



Jennifer Lill

LEAD TECHNOLOGY STRATEGIST

3:20-3:50 PM

Walking the Technology Tightrope: The Line Between Trends and Tradition

Jennifer Lill

LEAD TECHNOLOGY STRATEGIST



one north A TEKsystems Company



TREND ANALYSIS

Understanding trends vs technology

Trends (Market Pull)

Observable changes in the market point to a certain direction being adopted by customers

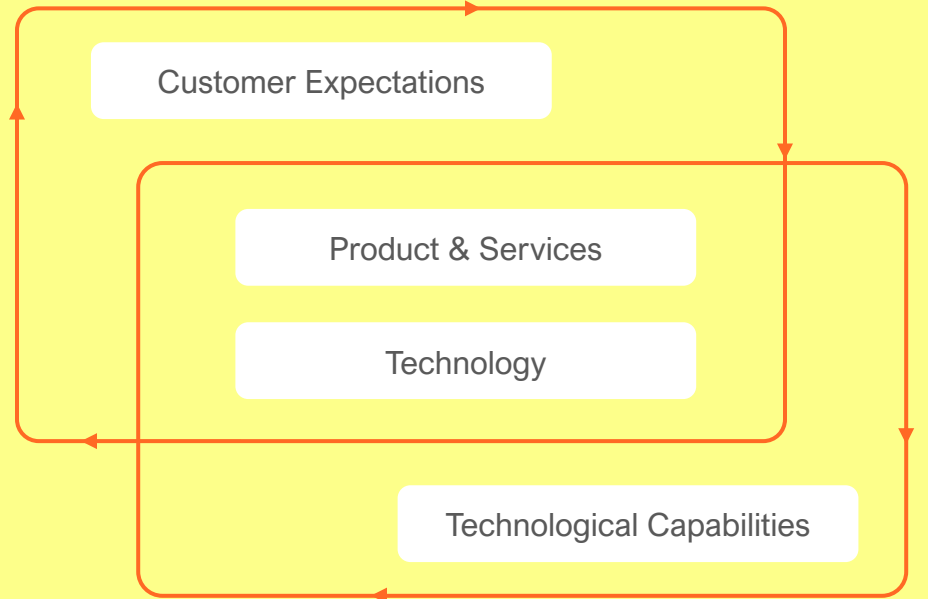
- Capability expectations
- Connectivity assumptions
- Usage habits

Technologies (Market Push)

Newly emerging or existing tools that can practically solve certain problems

- Technological innovations
- Automation opportunities
- Regulation restrictions

MARKET PULL



MARKET PUSH



TREND ANALYSIS

Market Pull

Understanding Trends

Market pull refers to the demand or needs of the market that drive the development of new products and services. Some examples of market pull include:

- Third-party food delivery
- Smart devices
- Streaming services
- Fitness trackers
- Next day retail delivery

Adobe Firefly Generated Image:
Customer expectations drive the adoption of technology trends

TREND ANALYSIS

Market Push

Understanding Technology

On the other hand, technology push involves developing new technologies or solutions first and then attempting to generate interest and demand for them in the market. Some examples of technology pushes are:

- VR headsets
- 3D printing
- Blockchain
- Self-driving vehicles
- Generative artificial intelligence

Adobe Firefly Generated Image : A hammer looking for a nail at sunset



TRIVIA QUESTION #1

Which of these are REAL examples of companies that attempted to adopt a trend and failed?

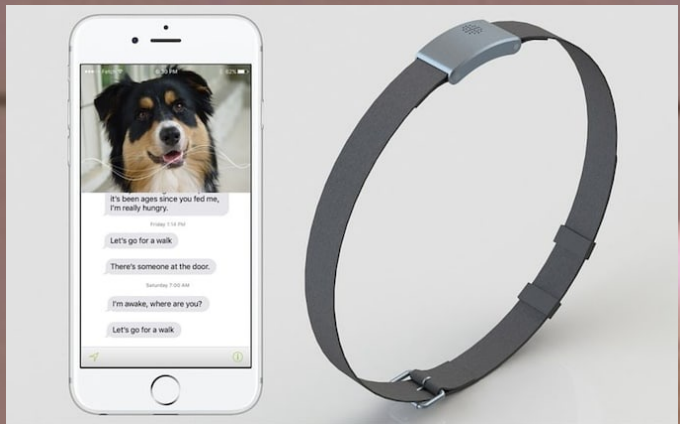
The Selfie Toaster

The Smart Fork

A Wearable Pet Translator

The Smart Umbrella





ANSWER

ALL OF THEM





MOM!

