

MARKET INTELLIGENCE REPORT

MARCH 2023

Intelligence Report

A Deep Dive *into* IT Industry



The Biden administration aims to strengthen US national cybersecurity policy and defenses against cyberattacks.

UNITED STATES

A horizontal bar with a gradient of colors: blue, green, yellow, and orange.

The national cybersecurity policy released by the Biden administration aims to strengthen the country's defenses against cyberattacks. The new strategy involves drafting legislation to impose responsibility for insecurely distributed software and services. The government is also trying to have a "safe harbor" framework passed, which would spell out the steps businesses can take to prove they are prioritizing cybersecurity.

According to the plan, China poses the greatest long-term risk to both public and private computer systems. The administration intends to strengthen the National Cyber Investigative Joint Task Force's ability to coordinate cyber threat investigations.



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To better detect criminal use of the U.S.-based infrastructure, share reports of harmful use with the government, and make it easier for victims to report misuse of these systems, it will collaborate closely with cloud and other Internet infrastructure providers.

References:

<https://krebsonsecurity.com/2023/03/highlights-from-the-new-u-s-cybersecurity-strategy/>

UNITED KINGDOM

The UK branch of the defunct US bank Silicon Valley Bank (SVB) has been acquired by HSBC for a mere £1. The tech industry felt the shockwaves of SVB's demise, and many were worried about the effects on their enterprises. The negotiations for the arrangement, which does not use any public funds, were spearheaded by the government and the Bank of England.

The failure of SVB UK would have posed a threat to a key industry for the Kingdom's economic future. Customers and businesses who had been unable to withdraw their money before the HSBC arrangement are now able to do so normally, bringing comfort to UK IT firms that had warned they could go bankrupt without assistance.

References:

<https://www.bbc.com/news/business-64937251>

A large, stylized graphic of the SVB logo. The letters 'SVB' are in a bold, blue, sans-serif font. A red 3D arrow points downwards from the top of the 'V', passing through the 'B'. The background is a circular gradient of blue, purple, and yellow. The entire graphic is set against a dark background with faint, glowing lines and numbers, suggesting a financial or technological theme.

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The cybersecurity threat landscape in the Middle East is continuously shifting as new threats and hacks emerge. Especially with the increase of remote working.



UNITED ARAB EMIRATES

The cybersecurity threat landscape in the Middle East is continuously shifting as new threats and hacks emerge. Especially with the increase of remote working, which exposes firms to new vulnerabilities, it is imperative that organizations in the region regularly upgrade and monitor their security systems in order to combat the emerging threats.

Reference

<https://www.khaleejtimes.com/kt-network/gisec-2023-to-highlight-the-need-for-ongoing-cybersecurity-training-and-heavy-investment-into-adapt>

New cybersecurity solutions and training programmes to improve staff security knowledge and capacities are showcased at GISEC.



New cybersecurity solutions and training programmes to improve staff security knowledge and capacities are showcased at GISEC, an event that directly targets this issue. A number of different cybersecurity vendors will be showcasing their wares at this event. Also, the application of AI and machine learning is rising in significance as a means to fortify IT security frameworks in the face of ever-evolving cyber dangers.

Talking about

Design & Development



Important facets of user experience (UX) will likely become even more vital to the success of technological companies in the next five years.

UX POWERED BY GENERATIVE AI

Throughout the next five years, 16 already-important facets of user experience (UX) will likely become even more vital to the success of technological companies.

Some of these trends are the use of both qualitative and quantitative data in the design process, a dedication to accessible design, real-time support, predictive analytics, consumer-like experiences for enterprise users, role-based UI/UX, automated UI layouts, immersive experiences, human-like AI, customized experiences based on usage patterns, and role-based UI/UX..



The success of technological products is credited to the provision of streamlined and user-centric experiences tailored to the requirements and preferences of end-users.



