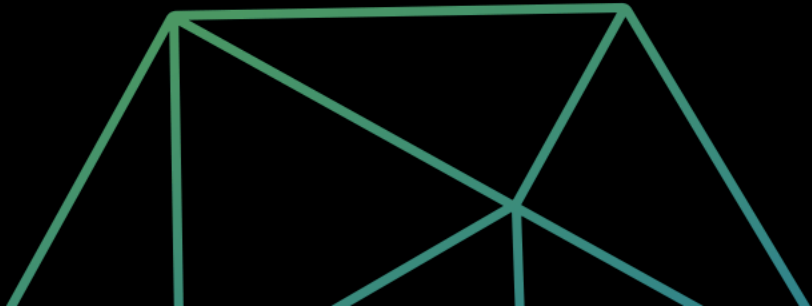
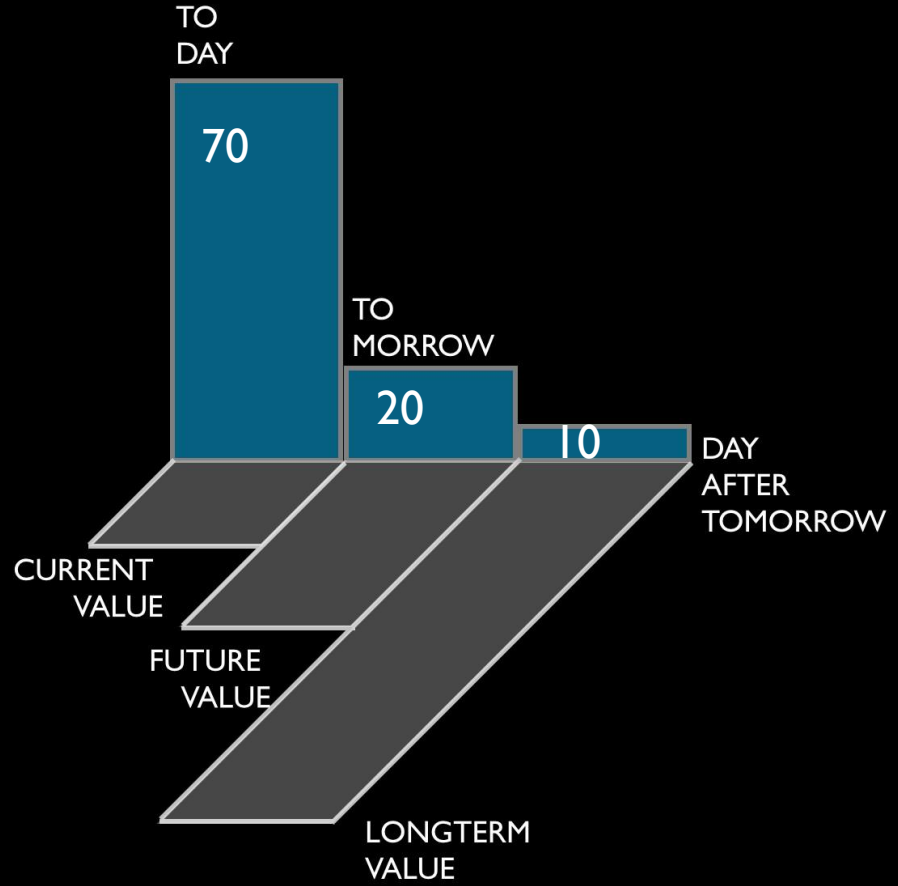
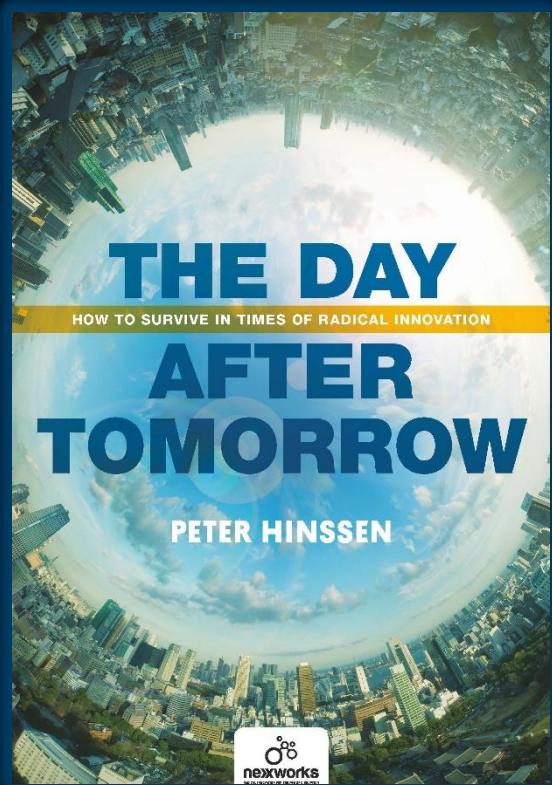