MOM!

MOM!

MOM!

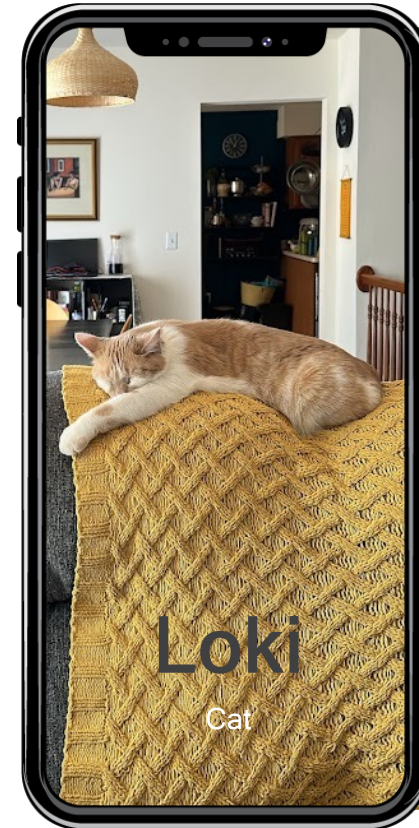
MOM!

MOM!

What Thor?!

OUTSIDE!!!!!!!

🌙 Loki has notifications silenced



“We humans think linearly, but tech trends are exponential.”



Vinod Khosla

CO-FOUNDER OF SUN MICROSYSTEMS



TREND ANALYSIS TOOLS

Uncertainties

Sources of unpredictable change

The things you cannot know, that may affect your business, and that no one entity has control over as a whole. These might include:

- Social/cultural
- Innovation
- Regulatory
- Economic
- Environment
- Ethical
- Political
- Wild card

Microsoft Co-Pilot Generated Image Keywords: Uncertainties, unpredictable sources of change

TREND ANALYSIS TOOLS

Axes of Uncertainty

Creating prototype scenarios

A two-by-two matrix where two uncertainties are set side-by-side along with two trends placed on the x- and y-axis.