References:

<https://www.forbes.com/sites/forbestechcouncil/2023/03/02/16-tech-experts-predict-table-stakes-ux-trends-coming-in-the-next-five-years/?sh=4760ldda342e>

CLOUD COMPUTING X SOFTWARE DEVELOPMENT

IT organizations are predicted to follow significant trends in 2023, as identified by members of VMware's Tanzu Vanguard community. To begin, a growing number of businesses are moving towards a cloud-native first strategy, which means they are adopting containerization and Kubernetes as the foundation for their existing and future software. There will be a demand for virtual machine (VM) workloads in the coming years, and organizations will continue to have both VM-centered and containerized workloads.



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Businesses will prioritize cost-cutting and efficiency-boosting measures by adopting platform engineering, AI, and cloud platforms. IT leaders can optimize budgets and efficiency by using a digital immune system that integrates observability, AI/automation, design, and testing to create resilient systems.

References:

<https://www.cio.com/article/463295/perspectives-on-how-cloud-computing-app-development-trends-will-take-shape-in-2023.html>



Take a dig into

DIGITAL MARKETING



Five trends expected to shape the digital marketing landscape in 2023:

AI automation | Contextual advertising | Direct data collection | Expansion of visual search | AR/VR technology

DIGITAL MARKETING TRENDS 2023

Five trends are expected to shape the digital marketing landscape in 2023: the increased use of AI and automation for more creative and sophisticated targeting and personalization efforts; the shift towards contextual advertising and direct data collection in response to concerns about data privacy and the end of third-party cookies; the expansion of visual search and AR/VR technology for more engaging customer experiences; and the emphasis on long-term partnerships with influential influencers.



These shifts will bring both threats and possibilities for businesses, so it's important for them to maintain a flexible and forward-thinking approach while never losing sight of their fundamental missions and values.



References:

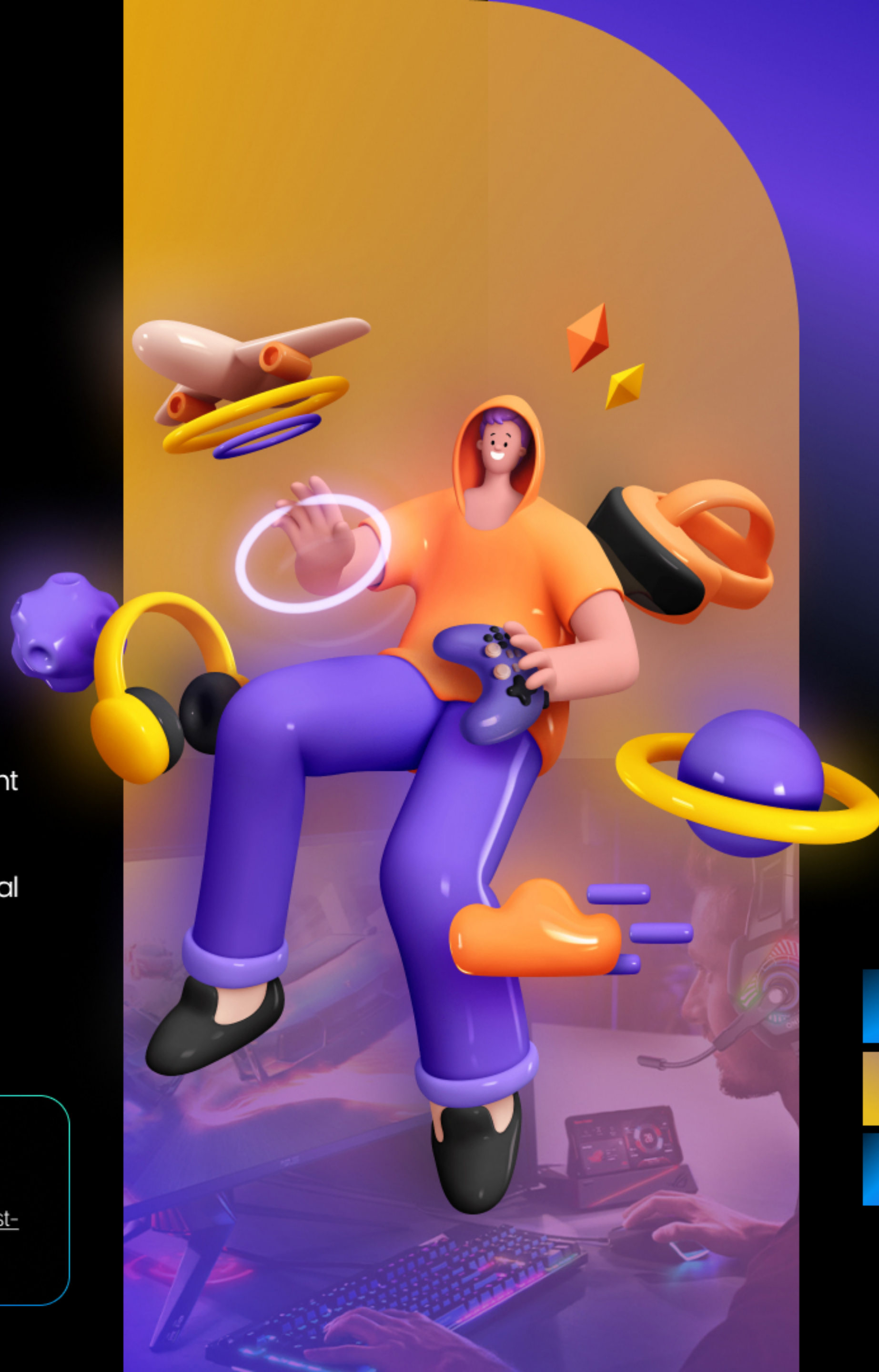
<https://www.forbes.com/sites/forbesagencycouncil/2023/02/15/5-predictions-for-digital-marketing-in-2023/?sh=377723b6719d>