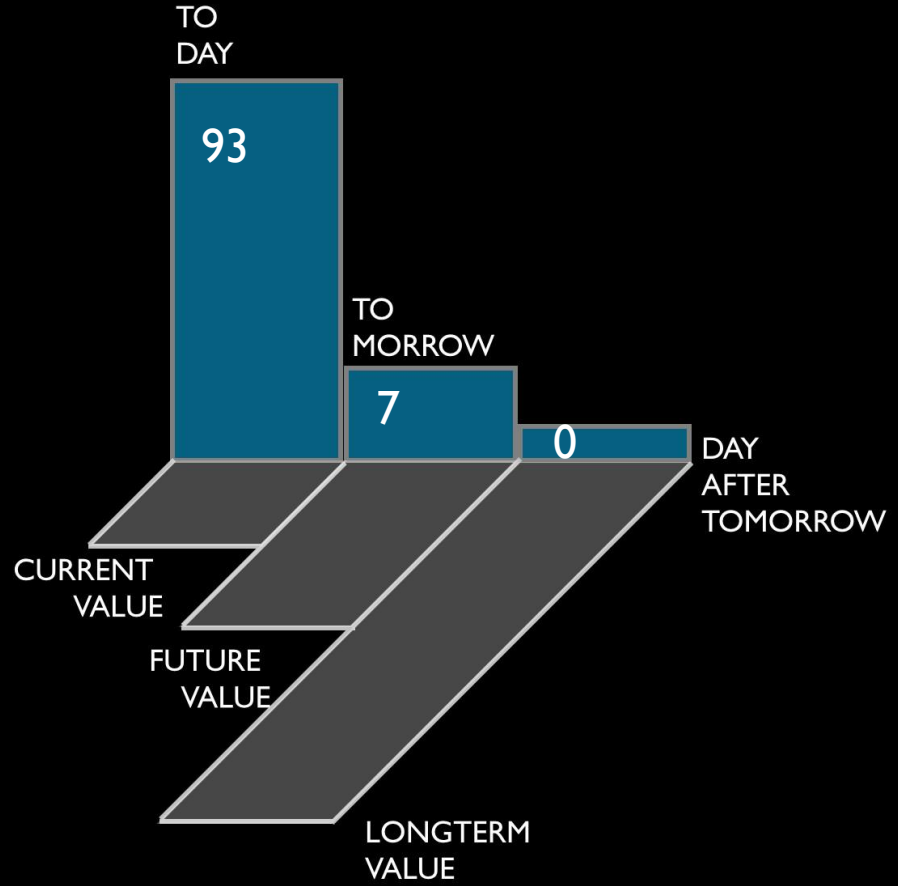
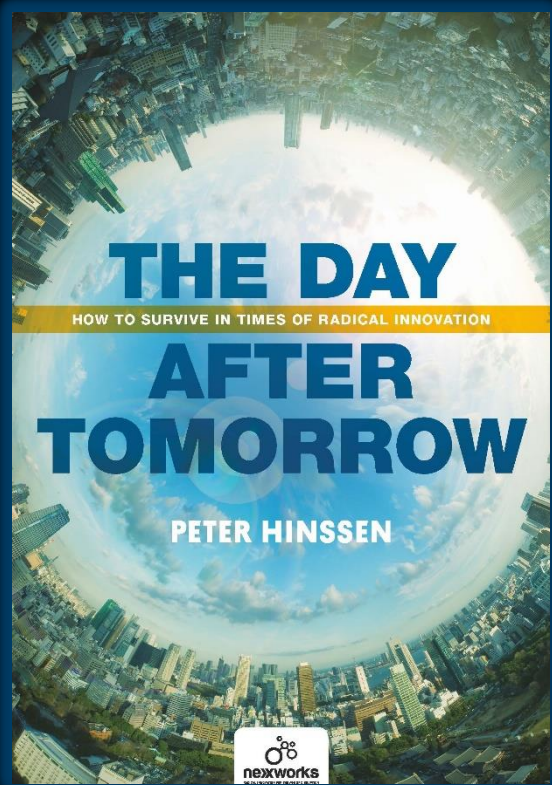


# DECIPHERING MARKET TRENDS TO CREATE DIGITAL ADVANTAGE

Andrew Tomlinson, Chief Marketing Officer, Calastone







INNOVATION



2007

# Top Strategic Technology Trends 2023

**1** Digital Immune System

**2** Applied Observability

**3** AI TRiSM

**4** Industry Cloud Platforms

**5** Platform Engineering

**6** Wireless-Value Realization

**7** Superapps

**8** Adaptive AI

**9** Metaverse

**10** Sustainable Technology

[gartner.com](https://gartner.com)

Source: Gartner  
© 2022 Gartner, Inc. All rights reserved.

**Gartner**<sup>®</sup>

# Top Strategic Technology Trends 2023

1

Digital Immune System

2

Applied Observability

3

AI TRiSM

4

Industry Cloud Platforms

5

Platform Engineering

6

Wireless-Value Realization

7

Superapps

8

Adaptive AI

9

Metaverse

10

Sustainable Technology

[gartner.com](https://www.gartner.com)

Source: Gartner  
© 2022 Gartner, Inc. All rights reserved.

Gartner®

The image features a central square chip with a glowing blue border and a white 'AI' logo. The chip is surrounded by a complex network of glowing blue circuit lines that radiate outwards, creating a sense of digital connectivity and energy. The background is a dark, gradient blue, enhancing the futuristic and technological theme.

