



What makes technological breakthroughs a megatrend?

Companies continually wait for the “next big thing,” believing that a particular technology trend either won’t amount to much, or that it won’t affect their industries for years to come. But disruption is happening today at a faster rate and higher volume than ever before. Innovations throughout history have tipped the balance in favor of the innovators. In that sense, technological breakthroughs are the original megatrend. The ubiquity of technology, with increased accessibility, reach, depth, and impact are what will expedite adoption of the Essential Eight.

Key questions and actions for the C-suite

PwC believes the Essential Eight technologies will shake up companies’ business models in both beneficial and quite challenging ways. Across industries and regions, the emerging technology megatrend will influence strategy, customer engagement, operations and compliance. As a result, leadership teams should find effective answers to three fundamental questions:

- Do we have a sustainable innovation strategy and process?
- Have we quantified the impact of new technologies? If not, how can we do that—and how soon?
- Do we have an emerging-technologies road map? If so, are we keeping it up to date?

According to PwC’s report, executives should not treat the Essential Eight technologies as a sort of checklist to delegate to the CIO or CTO. Rather, exploring and quantifying emerging technologies—and planning for them—should be a core part of a company’s corporate strategy.

Before developing an innovation strategy and exploring and quantifying emerging technologies, executives should educate (or re-familiarize) themselves with these technologies and what they can do. Explore PwC’s Tech Breakthroughs Megatrend site and download the new report at www.pwc.com/TechMegatrend.

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