IN-GAME ADVERTISING

Despite "permacrisis" being chosen as the word of the year, the state of digital media and advertising is anything but stable. The rise of CTV advertising, the relevance of context and attention metrics, the promise of in-game advertising, and other developments all point to brighter times ahead for digital media. Digital media are evolving at a rapid rate, which is ultimately beneficial because it allows us to explore the full extent of the medium's possibilities.

References:

<https://www.entrepreneur.com/growing-a-business/why-the-best-days-of-digital-media-are-ahead-of-us/444426>



Advertisers who want to reach a sizable and receptive audience of gamers can do so quite successfully through in-game advertising, and especially through intrinsic in-game commercials.

More than three billion people play video games each year, which means that by 2030, in-game advertising will be worth approximately \$18 billion.

All About

E-COMMERCE



E-commerce hybrid models with more options available to shoppers will likely be beneficial.

E-COMMERCE THE HYBRID MODEL

For retailers to reap the most benefits from their ecommerce websites in 2023, they will need to adapt to the shifting preferences of their customers. To begin, businesses need to increase the options available to shoppers in the marketplace.

To accomplish this, retailers need to provide their customers a consistent, personable, and novel experience from beginning to end. Secondly, retailers must tailor recommendations to regional activities, customer tastes, and other inventory accuracy criterias.

Finally, consumers want faster, cheaper delivery with more agency over the entire experience; which needs precision and quality service that pays off in loyal customers.

References:

<https://www.supermarketnews.com/online-retail/2023-consumer-trends-impacting-ecommerce-profitability>



**To begin, businesses need
to increase the options
available to shoppers in
the marketplace.**



E-CUSTOMIZATION

After surging by more than 30% in 2020, analysts predict that online retail sales will climb by a low single digit percentage each year for the next five years. By 2027, online shopping will have accounted for 47% of all retail expansion. Retailers and businesses that want to stay competitive are trying out new strategies for reaching and engaging customers, such as e-customization, gamifying commerce, and sensory buying.

References:

<https://www.forbes.com/sites/michelleevans1/2023/02/14/three-e-commerce-trends-that-will-change-how-we-shop-in-2023/?sh=1d71bdef71eb>



To succeed in the digital space, businesses must take measures to find, attract, and convert new customers

through the provision of a satisfying digital customer experience and an awareness of relevant digital trends and market movements.

Thankyou!



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