

2020 provided key learnings for all industries and companies and there is no doubt that in 2021 the world will continue to witness the power of the accumulated data, leveraged by AI technology across all aspects and dimensions of businesses. This means that adoption will increase, but we must pay attention to keep delivering value and demonstrating the ROI behind this evolution of the enterprise.

In 2021 we can expect the following trends to continue impacting the landscape around this game-changing technology:

1 Data



The rapid digitalization and online migration of customers and businesses spurred by the COVID-19 crisis is generating extraordinary amounts of data. **In 2021, companies will deploy strategies to become Data-Centric companies**, leveraging their Atomic Data collection.

2 Skills are still at the core



There is still a substantial knowledge gap that must be addressed among business leaders and executives. **On the other hand, we see a growing number of data scientists with technical skills.**

3 Cloud based technologies



Are almost no longer a choice but a necessity. **2021 will be the year when companies will continue to ride on the success and scale their data-related operations in the cloud.** The multi-cloud environment trend will continue to dominate enterprises.

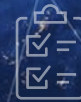


4 Supply Chain



The COVID-19 pandemic revealed vulnerabilities in the long, complicated supply chains of many companies. **In 2021 many companies will analyze how to avoid lockdowns and reduce costs.** AI & Analytics will play a crucial role in understanding how to solve this.

5 Reforms and Restructuring



“Green” is the color of recovery. Tech, AI, Data, Autonomous Healthcare systems need change, prevention, new and faster ways to create medicines, as well as healthier work environments. AI & Analytics play a crucial role to understand and solve this.



“I believe that Enterprise competitive advantage exists at the intersection of leveraging your data, powered by smart technology that empowers people. Creating Innovation requires deep business understanding woven with industry and technical expertise.”

- Nir Kaldero, Global Director of Data Sciences at NEORIS

6 Customer Centricity



As clients’ adoption of digital services increased exponentially, so their data. This is an enormous opportunity for companies to tailor their offerings and maximize their investments. Leveraging AI & Analytics will unlock customer insights that must be translated into competitive advantage.

7 Knowledge, from Collaboration



To elicit knowledge from data, companies must increase their understanding of them, **allowing governed collaboration in providing automated context for data sourcing, quality and access to metadata.** As the enormous volumes of data keep growing, keeping up the pace with governing and cataloguing them will be a huge challenge for any enterprise.