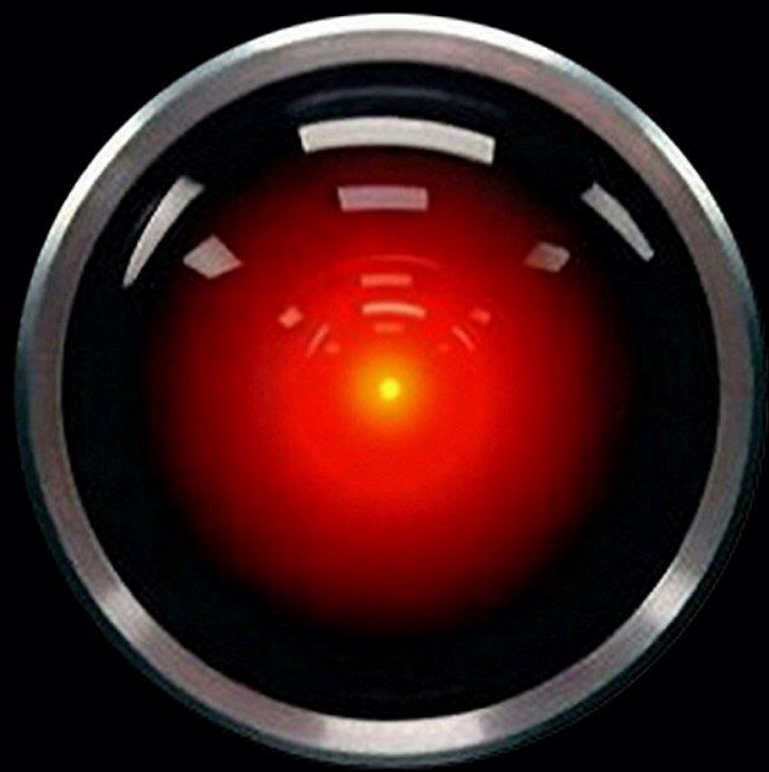
**AI**



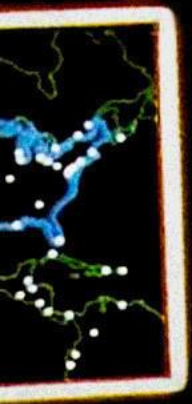
LOGIC  
THEORIST  
1956

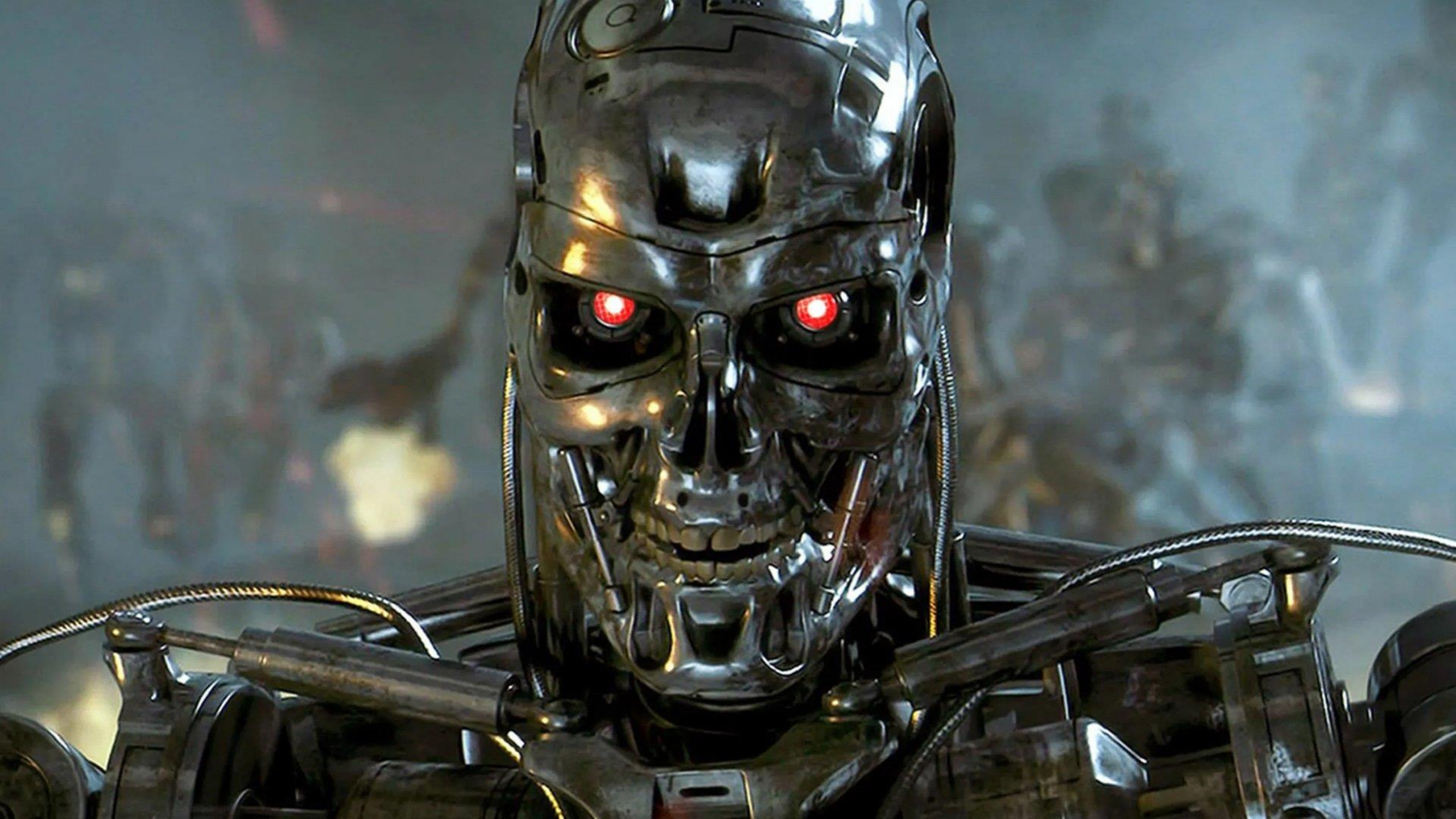