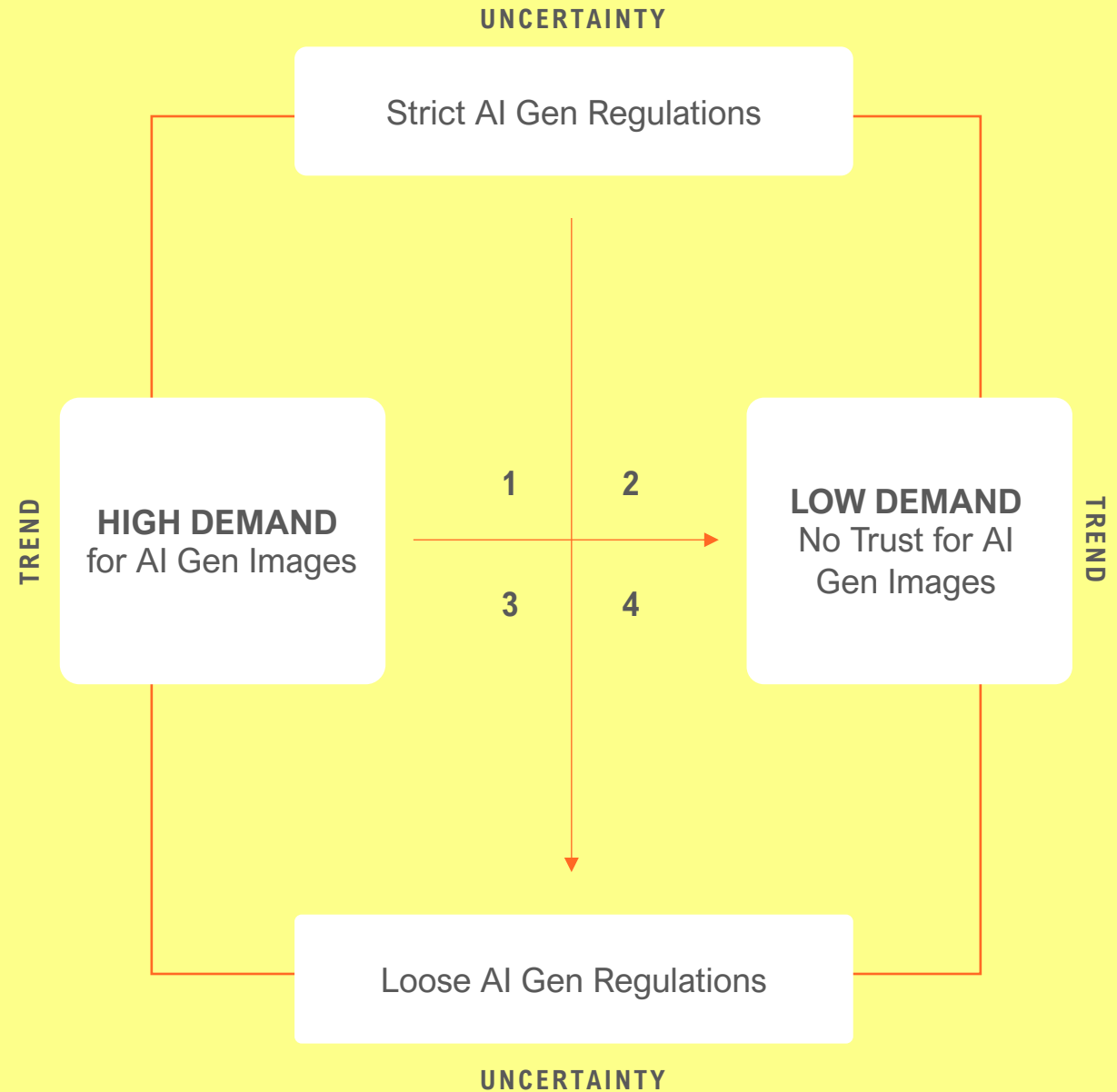
Then take one quadrant at a time to review what will happen if these two items exist simultaneously, and what bi-directional responses are possible.

USE CASE: EXAMPLE

AI-Generated Image Offering

What if a company that provides users with the ability to utilize pre-made templates to create printables for school-age children is considering augmenting its stock image offering with AI-generated images based on text prompts?

*Each trend should be reviewed, by quadrant and in conjunction with multiple uncertainties.

