Gartner’s Hype Cycles for 2015: Five Megatrends Shifting the Computing Landscape

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Gartner Hype Cycles help board members, corporate executives, IT leaders and all business managers whose work depends on IT, to discuss investment choices in technology, services and disciplines. This year’s report lists over 125 Hype Cycles that cover a broad set of computing topics, as well as particular industries, functions and geographies.
INTRODUCTION TO THE REPORT

• A Hype Cycle gives you a snapshot of how individual technologies, services and disciplines evolve from initial excitement to mainstream tools. It also illustrates how the opportunities for first-mover advantage narrow as an innovation rapidly progresses. This increasing acceleration indicates areas that enterprises find especially valuable and that vendors are developing.

• This report is based on the common themes and trends derived by looking at the technology, service and discipline profiles that moved significantly from 2014 to 2015.

• As a result, few Trends and Mega Trends emerge. In this report, we'll see how big an impact each of these will have and how soon it will occur.

• This report is a good read to learn about the overarching trends in emerging technologies and to find the Hype Cycles and innovations that are most relevant to us.
The Gartner Hype Cycles present more than 2,100 individual technology profiles—of which, over 350 are new this year. Over half of them show high or transformational benefits, and most are still at under 20% of their target market—presenting opportunities for early movers.
Megatrend 1
Digital Business Moves Toward the Peak of Inflated Expectations

Megatrend 2
IoT, Mobility and Smart Machines Rapidly Approach the Peak

Megatrend 3
Digital Marketing and Digital Workplace Quickly Move Up

Megatrend 4
Analytics Are at the Peak

Megatrend 5
Big Data and Cloud Make Big Moves Toward the Trough of Disillusionment
MEGA TRENDS DRIVING CHANGE

Megatrend 1: Digital Business Moves Toward the Peak of Inflated Expectations

Clients want to know how to use digital technologies, services and disciplines to create new growth opportunities. Several of the most significant profiles for digital business (digital business, digital business consulting services, Internet of Things and smart machines) remain high on the Peak of Inflated Expectations.

Megatrend 2: IoT, Mobility and Smart Machines Rapidly Approach the Peak

Mobility, IoT and smart machines are intertwined and mutually reinforcing. The transformative potential of mobile applications has fueled mobile development or application purchases. This movement continues to trend because mobile is becoming a primary vehicle for business applications. IoT is a large area that needs segmentation to be meaningful, whereas mobility impacts occur across all stages of the Hype Cycle.

Megatrend 3: Digital Marketing and Digital Workplace Quickly Move Up

Digital marketing as a united, coherent multichannel strategy is much less mature and therefore there needs to be a shift in digital marketing tactics. Marketing has come to encompass digital marketing hubs, marketing talent communities, smart workplace and a combination of social and content. There is a substantial movement in infrastructure and talent acquisition approaches needed to support connected and continuous engagement with audiences and customers across channels.
MEGA TRENDS DRIVING CHANGE

Megatrend 4: Analytics Are at the Peak
Analytics has received fresh momentum, especially in the areas of IoT, mobile, customer experience and security. Digital business, digital marketing, IoT and mobility all drive more data into the enterprise, which needs capabilities to analyze and use information analytics, especially in real time. Big data analytics for customer intelligence, predictive analytics, meter data analytics, customer engagement center interaction analytics and advanced analytics solutions are nearing the peak of Inflated Expectations.

Megatrend 5: Big Data and Cloud Make Big Moves Toward the Trough of Disillusionment
As big data and cloud become ingrained in the fabric of business and IT, clients begin to see through the market hype, and the realities of their strengths and challenges become clearer. As cloud and information technologies, services and disciplines emerge, the focus will be more on how they are applied to address industry- and business specific needs and opportunities, and less on the innovations themselves.
Rise of Industry- and Domain-Specific Technologies

They account for 29% of the 320 rapidly moving profiles like—open automotive alliance, bank employee mobile apps, biometric mobile banking authentication, green money, personal wellness records and real-time bidding.

The biggest industries represented include insurance, banking, automotive, healthcare and manufacturing.

Rise of customized solutions. The needs of certain types of businesses and business functions drive vendors to develop purpose-built versions of technologies faster than generic versions of them.
MARKET IMPLICATIONS

Digital Business and Nexus of Forces (Cloud, Social, Big Data & Mobility) continue to Drive Rapid Innovation

- **Cloud adoption is strong, especially in the areas of software as a service and cloud office.** High-productivity cloud-enabled application platforms leapt ahead by 32 notches.

- **Mobile showed movement toward applications, in addition to operations and security aspects.**

- **Data and analytics showed overarching trends of personal and customer analytics.**

- **Social Media is also often industry- and use-case specific, reflecting the maturity of social networking concepts.**
Security-Focused Technologies are Rapidly Maturing

The new environments and trends (cloud, mobile, social and IoT) open new vulnerabilities for the enterprise, and they require new technologies to make them more secure.

Enterprises and vendors pour money into them, because the risks keep mounting and the attacks are more sophisticated.

Security is critical at all positions across the Hype Cycle, at every level of maturity.
There is not much innovation in technologies related to web, communications, media, hardware, application development, networking, storage and other more traditional categories.

There is a need to develop infrastructure technologies, like mobile and wireless protocols and development frameworks, as they are the backbone for digital business and the Nexus of Forces.
Based on Insights from


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