

# Techstrong Research

## PulseMeter

This year is all about reinventing the way businesses, customers and employees adopt and use technology. By breaking down existing business processes and culture norms and finding ways to introduce appropriate technology, teams can work more efficiently and skilled employees can focus on creativity, innovation and solving the most difficult challenges rather than mundane,

Our fourth annual Predict conference looked ahead at what 2022 has in store. Techstrong Research, an industry analyst, consulting and research organization, ran a number of flash polls to help us understand the evolving requirements for businesses as they approach data and artificial intelligence (AI) along with DevSecOps and the metaverse. Across all of the polls we received more than over 550 responses.

### Have a technology or business strategy question?

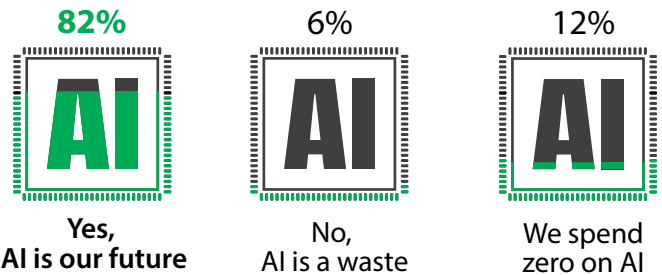
Want to share something about your organization? Interested in learning how we partner with our clients? [Visit our website](#) or [send us an email](#) to schedule an

#### Artificial Intelligence and Data

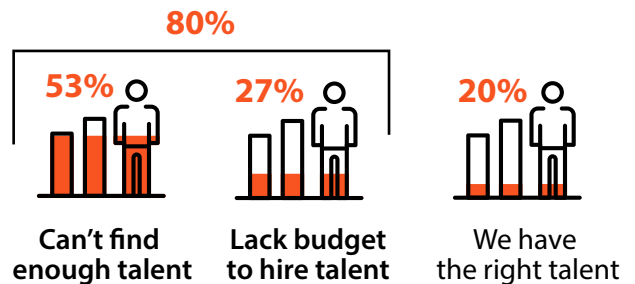
» Organizations are increasingly recognizing that creating a data strategy focused on AI and machine learning (ML) is critical to their future success. The vast majority of those polled agree that AI is their future.



**Is your business turning machine learning investments into customer- and employee-facing offerings?**



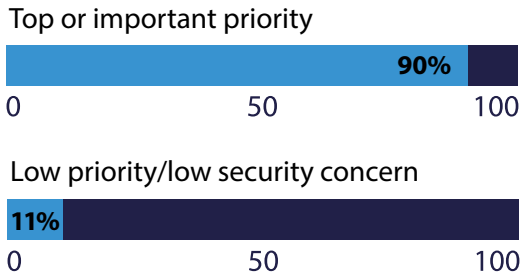
**Can you find the right talent with the right data and AI/ML skills to meet your 2022 business requirements?**



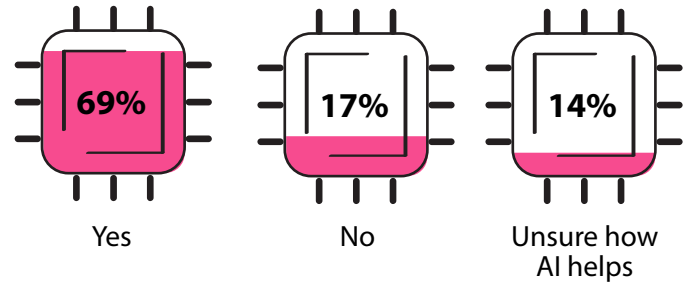
### DevSecOps – Securing your Environment

» Modern applications are increasingly composed of components that are outside of your organization’s control. Securing APIs, gaining visibility into your entire IT landscape (from the edge to the cloud, servers and the mainframe) will be critical

» **Is visibility into all of your APIs and the security of third-party APIs one of your 2022 security priorities?**



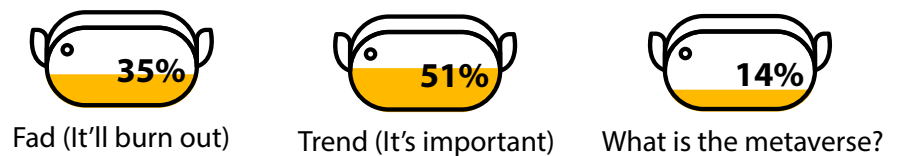
» **Does your observability platform need more ML and AI to improve insights and recommendations?**



### Metaverse and the Future

» The metaverse surged to prominence during the second half of last year, and the excitement about its potential has continued into this year.

» **Is the metaverse a quick, short-term fad or an important technology trend that businesses must embrace for 2022?**



## Techstrong Research Analyst View

We will see ML and AI capabilities built into more technology offerings throughout the upcoming year. Why is AI such an important area? It is helping to solve some of the biggest business and technology challenges. For example, there is clearly a skills shortage from both an “able to find” and “able to afford” standpoint. To address this challenge, there is a wide range of AI-based offerings designed to upskill junior employees so

Marketing and sales teams may claim that an offering uses ML and AI, when in fact, at best, it uses some analytics and rule-based decision making. This challenge of “AI-washing” is why buyers must fully understand a product’s data and AI capabilities before making a major investment.