HERBERT SIMON & ALLEN NEWELL

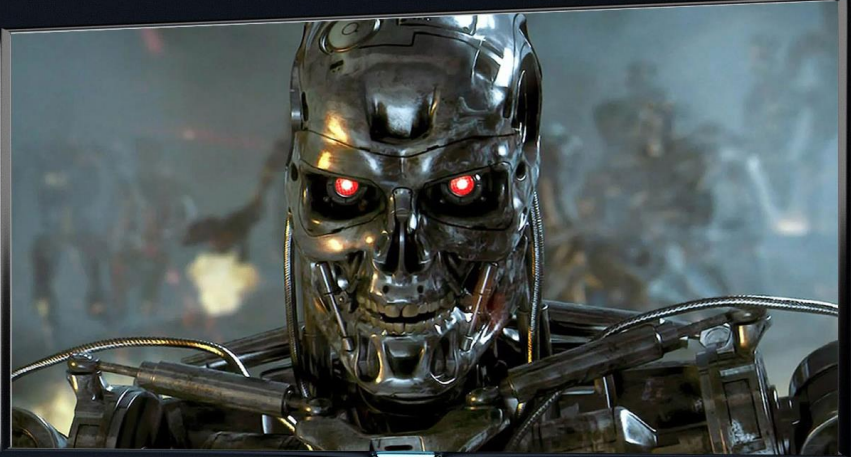




MISSILE WARNING



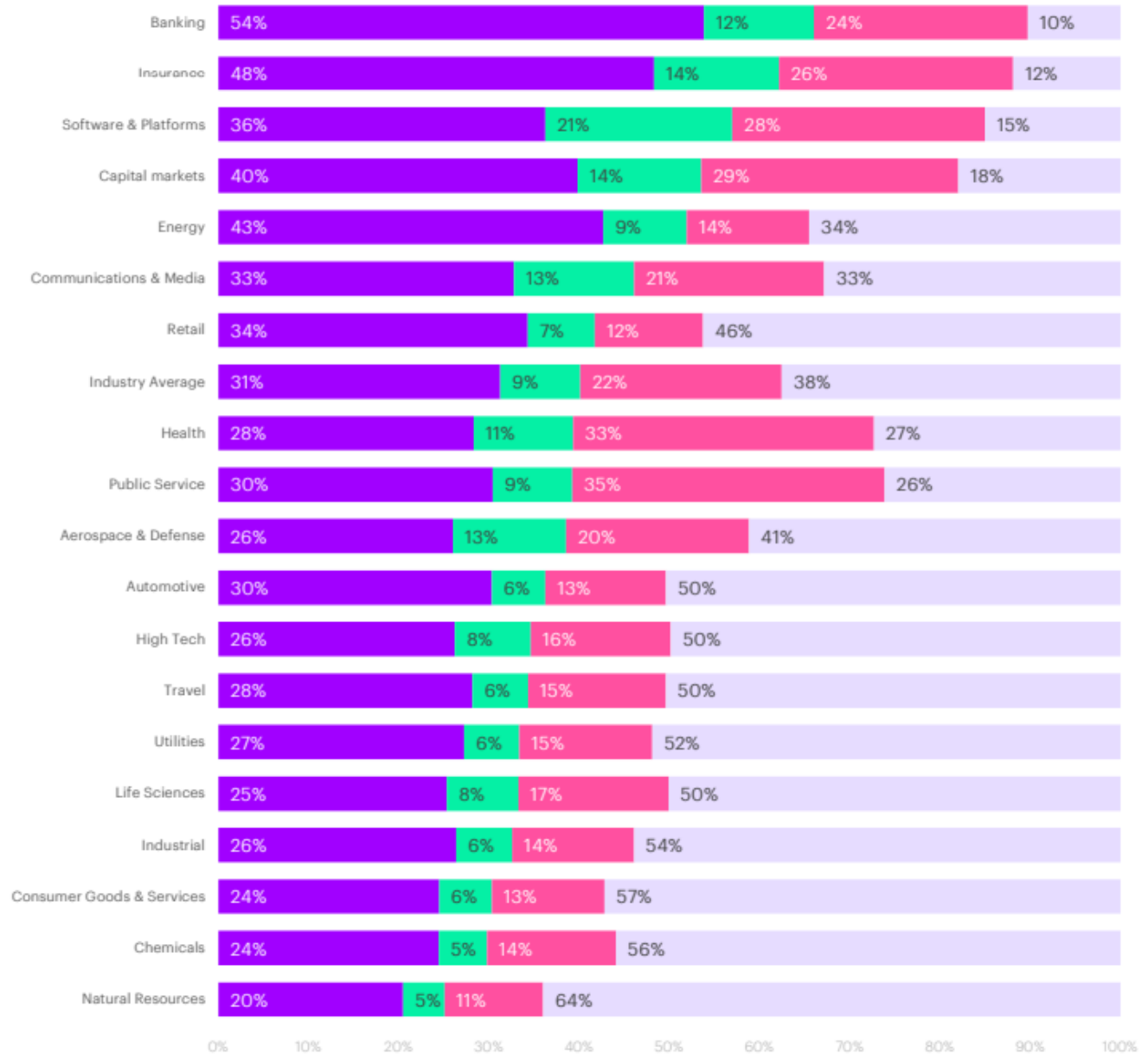
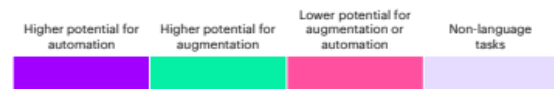




