

Top Trends for Tech Providers for 2022

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Published 16 February 2022 - ID G00750017 - 5 min read

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Initiatives: Emerging Technologies and Trends Impact on Products and Services

The pandemic and the ensuing recovery will have a large bearing on technology business in 2022. These issues, including the direction of technology investments, role of the nation state, supply chain and talent, will shape the key trends that product leaders need to master for success in 2022.

Analysis

Technology's impact on society and national economies continues to intensify, and the pandemic has served as a catalyst to accelerate this impact. This larger role of technology has increased the responsibilities of technology providers and what their customers expect from them. This in turn has elevated the role of technology providers in their clients' businesses and what buyers and customers seek from those businesses.

This deeper entrenchment in business has also made technology providers much more sensitive to factors beyond technology. No longer is it sufficient for them to listen only to their clients' stated needs and satisfy them with the best products and services. Now, technology providers have to be aware of the broader economic, social, technological and other trends that can have a large bearing on their business.

This awareness is necessary for both offensive and defensive actions. Tech providers need to build offensive strategies and deploy resources to effectively harness the trend for business success. It is also important that tech providers understand potential threats and ensure that they have effective defensive strategies in place to ward off threats.

Tech providers big and small will have to strengthen their teams with a broader array of skills beyond technology, functional and industry skills. Their strategic plans and product roadmaps will need to factor in more aspects in addition to customer needs and technology capabilities.

Gartner is launching an annual series of top trends that are of prime importance to tech provider business. In this inaugural edition, we identify the top 10 trends that will impact tech provider business. These trends:

- Can impact one or more areas, including customers, buyers, products, ecosystem, business model and operating model
- Require decisions to be made by product leaders and executives
- Are evident now and are expected to reach the midpoint of all adoption in two to five years
- Have worldwide impact
- Will impact multiple tech provider products and services
- Will influence business in multiple verticals

See Note 1 for the methodology we used to select these trends.

Product leaders should evaluate the impact of these trends across all dimensions of their business to determine the actions required to be taken. It is vital that product leaders engage with other strategic leaders in their organization across finance, marketing, sales, operations and other areas to craft their strategies.

As shown in Figure 1, the top trends for tech providers for 2022 are:

- Beyond IP
- Co-innovation ecosystems
- Composable business
- Democratization of technology
- Distributed enterprise
- Intelligent applications
- Sustainable business
- Talent agility
- Techno-nationalism
- Unlimited capital

Please note that the order of the trends in the list above does not indicate any priority or rank.

Figure 1: Top Trends for Tech Providers for 2022

Top Trends for Tech Providers for 2022







Source: Gartner
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
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Figure 2 highlights the trends and the level of impact across various dimensions of tech provider business.

Figure 2: Impact Level of 2022 Trends

Impact Level of 2022 Trends

Impact: Low    Very High 

	Customers and Buyers	Competitive Landscape	Products and Services	Operations and Processes	Talent and Resources	Partners and Ecosystems
Beyond IP						
Co-innovation Ecosystems						
Composable Business						
Democratization of Technology						
Distributed Enterprise						
Intelligent Applications						
Sustainable Business						
Talent Agility						
Techno-Nationalism						
Unlimited Capital						

Source: Gartner

Note: Low is below 30% and very high is above 75% of business operations impacted for all tech providers.

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Research Highlights

Some recommended content may not be available as part of your current Gartner subscription.

Links to the research notes that analyze the top 10 trends for tech providers in 2022 are listed below. Some of these have yet to publish. The order in the list does not imply a ranking.

Top 2022 Tech Provider Trend: Beyond IP

Product leaders see IP as the bedrock of high tech. Meanwhile, IP's role, value and management are changing beyond protection strategies to new strategies leveraging open, ecosystem and alternative IP approaches. Product leaders need to go "beyond IP" to realize value from proprietary assets.

Top 2022 Tech Provider Trend: Co-innovation Ecosystems Will Boost Transformational Growth

A new co-innovation ecosystem approach enables joint designs of IT solutions from idea to value in unique, rapid and operationally efficient ways. Product leaders should use stakeholders' communities to jointly develop new products, generate revenue and develop value for customers.

Top 2022 Tech Provider Trend: Composable Business

Enterprises are embracing the principles of composable business to improve adaptability and resilience. Product leaders must act decisively to develop an understanding of the new opportunities and threats that composable business presents.

Top 2022 Tech Provider Trend: The Democratization of Technology

The democratization of technology empowers non-IT workers to select, implement, produce and custom fit their own technology. Product leaders must embrace the new opportunities this trend offers and meet the needs of a new set of citizen developers and business technologists.

Top 2022 Tech Provider Trend: Distributed Enterprise

Organizations are shifting toward "distributed enterprise" to support hybrid work, remote delivery and digital experience at all touchpoints. Product leaders must respond to these shifts by prioritizing technologies and product capabilities that blend the digital and physical worlds.

Top 2022 Tech Provider Trend: Intelligent Applications

Embedded machine learning is driving a shift from traditional procedural applications to intelligent applications capable of broad and deep business value. Product leaders preparing to enter this market must focus on ease of use and outsized outcomes across sector and business use cases.

Top 2022 Tech Provider Trend: Sustainable Business

Sustainable business is a strategy that incorporates environmental, social and governance factors into decision making. In response to this trend, product leaders must both act on the new market opportunities and contribute to their organization's own sustainability efforts.

Top 2022 Tech Provider Trend: Talent Agility

The postpandemic pace of technology and service providers' business can no longer be accommodated by rigid and fragmented talent management processes. Product leaders should address their talent needs by combining skills and talent supply into a holistic approach called talent agility.

Top 2022 Tech Provider Trend: Techno-Nationalism

Globalization increased GDP by \$25 trillion over the past decade through integrated global supply chains, free trade and free flow of capital. However, we are now entering a new phase of opportunities accruing to companies that can operate more efficiently in a nationalized environment.

Top 2022 Tech Provider Trend: Unlimited Capital

Unlimited capital is the trend in which investors' abundance of capital is competing for investment in private companies. Since tech CEOs have access to virtually unlimited amounts of capital at a low cost, they should raise larger amounts of financing and accelerate their growth plans.

Additional research contribution and review: Esha Bhatia

Note 1: Methodology

Gartner's selection of the top trends is based on primary research activities, including surveys, external sources and interactions with tech providers, enterprises and other organizations. The selection was made from a larger collection of more than 80 trends identified, curated and synthesized by our research teams, qualifying top trends with such criteria as scope, breath and time of impact.

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