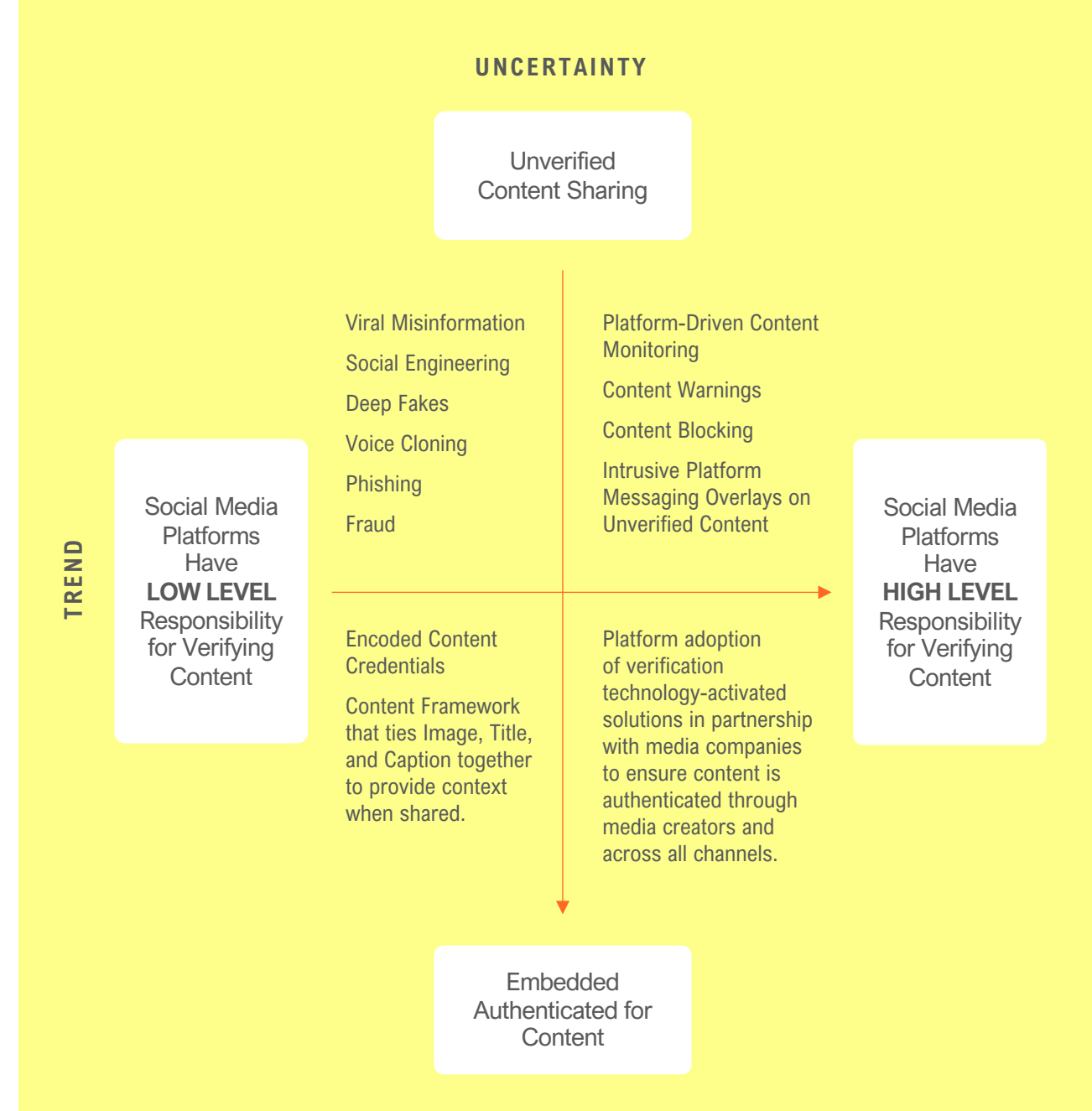


EXAMPLE USE CASE

Media Company Z

Guardrails for the solution:

- Develop an independent architecture outside of social media platform control.
- Define a meta data standard for content.
- Gain adoption by other media companies.
- Omni channel delivery coverage
- Identity registry—content production by media companies sign and key pairings



EXAMPLE USE CASE

Media Company Z

Trends (Market Pull)

A great deal of misinformation in social media channels creates viral stories, disguised as information from verified and trusted sources, creating confusion and breaking down brand trust.