# AI TAKING OVER JOBS?

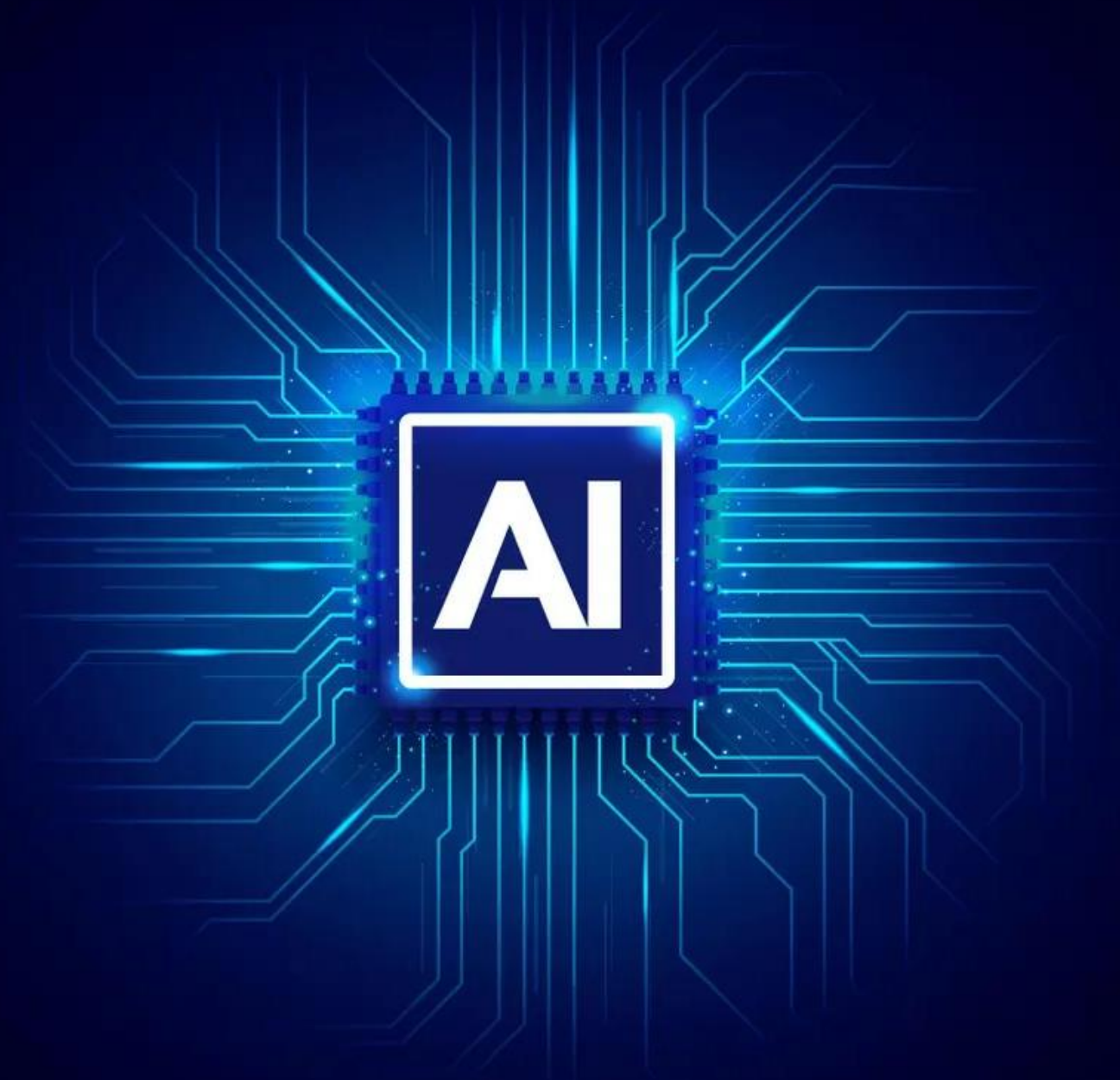
## Work time distribution by industry and potential AI impact

Based on their employment levels in the US in 2021



SOURCE: ACCENTURE RESEARCH

CASE STUDY  
AI IN  
ENTERTAINMENT





**SAG-AFTRA®**  
**ON STRIKE!**

**SAG-AFTRA.**  
**ON STRIKE!**

**ON STRIKE**

**WRITERS GUILD OF AMERICA**  
**ON STRIKE!**

**ON STRIKE**

are the  
URE  
OW!

STRONG

SAG-AFTRA

SAG-AFTRA

SAG-AFTRA

SAG-AFTRA

SAG-AFTRA

SAG-AFTRA

ON STRIKE!

