

# Real-time data and execution will drive enterprise strategy in 2014;

## Automic forecasts 2014 technology predictions

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M2 PressWIRE

December 12, 2013 Thursday

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**Length:** 735 words

### Body

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Paris/London/Frankfurt. - In 2014, enterprise strategies will be shaped by the improved ability to make business decisions and execute based on real-time data, according to Automic, the world's most comprehensive platform in automating businesses.

Automic works with some of the world's biggest retail companies, including eBay and Nike, and is at the forefront of exploring how businesses can revolutionise and innovate the customer experience. Automic shares its predictions and spotlights the key trends and disruptors that will impact global organisations in 2014 including using artificial intelligence (AI) to improve automation, implementing multi-channel strategies and responding to cross-channel customer demands.

Craig Beddis, Chief Marketing Officer, comments: "We continue to see cycles whereby businesses of all shapes and sizes reach saturation point, and they are forced to find new ways to demonstrate value to their customer base. With the rise of social media, and the ease with which customers can voice their concerns to others, businesses have to accelerate the rollout of an enhanced consumer experience - one which is increasingly centred around being real-time as we move towards 2014."

· Responding In Real-Time: Real-time execution will become a reality for the majority of enterprises in 2014. With heightened customer demands for market-defining technologies, next-generation strategies such as virtualization, Cloud, and mobile models means that organisations will continue to juggle more real-time processing than ever before

and use real-time data insight to shape enterprise strategy.

- Improving The Customer Experience For Next Generation Shoppers: Using real-time data insight retailers will be able to improve the cross-channel customer experience, streamline the supply chain, and localise messaging to maintain customer loyalty and stay ahead of competitors.
- Implementing Multi-Channel Strategies: Enterprises will have greater capabilities to roll out multi-channel and multi-platform approaches bringing together disjointed business system to respond to customer demands and improve the experience.
- The CIO becomes the **Chief AI Officer**: Artificial intelligence will become an integral part of daily automation for everyday business. For example, Cloud AI will be based on a set of rules determined by the CIO that trigger when traffic spikes or server resource usage increases. With the CIO managing the resource automation during peak seasons, they will also become the AI officer spearheading all business and technology needs.
- Cloud Clears Mobile Broadband Storms: The proliferation of mobile devices means data storage and processing capacities are maxed. As such, enterprises will take another look at Cloud alternatives such as over investing in additional storage, particularly as mobile devices increasingly handle computer-intensive tasks.

Craig Beddis, Chief Marketing Office, Automic, comments: "Enterprises have long been grappling with the challenges of data deluge yet trying to make informed enterprise decisions and ultimately improve the experience for the end-customer, whether that's an online shopper or a financial customer. Technology advancements will mean in 2014 that a broader number of enterprises will be able to do this based on real-time information. Driving speed in the enterprise is critical and real-time decisions will ensure the enterprise remains competitive and addresses the needs of its customers."

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About Automic

Automic is the most comprehensive platform for automating businesses globally. We help over 2,500 companies - from start-ups to global brands - grow their business by taking away the stress of the everyday so they can focus on innovating. We do this through automating every aspect of their business to eliminate errors, ensure compliance, reduce costs and maintain services while providing a full dashboard for business leaders.

Founded in 1985, in Austria, Automic is owned by EQT, the leading private equity group in Northern Europe following the acquisition from The Carlyle Group in 2012 for \$ 270 Million.