

# Exponential Technology Radar 2023: Picking the Right Battles

February 2023: Complimentary Abstract / Table of Contents



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## Introduction

As enterprises embrace the new normal, investing in emerging technologies for ensuring future competitiveness is becoming increasingly necessary. Enterprises in the past have vastly benefited from investing in the technologies of tomorrow, enabling them to uncover emerging opportunities to drive future growth and differentiate their business. Investing in emerging technologies has also gained significance given the faster pace of technology obsolescence. However, with a myriad of technology developments surfacing every day, it has become difficult for enterprises, service providers, and technology providers to stay abreast of the latest developments impacting their industry and prioritize investments in the most relevant areas.

In this report, Everest Group explores how enterprises have benefited in the past from previous innovations and lays down an ideal methodology to identify, track, and prioritize key investments into emerging technologies by assessing their potential impact, market maturity, and unique proposition and alignment to the relevant industry. We focus on:

- Importance of solving problems of today with technologies of tomorrow
- A staged radar approach to prioritizing investments in technologies in an industry-conscious manner
- Aligning organizational structures and resources toward the development of emerging technologies based on their maturity
- Implications for senior leaders as they navigate emerging technologies

### Scope of this report



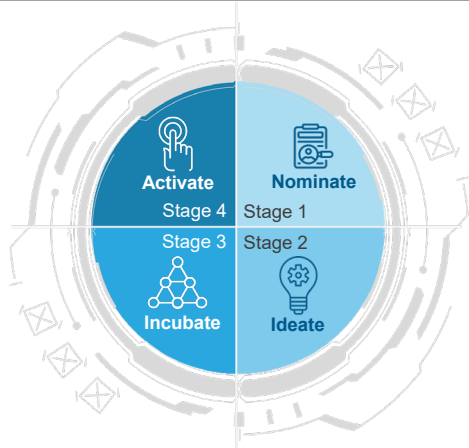
**Geography**  
Global



**Industry**  
Market activity and investments  
across all major industries

# This study offers six distinct chapters providing a deep dive into key aspects of the exponential technology market; below are four charts to illustrate the depth of the report

## Staged radar approach for qualifying investments



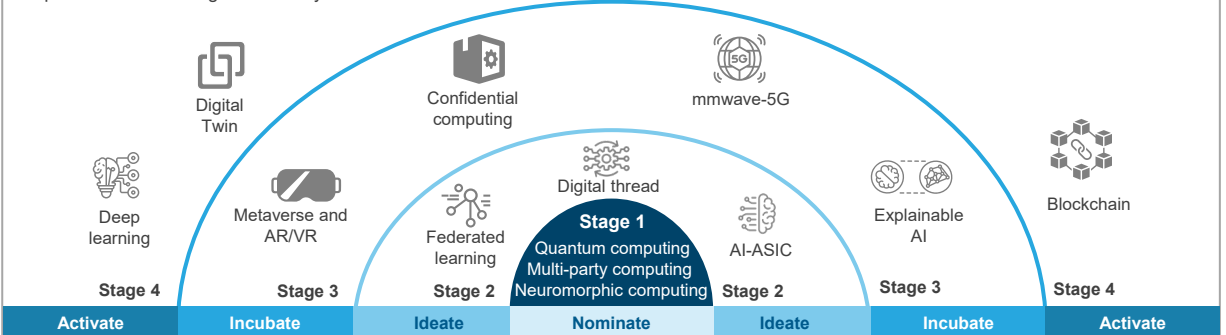
### Characteristics of a staged radar approach

- Qualifying technologies across a gradient of adoption spanning initial thought to prototyping
- Segregation of technologies linked to their current maturity, relevance in the wider market, and applicability to specific industry
- Serves as a guiding light to instigate appropriate action based on the technology maturity and business urgency to adopt
- Aids in discerning investments to be made in specific use cases in line with industry and business needs
- Creates alignment with necessary stakeholders on responsibilities and approaches
- Robust ability to recalibrate investments based on periodic reviews of radar