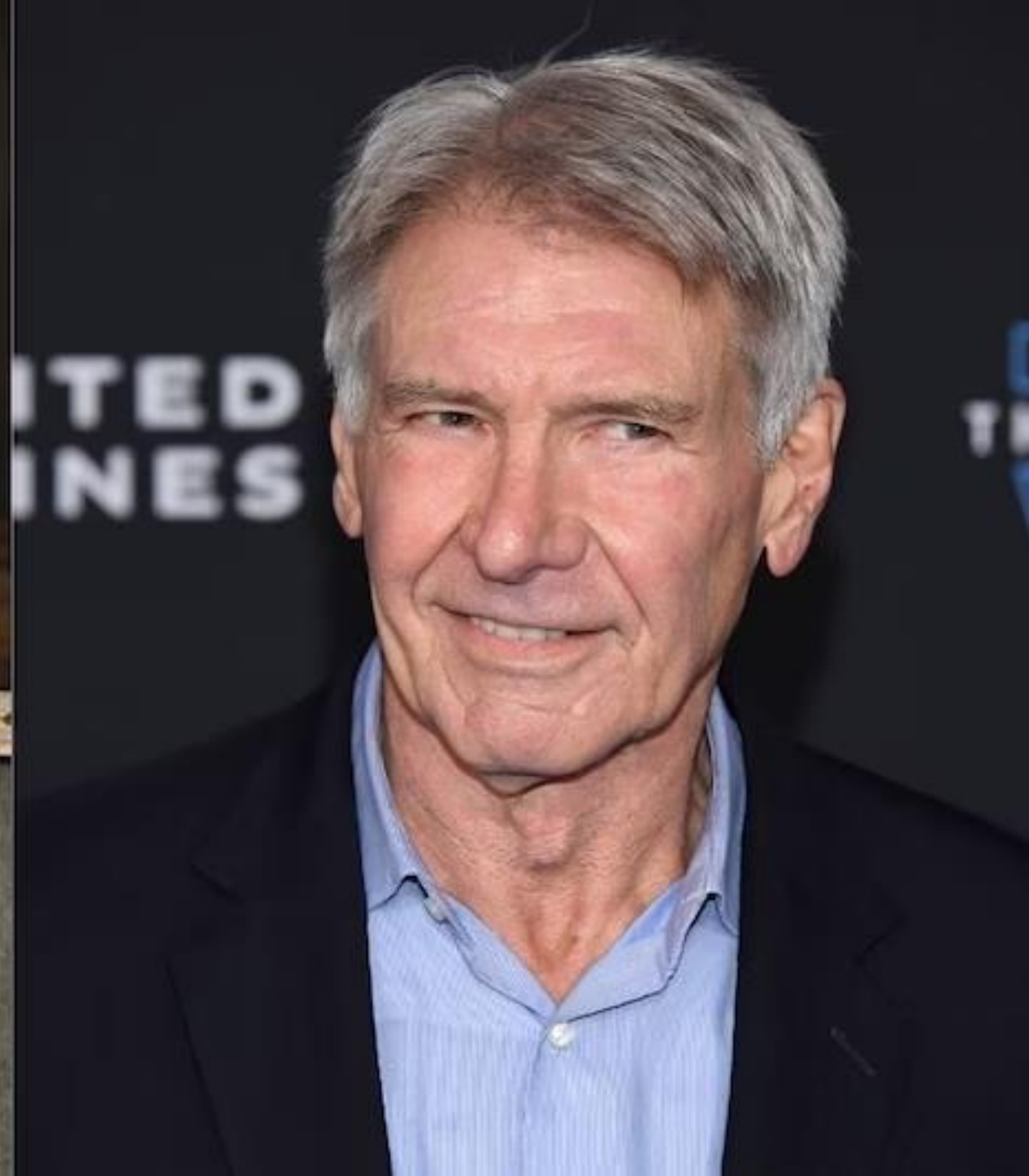
SAG-AFTRA

SAG-AFTRA

**SAG-AFTRA.**  
**ON STRIKE!**

**SAG-AFTRA**

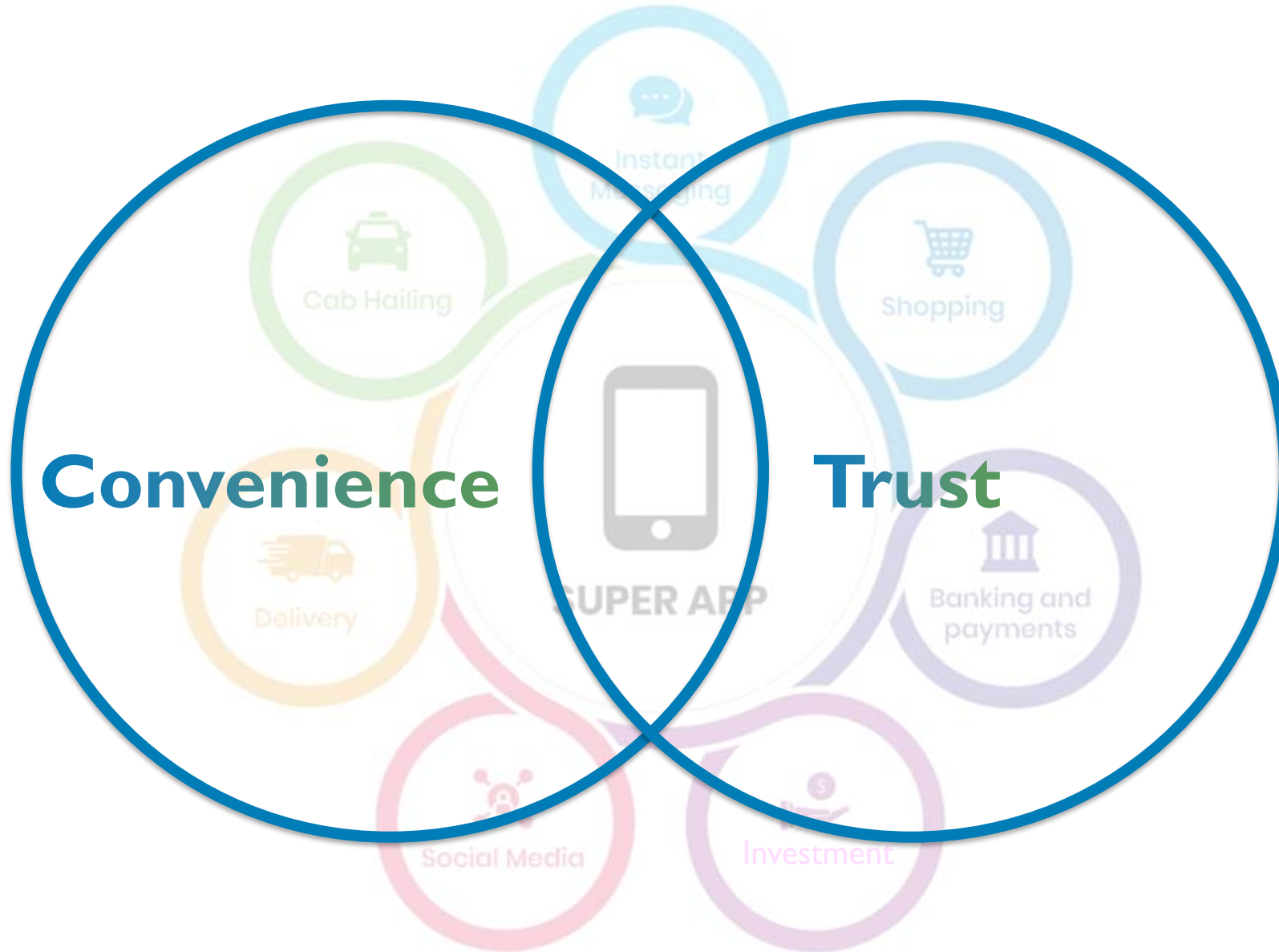




# THE SUPERAPPS







**Convenience**

**Trust**

**SUPER APP**

Cab Hailing

Instant Messaging

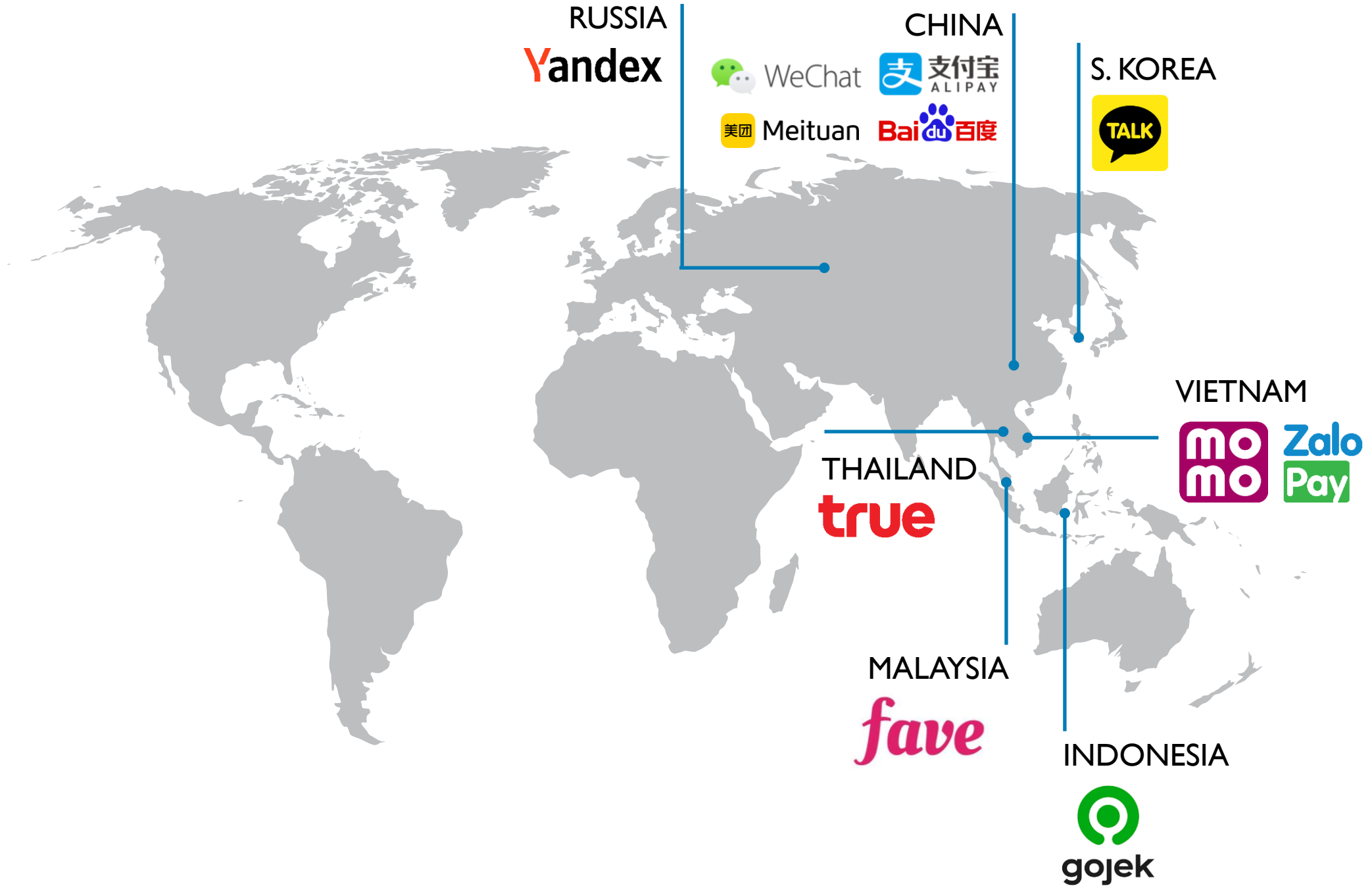
Shopping

Delivery

Banking and payments

Social Media

Investment



RUSSIA  
Yandex

CHINA  
WeChat  
支付宝 ALIPAY  
美团 Meituan  
百度 Baidu

S. KOREA  
TALK

VIETNAM  
mo mo  
Zalo Pay

THAILAND  
true

MALAYSIA  
fave

INDONESIA  
gojek

RUSSIA  
Yandex

CHINA  
WeChat 支付宝 ALIPAY  
美团 Meituan 百度 Baidu

S. KOREA  
TALK

“2.7bn ACTIVE USERS OF TOP  
15 SUPERAPPS IN 2022”

Gartner®

fave

INDONESIA

gojek

RUSSIA  
Yandex

CHINA  
WeChat 支付宝 ALIPAY  
