



Gartner Identifies Top Vertical Industry Predictions for IT Organisations for 2012 and Beyond

Many Industry Models Challenged as Customers Continue to Adopt an Always-Connected Digital Lifestyle

Technology research and advisory firm Gartner, Inc. has published its top predictions for IT organizations and users in various industry sectors, including government, automotive, healthcare, insurance and banking.

Gartner's annual Predicts research on industry trends titled "Top Industry Predicts 2012: Industries Face Intensified Consumerization and Technology Disruption," features 15 strategic planning assumptions that CIOs, senior business executives and IT leaders should factor into their enterprise planning and strategy-setting initiatives. The report is available on the Gartner Predicts 2012 website, www.gartner.com/predicts.

"Many industry business models will be challenged through 2015 as customers continue to adopt an always-connected digital lifestyle and market competitors exploit emerging technologies to achieve business growth and success," said Kimberly Harris-Ferrante, vice president and distinguished analyst at Gartner.

"Cloud computing and social media will continue to provide industries with new avenues for effective customer communication and engagement, facilitating increased revenue and sustainable interaction with key customers," Ms. Harris-Ferrante said. "New technologies such as media tablets and advances in mobile will have a disruptive impact on many industries, requiring changes to existing processes and propelling business transformation."

For industry CIOs, senior business executives and IT leaders, navigating economic and market volatility will be a critical success factor in 2012 and beyond. With this year's industry predictions, Gartner analysts are highlighting the emerging trends that once addressed will better position industry leaders to align their business practices with the needs of customer and business partners. The top industry predictions include:

By 2016, most consumers in mature markets will consider in-vehicle Web access a key criterion in their automobile purchase.

By 2014, major national defaults in Europe will lead to the collapse of more than one-third of European banks.

By 2015, new, external social Web and cloud-based services will generate 25 percent of consumer-driven banking products and services.

By 2013, iPad penetration among pharma sales reps will reach 85 percent, then shift to applications that improve delivery and interaction tracking.

By 2016, the iPad will gain less than 50 percent of the K-12 market as CIOs favor devices that are deployed more readily.

By 2015, 30 percent of smart grid projects will leverage cloud services to address big data from converging technologies.

By 2015, 20 percent of integrated delivery systems will be investing in new healthcare-targeted customer relationship management (CRM) systems.

By 2014, 30 percent of U.S. private healthcare payers will acquire providers, forcing integration of application suites as delivery and finance merge.

By year-end 2014, at least one social network provider will become an insurance sales channel.

By 2016, more than 5 percent of searches will be integrated using mobile devices' video/audio sensors instead of typed or spoken phrases.

Through 2015, 80 percent of multichannel implementations will fail because retailers will retain channel- and product-centric strategies.

By 2013, government financial sustainability will join cost containment as the top driver and constraint for government IT spending.

By 2015, context-aware promotions will comprise 10 percent of convenience item promotional activity among consumer goods manufacturers in developed markets.

Until 2015, ineffective IT/OT management will risk serious failures in more than 50 percent of enterprises, and critical failures in asset-dependent ones.

By 2014, the five largest PLM software providers will make social networking

an integral part of their solution.

"In 2011, many industries globally had to cope with a stubbornly sluggish economy that challenged enterprises to balance the sometimes conflicting imperatives of maintaining costs control while enabling innovation," Ms. Harris-Ferrante said. "The market, economic, demographic and technological environments that industries will face in 2012 will require them to be nimble in their operations and enterprise practices. Being agile and adopting new business practices will be imperative for survival in 2012."

Additional information is in the Gartner Predicts Special Report that is available on Gartner's website at www.gartner.com/predicts. The Gartner Predicts Special Report includes links to more than 70 Predicts reports broken out by topics, industries and markets.

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