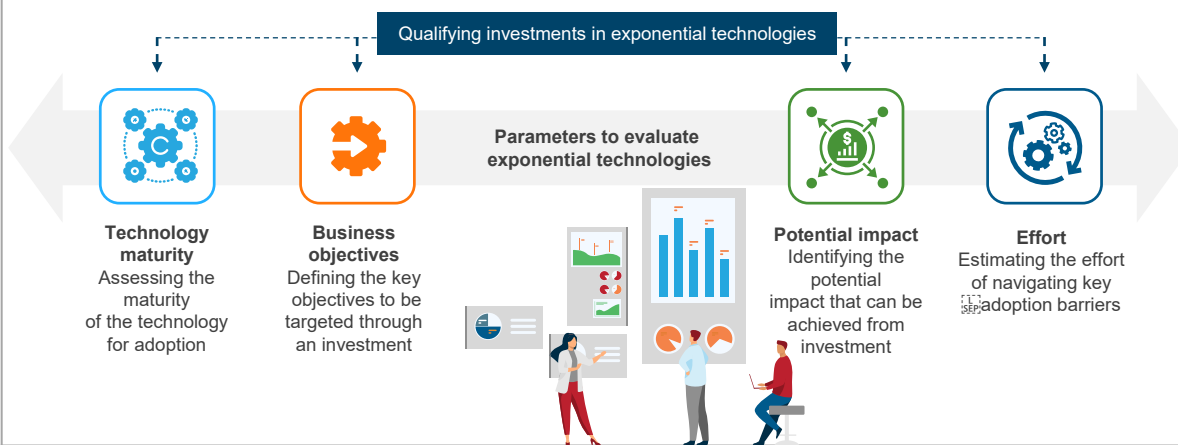
## Exponential technology radar for 2023

### Key considerations

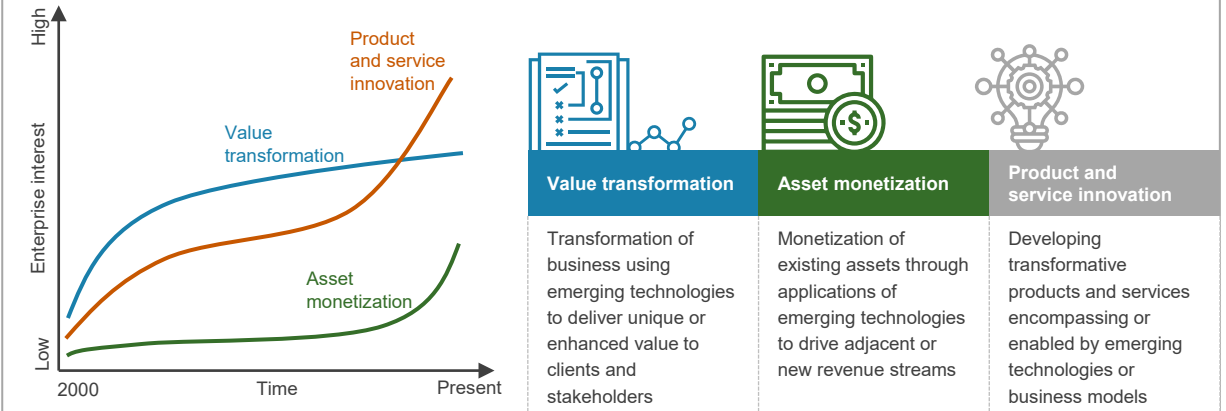
- The radar is industry agnostic and represents the key technology trends in the overall market
- The business impact of various emerging technologies on enterprises is best derived by following the considerations mentioned on the previous slides alongside industry and domain context



## Key parameters to consider when qualifying exponential technology investments



## Evolving enterprise objectives



Source: Everest Group (2023)

# Research calendar

## Digital Services

Published Planned Current release

Reports title	Release date
Metaverse Primer: What Is It and Where Can It Be Used?	March 2022
Moving Toward Scaled, Successful, and Sustained Digital Transformation	May 2022
Technology as a Strategic Differentiator in an Organization's Growth	June 2022
Digital Twin Services PEAK Matrix® Assessment 2022	July 2022
Systems of Growth – Building a Platform-based Operating Model to Innovate and Differentiate at Enterprise Speed and Scale	July 2022
Digital Twin Services Provider Compendium 2022	August 2022
Web 3.0 Trailblazers – the Top Start-ups Building the Next Generation of the Internet	October 2022
<b>Exponential Technology Radar 2023: Picking the Right Battles</b>	<b>February 2023</b>
Digital Transformation Consulting Services PEAK Matrix® Assessment 2023	Q1 2023
Enterprise Services Blockchain PEAK Matrix® Assessment 2023	Q1 2023
State of the Market – Digital Services	Q1 2023
Digital Twin services PEAK Matrix® Assessment 2023	Q2 2023
Tech Radar 2023 – Technology and Trends Shaping the Future of Supply Chain	Q2 2023
Enterprise Extended Reality & Metaverse Services PEAK Matrix® Assessment 2023	Q3 2023
Enterprise Extended Reality & Metaverse Services Providers Compendium	Q3 2023

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