



Each industry's unique mix of technologies

Since the onset of COVID-19, technology has become even more important. And there have been changes in the optimal mix of technologies. This chart categorizes technologies into four distinct groups.

Differentiator: Technologies driving differentiated performance and widely adopted.

Opportunity: Technologies driving differentiated performance and not yet widely adopted.

Essential: Technologies no longer driving differentiated performance and widely adopted.

Emerging: Technologies not yet driving differentiated performance and not widely adopted.

	Differentiator	Opportunity	Essential	Emerging
Aerospace and Defense	Cloud	AI, 3D printing, Robots	Analytics, IoT	Mobile
Automotive		Mobile, AI, Autonomous transport	Cloud, IoT, Analytics	Robots
Banking and Financial Markets	Cloud, Analytics	AI	Mobile	IoT, RPA, Blockchain
Chemicals		Mobile, AI, Analytics	Cloud, IoT	RPA, Robots
Consumer Products	IoT	Analytics, RPA	Cloud	AI, Robots, Mobile
Electronics	IoT	RPA, Mobile	Cloud	AI Analytics, Robots
Energy, Environment and Utilities	IoT, Cloud	Mobile, Analytics, Autonomous transport		AI, RPA
Healthcare	Cloud	AI, RPA, Analytics	IoT	Mobile, Wearable
Industrial Products	Mobile	AI, 3D printing	IoT, Cloud	Analytics, Robots
Insurance	Mobile	RPA	Cloud	AI, Analytics, IoT, Blockchain
Life Sciences	Cloud	AI, IoT, Wearable		Analytics, Mobile, 3D printing
Media and Entertainment	Cloud, Analytics	Virtual reality, RPA	Mobile, IoT	AI
IT and Professional Services		Analytics	Cloud, IoT, Mobile	AI, RPA, Blockchain
Petroleum	Cloud, IoT	AI, Mobile		Analytics, RPA, Robots
Retail	Cloud, IoT, Mobile	Analytics, RPA		AI, 3D printing
Telecommunications	Analytics, Mobile	5G, RPA, AI	Cloud, IoT	Robots
Transportation	Cloud, IoT	RPA, AI		Mobile, Analytics, Autonomous transport
Travel	Cloud, Mobile	RPA, Virtual reality	IoT	AI, Analytics

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Source: This study has drawn on data from multiple surveys covering different aspects of technology use and its relationship to business priorities and performance.