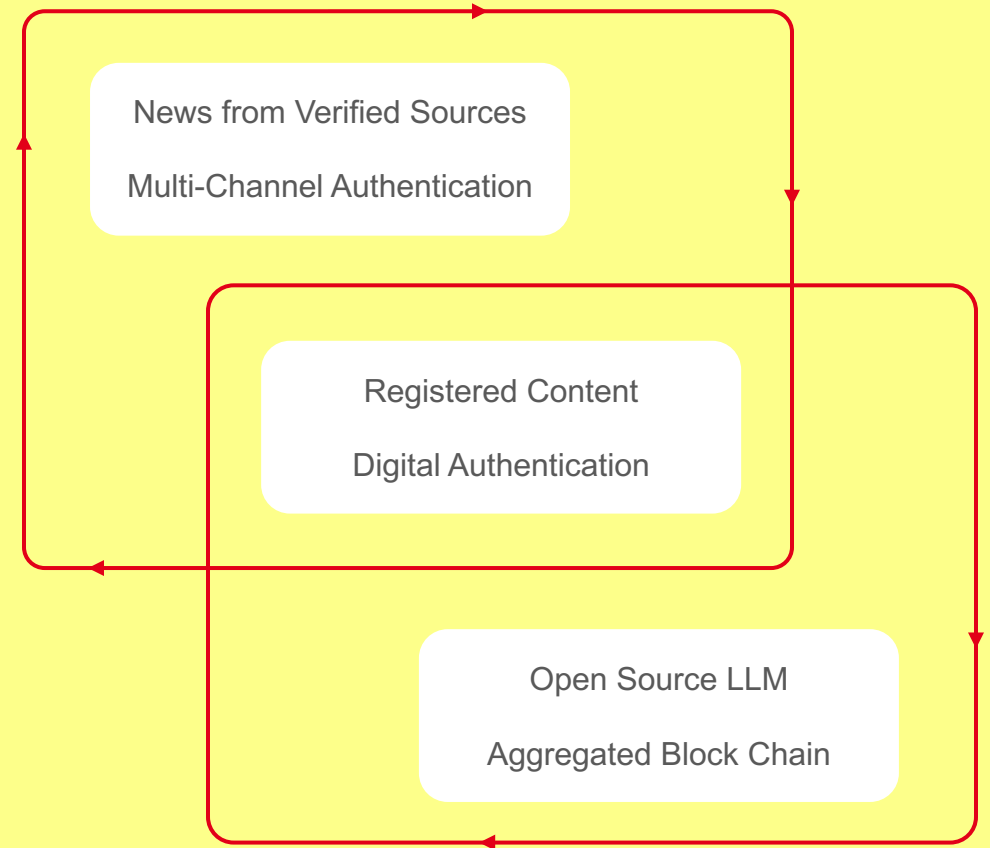
- Trusted sources
- Authenticated information
- Multi-channel distribution

Technologies (Market Push)

The ability to provide a mechanism through which content can be verified, with context, on any channel

- Non-platform specific integration
- Content library framework
- Open source

MARKET PULL



MARKET PUSH

❖ **VERIFY IS POWERED BY THE CONTENT GRAPH,** WHERE CONTENT IS HASHED AND CRYPTOGRAPHICALLY SIGNED, BINDING IT TO ITS VERIFIED OWNER.



USING SMART CONTRACT LICENSES, **THE CONTENT GRAPH ALLOWS FOR PERMISSIONLESS ACCESS CONTROL,** UNLOCKING NOVEL DIGITAL RIGHTS MANAGEMENT BETWEEN CONTENT OWNERS AND PLATFORMS, APP BUILDERS, AND OTHER PUBLISHERS.

REAL LIFE USE CASE



Fox Corporation and **Polygon PoS** created Verify, which aims to be the central repository for content license and provenance, equipping the world with a backend to verify the source and license of digital content. As a public library of signed digital assets with capabilities, Verify allows for a single Digital Rights Management solution for digital assets.

Protect Ownership of Digital Content

- All forms of digital content and its metadata are bound to the real-world owners by tamperproof cryptographic signatures to protect from misuse and misattribution.

Metadata Registry

- Content comes to life with rich metadata, adding layers of authenticity and credibility.

Content and License Library

- Content owners declare access and license conditions through smart contracts allowing for permissionless syndication and monetization
- VERIFY's smart contract is open-source and has its own GitHub repo.

❖ VERIFY TOOL FAQ How to use

Enter the URL of an article to verify.

Upload Image
.jpeg, .png, .avif, and .webp

Preview

This tool is built on VERIFY

VERIFY PHOTOS
Confirm the authenticity of digital content across FOX media outlets.
[Learn more](#)

Participating Publishers
FOX BUSINESS FOX NEWS CHANNEL FOX SPORTS FOX TV STATIONS

WWW.VERIFYMEDIA.COM



TRIVIA QUESTION #2

Which burgeoning technology was the cause of a brief airline pilot shortage?

Flip Phones

E-mail

BlueTooth

WiFi



ANSWER

E-Mail



No Paper Checks



No Empty Flights



No New Pilots



SOURCE: THE WASHINGTON POST 1996 ARTICLE "[THE CHECK IS IN THE AIRMAIL](#)"

TREND ANALYSIS TOOLS

Developing Scenarios into Strategies

Once you have developed your trend scenarios, you next have to run the tangible and tactical scenarios through the strategy machine:

- S.W.O.T. Analysis
- Prioritize activities
- Create roadmaps
- Build teams

This work should be done with your stakeholders, with the help of both subject matter experts and customer input!

