## Blog Post

# The top ten tech trends in the smartphone age

Hyperconnectivity, security, big data, the cloud – the ascent of technologies that underpin and galvanise the way we work and play can't be overstated, and while a listicle about them hardly does them justice, businesses need to be aware of how they go together.

### Executive summary

It can be argued that the introduction of the iPhone (which ushered in the smartphone era) gave rise to or popularised many of the other technologies we use today. A senior technology executive discusses how.

**Client:**

Zeno Group

**Content type:**

Blog post

**Brief:**

To ghost write a blog post by a technology executive about the technologies that have appeared and taken hold in the decade in the smartphone era.

**Deliverable:**

A written piece of no fixed word count on the technologies of the smartphone era and how they're combining to change the world.

**Here at Veeam** we'd like to congratulate the iPhone on its 10th anniversary. It not only ushered in a new age of consumer engagement with the possibilities data offers, it opened the door to other worlds that are similarly transforming work, society and our lives.

How? We're all taught stranger danger as kids, but we step into strangers' cars using Uber or date them using Tinder without a second thought, entrusting our safety to the power of digital systems and data.

That world can only work because of the hyperconnectivity of systems like contacts, tweets, sales figures and more. Disparate systems must speak to each other constantly and securely to unleash new opportunities, something we're all about here at Veeam.

### Cloud computing

As the early web giants like Google and Facebook built so many servers, they created an industry to host and compute data on our behalf. Global cloud revenue is set to reach US$15bn this year.

### 3D printing

Industrial additive manufacturing has been around since the 1980s, and the consumer field is still mostly about polymer desk toys, but keep watching. The easy shareability of files to print spare parts and new materials will transform the long tail economy.

### Big Data

The online era saw us producing more information than we could possibly synthesise. Trends and insight abound if you know where to look, and big data analysis is helping us see patterns of consumer behaviour, weather and more in finer detail than ever. With 225,000 customers using our systems, it's a market Veeam's at the forefront of.

### Wearables/cybernetics

We're not quite replacing our hearts with electronic pumps yet, but pedometers that match data with our diet and navigation chips to help keep track of Alzheimer's patients are commonplace, and advances in body-computer interfaces promise even deeper synergy.

### The Internet of Things

It's a world where everything has data-collecting sensors attached — from TVs to trains and cars to crops. Going hand in hand with Big Data, all those devices (set to reach over 23bn next year) can show us how to run the world more efficiently, cheaply and safely than ever.

### Artificial Intelligence

Also growing on the back of Big Data, there's just too much stuff for human users to sift through and express meaningfully. Computers can do it for us, but only if we teach them to behave more like humans, which are wired to extract meaning out of patterns rather than just remember everything.

### Social media

Where the website/dotcom era still imposed a barrier to entry, Facebook, Twitter, Instagram, etc give everyone a voice online, the cumulative effect of which can change industries, political systems and cultures.

### Dematerialised world

Instead of building lots of new, expensive machinery, we're wiring and connecting the machinery we already have, extracting more value than ever through innovations in the underlying software. In the Western World, investment in hardware has been declining to the same degree software has been growing.

### Targeted marketing

Today advertisers have tools their TV-ad-and-door-to-door-survey-wielding forebears barely dreamed of. Every link, post and like forms a digital paper trail about you that's part of a whole other online economy worth billions, one social media is only expanding even further.

### Security awareness

Security used to mean locking the front door. Today, informed consumers are keenly aware how much they're tracked online (to say nothing of the myriad of cyberthreats). It's not only made us all aware of security around passwords and logins, it's spawned a consumer cybersecurity industry that's almost as big as the internet itself.

## Bringing it all together

Veeam leverages many of the tools and methodologies above, and we're watching the others closely to see how they'll disrupt or enrich today's Always-on Enterprise™. To even compete, let alone lead, we need to be across all the new technologies transforming business, and you need a partner to help wrangle and demystify it all. ∎