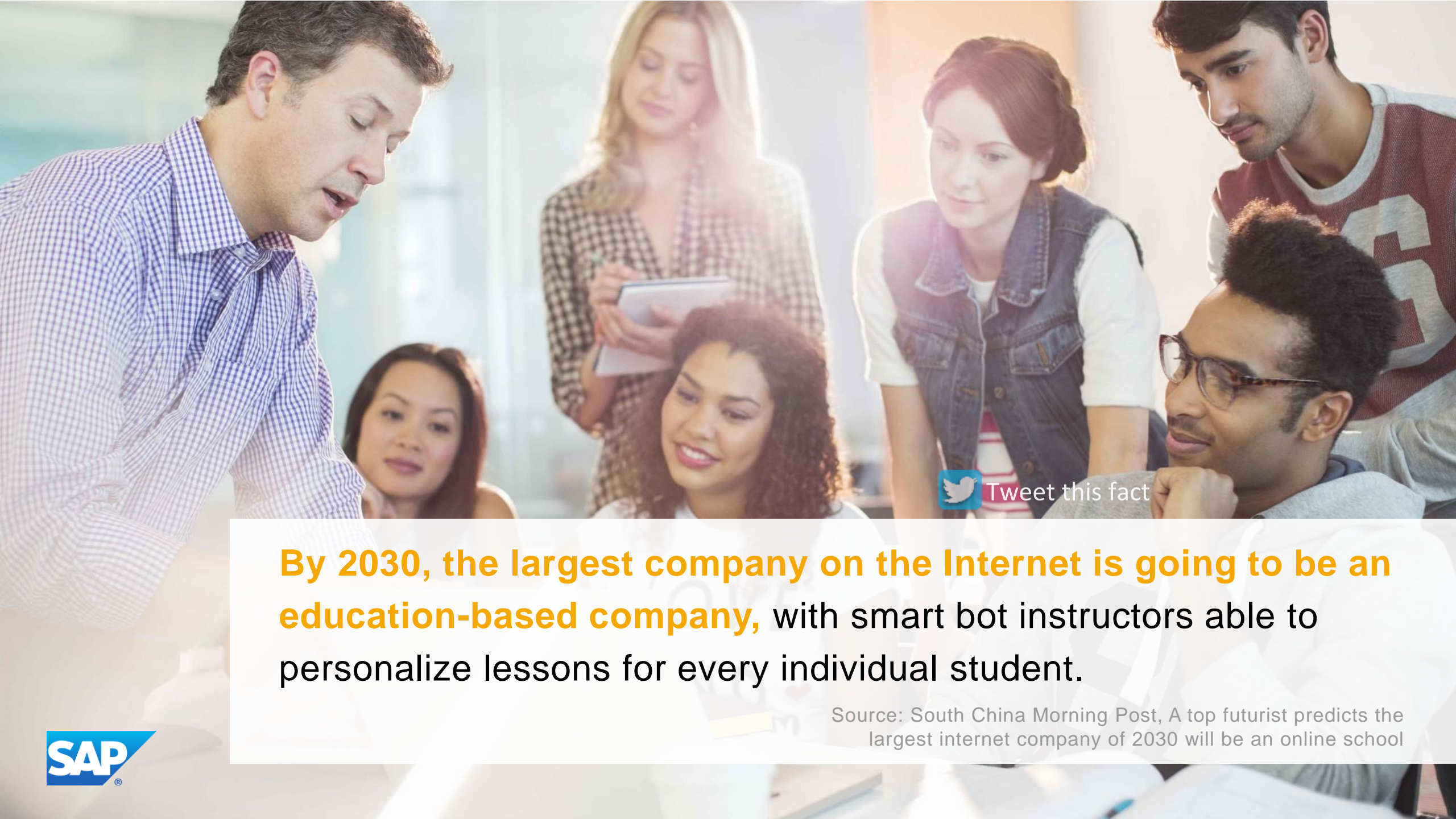


Source: New Vantage Partners, Big Data Executive Survey 2017

Since 2009, a stock portfolio comprising the **brands that provide the simplest customer experiences outperformed the major indexes**. The *Simplicity portfolio* grew +433%, S&P +135%, DAX +116%, FTSE +52%.

Source: Siegel+Gale, Global Brand Simplicity Index 2017

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By 2030, the largest company on the Internet is going to be an education-based company, with smart bot instructors able to personalize lessons for every individual student.

