

LIGHTNING ROUND

# Emerging tech: Exploring new & disruptive rechnologies



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# Digital discovery: Commerce & GenAI

**Heather Hershey**

Research Director, Worldwide Digital Commerce Strategies





# Autonomous AI shopping accelerates the diminishment of the brand era

By 2028, **GenAI-enabled marketplaces and search platforms will become the primary UI for shopping** and product discovery, requiring a profound shift in corporate product and marketing strategy (B2B and B2C).

# Online shopping and product discovery will experience a profound shift, forcing an overhaul of corporate digital commerce strategies.





# Quantum: The next computing frontier

**Heather West, PhD**

Research Manager, Quantum Computing Infrastructure, Platforms, & Technologies





# Revolutionary compute power for intractable problems

By 2030, **15% of enterprises running performance-intensive workloads will leverage quantum-accelerated supercomputers to gain a competitive advantage** by solving many intractable business and science problems.

# Quantum supercomputers will be the next "industry disrupting" technology, integrating the power of CPUs, GPUs, and QPUs.





# Bridging the connectivity gap

**Peter Chahal**

Research Director, Worldwide Telecom Services and Strategies





# A new era of enterprise agility and innovation with LEO satellites

By 2029, **70% of enterprises will leverage LEO satellite connectivity**, increasing resiliency by creating an AI-optimized unified digital enterprise service fabric.



# LEO Satellite Communications: *A solution whose time has come*





# Want to learn more?



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