

Growth & Competitive Advantage

8 Hard Trend Pathways to Innovation



Identify and Develop **Game Changing** Opportunities.

BurrusResearch®

8 HARD TREND PATHWAYS TO INNOVATION

DESCRIPTION

Dematerialization



Technology exists to reduce the size of any object, tool, or machine. What would have more value if it were smaller?

Virtualization



Hardware and software can increasingly be turned into an on-demand service through virtualization. Business processes and functions can be virtualized. What would reduce costs and/or increase in value if you applied Virtualization?

Mobility



Smart networked mobile devices such as smartphones, tablets, and wearables, along with mobile apps for business functions and personal use provide new innovation platforms. What process could you transform using mobility?

Product Intelligence



Machine-to-machine communications and networked sensors will rapidly expand the Internet of Things providing real-time insights. Is there an object, machine, tool or process that would benefit from adding networked intelligence?

Networking



Fiber, wired, and wireless networks will expand globally connecting people, systems, and objects at ever increasing bandwidths. What would benefit from being connected?

Interactivity



Internet TV (IPTV) will increasingly provide us with new levels of interactivity. Could you transform customer education and training with interactivity?

Globalization



As products and services become increasingly digitized and virtualized, they can be globalized very quickly. What product or service could you globalize quickly?

Convergence



- > Manufacturers will continue to converge new features and functions into devices like Smartphones
- > Industries such as telecom, computer, and media, that were separate, are also converging in a predictable way. What new value does predictable convergence offer?