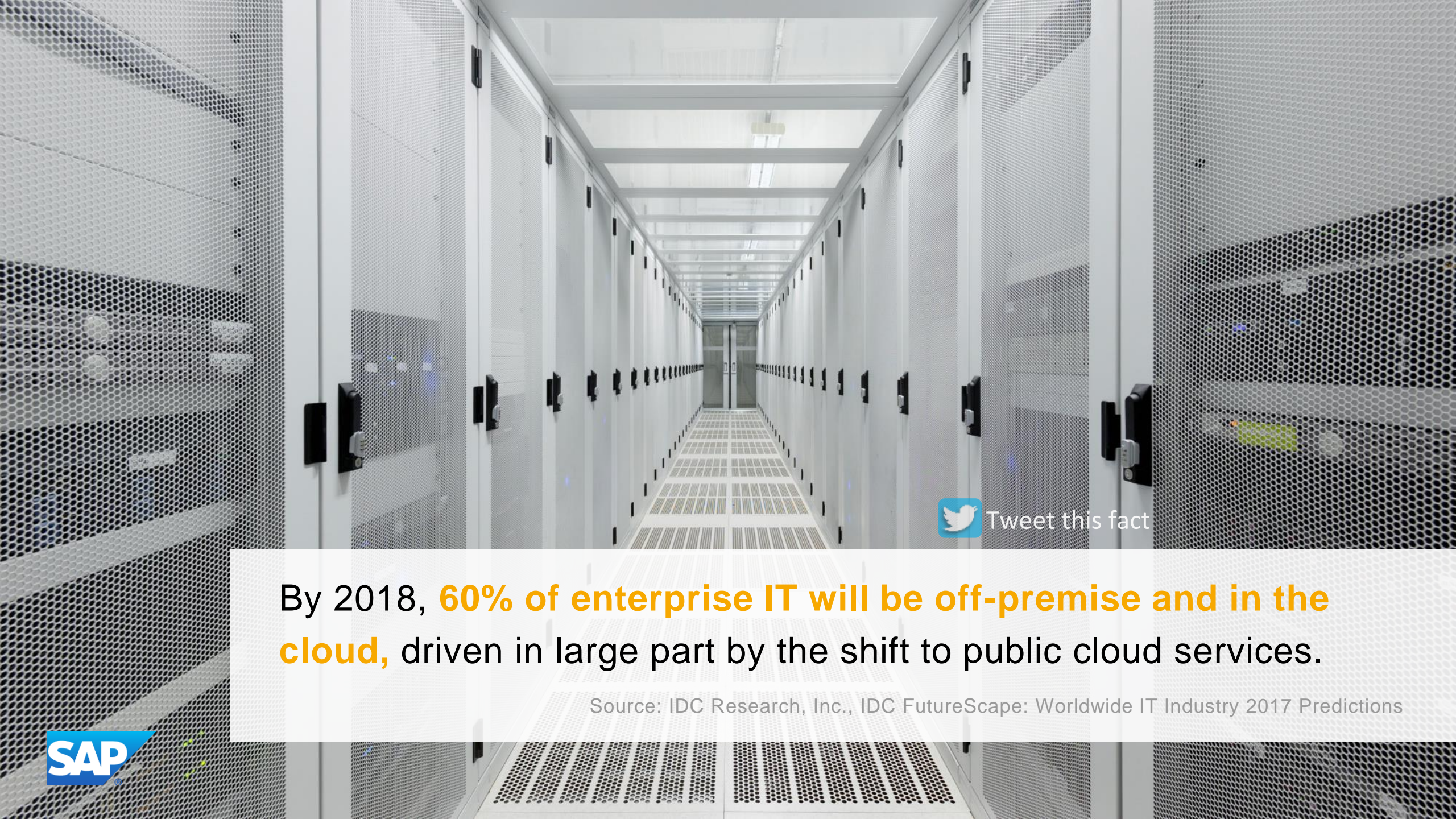
Source: South China Morning Post, A top futurist predicts the largest internet company of 2030 will be an online school

A man and a woman in an office setting are looking at a tablet together. The woman is holding the tablet, and the man is pointing at the screen. They are both smiling. In the background, there are other office workers and cubicles.

 Tweet this fact

By 2018, **90% of the population will have unlimited and free data storage in the cloud** that will ultimately be supported by ads.

Source: Business Insider, 21 technology tipping points we will reach by 2030




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By 2018, **60% of enterprise IT will be off-premise and in the cloud**, driven in large part by the shift to public cloud services.