美团 Meituan 百度 Baidu

S. KOREA  
TALK

“BY 2027 OVER 50% OF THE GLOBAL POPULATION WILL BE DAILY ACTIVE USERS OF SUPERAPPS”

**Gartner**<sup>®</sup>

*fave*

INDONESIA

gojek

*“I WOULD LIKE TO DIE ON  
MARS.... JUST NOT ON  
IMPACT”*







Elon Musk     
@elonmusk

Subscribe



Twitter was acquired by X Corp both to ensure freedom of speech and as an accelerant for X, the everything app. This is not simply a company renaming itself, but doing the same thing.

The Twitter name made sense when it was just 140 character messages going back and forth – like birds tweeting – but now you can post almost anything, including several hours of video.

In the months to come, we will add comprehensive communications and the ability to conduct your entire financial world. The Twitter name does not make sense in that context, so we must bid adieu to the bird.

2:52 AM · Jul 25, 2023 · **1.9M** Views



1,803



3,908



15K



1,010





**Understand the Universe**

## Announcing xAI

July 12th 2023

**Today we announce the formation of xAI.**

The goal of xAI is to understand the true nature of the universe.

We will share more information over the next couple of weeks and months.

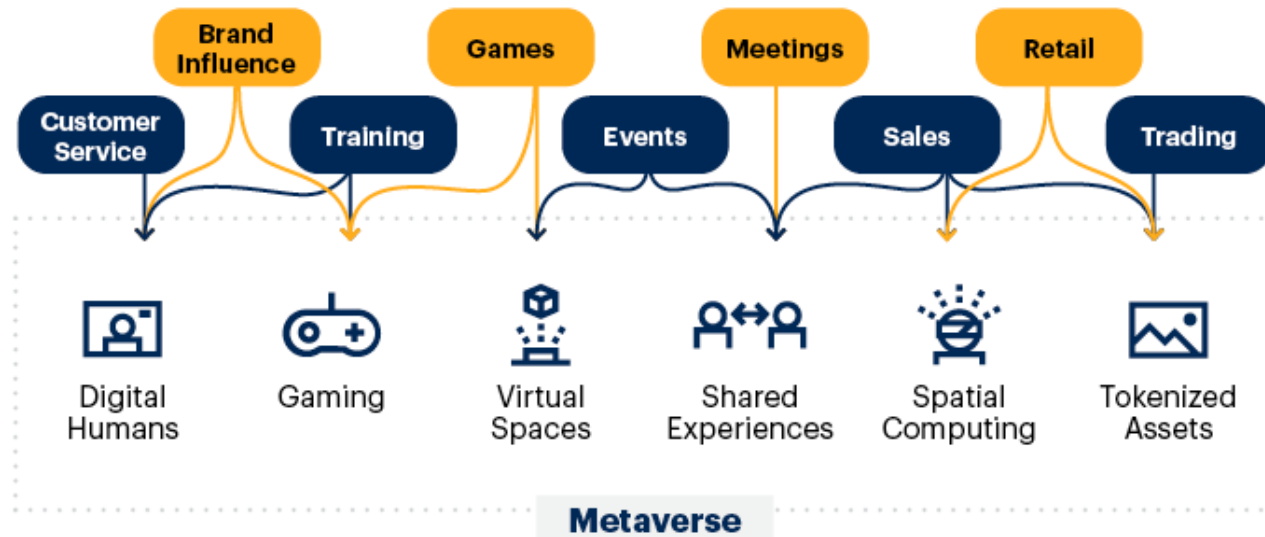
THREAT OR  
OPPORTUNITY?



# THE METAVERSE



# Opportunities in a Metaverse (Now and in the Future)



[gartner.com](https://www.gartner.com)

Source: Gartner  
© 2022 Gartner, Inc. All rights reserved. CM\_GBS\_1951261

**Gartner**



# ONYX

by J.P.Morgan





METAVERSE

USD 54bn

