COMPANIES ARE AT THE FOREFRONT OF LEVERAGING EMERGING TECHNOLOGIES.

BUT HOW PREPARED ARE THEY TO NAVIGATE FUTURE CHANGES?
BOTH LARGE COMPANIES AND STARTUPS AGREE THAT

ARTIFICIAL INTELLIGENCE (AI) IS THE MOST IMPORTANT INNOVATION OVER THE NEXT THREE YEARS.

For large companies (> $1B):

60% AI is number one
46% IoT
39% Blockchain

For startups (≤ 20 employees):

57% AI is number one
17% XR (AR/VR)
16% Blockchain
BOTH LARGE COMPANIES AND STARTUPS BELIEVE THAT IT IS EXTREMELY IMPORTANT TO BE AT THE FOREFRONT OF LEVERAGING EMERGING TECHNOLOGY BUT FEW FEEL AS IF THEY ARE PREPARED.

**For large companies:**

60% of respondents believe emerging tech is extremely important to their future; however, only 35% are extremely prepared.

**For startups:**

51% of respondents believe emerging tech is extremely important to their future; however, only 35% are extremely prepared.
COLLABORATION

WILL BE KEY TO LEVERAGE NEW TECHNOLOGIES, COMPANIES WILL NEED TO BUILD NEW RELATIONSHIPS.

When asked if large companies and startups collaborate with a larger ecosystem focused on emerging technology –

Large companies: 88% said “yes”

Startups: 51% said “yes”
BOTH LARGE COMPANIES AND STARTUPS BELIEVE THAT BEING LOCATED IN NYC HELPS THEM STAY AT THE FOREFRONT OF EMERGING TECHNOLOGY.

51%  
For large companies – having access to technology talent and skills (51%) is the number one reason.

54%  
For startups – having access to diverse industry expertise (54%) is the number one reason.
When looking at emerging technology

47% of respondents at large companies strongly agree that emerging technology will transform their industry in the next three years.

Smaller companies are more bullish:

64% of respondents from startups strongly agree that emerging technology will transform their industry in the next three years.
PLACING A PREMIUM ON GROWTH

THE MAJORITY OF NYC ORGANIZATIONS PLAN TO DEDICATE 20% OR MORE OF THEIR IT BUDGET TO EMERGING TECHNOLOGIES IN 2019.
RAMPING UP FOR RESULTS

MORE THAN 80% SAID THAT THEY EXPECTED AT LEAST A 5%

POTENTIAL REVENUE IMPACT PER YEAR ON AVERAGE FROM APPLYING EMERGING TECHNOLOGIES TO THEIR BUSINESS. FOR A BILLION DOLLAR COMPANY, THAT EQUATES TO $50 MILLION. NO SMALL CHANGE!
FOR MORE INFORMATION, PLEASE CONTACT:

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