

# 2021

## Technology trends



### Trust remains at the top of the agenda

The topic of building and maintaining trust will impact the technology industry more than ever before. Transparency around tech and data management, as well as ensuring personal privacy, will be key challenges.



### The world goes horizontal

We see a momentum towards horizontal integration between environments. Instead of services being designed for a single environment, we'll see them deployed to take advantage of three: server, cloud, and edge.



### Cybersecurity: the continual trend

With the threat landscape continually evolving, a robust cybersecurity strategy remains a top priority. Staying vigilant and adopting relevant capabilities and tactics, like zero trust networks, will help mitigate these threats.



### The reality of AI: developing the good, addressing the bad and anticipating the ugly



AI has been a buzzword for a while now, but with machine learning and deep learning now broadly available in surveillance technology, we foresee implications of its use to be a factor this year.

### Low- and no-contact technologies come to the fore

Driven by hygiene concerns and social distancing, implementation of low- or no-contact technologies will increase.



### Sustainability reimaged



After a year filled with uncertainty, we expect sustainability to regain its position as a top priority in 2021. Product quality, lifecycle management and material use will be important considerations.

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