

Emergent security and intelligent marketing

 By [Henk Olivier](#)

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The top trends for 2020 are the same trends that dominated in 2019, only with a bit more flair and a lot more functionality.



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What does 2020 hold? Well, the obvious answer is that it holds data...And security...And emergent technology.

The trends that have shaped conversations over the past year are not showing any sign of changing or slowing down. Yes, data will remain a powerful and highly valuable tool for the business and yes, the tools that are needed to analyse and interpret it are in increasingly high demand.

This is, of course, pushing artificial intelligence (AI) onto the business agenda as it's the technology that allows for better data analysis and insights, and it's driving machine learning and the demand for richer technology integration.

In the business-to-business (B2B) market, all organisations are currently focusing on the ability to record all the data that's processed from a client.

Historical data is important

Most have not yet mastered the ability to analyse and use the data to grow the business through relevant insights. Those organisations that can use their historical data to their advantage will be the ones that are more likely to adapt and pivot alongside market and customer demand.

Again, this is where AI and machine learning will play a role, helping the business leverage its data more effectively, using and re-using it in ways that support growth.

It's also likely that AI and machine learning will become business divisions in their own right. These technologies have to be as capable of adaptation and change as the business, becoming more intelligent and relevant as they evolve.

They will play a role in data analysis, data capture, business automation, and in customer communication. The latter especially is set to become a predominant trend as organisations invest into chatbots that improve customer and client services.

Social media and machine learning

Social media marketing will also see a rise in demand as organisations use social media to create brands and trends.

A large part of this will be linked to machine learning which will be used to profile customers and businesses to improve targeting and messaging. The B2B market will also invest more heavily into the potential of AR and VR solutions that enhance their offerings and profiles. Already, solutions are in place for the real estate market and it's likely these will continue to gain traction across different sectors as its potential becomes increasingly apparent.

Intergration of automation

Finally, technology integration will be a priority for the B2B space as companies focus on automating processes through integration into other systems. This will allow for them to improve processes and operations without any human interaction.

This trend is emerging from a need to cut costs, improve efficiencies and refine technology investment.

Overall, 2020 is set to be the year where AI, machine learning and automation permeate all levels of business and process. Their influence will be even more deeply felt across customer engagement, operations, and data analysis.

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