Google Bard Generated Image: Developing Scenarios into Strategies





BEST PRACTICES

Psychological Safety

Create an environment that fosters foresight

“Psychological safety is the belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes, and the team is safe for interpersonal risk-taking.” —Amy Edmondson

- Set guidelines and ground rules
- Permission for candor
- Clarity is kindness
- Conflict is expected and welcomed
- Shared commitment to excellence

Microsoft Co-Pilot Generated Image Keywords: A workplace that fosters strategic foresight

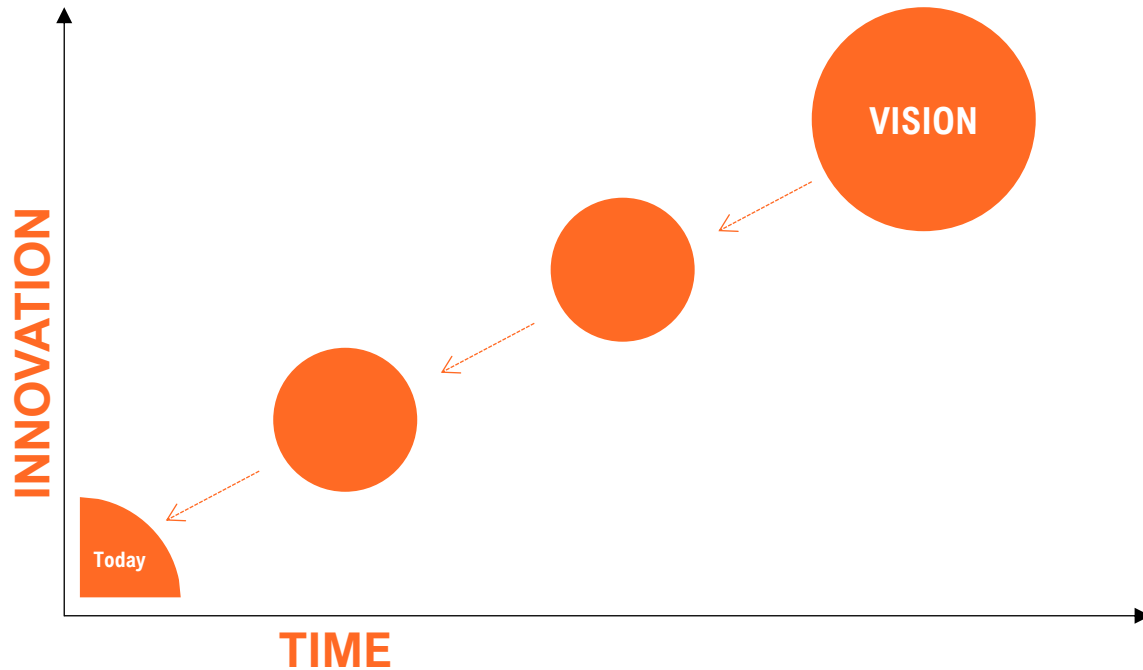


BEST PRACTICES

Backcasting

Tactical Forecasting

Backcasting is a planning method that starts with defining a desirable future and then works backward to identify policies and programs that will connect that specified future to the present.



Adobe Firefly Generated Image : Backcasting to define a strategy



TAKEAWAYS

Finding Balance

Knowing that **your viewpoint is intrinsically limited** along with having an **outlook that focuses on flexibility** are the keys to walking the tightrope between trends and technology.

- Utilize technology trends as a tool in your toolbox rather than a divining rod for the future.
- Define and prioritize insights to assess trend readiness.
- Garner multiple perspectives.
- Creating actionable roadmaps.
- Stay curious.

Microsoft Co-Pilot Generated Image:
Alice in Wonderland Comparing Apples and Oranges



TRIVIA QUESTION #3

Before the American railroads standardized time zones in 1883, how many time zones existed in North America?

1

3

18

144



ANSWER

144 Time Zones



SOURCE: WIKIPEDIA ARTICLE "[HISTORY OF TIME IN THE UNITED STATES](#)"

QUESTIONS