Source: IDC Research, Inc., IDC FutureScape: Worldwide IT Industry 2017 Predictions



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In 2020, the **top five cloud IaaS/PaaS providers will control 75% of the market**, up from 50% in 2016.

Source: IDC Research, Inc., IDC FutureScape: Worldwide IT Industry 2017 Predictions



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By 2020, 43% of the U.S. workforce is expected to consist of freelance workers, and within 10 years, there will be a new **Global 2000 company with no full-time employees outside of the C-suite.**

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Source: Accenture, Accenture Technology Vision 2016



88% of U.S. consumers say free shipping makes them more likely to shop online, and **79% would select drones as a delivery option** if it meant they could receive packages within an hour.

Source: Walker Sands Communications, Reinventing Retail: What Businesses Need to Know for 2016 Whitepaper



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By 2020, **eSports – competitive video gaming – will reach nearly 500 million fans worldwide**, more than popular sports such as basketball.

Source: Activate, Think Again: Tech & Media Outlook 2017



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Airbnb usage is projected to grow 1,165% by 2025, reaching one billion "room nights." Key growth factors include Airbnb's high levels of repeat customers, and significant word of mouth, as more than 80% of customers are likely to recommend Airbnb to friends.

Source: Bloomberg, One Wall Street Firm Expects Airbnb to Book a Billion Nights a Year Within a Decade



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Live sports accounts for 50% of the Twitter conversations linked to TV programs, even though it accounts for only 1.4% of total TV programming.

Source: SportsPro, Why Live Sports and Social Media are just at the beginning of a fabulous love story

The Internet of Everything could be worth \$19 trillion over the next decade thanks to cost savings and profits for businesses and increased revenues for the public sector.

Source: EY, The Internet of Everything is closer than you think

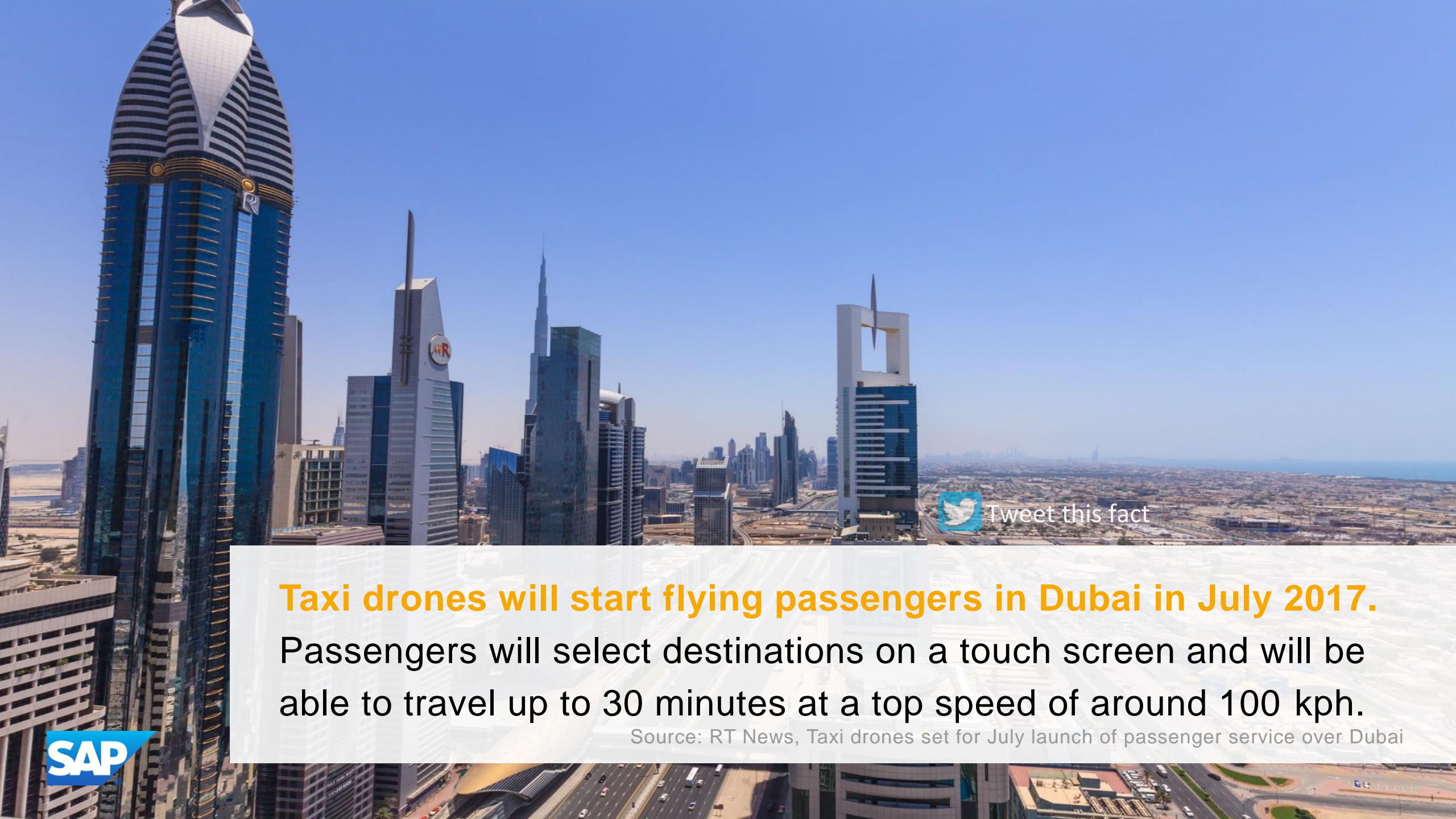
 Tweet this fact



 Tweet this fact

Organizations in which **employees perceive meaning at work are 21% more profitable.**

Source: Future of Leadership Initiative, Meaning@Work, Leadership in times of digitization



Tweet this fact

Taxi drones will start flying passengers in Dubai in July 2017.

Passengers will select destinations on a touch screen and will be able to travel up to 30 minutes at a top speed of around 100 kph.

Source: RT News, Taxi drones set for July launch of passenger service over Dubai





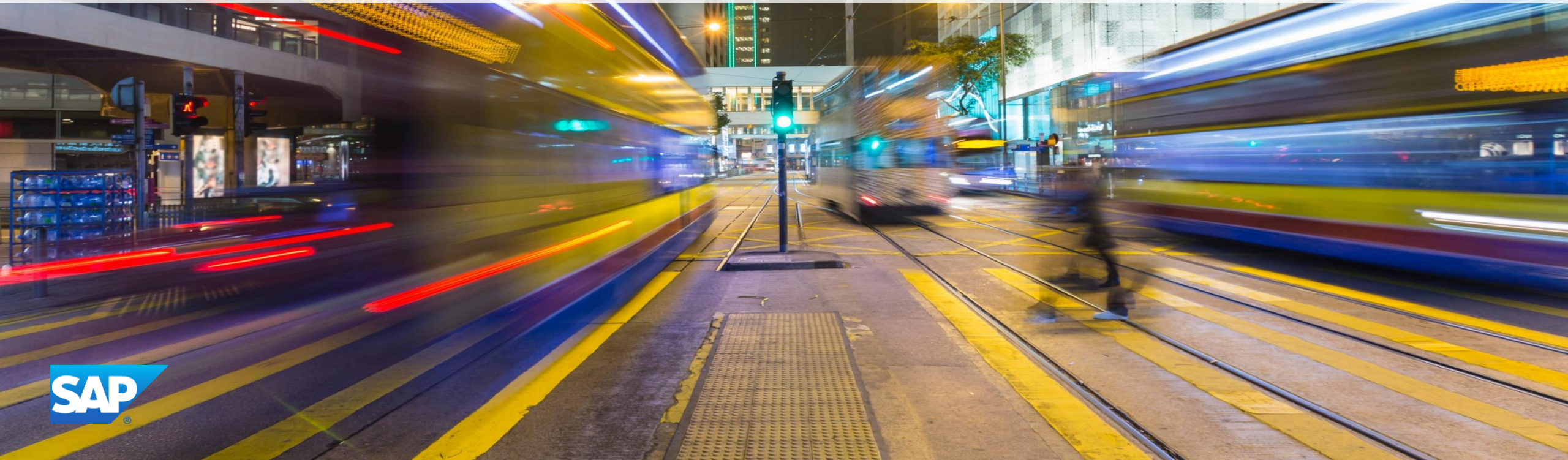
 Tweet this fact

Patients dying while waiting for an organ donor could soon be a thing of the past. By 2030, **organs will be biologically 3D-printed on demand.**

Source: World Economic Forum, Healthcare in 2030: goodbye hospital, hello home-spital

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